



# BUDGET 2013



ESTIMATES OF NATIONAL EXPENDITURE

**VOTE 9: Government Communication and Information System**



**national treasury**

Department:  
National Treasury  
**REPUBLIC OF SOUTH AFRICA**



# **Estimates of National Expenditure**

## **2013**

**National Treasury**

**Republic of South Africa**

27 February 2013



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The Estimates of National Expenditure 2013 e-publications are compiled with the latest available information from departmental and other sources. Some of this information is unaudited or subject to revision.

The Estimates of National Expenditure e-publications for individual votes are available on [www.treasury.gov.za](http://www.treasury.gov.za).

Compared to the abridged version of the Estimates of National Expenditure, these publications contain more comprehensive coverage of goods and services, transfers and subsidies, and public entities. Additional tables are included containing information on the main and adjusted appropriation, with revised spending estimates for the current financial year, on skills training, conditional grants to provinces and municipalities, public private partnerships and information on donor funding. Expenditure information at the level of service delivery is also included, where appropriate.

# Foreword

The 2013 Budget is set within the context of a prolonged and slow economic recovery globally and domestically; arising as an overhang from the global financial crisis of 2008, domestic structural constraints and recent supply side disruptions emanating from the mining sector. The fiscal stance underpinning this year's Budget balances support for the economy in the short term with the objective of rebuilding fiscal space in the medium to long term. This approach is informed by a growing belief that some of the slowdown in growth and revenue is in fact structural. Accordingly, strong measures have been instituted to contain government's consumption expenditure.

The 2012 medium term budget policy statement (MTBPS) presented an expenditure framework that kept the budget baselines for the first two years of the 2013 medium term expenditure framework (MTEF) unchanged since their publication in February 2012. Spending agencies had been advised to reprioritise spending within their baseline allocations to accommodate new priorities or the expansion of existing programmes. However, in response to the cumulative effects of the slowdown in growth and revenue, government has appropriately decided to reduce aggregate spending by R10.4 billion relative to the 2013 MTEF announced in the 2012 MTBPS. In addition, R52.1 billion has been shifted from within institutional baselines for reprioritisation to key government priority programmes. All of this has been done in a manner that does not compromise the attainment of the priorities set out in the MTBPS.

In guiding departments on how to approach the 2013 Budget, the Ministers' Committee on the Budget stated: 'In response to difficult global economic circumstances, we have expanded government's contribution to the economy. ... Financing this expansion at the same time as declining government income has meant a significant increase in borrowing. Since 2008/09, our stock of debt has more than doubled, and with it, the cost of servicing our debt has also accelerated. Higher borrowing and interest costs have meant that fiscal space is being eroded and our economy will have to finance a relatively larger government interest bill for many years. This means less money will be available for other purposes.' (2012 Medium Term Expenditure Framework Guidelines)

Indeed, departments and spending agencies do have to learn to do more with less. In the period ahead, improvements in outcomes have to come from qualitative improvements in the use of available budgets and other inputs. All institutions need to increase their efficiency and effectiveness in terms of service delivery, particularly in relation to infrastructure development. The National Development Plan 2030 sets out the planning framework for improving delivery in the public sector. The National Development Plan is the first long term plan for South Africa. Future budgets will therefore facilitate stronger alignment of institutional planning with the National Development Plan.

With our well established budgeting processes and practices, we have a good basis for the changes we need to make into the future in order to continue to ensure fiscal sustainability, while simultaneously increasing government performance in line with the expectations of South Africans. In the 2012 Open Budget Index Survey, conducted independently by the International Budget Partnership, South Africa was rated second out of the 100 countries participating in this assessment of budget transparency. South Africans can be proud of the comprehensiveness of the budget information that is available and should strive to make good use of the information in discussions with government regarding its policies and practices.

The expenditure estimates on the votes are the product of extensive consultative processes of policy review at the technical and executive level, designed to ensure the efficient allocation of public funds. These took place under difficult economic circumstances. I am grateful to our colleagues in national departments and agencies for their partnership, contributions and advice, during both the budget process and the finalisation of this publication. Special appreciation goes out to the team at National Treasury, who worked tirelessly to produce a document, the substance and quality of which are a source of great pride.



**Lungisa Fuzile**  
**Director-General: National Treasury**



# Introduction

## The Estimates of National Expenditure publications

The Estimates of National Expenditure publications are important accountability documents, which set out the details in relation to planned expenditure and planned performance at the time of the tabling of the Budget. In pursuit of an ever-improving representation of information, many changes have been introduced in the 2013 ENE publications. In terms of the non-financial information, it is noted in these publications how vote activities are envisaged to align with the National Development Plan 2030 over the long term, and how they are contributing to government's 12 outcomes and other key service delivery goals. Performance information has been further emphasised and in the 2013 ENE publications forms an integral part of the discussion of the financial information in the expenditure trends section of every programme within each of the votes. The personnel information has also been disaggregated and moved to the programme level. This allows for a more holistic discussion of budget plans at the programme level and gives greater effect to South Africa's Programme Budgeting by function approach.

Essentially, performance, personnel and finances are discussed together in respect of the impact they have on the programme plans. The analyses of the average growth of different categories of personnel and expenditure over time, as well as the magnitude this represents relative to the total, are now shown in the publication tables. This makes the narrative in the text less cluttered and more specifically focused on performance and related discussions. Expenditure information is in addition now shown for selected subprogrammes by economic classification, together with tables showing personnel numbers according to salary level for these subprogrammes. Progress made on the implementation of key existing and new infrastructure projects is discussed with all infrastructure projects shown in an additional table.

The e-publications for individual votes contain more comprehensive coverage of goods and services, transfers and subsidies, and public entities. Additional tables are included containing information on: the main and adjusted appropriation, with revised spending estimates for the current financial year; training; conditional grants to provinces and municipalities; public private partnerships; and donor funding. Expenditure information at the level of service delivery is also included, where appropriate.

A consolidated account, summarising the Estimates of National Expenditure publication information across votes, is provided in the form of a narrative and summary tables in the Introduction chapter, which is included in the front pages of the abridged version of the Estimates of National Expenditure. A write-up containing the explanation of the information that is contained in each section of the publications has also been included in the abridged version of the Estimates of National Expenditure. Like the separate Estimates of National Expenditure e-publications for each vote, the abridged Estimates of National Expenditure publication is also available on [www.treasury.gov.za](http://www.treasury.gov.za).



# **Government Communication and Information System**

**National Treasury  
Republic of South Africa**



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# Vote 9

## Government Communication and Information System

### Budget summary

R million	2013/14				2014/15	2015/16
	Total to be appropriated	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total
<b>MTEF allocation</b>						
Administration	132.6	132.6	–	–	139.6	145.0
Content Processing and Dissemination	97.0	96.9	0.0	0.1	101.6	105.9
Intergovernmental Coordination and Stakeholder Management	120.0	99.0	20.8	0.2	122.2	127.7
Communication Service Agency	47.2	45.8	–	1.4	49.7	52.2
<b>Total expenditure estimates</b>	<b>396.7</b>	<b>374.3</b>	<b>20.8</b>	<b>1.6</b>	<b>413.1</b>	<b>430.8</b>

Executive authority Minister in the Presidency: Performance Monitoring and Evaluation as well as Administration  
Accounting officer Chief Executive Officer Government Communication and Information System  
Website address [www.gcis.gov.za](http://www.gcis.gov.za)

*The Estimates of National Expenditure e-publications for individual votes are available on [www.treasury.gov.za](http://www.treasury.gov.za). These publications provide more comprehensive coverage of vote specific information, particularly about goods and services, transfers and subsidies, public entities, donor funding, public private partnerships, conditional grants to provinces and municipalities, expenditure on skills training, a revised spending estimate for the current financial year, and expenditure information at the level of service delivery, where appropriate.*

### Aim

*Provide a comprehensive communication service on behalf of government to facilitate the involvement of the majority of South Africans in governance, reconstruction and development, nation building, and reconciliation.*

### Mandate

The Government Communication and Information System was established in May 1998 on the basis of a report by Comtask, the task group on government communications, which had been commissioned to review government communications at the local, provincial, national and international level. It had to make recommendations on how government communication should be structured in line with constitutional principles of freedom of expression and transparency and openness of government. The report noted the need to establish a communication and information system that is tailored to meet the demands of the broader democratic human rights environment. The report also emphasised the pressing need to finding ways to alleviate the isolation of citizens who, through apartheid, poverty and current circumstance are being deprived of the information that can help them take control of their lives and engage in dialogue with government. It was formally established in terms of Section 7 of the Public Service Act (1994) as a strategic unit located in The Presidency.

Now functioning as a separate department, the mandate of the organisation is to coordinate, guide and advise on government communication, including media liaison, development communication and marketing. Its core vision is to achieve integrated, coordinated and clear communication between government and South African citizens to enable them to be involved in the country's transformation.

### Strategic goals

The Government Communication and Information System's strategic goals over the medium term are to:

- ensure coherent, responsive and cost effective communication services for all government programmes
- provide a comprehensive communication service on behalf of government to facilitate the involvement of the majority of South Africans in governance, reconstruction and development, nation building and reconciliation
- ensure the strength, success and security of South Africa's democracy through the rapid, responsive and continuous communication of government's achievements
- ensure the strategic alignment of the government communication system with the national government agenda so that government wide communication reports on the five priority areas of government: education, fighting crime, health, job creation and rural development.

## Programme purposes

### Programme 1: Administration

**Purpose:** Provide overall support services to the department.

### Programme 2: Content Processing and Dissemination

**Purpose:** Provide strategic leadership in government communication to ensure coherence, coordination, consistency, quality, impact and responsiveness of government communication.

### Programme 3: Intergovernmental Coordination and Stakeholder Management

**Purpose:** Implement development communication through mediated and unmediated communication and sound stakeholder relations and partnerships. Transfer funds to the Media Development and Diversity Agency.

### Programme 4: Communication Service Agency

**Purpose:** Provide media bulk buying services and media production services to national government.

## Selected performance indicators

**Table 9.1 Government Communication and Information System**

Indicator	Programme	Outcome to which it contributes	Past <sup>1</sup>			Current	Projections		
			2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Number of cluster reports on perceptions on government delivery and performance reports per year issued <sup>1</sup>	Content Processing and Dissemination	Outcome 12: An efficient, effective and development oriented public service and an empowered and fair, inclusive citizenship	-1	-1	-1	14	14	14	14
Number of copies of Vuk'uzenzele newspaper published per year	Content Processing and Dissemination		10 million	10 million	18.5 million	20.4 million	20.4 million	20.4 million	20.4 million
Number of media briefings requests from departments per year	Intergovernmental Coordination and Stakeholder Management		158	140	68	100	100	100	100
Number of community and stakeholder liaison visits per year	Intergovernmental Coordination and Stakeholder Management		7 895	6 534	4 516	3 280	2 750	2 750	2 750
Number of development communication projects aligned to the government communication programme per year	Intergovernmental Coordination and Stakeholder Management		4 583	2 970	3 200	2 460	2 184	2 184	2 184
Number of rapid response facilitated reports per year <sup>1</sup>	Intergovernmental Coordination and Stakeholder Management		-1	-1	-1	264	311	311	311
Number of marketing events per Thusing service centre per year <sup>1</sup>	Intergovernmental Coordination and Stakeholder Management		-1	-1	170	680	484	484	484

**Table 9.1 Government Communication and Information System (continued)**

Indicator	Programme	Outcome to which it contributes	Past <sup>1</sup>			Current	Projections		
			2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Number of media buying campaigns implemented	Communication Service Agency	Outcome 12: An efficient, effective and development oriented public service and an empowered and fair, inclusive citizenship	158	108	140	150	170	180	190
Number of radio advertisements and dramas produced per year	Communication Service Agency		66	15	51	48	48	48	48
Number of video programmes produced per year	Communication Service Agency		54	13	30	120	120	120	120
Number of requests for photographic coverage handled per year	Communication Service Agency		484	600	553	500	500	500	500
Number of live broadcasts on community radio stations per year	Communication Service Agency		59	100	114	54	54	54	54
Number of government and national events covered by video per year	Communication Service Agency		54	150	386	400	400	400	400
Number of graphic designs produced per year	Communication Service Agency		155	100	254	160	160	160	160

1. Indicators with limited or no historic information were introduced in 2011/12 and 2012/13.

## The national development plan

The national development plan highlights the need to unite South Africans around a common programme, have citizens be active in their own development, and build a capable and developmental state. In ensuring effective government communication and facilitating the involvement of citizens in governance, reconstruction and development, nation building and reconciliation, the Government Communication and Information System can contribute to the fulfilment of these objectives.

Through coordinating the social cluster, the department will assist with the strategic communication related to the popularisation of the Department of Basic Education's Bill of Responsibilities, which the plan identifies as an action towards nation building and social cohesion. The department will also continue to provide strategic communication support to government departments through transversal communication campaigns that place special emphasis on national priorities.

The department will further support the government in building a capable state by maintaining good relations at provincial and local government level, and by establishing and strengthening provincial and district communication forums. This will ensure more coordinated efforts in communicating government plans, programmes and achievements.

In addition, the department aims to take a direct role in communicating the actual national development plan and conducting research to measure the willingness and actual participation of citizens in their own development.

## Expenditure estimates

**Table 9.2 Government Communication and Information System**

Programme	Audited outcome			Adjusted appropriation	Revised estimate	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12					2012/13	2013/14	2014/15		
R million												
Administration	80.1	89.3	101.3	192.6	192.6	34.0%	31.1%	132.6	139.6	145.0	-9.0%	35.8%
Content Processing and Dissemination	113.5	103.3	95.6	94.9	94.9	-5.8%	27.3%	97.0	101.6	105.9	3.7%	23.5%
Intergovernmental Coordination and Stakeholder Management	92.1	98.0	110.0	126.1	126.1	11.0%	28.6%	120.0	122.2	127.7	0.4%	29.1%
Communication Service Agency	48.3	61.6	36.6	47.4	47.4	-0.6%	13.0%	47.2	49.7	52.2	3.2%	11.5%
<b>Total</b>	<b>334.0</b>	<b>352.2</b>	<b>343.6</b>	<b>461.0</b>	<b>461.0</b>	<b>11.3%</b>	<b>100.0%</b>	<b>396.7</b>	<b>413.1</b>	<b>430.8</b>	<b>-2.2%</b>	<b>100.0%</b>
Change to 2012 Budget estimate				31.9	31.9			3.5	(4.0)	(5.7)		

Table 9.2 Government Communication and Information System (continued)

Economic classification	Audited outcome			Adjusted appropriation	Revised estimate	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12					2012/13	2013/14	2014/15		
	R million											
<b>Current payments</b>	<b>314.1</b>	<b>329.4</b>	<b>316.4</b>	<b>427.5</b>	<b>427.5</b>	<b>10.8%</b>	<b>93.1%</b>	<b>374.3</b>	<b>389.0</b>	<b>405.7</b>	<b>-1.7%</b>	<b>93.8%</b>
Compensation of employees	138.7	147.2	160.3	178.3	178.3	8.7%	41.9%	188.4	200.1	212.2	6.0%	45.8%
Goods and services	175.4	182.2	156.2	249.3	249.3	12.4%	51.2%	185.9	188.8	193.5	-8.1%	48.0%
of which:												
Administration fees	0.1	0.1	0.3	0.2	0.2	34.4%	0.0%	0.5	0.5	0.5	33.7%	0.1%
Advertising	31.9	38.5	14.8	26.4	26.4	-6.2%	7.5%	13.3	9.8	10.3	-26.8%	3.5%
Assets less than the capitalisation threshold	0.9	1.0	1.3	61.2	61.2	307.8%	4.3%	2.4	2.7	2.7	-64.8%	4.1%
Audit cost: External	1.2	1.5	1.9	1.6	1.6	9.0%	0.4%	1.7	1.8	1.8	4.3%	0.4%
Bursaries: Employees	0.5	0.4	0.4	0.4	0.4	-4.8%	0.1%	0.5	0.5	0.5	8.2%	0.1%
Catering: Departmental activities	1.0	1.0	1.2	1.1	1.1	2.7%	0.3%	1.1	1.2	1.2	3.1%	0.3%
Communication	13.1	13.0	10.0	9.2	9.2	-11.3%	3.0%	10.9	11.4	11.9	9.2%	2.6%
Computer services	15.8	17.4	11.1	14.2	14.2	-3.5%	3.9%	16.0	15.8	16.7	5.6%	3.7%
Consultants and professional services: Business and advisory services	1.2	1.1	1.5	1.5	1.5	7.0%	0.4%	1.9	2.0	2.1	12.5%	0.4%
Consultants and professional services: Legal costs	0.7	0.2	4.2	0.5	0.5	-11.6%	0.4%	0.7	0.7	0.7	11.1%	0.1%
Contractors	7.6	3.4	7.7	2.5	2.5	-31.0%	1.4%	2.8	2.9	2.9	4.9%	0.7%
Agency and support / outsourced services	12.4	13.3	5.5	11.0	11.0	-3.9%	2.8%	9.4	10.1	10.2	-2.4%	2.4%
Inventory: Food and food supplies	0.1	0.1	0.1	0.3	0.3	86.6%	0.0%	0.3	0.3	0.4	2.8%	0.1%
Inventory: Learner and teacher support material	0.1	0.1	0.1	0.1	0.1	-9.3%	0.0%	0.1	0.1	0.1	5.8%	0.0%
Inventory: Materials and supplies	0.7	1.1	1.6	0.2	0.2	-29.0%	0.2%	0.2	0.2	0.2	-2.0%	0.1%
Inventory: Medical supplies	0.0	0.0	0.1	0.1	0.1	37.3%	0.0%	0.0	0.0	0.0	-23.2%	0.0%
Inventory: Medicine	-	0.0	0.0	0.0	0.0	0.0%	0.0%	0.0	0.0	0.0	91.3%	0.0%
Inventory: Other consumables	0.3	0.2	0.3	0.5	0.5	14.4%	0.1%	0.5	0.6	0.6	8.8%	0.1%
Inventory: Stationery and printing	3.8	3.5	6.6	4.1	4.1	2.8%	1.2%	6.0	6.8	6.4	16.1%	1.4%
Operating leases	12.9	16.4	14.0	33.9	33.9	38.0%	5.2%	35.4	38.8	40.0	5.7%	8.7%
Property payments	3.1	3.1	2.5	7.6	7.6	35.7%	1.1%	7.8	8.0	7.9	1.1%	1.8%
Travel and subsistence	18.9	18.3	22.3	21.6	21.6	4.6%	5.4%	23.1	22.6	23.2	2.3%	5.3%
Training and development	4.4	5.3	4.7	4.7	4.7	2.4%	1.3%	5.0	5.0	5.5	5.2%	1.2%
Operating payments	42.1	39.2	39.4	43.5	43.5	1.1%	11.0%	42.9	43.7	43.9	0.3%	10.2%
Venues and facilities	2.6	3.7	4.4	2.8	2.8	2.7%	0.9%	3.2	3.4	3.6	7.7%	0.8%
Rental and hiring	-	-	0.1	0.1	0.1	0.0%	0.0%	0.1	0.1	0.1	14.9%	0.0%
<b>Transfers and subsidies</b>	<b>17.0</b>	<b>17.5</b>	<b>19.5</b>	<b>20.0</b>	<b>20.0</b>	<b>5.6%</b>	<b>5.0%</b>	<b>20.8</b>	<b>21.8</b>	<b>22.6</b>	<b>4.2%</b>	<b>5.0%</b>
Departmental agencies and accounts	16.6	17.3	19.2	20.0	20.0	6.4%	4.9%	20.8	21.8	22.6	4.2%	5.0%
Households	0.4	0.2	0.3	-	-	-100.0%	0.1%	-	-	-	-	-
<b>Payments for capital assets</b>	<b>2.8</b>	<b>5.1</b>	<b>7.6</b>	<b>13.4</b>	<b>13.4</b>	<b>69.1%</b>	<b>1.9%</b>	<b>1.6</b>	<b>2.3</b>	<b>2.4</b>	<b>-43.7%</b>	<b>1.2%</b>
Buildings and other fixed structures	-	-	-	10.0	10.0	0.7%	0.7%	-	-	-	-100.0%	0.6%
Machinery and equipment	2.7	5.1	7.1	2.7	2.7	-0.1%	1.2%	1.3	2.0	2.2	-7.5%	0.5%
Software and other intangible assets	0.1	-	0.5	0.7	0.7	140.8%	0.1%	0.3	0.2	0.2	-30.0%	0.1%
<b>Payments for financial assets</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>-</b>	<b>-</b>	<b>-100.0%</b>	<b>0.0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>334.0</b>	<b>352.2</b>	<b>343.6</b>	<b>461.0</b>	<b>461.0</b>	<b>11.3%</b>	<b>100.0%</b>	<b>396.7</b>	<b>413.1</b>	<b>430.8</b>	<b>-2.2%</b>	<b>100.0%</b>

## Personnel information

Table 9.3 Details of approved establishment and personnel numbers according to salary level<sup>1</sup>

Government Communication and Information System	Post status as at 30 September 2012		Number and cost <sup>2</sup> of personnel posts filled / planned for on funded establishment												Number				
	Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate <sup>3</sup>			Medium-term expenditure estimate						Average growth rate (%)	Salary level/total: Average (%)			
			2011/12		2012/13		2013/14		2014/15		2015/16								
			Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost					
<b>Salary level</b>	<b>482</b>	<b>32</b>	<b>655</b>	<b>157.3</b>	<b>0.2</b>	<b>512</b>	<b>172.7</b>	<b>0.3</b>	<b>535</b>	<b>188.4</b>	<b>0.4</b>	<b>535</b>	<b>200.1</b>	<b>0.4</b>	<b>535</b>	<b>212.2</b>	<b>0.4</b>	<b>1.5%</b>	<b>100.0%</b>
1 – 6	107	20	277	18.4	0.1	127	21.5	0.2	148	21.9	0.1	148	23.1	0.2	148	24.8	0.2	5.2%	27.0%
7 – 10	235	9	240	66.2	0.3	242	66.6	0.3	244	72.9	0.3	244	77.6	0.3	244	82.3	0.3	0.3%	46.0%
11 – 12	87	1	84	31.1	0.4	89	39.6	0.4	88	47.3	0.5	88	50.8	0.6	88	54.0	0.6	-0.4%	16.7%
13 – 16	53	2	54	41.5	0.8	54	44.9	0.8	55	46.3	0.8	55	48.6	0.9	55	51.1	0.9	0.6%	10.3%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

3. As at 30 September 2012.

## Expenditure trends

The spending focus over the medium term will be on implementing the national communication strategy approved by Cabinet in June 2011 and providing for the operating lease, IT, security and office furniture related to the new head office building, which the department is to take occupation of in 2013/14. These activities will be carried out in the *Intergovernmental Coordination and Stakeholder Management* and *Administration* programmes. In implementing the national communication strategy, the department will focus on ensuring that the strategy's framework is adopted at the provincial and local government levels and that their development communication campaigns and programmes are aligned with the government communication programme.

The significant increase in spending in the *Administration* programme and on operating leases between 2009/10 and 2012/13 was mainly due to the R70 million once-off allocation for the new head office building. Spending in the *Content Processing and Dissemination* programme decreased significantly between 2009/10 and 2012/13 due to the Communication Service Agency subprogramme being moved out of this programme to be established as a stand-alone programme. This was done to fulfil the department's objective of providing media bulk buying and media production services to national government departments. Spending on compensation of employees increased significantly in 2012/13 as the department increased the number of personnel by 5, mainly at salary levels 3 to 13, in order to implement the national communication strategy, establish the strategic planning and performance management unit, and allow the department to assist other departments with media bulk buying.

The department plans to employ 25 interns each year over the medium term to support skills development.

The department receives additional allocations over the medium term of R3.4 million, R4.3 million and R7.4 million for improved conditions of service.

Cabinet approved budget reductions of R3.9 million, R8.3 million and R13.1 million have been effected in spending over the medium term. These reductions, along with the accumulated effects of the reductions to the budget allocations in recent years, have delayed some of the planned expansions of communication services, as detailed in the national communication strategy. The department has implemented measures, detailed within each programme, to mitigate any potential adverse effect on the achievement of outputs.

As at 30 September 2012, the department had 23 vacant posts due to retirements, resignations and transfers to other government departments. The posts are to be filled within two months as per departmental policy. The department had 505 funded posts in 2012/13, of which 24 contract workers are employed additional to the establishment. The ratio of support staff to line function staff is 1:3.

## Departmental receipts

Table 9.4 Receipts

	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Receipt/total: Average (%)	Medium-term receipts estimate			Average growth rate (%)	Receipt/total: Average (%)	
	2009/10	2010/11	2011/12					2012/13	2013/14	2014/15			2015/16
R thousand													
<b>Departmental receipts</b>	<b>2 869</b>	<b>1 558</b>	<b>948</b>	<b>3 882</b>	<b>3 882</b>	<b>10.6%</b>	<b>100.0%</b>	<b>734</b>	<b>793</b>	<b>901</b>	<b>-38.5%</b>	<b>100.0%</b>	
<b>Sales of goods and services produced by department</b>	<b>2 589</b>	<b>1 177</b>	<b>213</b>	<b>3 382</b>	<b>3 382</b>	<b>9.3%</b>	<b>79.5%</b>	<b>294</b>	<b>303</b>	<b>361</b>	<b>-52.6%</b>	<b>68.8%</b>	
Other sales	2 589	1 177	213	3 382	3 382	9.3%	79.5%	294	303	361	-52.6%	68.8%	
of which:													
Commission on insurance	37	46	51	50	50	10.6%	2.0%	53	57	60	6.3%	3.5%	
Departmental publications	2 436	1 077	27	3 200	3 200	9.5%	72.8%	100	100	150	-63.9%	56.3%	
Replacements of security cards	-	1	1	1	2	-	-	1	1	1	-20.6%	0.1%	
Rental: Parking	116	53	134	131	130	3.9%	4.7%	140	145	150	4.9%	9.0%	
<b>Interest, dividends and rent on land</b>	<b>98</b>	<b>240</b>	<b>352</b>	<b>180</b>	<b>180</b>	<b>22.5%</b>	<b>9.4%</b>	<b>120</b>	<b>140</b>	<b>160</b>	<b>-3.9%</b>	<b>9.5%</b>	
Interest	98	240	352	180	180	22.5%	9.4%	120	140	160	-3.9%	9.5%	
<b>Transactions in financial assets and liabilities</b>	<b>182</b>	<b>141</b>	<b>383</b>	<b>320</b>	<b>320</b>	<b>20.7%</b>	<b>11.1%</b>	<b>320</b>	<b>350</b>	<b>380</b>	<b>5.9%</b>	<b>21.7%</b>	
<b>Total</b>	<b>2 869</b>	<b>1 558</b>	<b>948</b>	<b>3 882</b>	<b>3 882</b>	<b>10.6%</b>	<b>100.0%</b>	<b>734</b>	<b>793</b>	<b>901</b>	<b>-38.5%</b>	<b>100.0%</b>	

# Programme 1: Administration

## Expenditure estimates

**Table 9.5 Administration**

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2009/10 - 2012/13	2013/14		
R thousand											
Departmental Management	5 646	10 890	7 771	6 137	2.8%	6.6%	7 349	7 906	8 059	9.5%	4.8%
Corporate Services	36 150	38 123	44 644	50 625	11.9%	36.6%	53 834	55 989	58 675	5.0%	35.9%
Financial Administration	20 027	18 819	29 898	92 804	66.7%	34.9%	25 981	27 018	28 222	-32.8%	28.5%
Internal Audit	5 347	5 561	6 029	6 211	5.1%	5.0%	6 247	6 533	6 879	3.5%	4.2%
Legal Services	201	–	–	–	-100.0%	–	–	–	–	–	–
Office Accommodation	12 706	15 904	12 991	36 810	42.6%	16.9%	39 178	42 180	43 161	5.4%	26.5%
<b>Total</b>	<b>80 077</b>	<b>89 297</b>	<b>101 333</b>	<b>192 587</b>	<b>34.0%</b>	<b>100.0%</b>	<b>132 589</b>	<b>139 626</b>	<b>144 996</b>	<b>-9.0%</b>	<b>100.0%</b>
Change to 2012 Budget estimate				21 748			5 139	3 827	2 950		
<b>Economic classification</b>											
<b>Current payments</b>	<b>78 353</b>	<b>87 191</b>	<b>98 291</b>	<b>181 988</b>	<b>32.4%</b>	<b>96.2%</b>	<b>132 589</b>	<b>139 017</b>	<b>144 358</b>	<b>-7.4%</b>	<b>98.1%</b>
Compensation of employees	39 664	39 961	46 090	51 220	8.9%	38.2%	55 903	59 151	62 774	7.0%	37.6%
Goods and services	38 689	47 230	52 201	130 768	50.1%	58.0%	76 686	79 866	81 584	-14.6%	60.5%
of which:											
Administration fees	65	100	123	154	33.3%	0.1%	203	215	231	14.5%	0.1%
Advertising	698	1 051	1 077	1 060	14.9%	0.8%	931	937	945	-3.8%	0.6%
Assets less than the capitalisation threshold	369	332	644	60 152	446.3%	13.3%	1 301	1 313	1 248	-72.5%	10.5%
Audit cost: External	1 234	1 489	1 911	1 600	9.0%	1.3%	1 747	1 791	1 813	4.3%	1.1%
Bursaries: Employees	463	417	445	400	-4.8%	0.4%	500	503	507	8.2%	0.3%
Catering: Departmental activities	241	241	367	285	5.7%	0.2%	461	473	489	19.7%	0.3%
Communication	1 627	1 902	2 741	1 992	7.0%	1.8%	2 279	2 291	2 307	5.0%	1.5%
Computer services	5 606	7 236	8 611	11 313	26.4%	7.1%	12 482	12 140	12 496	3.4%	7.9%
Consultants and professional services: Business and advisory services	128	62	167	71	-17.8%	0.1%	120	126	134	23.6%	0.1%
Consultants and professional services: Legal costs	725	219	4 238	500	-11.6%	1.2%	672	678	686	11.1%	0.4%
Contractors	1 075	1 152	5 485	831	-8.2%	1.8%	778	784	792	-1.6%	0.5%
Agency and support / outsourced services	195	5 122	257	539	40.3%	1.3%	592	595	599	3.6%	0.4%
Inventory: Food and food supplies	17	26	42	205	129.3%	0.1%	80	99	110	-18.7%	0.1%
Inventory: Learner and teacher support material	–	–	1	–	–	–	–	–	–	–	–
Inventory: Materials and supplies	22	42	309	11	-20.6%	0.1%	9	18	30	39.7%	–
Inventory: Medical supplies	28	32	73	56	26.0%	–	5	11	19	-30.3%	–
Inventory: Medicine	–	–	2	–	–	–	2	5	9	–	–
Inventory: Other consumables	175	165	220	341	24.9%	0.2%	416	425	437	8.6%	0.3%
Inventory: Stationery and printing	842	796	972	1 653	25.2%	0.9%	1 593	2 400	1 951	5.7%	1.2%
Operating leases	11 868	15 173	12 743	32 162	39.4%	15.5%	34 669	37 557	38 666	6.3%	23.5%
Property payments	2 816	2 840	2 320	7 165	36.5%	3.3%	7 671	7 800	7 691	2.4%	5.0%
Travel and subsistence	5 553	3 195	4 200	5 131	-2.6%	3.9%	4 844	4 338	4 857	-1.8%	3.1%
Training and development	1 304	2 069	1 707	2 459	23.5%	1.6%	2 546	2 570	2 567	1.4%	1.7%
Operating payments	2 767	2 978	2 720	2 054	-9.5%	2.3%	2 134	2 145	2 321	4.2%	1.4%
Venues and facilities	871	591	826	580	-12.7%	0.6%	651	652	679	5.4%	0.4%
Rental and hiring	–	–	–	54	–	–	–	–	–	-100.0%	–
<b>Transfers and subsidies</b>	<b>162</b>	<b>85</b>	<b>120</b>	<b>–</b>	<b>-100.0%</b>	<b>0.1%</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>
Departmental agencies and accounts	16	21	44	–	-100.0%	–	–	–	–	–	–
Households	146	64	76	–	-100.0%	0.1%	–	–	–	–	–
<b>Payments for capital assets</b>	<b>1 550</b>	<b>2 009</b>	<b>2 903</b>	<b>10 599</b>	<b>89.8%</b>	<b>3.7%</b>	<b>–</b>	<b>609</b>	<b>638</b>	<b>-60.8%</b>	<b>1.9%</b>
Buildings and other fixed structures	–	–	–	10 000	–	2.2%	–	–	–	-100.0%	1.6%
Machinery and equipment	1 550	2 009	2 414	599	-27.2%	1.4%	–	609	638	2.1%	0.3%
Software and other intangible assets	–	–	489	–	–	0.1%	–	–	–	–	–
<b>Payments for financial assets</b>	<b>12</b>	<b>12</b>	<b>19</b>	<b>–</b>	<b>-100.0%</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>
<b>Total</b>	<b>80 077</b>	<b>89 297</b>	<b>101 333</b>	<b>192 587</b>	<b>34.0%</b>	<b>100.0%</b>	<b>132 589</b>	<b>139 626</b>	<b>144 996</b>	<b>-9.0%</b>	<b>100.0%</b>
<b>Proportion of total programme expenditure to vote expenditure</b>	<b>24.0%</b>	<b>25.4%</b>	<b>29.5%</b>	<b>41.8%</b>			<b>33.4%</b>	<b>33.8%</b>	<b>33.7%</b>		

Table 9.5 Administration (continued)

R thousand	Audited outcome			Adjusted appropriation	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2009/10 - 2012/13	2013/14		
<b>Details of transfers and subsidies</b>											
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	16	21	44	-	-100.0%	-	-	-	-	-	-
Communication	16	21	44	-	-100.0%	-	-	-	-	-	-
Households											
Social benefits											
Current	146	64	76	-	-100.0%	0.1%	-	-	-	-	-
Employee social benefits	146	64	76	-	-100.0%	0.1%	-	-	-	-	-

## Personnel information

Table 9.6 Details of approved establishment and personnel numbers according to salary level<sup>1</sup>

Administration	Post status as at 30 September 2012		Number and cost <sup>2</sup> of personnel posts filled / planned for on funded establishment												Number				
	Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate <sup>3</sup>			Medium-term expenditure estimate						Average growth rate (%)	Salary level/total: Average (%)			
			2011/12			2012/13			2013/14		2014/15		2015/16				2012/13 - 2015/16		
			Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost				Number	Cost
Salary level	145	23	160	46.1	0.3	168	52.3	0.3	189	55.9	0.3	189	59.2	0.3	189	62.8	0.3	4.0%	100.0%
1-6	55	17	68	10.5	0.2	71	10.7	0.2	93	12.6	0.1	93	13.3	0.1	93	14.5	0.2	9.4%	47.6%
7-10	49	4	51	11.7	0.2	54	14.0	0.3	53	14.0	0.3	53	14.5	0.3	53	15.5	0.3	-0.6%	29.0%
11-12	24	1	23	8.9	0.4	26	12.4	0.5	25	13.9	0.6	25	15.3	0.6	25	15.8	0.6	-1.3%	13.7%
13-16	17	1	18	14.9	0.8	17	15.2	0.9	18	15.5	0.9	18	16.1	0.9	18	17.0	0.9	1.9%	9.7%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

3. As at 30 September 2012.

## Expenditure trends

The spending focus over the medium term will be on providing for the costs of IT and office accommodation related to the department's new head office building, which the department will take occupation of in 2013/14, as well as adopting and pursuing the objective of enhancing the professionalism of government communicators through a qualification course in government communication. The department will develop the course in conjunction with academic institutions and the Public Administration Leadership and Management Academy.

The R91.3 million increase in spending in 2012/13 was due to the once-off allocation of R70 million in 2012/13 for the new office head building and the related purchase of ICT cabling, furniture and security equipment. This also accounts for the sharp increase in spending on computer services, assets less than the capitalisation threshold and payments for capital assets in 2012/13.

Spending in the *Corporate Services* subprogramme also increases over this period due to costs related to training, including bursaries, advertising of contact details of government communicators in Telkom directories, and information management and technology, such as the renewing of software licences and the maintenance of services by the State Information Technology Agency.

The trends in spending on compensation of employees over the seven-year period are driven mainly by employee numbers, which increase from 129 to 189 between 2009/10 and 2015/16, mainly in salary levels 1 to 6, due to the recruitment of staff needed to establish the strategic planning and performance management unit and to increase the administrative support for the new centralised media bulk-buying function in the *Communication Service Agency* programme. The programme had 7 vacant posts as at 30 September 2012 due to retirements, resignations and transfers to other government departments. Over the medium term, personnel numbers in the programme, inclusive of internships, are expected to grow from 161 to 189, mostly interns as part of the department's goal to promote job creation through skills development and experience.

As part of the Cabinet approved budget reductions, over the medium term the department will reduce spending on non-core goods and services, including in the following: R1.9 million from computer services, R5.8 million from the lease of office accommodation and R2.3 million from travel and subsistence costs. The savings expected from the relocation to the new office building, which will accommodate all the staff and equipment, will be used to mitigate the effects of the reductions.

## **Programme 2: Content Processing and Dissemination**

### **Objectives**

- Inform government's communication strategy and decisions by:
  - analysing the communication environment on a weekly, monthly and quarterly basis, and continuously conducting communication research
  - providing strategic leadership and support in government communication through national and international media monitoring and impact assessments conducted on an ongoing basis.
- Intensify the provision of communication of government information to the general public, specifically through promoting greater application of public socioeconomic programmes by:
  - increasing the annual production and distribution of the Vuk'uzenzele newspaper from 10 million copies in 2009/10 to 20.4 million copies over the MTEF period
  - increasing the annual production of the South African Year Book from 40 000 copies in 2009/10 to 45 000 copies over the MTEF period
  - updating the electronic version of Vuk'uzenzele newspaper every month
  - disseminating the Braille version of Vuk'uzenzele newspaper to visually impaired individuals and organisations every month.
- Provide professional language services to departments in support of government's efforts to communicate in all South African languages by increasing the number of language services requests handled from 150 in 2010/11 to 300 in 2015/16.
- Increase the knowledge base of Cabinet ministers by producing analytical reports that highlight issues and trends in national and international media on a fortnightly basis.

### **Subprogrammes**

- *Programme Management for Content Processing and Dissemination* coordinates communication strategic planning in the department and government departments, and ensures adherence to government communication standards. This entails providing strategic guidance in monitoring and analysing print and electronic media to contribute to professional government communication, as well as developing communication products and platforms, and content for these. This subprogramme had a staff complement of 3 at the end of September 2012.
- *Policy and Research* conducts research to assess public opinion on a wide range of communication issues, and monitors national and international media coverage of government programmes and policies. Outputs include monitoring national and international media coverage, assessing the impact and pulse of the nation reports, analysing policy reports across government, and producing monthly communication environment analysis reports and annual qualitative and quantitative research reports for political principals. This subprogramme had a staff complement of 47 at the end of September 2012.
- *Products and Platforms* develops information products and communication platforms that enable government to communicate directly to citizens and public servants. This entails developing and generating content for the department's products, which include the South Africa Yearbook, the Pocket Guide to South Africa, the monthly Vuk'uzenzele newspaper, the Public Sector Manager magazine, the GovComms newsletter, the government news agency's website, and the SA News website and its Facebook and Twitter pages. In addition to carrying out these functions in 2013/14, the central government information and services websites as well as the department's corporate site will be updated, maintained and improved. This subprogramme had a staff complement of 45 at the end of September 2012.

- 2010 Government Communication Project Management produced marketing and communication material for the 2010 FIFA World Cup project. The activities of this subprogramme were concluded in 2010/11 after the country's successful hosting of the 2010 FIFA World Cup event.

## Expenditure estimates

**Table 9.7 Content Processing and Dissemination**

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)		Medium-term expenditure estimate			Average growth rate (%)	
	2009/10	2010/11	2011/12		2009/10	2012/13	2013/14	2014/15	2015/16	2012/13	2015/16
R thousand											
Programme Management for Content Processing and Dissemination	2 345	2 281	3 410	3 961	19.1%	2.9%	2 981	3 005	3 287	-6.0%	3.3%
Policy and Research	34 436	33 032	28 770	34 527	0.1%	32.1%	34 917	36 769	38 440	3.6%	36.2%
Products and Platforms	62 570	60 509	63 415	56 396	-3.4%	59.6%	59 087	61 804	64 146	4.4%	60.5%
2010 Government Communication Project Management	14 194	7 463	-	-	-100.0%	5.3%	-	-	-	-	-
<b>Total</b>	<b>113 545</b>	<b>103 285</b>	<b>95 595</b>	<b>94 884</b>	<b>-5.8%</b>	<b>100.0%</b>	<b>96 985</b>	<b>101 578</b>	<b>105 873</b>	<b>3.7%</b>	<b>100.0%</b>
Change to 2012 Budget estimate				(14 203)			(16 927)	(19 101)	(20 357)		

### Economic classification

	113 199	101 803	94 512	93 991	-6.0%	99.1%	96 916	101 558	105 852	4.0%	99.7%
<b>Current payments</b>											
Compensation of employees	35 363	38 184	38 870	43 287	7.0%	38.2%	44 050	47 012	50 012	4.9%	46.2%
Goods and services	77 836	63 619	55 642	50 704	-13.3%	60.8%	52 866	54 546	55 840	3.3%	53.6%
<i>of which:</i>											
Administration fees	29	10	37	11	-27.6%	-	21	21	22	26.0%	-
Advertising	1 938	582	1 044	790	-25.9%	1.1%	2 200	2 343	2 520	47.2%	2.0%
Assets less than the capitalisation threshold	222	172	163	476	28.9%	0.3%	648	886	876	22.5%	0.7%
Catering: Departmental activities	73	93	56	57	-7.9%	0.1%	67	70	78	11.0%	0.1%
Communication	3 415	4 796	1 003	1 216	-29.1%	2.6%	1 176	1 246	1 286	1.9%	1.2%
Computer services	9 461	9 886	2 481	2 773	-33.6%	6.0%	3 091	3 253	3 767	10.8%	3.2%
Consultants and professional services:	1 036	1 047	1 108	1 340	9.0%	1.1%	1 684	1 762	1 873	11.8%	1.7%
Business and advisory services											
Contractors	5 140	652	916	80	-75.0%	1.7%	430	492	467	80.1%	0.4%
Agency and support / outsourced services	11 148	6 252	5 225	9 822	-4.1%	8.0%	8 846	9 468	9 625	-0.7%	9.5%
Inventory: Food and food supplies	12	14	17	48	58.7%	-	58	61	97	26.4%	0.1%
Inventory: Learner and teacher support material	95	56	56	71	-9.3%	0.1%	60	64	84	5.8%	0.1%
Inventory: Materials and supplies	5	6	1	3	-15.7%	-	1	1	2	-12.6%	-
Inventory: Medicine	-	-	1	-	-	-	1	1	1	-	-
Inventory: Other consumables	8	6	8	6	-9.1%	-	7	7	13	29.4%	-
Inventory: Stationery and printing	1 100	1 102	4 241	978	-3.8%	1.8%	2 972	2 842	2 844	42.7%	2.4%
Operating leases	724	972	905	1 022	12.2%	0.9%	170	632	723	-10.9%	0.6%
Property payments	83	85	104	126	14.9%	0.1%	17	24	29	-38.7%	-
Travel and subsistence	2 339	1 907	2 506	2 062	-4.1%	2.2%	2 840	2 344	2 532	7.1%	2.4%
Training and development	2 659	684	1 089	892	-30.5%	1.3%	1 175	998	1 389	15.9%	1.1%
Operating payments	37 991	35 118	34 206	28 132	-9.5%	33.3%	26 975	27 558	27 078	-1.3%	27.5%
Venues and facilities	358	179	475	799	30.7%	0.4%	427	473	534	-12.6%	0.6%
<b>Transfers and subsidies</b>	<b>-</b>	<b>11</b>	<b>167</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>-</b>	<b>-</b>
Departmental agencies and accounts	-	11	-	-	-	-	19	20	21	-	-
Households	-	-	167	-	-	-	-	-	-	-	-
<b>Payments for capital assets</b>	<b>346</b>	<b>1 456</b>	<b>900</b>	<b>893</b>	<b>37.2%</b>	<b>0.9%</b>	<b>50</b>	<b>-</b>	<b>-</b>	<b>-100.0%</b>	<b>0.2%</b>
Machinery and equipment	346	1 456	876	343	-0.3%	0.7%	-	-	-	-100.0%	0.1%
Software and other intangible assets	-	-	24	550	-	0.1%	50	-	-	-100.0%	0.2%
<b>Payments for financial assets</b>	<b>-</b>	<b>15</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>113 545</b>	<b>103 285</b>	<b>95 595</b>	<b>94 884</b>	<b>-5.8%</b>	<b>100.0%</b>	<b>96 985</b>	<b>101 578</b>	<b>105 873</b>	<b>3.7%</b>	<b>100.0%</b>
<b>Proportion of total programme expenditure to vote expenditure</b>	<b>34.0%</b>	<b>29.3%</b>	<b>27.8%</b>	<b>20.6%</b>			<b>24.4%</b>	<b>24.6%</b>	<b>24.6%</b>		

### Details of transfers and subsidies

<b>Departmental agencies and accounts</b>											
<b>Departmental agencies (non-business entities)</b>											
<b>Current</b>	-	11	-	-	-	-	19	20	21	-	-
Communication	-	11	-	-	-	-	19	20	21	-	-
<b>Households</b>											
<b>Social benefits</b>											
<b>Current</b>	-	-	167	-	-	-	-	-	-	-	-
Employee social benefits	-	-	167	-	-	-	-	-	-	-	-

## Personnel information

Table 9.8 Details of approved establishment and personnel numbers according to salary level<sup>1</sup>

Post status as at 30 September 2012			Number and cost <sup>2</sup> of personnel posts filled / planned for on funded establishment												Number				
Number of funded posts	Number of posts additional to the establishment		Actual 2011/12			Revised estimate <sup>3</sup> 2012/13			Medium-term expenditure estimate						Average growth rate (%)	Salary level/total: Average (%)			
			Number	Cost	Unit Cost	Number	Cost	Unit Cost	2013/14		2014/15		2015/16						
			Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	2012/13 - 2015/16	
Content Processing and Dissemination			101	38.9	0.4	105	38.9	0.4	104	44.1	0.4	104	47.0	0.5	104	50.0	0.5	-0.3%	100.0%
Salary level	101	3																	
1 – 6	13	–	13	2.1	0.2	14	2.7	0.2	13	2.5	0.2	13	2.6	0.2	13	2.9	0.2	-2.4%	12.7%
7 – 10	49	3	49	16.8	0.3	52	14.9	0.3	52	16.6	0.3	52	17.9	0.3	52	18.9	0.4	–	49.9%
11 – 12	28	–	27	10.3	0.4	28	11.9	0.4	28	15.3	0.5	28	16.3	0.6	28	17.6	0.6	–	26.9%
13 – 16	11	–	12	9.7	0.8	11	9.4	0.9	11	9.7	0.9	11	10.2	0.9	11	10.7	1.0	–	10.6%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

3. As at 30 September 2012.

## Expenditure trends

The spending focus over the medium term will be on publishing the South Africa Yearbook and the Vuk'uzenzele newspaper, which the department has converted from its previous form as a bi-monthly magazine with an annual print run of 10 million copies to its current form as a monthly newspaper with an annual print run of 20.4 million copies. The bulk of publishing related expenditure is reflected in the *Products and Platforms* subprogramme. The conversion of Vuk'uzenzele from a magazine to a newspaper reduced the cost of each print run from R3.2 million to R1.2 million but increased the frequency of each print run from once every two months to every month. This initially resulted in a marginal decrease in spending in the *Products and Platforms* subprogramme between 2009/10 and 2012/13, however, spending in the subprogramme is expected to increase marginally over the medium term once the initial once-off cost saving from the conversion has filtered through.

The cost saving from the conversion has created budgetary capacity to effect part of the Cabinet approved budget reductions without adversely affecting the programme's outputs. Thus the department has effected spending reductions in this programme of R7.6 million over the medium term, mainly from spending on operating payments for the printing and distribution costs of Vuk'uzenzele. Reductions are also effected in spending on goods and services items, such as travel and subsistence.

The decrease in expenditure in the programme between 2009/10 and 2012/13 is also due to the completion of the 2010 FIFA World Cup event, which accounts for the discontinuation of the allocations for the *2010 Government Communication Project Management* subprogramme in 2011/12. This subprogramme was created for this purpose and once it was discontinued, expenditure on goods and services items such as communication and computer services also decreased.

The programme had 9 vacant posts as at 30 September 2012 due to natural attrition. The vacant posts are to be filled within two months as per departmental policy. Consultants used in the programme provide translation and transcription services for the Vuk'uzenzele newspaper and the South African Yearbook publication, and research activities to test public opinion.

## Programme 3: Intergovernmental Coordination and Stakeholder Management

### Objectives

- Maintain and strengthen a well functioning communication system that proactively informs and engages the public by:
  - aligning messages across the three spheres of government to ensure coherence through coordination of national, provincial and district communication forums as and when required

- undertaking community and stakeholder liaison visits on an ongoing basis and development communication campaigns as and when required.
- Ensure the centrality of government’s voice in the media by driving and participating in a daily rapid response system that analyses and recommends proactive and reactive communication on issues in the national and international environment.
- Ensure that government policies and programmes are communicated effectively by building and strengthening relations with the media through media briefings, media engagements and government’s engagements with the South African National Editors’ Forum, Foreign Correspondents’ Association and the Press Gallery Association regularly.
- Ensure a consistent, coherent and seamless approach to messaging among government departments by driving government communicators’ forums on an ongoing basis.
- Provide communication support in the Parliamentary precinct by distributing parliamentary questions and programmes, and providing support for media briefings weekly.
- Address the communication and information needs of communities through monthly community and stakeholder liaison visits, information sessions and communication interventions.
- Improve access to government services and information by implementing four promotion drives per Thusong service centre per year.

### **Subprogrammes**

- *Programme Management for Intergovernmental Coordination and Stakeholder Management* ensures a well functioning communication system that proactively informs and engages the public. This entails managing and overseeing roles regarding the implementation of development communication through mediated and unmediated communication by building sound stakeholder relations and partnerships, and ensuring that the public is informed about government policies and programmes. Key outputs in 2012/13 included communication campaigns, community and stakeholder liaison visits, government communication programmes, and the provision of advice and leadership on key cluster programmes. This subprogramme had a staff complement of 2 in 2012/13.
- *Provincial and Local Liaison* ensures that the government communication strategy is presented to all provinces for alignment and that various media channels, contracted human resources, platforms and materials are in place to promote government messages to the public at the local level. Key functions include cascading the national communication strategic framework down to provincial and local stakeholders and partners, and to implement development communication campaigns and programmes aligned with the government communication programme. In addition, administration capacity is provided to ensure the consolidation of provincial activities and uniform reporting standards to provinces. These functions entail using national, provincial and district communication forums as a platform for the better planning and coordination of content; and developing partnerships with key stakeholders; ensuring members of the public have access to government information through different platforms such as community and stakeholder liaison visits, Thusong service centres, and the My District Today newsletter. In 2013/14, Thusong service centres will be marketed and communication campaigns will be executed through community media and outreach platforms, such as town hall meetings, public participation programme events and stakeholder engagements. The department has thus far brought 171 Thusong service centres into operation and continues to market their services to increase public awareness. Over the medium term, communication with the public will be intensified about how these centres can meet their information needs. This subprogramme had a staff complement of 144 of in 2012/13.
- *Media Engagement* facilitates the communication of government’s programme of action and policies by building, maintaining, improving and strengthening relations with the media. This entails facilitating the media’s understanding of government’s agenda to foster an environment that encourages an active and engaged citizenry, as well as coordinating forums of government communicators that enable planning for consistent and coherent messaging by government. Key outputs include conducting cluster media briefings; coordinating government engagement with the South African National Editors’ Forum, the Foreign Correspondents’ Association and the Press Gallery Association; and managing the communication implications arising from parliamentary questions. In 2013/14, Cabinet decisions following each Cabinet

meeting will be communicated, bi-weekly communication planning meetings that are attended by government communicators will be held, government communicators' forum meetings will be organised, and guidelines to report on parliamentary questions will be developed. This subprogramme had a staff complement of 21 in 2012/13.

- *Media Development and Diversity Agency* funds the Media Development and Diversity Agency in the form of a transfer payment to enable the entity to fulfil its purpose of promoting local media development and diversity. This subprogramme has no staff.
- *Cluster Supervision (Human Development, Social Protection and Governance and Administration)* provides strategic cluster communication advice and support to departments, and leadership on key cluster communication issues and campaigns; coordinates Cabinet cluster communications and the development of the government communications programme; and develops communication strategies and key messages for the campaigns of the human development, social protection, and governance and administration clusters. This subprogramme had a staff complement of 8 in 2012/13.
- *Cluster Supervision (Economic and Infrastructure, Justice and International)* provides strategic communication advice to the economic and infrastructure, justice and international clusters and supports departments and provides leadership on key cluster communication issues and campaigns; coordinates Cabinet cluster communications; and develops communication strategies and key messages for the campaigns of the clusters. This subprogramme had a staff complement of 8 in 2012/13.

## Expenditure estimates

**Table 9.9 Intergovernmental Coordination and Stakeholder Management**

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2009/10 - 2012/13	2013/14		
R thousand											
Programme Management for Intergovernmental Coordination and Stakeholder Management	1 608	1 596	6 249	2 101	9.3%	2.7%	2 211	2 325	2 434	5.0%	1.8%
Provincial and Local Liaison	62 075	69 503	72 347	74 818	6.4%	65.4%	69 870	73 836	77 001	1.0%	59.6%
Media Engagement	11 830	9 651	12 314	10 562	-3.7%	10.4%	14 453	15 123	15 956	14.7%	11.3%
Media Development and Diversity Agency	16 592	17 265	19 115	20 000	6.4%	17.1%	20 790	21 815	22 615	4.2%	17.2%
Cluster Supervision (Human Development, Social Protection and Governance and Administration)	-	-	-	13 653	-	3.2%	7 927	4 127	4 398	-31.4%	6.1%
Cluster Supervision (Economic and Infrastructure, Justice and International)	-	-	-	4 955	-	1.2%	4 742	4 984	5 293	2.2%	4.0%
<b>Total</b>	<b>92 105</b>	<b>98 015</b>	<b>110 025</b>	<b>126 089</b>	<b>11.0%</b>	<b>100.0%</b>	<b>119 993</b>	<b>122 210</b>	<b>127 697</b>	<b>0.4%</b>	<b>100.0%</b>
Change to 2012 Budget estimate				9 565			2 423	(1 954)	(2 179)		

### Economic classification

	74 740	79 728	88 529	105 310	12.1%	81.7%	99 048	100 198	104 844	-0.1%	82.5%
<b>Current payments</b>											
Compensation of employees	51 493	55 301	58 966	64 772	7.9%	54.1%	67 867	72 084	76 128	5.5%	56.6%
Goods and services	23 247	24 427	29 563	40 538	20.4%	27.6%	31 181	28 114	28 716	-10.9%	25.9%
of which:											
Administration fees	-	19	66	31	-	-	216	220	221	92.5%	0.1%
Advertising	4 615	1 502	4 010	17 866	57.0%	6.6%	5 290	1 432	1 550	-55.7%	5.3%
Assets less than the capitalisation threshold	221	449	363	464	28.0%	0.4%	413	441	467	0.2%	0.4%
Catering: Departmental activities	679	611	747	722	2.1%	0.6%	538	576	609	-5.5%	0.5%
Communication	2 931	2 690	2 805	3 788	8.9%	2.9%	4 968	5 193	5 394	12.5%	3.9%
Computer services	-	9	10	5	-	-	52	53	54	121.0%	-
Consultants and professional services: Business and advisory services	17	10	241	88	73.0%	0.1%	120	125	130	13.9%	0.1%
Consultants and professional services: Legal costs	-	8	1	-	-	-	-	-	-	-	-
Contractors	1 187	1 067	1 003	1 317	3.5%	1.1%	1 226	1 291	1 350	0.8%	1.0%
Agency and support / outsourced services	50	11	14	41	-6.4%	-	4	4	4	-54.0%	-
Entertainment	-	-	-	-	-	-	31	33	35	-	-
Inventory: Food and food supplies	18	20	30	69	56.5%	-	122	129	135	25.1%	0.1%
Inventory: Materials and supplies	636	1 085	1 211	178	-34.6%	0.7%	161	168	174	-0.8%	0.1%
Inventory: Medical supplies	1	4	3	19	166.8%	-	13	14	15	-7.6%	-
Inventory: Medicine	-	-	-	1	-	-	1	2	3	44.2%	-
Inventory: Other consumables	101	34	56	94	-2.4%	0.1%	104	109	114	6.6%	0.1%
Inventory: Stationery and printing	1 221	1 004	811	884	-10.2%	0.9%	838	901	958	2.7%	0.7%

**Table 9.9 Intergovernmental Coordination and Stakeholder Management (continued)**

Economic classification	Audited outcome			Adjusted appropriation	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2013/14	2014/15		
R thousand											
Operating leases	251	263	268	500	25.8%	0.3%	485	507	529	1.9%	0.4%
Property payments	153	199	106	335	29.9%	0.2%	134	150	164	-21.2%	0.2%
Transport provided: Departmental activity	-	-	-	-	-	-	3	3	3	-	-
Travel and subsistence	8 766	9 502	11 039	10 271	5.4%	9.3%	10 742	10 759	10 546	0.9%	8.5%
Training and development	230	2 370	1 669	1 045	65.6%	1.2%	991	1 061	1 126	2.5%	0.9%
Operating payments	780	745	2 086	1 592	26.8%	1.2%	2 569	2 694	2 806	20.8%	1.9%
Venues and facilities	1 390	2 825	2 971	1 228	-4.0%	2.0%	2 140	2 229	2 309	23.4%	1.6%
Rental and hiring	-	-	53	-	-	-	20	20	20	-	-
<b>Transfers and subsidies</b>	<b>16 774</b>	<b>17 425</b>	<b>19 141</b>	<b>20 000</b>	<b>6.0%</b>	<b>17.2%</b>	<b>20 790</b>	<b>21 815</b>	<b>22 615</b>	<b>4.2%</b>	<b>17.2%</b>
Departmental agencies and accounts	16 603	17 281	19 123	20 000	6.4%	17.1%	20 790	21 815	22 615	4.2%	17.2%
Households	171	144	18	-	-100.0%	0.1%	-	-	-	-	-
<b>Payments for capital assets</b>	<b>487</b>	<b>705</b>	<b>2 343</b>	<b>779</b>	<b>17.0%</b>	<b>1.0%</b>	<b>155</b>	<b>197</b>	<b>238</b>	<b>-32.6%</b>	<b>0.3%</b>
Machinery and equipment	487	705	2 343	779	17.0%	1.0%	155	197	238	-32.6%	0.3%
<b>Payments for financial assets</b>	<b>104</b>	<b>157</b>	<b>12</b>	<b>-</b>	<b>-100.0%</b>	<b>0.1%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>92 105</b>	<b>98 015</b>	<b>110 025</b>	<b>126 089</b>	<b>11.0%</b>	<b>100.0%</b>	<b>119 993</b>	<b>122 210</b>	<b>127 697</b>	<b>0.4%</b>	<b>100.0%</b>
<b>Proportion of total programme expenditure to vote expenditure</b>	<b>27.6%</b>	<b>27.8%</b>	<b>32.0%</b>	<b>27.4%</b>			<b>30.2%</b>	<b>29.6%</b>	<b>29.6%</b>		

**Details of transfers and subsidies**

Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	16 603	17 281	19 123	20 000	6.4%	17.1%	20 790	21 815	22 615	4.2%	17.2%
Communication	11	16	8	-	-100.0%	-	-	-	-	-	-
Media Development and Diversity Agency	16 592	17 265	19 115	20 000	6.4%	17.1%	20 790	21 815	22 615	4.2%	17.2%
Households											
Social benefits											
Current	171	144	18	-	-100.0%	0.1%	-	-	-	-	-
Employee social benefits	171	144	18	-	-100.0%	0.1%	-	-	-	-	-

**Personnel information****Table 9.10 Details of approved establishment and personnel numbers according to salary level<sup>1</sup>**

Post status as at 30 September 2012	Number and cost <sup>2</sup> of personnel posts filled / planned for on funded establishment												Number						
	Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate <sup>3</sup>			Medium-term expenditure estimate						Average growth rate (%)	Salary level/total: Average (%)			
			2011/12		2012/13		2013/14		2014/15		2015/16		2012/13 - 2015/16						
<b>Intergovernmental Coordination and Stakeholder Management</b>			Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost		
<b>Salary level</b>	<b>185</b>	<b>-</b>	<b>183</b>	<b>56.0</b>	<b>0.3</b>	<b>183</b>	<b>62.2</b>	<b>0.3</b>	<b>185</b>	<b>67.9</b>	<b>0.4</b>	<b>185</b>	<b>72.1</b>	<b>0.4</b>	<b>185</b>	<b>76.1</b>	<b>0.4</b>	<b>0.4%</b>	<b>100.0%</b>
1 – 6	29	-	24	3.7	0.2	29	5.1	0.2	29	4.9	0.2	29	5.2	0.2	29	5.4	0.2	-	15.7%
7 – 10	113	-	117	31.5	0.3	111	30.0	0.3	113	34.2	0.3	113	36.6	0.3	113	38.7	0.3	0.6%	61.0%
11 – 12	22	-	22	7.3	0.3	22	10.3	0.5	22	11.1	0.5	22	11.7	0.5	22	12.5	0.6	-	11.9%
13 – 16	21	-	20	13.5	0.7	21	16.8	0.8	21	17.7	0.8	21	18.6	0.9	21	19.5	0.9	-	11.4%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

3. As at 30 September 2012.

**Expenditure trends**

The spending focus over the medium term will be on ensuring that provincial and local government departments and entities are aligned with the government communication strategy in order to maintain and strengthen a well functioning communication system that proactively informs and engages the public. These activities are carried out through the *Provincial and Local Liaison* subprogramme, which uses the bulk of the programme's budget over the medium term. The spending focus will also be on making transfers to the Media Development and Diversity Agency to promote media diversity and promote access to media for underserved communities.

Between 2009/10 and 2012/13, spending in the programme increased due to advertising activities related to the 2013 Africa Cup of Nations and the clean-up of first generation Thusong service centres for them to improve

their ability to deliver services. The allocations to the programme over this period allowed the department to service more than 5 million South Africans through the Thusong service centres and the integrated mobile units, roll out the new weekly electronic platform newsletter, and complete 4 516 community and stakeholder liaison visits in 2011/12.

Over the medium term, spending in the *Media Engagement* subprogramme is expected to increase mainly due to the allocations for spending on compensation of employees being realigned to the approved establishment. Over the same period, spending in the *Cluster Supervision (Human Development, Social Protection and Governance and Administration)* subprogramme is projected to decrease as a result of the once-off allocation for the 2013 African Cup of Nations in 2012/13.

The programme had 3 vacancies as at 30 September 2012 due to normal attrition. The vacant posts are to be filled within two months as per departmental policy.

In 2012/13, the department implemented measures in this programme to give effect to the Cabinet approved budget reductions. A R5.2 million spending reduction over the medium term is to be effected through measures which include monitoring the use of catering, using cheaper venues, such as universities, using teleconference facilities for meetings between head office and provincial offices to cut the costs of travelling and subsistence, and using in-house printing facilities. The transfer payment to the Media Development and Diversity Agency was also reduced over the medium term.

## **Programme 4: Communication Service Agency**

### **Objectives**

- Manage government's media production services by:
  - providing cost effective and efficient electronic media products and services for government on an ongoing basis
  - providing effective and efficient production, media bulk buying, advertising agency, marketing and distribution services for government on an ongoing basis.
- Inform the public of government's programmes and developments by conducting phone-in radio programmes on government's programmes; and documenting the public programmes of the Presidency, both domestically and internationally, on video and in photographs to profile the work of government as and when required.
- Ensure that government's communication products reach the intended audience in a timely manner by providing distribution services as and when needed.

### **Subprogrammes**

- *Programme Management for Communication Service Agency* provides strategic leadership in development and production. This entails the management and strategic direction of media buying and media production services provided to government. In 2013/14, strategic leadership in media bulk buying and media production will be provided. This subprogramme will have a staff complement of 3.
- *Marketing, Advertising and Media Buying* provides media buying expertise and marketing services to government communication programmes; develops effective marketing, distribution and public relations and event management strategies for the department's products; manages and drives the distribution strategy of all the products produced for dissemination to the public; oversees the outsourcing of distribution services to service providers; and manages the corporate identity of government. In 2012/13, R11.7 million was used for operating payments such as the distribution cost of the Vuk'uzenzele newspaper and SA Yearbook, while R6.7 million was spent on advertising. In 2013/14, marketing and advertising campaigns will be conducted, government print information products will be distributed, and effective assessment and analysis of media trends and reporting will be done on a monthly basis. Media bulk buying activities include the management of communication campaigns on behalf of other departments. This subprogramme had a staff complement of 22 in 2012/13.

- *Media Production* provides for the production of videos, photographs and radio programmes in support of government communication programmes; and provides product development services to government. Key activities include providing product development services to government, as well as digital video archives and satellite broadcasting. In 2013/14, key activities will be video production, photographs and radio content for government communication programmes, such as the live transmission of the state of the nation address and the budget vote process, the distribution of parliamentary media briefings, the facilitation of ministerial talk shows on community radio stations, and the provision of audio material for use on websites. Key activities also include media production services provided to The Presidency, such as photography and video documentation of the programmes of the president, deputy president and ministers in The Presidency. This subprogramme had a staff complement of 31 in 2012/13.

## Expenditure estimates

**Table 9.11 Communication Service Agency**

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)		Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)		Expenditure/total: Average (%)
	2009/10	2010/11	2011/12		2012/13	2009/10 - 2012/13		2013/14	2014/15	2015/16	2012/13 - 2015/16		
R thousand													
Marketing, Advertising and Media Buying	33 484	46 456	17 033	28 361	-5.4%	64.6%	27 343	28 652	29 924	1.8%	58.2%		
Media Production	14 823	15 163	19 599	19 060	8.7%	35.4%	19 830	21 003	22 271	5.3%	41.8%		
<b>Total</b>	<b>48 307</b>	<b>61 619</b>	<b>36 632</b>	<b>47 421</b>	<b>-0.6%</b>	<b>100.0%</b>	<b>47 173</b>	<b>49 655</b>	<b>52 195</b>	<b>3.2%</b>	<b>100.0%</b>		
Change to 2012 Budget estimate				14 776			12 820	13 204	13 911				
<b>Economic classification</b>													
<b>Current payments</b>	<b>47 835</b>	<b>60 672</b>	<b>35 114</b>	<b>46 245</b>	<b>-1.1%</b>	<b>97.9%</b>	<b>45 768</b>	<b>48 188</b>	<b>50 665</b>	<b>3.1%</b>	<b>97.2%</b>		
Compensation of employees	12 224	13 757	16 338	18 977	15.8%	31.6%	20 571	21 868	23 309	7.1%	43.1%		
Goods and services	35 611	46 915	18 776	27 268	-8.5%	66.3%	25 197	26 320	27 356	0.1%	54.0%		
of which:													
Administration fees	–	19	42	32	–	–	68	70	71	30.4%	0.1%		
Advertising	24 693	35 408	8 690	6 653	-35.4%	38.9%	4 833	5 085	5 312	-7.2%	11.1%		
Assets less than the capitalisation threshold	91	79	166	128	12.0%	0.2%	57	64	70	-18.2%	0.2%		
Catering: Departmental activities	23	19	37	38	18.2%	0.1%	33	36	31	-6.6%	0.1%		
Communication	5 158	3 607	3 464	2 156	-25.2%	7.4%	2 521	2 713	2 933	10.8%	5.3%		
Computer services	699	264	3	85	-50.5%	0.5%	330	349	367	62.8%	0.6%		
Consultants and professional services:	43	–	–	–	-100.0%	–	–	–	–	–	–		
Business and advisory services													
Contractors	208	486	285	271	9.2%	0.6%	341	356	278	0.9%	0.6%		
Agency and support / outsourced services	1 014	1 952	–	613	-15.4%	1.8%	–	–	–	-100.0%	0.3%		
Inventory: Food and food supplies	3	6	3	3	–	–	11	11	11	54.2%	–		
Inventory: Materials and supplies	12	15	72	50	60.9%	0.1%	16	19	22	-23.9%	0.1%		
Inventory: Medicine	–	1	1	1	–	–	1	1	1	–	–		
Inventory: Other consumables	18	1	37	11	-15.1%	–	16	17	18	17.8%	–		
Inventory: Stationery and printing	622	608	570	596	-1.4%	1.2%	617	652	683	4.6%	1.3%		
Operating leases	43	39	126	183	62.1%	0.2%	84	81	103	-17.4%	0.2%		
Travel and subsistence	2 230	3 680	4 505	4 174	23.2%	7.5%	4 701	5 150	5 224	7.8%	9.8%		
Training and development	207	185	208	323	16.0%	0.5%	290	327	408	8.1%	0.7%		
Operating payments	539	400	411	11 709	179.0%	6.7%	11 186	11 292	11 724	–	23.4%		
Venues and facilities	8	146	156	242	211.6%	0.3%	30	35	38	-46.1%	0.2%		
Rental and hiring	–	–	–	–	–	–	62	62	62	–	0.1%		
<b>Transfers and subsidies</b>	<b>62</b>	<b>–</b>	<b>35</b>	<b>–</b>	<b>-100.0%</b>	<b>0.1%</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>		
Departmental agencies and accounts	4	–	–	–	-100.0%	–	–	–	–	–	–		
Households	58	–	35	–	-100.0%	–	–	–	–	–	–		
<b>Payments for capital assets</b>	<b>398</b>	<b>939</b>	<b>1 483</b>	<b>1 176</b>	<b>43.5%</b>	<b>2.1%</b>	<b>1 405</b>	<b>1 467</b>	<b>1 530</b>	<b>9.2%</b>	<b>2.8%</b>		
Machinery and equipment	346	939	1 483	1 000	42.4%	1.9%	1 165	1 227	1 281	8.6%	2.4%		
Software and other intangible assets	52	–	–	176	50.1%	0.1%	240	240	249	12.3%	0.5%		
<b>Payments for financial assets</b>	<b>12</b>	<b>8</b>	<b>–</b>	<b>–</b>	<b>-100.0%</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>		
<b>Total</b>	<b>48 307</b>	<b>61 619</b>	<b>36 632</b>	<b>47 421</b>	<b>-0.6%</b>	<b>100.0%</b>	<b>47 173</b>	<b>49 655</b>	<b>52 195</b>	<b>3.2%</b>	<b>100.0%</b>		
<b>Proportion of total programme expenditure to vote expenditure</b>	<b>14.5%</b>	<b>17.5%</b>	<b>10.7%</b>	<b>10.3%</b>			<b>11.9%</b>	<b>12.0%</b>	<b>12.1%</b>				

**Table 9.11 Communication Service Agency (continued)**

R thousand	Audited outcome			Adjusted appropriation	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term expenditure estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2009/10 - 2012/13	2013/14		
<b>Details of transfers and subsidies</b>											
<b>Departmental agencies and accounts</b>											
<b>Departmental agencies (non-business entities)</b>											
Current	4	-	-	-	-100.0%	-	-	-	-	-	-
Communication	4	-	-	-	-100.0%	-	-	-	-	-	-
<b>Households</b>											
<b>Social benefits</b>											
Current	58	-	35	-	-100.0%	-	-	-	-	-	-
Employee social benefits	58	-	35	-	-100.0%	-	-	-	-	-	-

## Personnel information

**Table 9.12 Details of approved establishment and personnel numbers according to salary level<sup>1</sup>**

Post status as at 30 September 2012	Number and cost <sup>2</sup> of personnel posts filled / planned for on funded establishment															Number			
	Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate <sup>3</sup>			Medium-term expenditure estimate						Average growth rate (%)	Salary level/total: Average (%)			
2011/12			2012/13		2013/14		2014/15		2015/16		2012/13 - 2015/16								
Communication Service Agency		Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost			
Salary level	51	6	51	16.3	0.3	56	19.3	0.3	57	20.6	0.4	57	21.9	0.4	57	23.3	0.4	0.6%	100.0%
1-6	10	3	12	2.1	0.2	13	3.1	0.2	13	1.9	0.1	13	2.0	0.2	13	2.1	0.2	-	22.9%
7-10	24	2	23	6.2	0.3	25	7.6	0.3	26	8.1	0.3	26	8.7	0.3	26	9.2	0.4	1.3%	45.4%
11-12	13	-	12	4.6	0.4	13	5.1	0.4	13	7.0	0.5	13	7.5	0.6	13	8.1	0.6	-	22.9%
13-16	4	1	4	3.4	0.9	5	3.6	0.7	5	3.5	0.7	5	3.6	0.7	5	3.9	0.8	-	8.8%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

3. As at 30 September 2012.

## Expenditure trends

The spending focus over the medium term will be on consolidating the media production, media bulk buying and advertising agency for government departments. This includes: buying media for campaigns; producing radio advertisements and dramas, video programmes and live broadcasts on community radio stations; and providing photographic coverage and cost effective and efficient electronic media products and services.

Expenditure on compensation of employees increased between 2009/10 and 2012/13, as a result of the establishment increasing from 41 to 51 posts, particularly in salary levels 11 to 12 and 13 to 16. This was done to build the capacity in the programme to implement the media bulk buying strategy adopted by Cabinet and distribute the increased print run of the Vuk'uzenzele newspaper. The allocations to this programme allowed the department to: design print adverts for government departments, which realised an approximately 30 per cent cost saving for government; distribute approximately 20.6 million units of departmental publications in 2011/12, which is double the quantity distributed in 2010/11; and document the local and international public programmes of the president and deputy president and send photographs of all presidential events to a range of print media.

Spending on payments for capital assets also increased over the same period mainly due the replacement of outdated photographic, radio and video equipment. The increase in operating payments in 2012/13 and the projected increase over the medium period are due to the distribution costs for the Vuk'uzenzele newspaper and South African Yearbook being shifted from the *Content Processing and Dissemination* programme to the *Marketing, Advertising and Media Buying* subprogramme in this programme.

There were 4 vacant posts in the programme as at 30 September 2012. The posts were vacant due to resignations and transfers to other government departments, and are to be filled within two months as per departmental policy.

In 2012/13, the department implemented measures in this programme to give effect to the Cabinet approved budget reductions. R1.7 million over the medium term was reduced from spending as a result of the measures, which included monitoring the use of on catering, telephones and cellphones, stationery, and venues and facilities. The department will manage the reductions to minimise any potential impact on service delivery by prioritising the media bulk buying campaigns it accepts.

## Public entities and other agencies

### Media Development and Diversity Agency

#### Mandate and goals

The Media Development and Diversity Agency was set up in terms of the Media Development and Diversity Agency Act (2002) to enable historically disadvantaged communities and individuals to gain access to the media.

The mandate of the Media Development and Diversity Agency is to: create an enabling environment for media development and diversity which reflects the needs and aspirations of all South Africans; redress the exclusion and marginalisation of disadvantaged communities and people from access to the media and the media industry; and promote media development and diversity by providing support primarily to community and small commercial media projects. The overall objective of the agency is to ensure that all citizens can access information in a language of their choice, and to transform media access, ownership and control patterns in South Africa.

The agency's strategic focus over the medium term will be on: advocating for media development and diversity; developing partnerships in advertising with the government departments, public entities and the private sector with a view to enhance the sustainability of the small commercial media projects; providing grant and seed funding for community and small commercial media; providing capacity building interventions for beneficiary organisations and communities, including mentorship and monitoring and evaluation; strengthening and consolidating beneficiary projects to levels of sustainability; conducting research and knowledge management; promoting media literacy and a culture of reading; communicating and encouraging public awareness about the media sector to a level where all South African have access to diverse forms of media; promoting quality programming and production in community broadcasting; and raising funds and mobilising resources to strengthen the community and small commercial media projects for sustainability.

#### Selected performance indicators

**Table 9.13 Media Development and Diversity Agency**

Indicator	Programme/ Activity/Objective	Past			Current 2012/13	Projections		
		2009/10	2010/11	2011/12		2013/14	2014/15	2015/16
Number of community media projects funded per year	Grant funding	16	28	29	20	14	12	12
Number of small commercial media projects funded per year	Grant funding	8	20	19	10	8	6	6
Number of research and training projects undertaken/funded per year	Research, knowledge management, monitoring and evaluation	6	30	30	98	6	5	5
Number of seminars/media summits conducted in all provinces per year	Advocacy for media development and diversity	12	12	12	13	11	9	8
Number of programming and production projects funded per year	Quality programming and production in community broadcasting sector	7	5	7	4	4	3	3

## Programmes/activities/objectives

**Table 9.14 Media Development and Diversity Agency**

	Audited outcome			Revised estimate	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2013/14	2014/15		
R thousand					2009/10 - 2012/13		2013/14	2014/15	2015/16	2012/13 - 2015/16	
Grant funding	21 973	25 114	67 082	30 089	11.0%	65.3%	30 972	31 215	31 265	1.3%	57.1%
Fundraising and resource mobilisation	279	1 512	4 725	4 884	159.7%	4.8%	3 952	4 176	2 458	-20.5%	7.2%
Research, knowledge management, monitoring and evaluation	291	1 120	6 893	4 112	141.8%	4.8%	4 326	4 533	4 693	4.5%	8.2%
Advocacy for media development and diversity	969	546	1 890	2 449	36.2%	2.8%	2 516	2 455	2 421	-0.4%	4.5%
Other objectives	10 185	11 195	9 220	10 674	1.6%	22.3%	11 995	12 362	15 000	12.0%	23.1%
<b>Total expense</b>	<b>33 697</b>	<b>39 487</b>	<b>89 810</b>	<b>52 208</b>	<b>15.7%</b>	<b>100.0%</b>	<b>53 761</b>	<b>54 741</b>	<b>55 837</b>	<b>2.3%</b>	<b>100.0%</b>

## Expenditure estimates

**Table 9.15 Media Development and Diversity Agency**

Statement of financial performance	Audited outcome			Revised estimate	Average growth rate (%)	Expenditure/total: Average (%)	Medium-term estimate			Average growth rate (%)	Expenditure/total: Average (%)
	2009/10	2010/11	2011/12				2012/13	2013/14	2014/15		
R thousand					2009/10 - 2012/13		2013/14	2014/15	2015/16	2012/13 - 2015/16	
<b>Revenue</b>											
<b>Non-tax revenue</b>	<b>5 417</b>	<b>4 147</b>	<b>3 962</b>	<b>7 374</b>	<b>10.8%</b>	<b>10.7%</b>	<b>7 465</b>	<b>7 760</b>	<b>8 440</b>	<b>4.6%</b>	<b>14.2%</b>
<i>Other non-tax revenue</i>	5 417	4 147	3 962	7 374	10.8%	10.7%	7 465	7 760	8 440	4.6%	14.2%
<b>Transfers received</b>	<b>39 254</b>	<b>42 144</b>	<b>49 255</b>	<b>44 834</b>	<b>4.5%</b>	<b>89.3%</b>	<b>46 629</b>	<b>47 654</b>	<b>48 454</b>	<b>2.6%</b>	<b>85.8%</b>
<b>Total revenue</b>	<b>44 671</b>	<b>46 291</b>	<b>53 217</b>	<b>52 208</b>	<b>5.3%</b>	<b>100.0%</b>	<b>54 094</b>	<b>55 413</b>	<b>56 894</b>	<b>2.9%</b>	<b>100.0%</b>
<b>Expenses</b>											
<b>Current expenses</b>	<b>10 185</b>	<b>11 195</b>	<b>13 225</b>	<b>14 858</b>	<b>13.4%</b>	<b>25.4%</b>	<b>15 247</b>	<b>15 798</b>	<b>16 678</b>	<b>3.9%</b>	<b>28.9%</b>
Compensation of employees	3 958	4 673	5 490	6 744	19.4%	10.7%	7 149	7 621	8 091	6.3%	13.7%
Goods and services	5 985	6 266	7 522	7 836	9.4%	14.3%	7 902	7 972	8 367	2.2%	14.8%
Depreciation	242	256	213	278	4.7%	0.5%	196	205	220	-7.5%	0.4%
<b>Transfers and subsidies</b>	<b>23 512</b>	<b>28 292</b>	<b>76 585</b>	<b>37 350</b>	<b>16.7%</b>	<b>74.6%</b>	<b>38 514</b>	<b>38 943</b>	<b>39 159</b>	<b>1.6%</b>	<b>71.1%</b>
<b>Total expenses</b>	<b>33 697</b>	<b>39 487</b>	<b>89 810</b>	<b>52 208</b>	<b>15.7%</b>	<b>100.0%</b>	<b>53 761</b>	<b>54 741</b>	<b>55 837</b>	<b>2.3%</b>	<b>100.0%</b>
<b>Surplus/(Deficit)</b>	<b>10 974</b>	<b>6 804</b>	<b>(36 593)</b>	<b>-</b>	<b>-100.0%</b>		<b>333</b>	<b>672</b>	<b>1 058</b>	<b>-</b>	
<b>Statement of financial position</b>											
Carrying value of assets	503	352	340	245	-21.3%	0.5%	254	244	332	10.7%	1.0%
<i>of which:</i>											
<i>Acquisition of assets</i>	101	105	201	266	38.1%	0.3%	93	87	88	-30.8%	0.4%
Inventory	-	6	19	-	-	0.0%	-	-	-	-	-
Accrued investment interest	3	-	-	-	-100.0%	0.0%	-	-	-	-	-
Receivables and prepayments	24 705	15 968	8 555	451	-73.7%	15.1%	234	-	-	-100.0%	0.5%
Cash and cash equivalents	56 427	65 895	79 041	42 591	-9.0%	84.4%	27 938	21 273	21 273	-20.7%	98.5%
<b>Total assets</b>	<b>81 638</b>	<b>82 221</b>	<b>87 955</b>	<b>43 287</b>	<b>-19.1%</b>	<b>100.0%</b>	<b>28 426</b>	<b>21 517</b>	<b>21 605</b>	<b>-20.7%</b>	<b>100.0%</b>
Accumulated surplus/(deficit)	30 618	37 422	829	11 589	-27.7%	27.7%	5 471	2 810	8 226	-10.8%	24.3%
Capital reserve fund	-	43 677	85 868	-	-	37.7%	-	-	-	-	-
Finance lease	49 287	160	54	4 367	-55.4%	17.7%	-	-	-	-100.0%	2.5%
Deferred income	104	-	-	-	-100.0%	0.0%	-	-	-	-	-
Trade and other payables	1 629	962	1 204	1 299	-7.3%	1.9%	1 180	2 001	1 180	-3.2%	5.5%
Provisions	-	-	-	199	-	0.1%	199	228	199	-	0.8%
Managed funds (e.g. poverty alleviation fund)	-	-	-	25 833	-	14.9%	21 576	16 478	12 000	-22.6%	66.9%
<b>Total equity and liabilities</b>	<b>81 638</b>	<b>82 221</b>	<b>87 955</b>	<b>43 287</b>	<b>-19.1%</b>	<b>100.0%</b>	<b>28 426</b>	<b>21 517</b>	<b>21 605</b>	<b>-20.7%</b>	<b>100.0%</b>

## Personnel information

**Table 9.16 Media Development and Diversity Agency**

Salary level	Number of funded posts	Post status estimated for 31 March 2013 Number of vacant posts	Number and cost <sup>1</sup> of personnel posts filled/planned for on funded establishment															Number	
			Actual			Revised estimate			Medium-term expenditure estimate									Average growth rate (%)	Salary level/total: Average (%)
			2011/12			2012/13			2013/14			2014/15			2015/16				
			Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost	Unit Cost	Number	Cost
	25	2	23	5.5	0.2	23	6.7	0.3	29	7.1	0.2	29	7.6	0.3	29	8.1	0.3	8.0%	100.0%
7 – 10	13	1	15	2.6	0.2	15	1.3	0.1	17	1.4	0.1	17	1.4	0.1	17	1.5	0.1	4.3%	18.9%
11 – 12	9	1	4	0.4	0.1	4	2.3	0.6	8	2.5	0.3	8	2.6	0.3	8	2.8	0.4	26.0%	34.4%
13 – 16	2	–	3	1.1	0.4	3	1.5	0.5	3	1.5	0.5	3	1.6	0.5	3	1.7	0.6	–	21.4%
17 – 22	1	–	1	1.3	1.3	1	1.7	1.7	1	1.8	1.8	1	1.9	1.9	1	2.0	2.0	–	25.3%

1. Rand million.

## Expenditure trends

The Media Development and Diversity Agency is funded by transfers from the Government Communication and Information System and grants from broadcast and print media. The agency also earns non-tax revenue from interest generated on short term investments. Transfers received increased from R39.3 million in 2009/10 to R44.8 million in 2012/13 due to the signing and enforcement of a service level agreement with both print media funders and the broadcast media.

The agency's spending focus over the medium term will shift from taking on new projects to concentrating on existing ones by maintaining their current level of funding in order to ensure their viability. Spending increased significantly between 2009/10 and 2012/13 in order to meet the agency's grant making objective of promoting and strengthening the small commercial print and community media sectors. In 2012/13, 74.6 per cent of the agency's R52.2 million budget was spent on these approved grant applications. The number of projects supported in any given year depends on the quality and quantity of the applications received.

The agency expects to realise savings in excess of R2 million over the medium term from within the objectives for fundraising and resource mobilisation and advocacy for media development and diversity as a result of implementing cost saving measures. The measures included cutting down on travelling and accommodation costs, taking on fewer new projects and conducting fewer seminars. This, together with reductions in grant funding, accounts for the slower increase in spending projected over the medium term.

The agency had 14 vacant posts as at 30 September 2012. The posts were vacant as a result of the new structure approved in June 2012 and are scheduled to be filled in 2013/14. Personnel numbers over the medium term are expected to increase to 29. Consultants used by the agency provide IT, internal audit and risk management services, which are outsourced as the agency does not have the personnel to perform these tasks.

## Additional tables

**Table 9.A Summary of expenditure trends and estimates per programme and economic classification**

Programme	Appropriation		Audited outcome	Appropriation			Revised estimate
	Main	Adjusted		Main	Additional	Adjusted	
R thousand	2011/12		2011/12	2012/13			2012/13
Administration	113 186	122 482	101 333	170 839	21 748	192 587	192 587
Content Processing and Dissemination	96 014	99 518	95 595	109 087	(14 203)	94 884	94 884
Intergovernmental Coordination and Stakeholder Management	118 632	113 835	110 025	116 524	9 565	126 089	126 089
Communication Service Agency	28 472	28 472	36 632	32 645	14 776	47 421	47 421
<b>Total</b>	<b>356 304</b>	<b>364 307</b>	<b>343 585</b>	<b>429 095</b>	<b>31 886</b>	<b>460 981</b>	<b>460 981</b>
<b>Economic classification</b>							
<b>Current payments</b>	<b>334 778</b>	<b>342 781</b>	<b>316 446</b>	<b>405 648</b>	<b>21 886</b>	<b>427 534</b>	<b>427 534</b>
Compensation of employees	165 433	166 936	160 264	176 370	1 886	178 256	178 256
Goods and services	169 345	175 845	156 182	229 278	20 000	249 278	249 278
<b>Transfers and subsidies</b>	<b>19 115</b>	<b>19 115</b>	<b>19 463</b>	<b>20 000</b>	<b>-</b>	<b>20 000</b>	<b>20 000</b>
Departmental agencies and accounts	19 115	19 115	19 167	20 000	-	20 000	20 000
Households	-	-	296	-	-	-	-
<b>Payments for capital assets</b>	<b>2 411</b>	<b>2 411</b>	<b>7 629</b>	<b>3 447</b>	<b>10 000</b>	<b>13 447</b>	<b>13 447</b>
Buildings and other fixed structures	-	-	-	-	10 000	10 000	10 000
Machinery and equipment	2 051	2 051	7 116	2 721	-	2 721	2 721
Software and other intangible assets	360	360	513	726	-	726	726
<b>Payments for financial assets</b>	<b>-</b>	<b>-</b>	<b>47</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>356 304</b>	<b>364 307</b>	<b>343 585</b>	<b>429 095</b>	<b>31 886</b>	<b>460 981</b>	<b>460 981</b>

**Table 9.B Summary of expenditure on training**

	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Compensation of employees (R thousand)	138 744	147 203	160 264	178 256	188 391	200 115	212 223
Training expenditure (R thousand)	4 400	5 308	4 673	4 719	5 002	4 956	5 490
Training spend as percentage of compensation	3.2%	3.6%	2.9%	2.6%	2.7%	2.5%	2.6%
Total number trained (headcount)	342	358	216	264			
<i>of which:</i>							
Employees receiving bursaries (headcount)	51	19	12	45			
Learnerships (headcount)	11	-	-	-			
Internships (headcount)	26	-	10	11			



**BUDGET 2013**  
ESTIMATES OF NATIONAL EXPENDITURE

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