

Vote 4

Government Communication and Information System

Budget summary

R million	2020/21				2021/22	2022/23
	Total	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total
MTEF allocation						
Administration	171.6	169.7	0.1	1.8	181.8	188.6
Content Processing and Dissemination	415.4	165.2	249.1	1.0	439.8	457.5
Intergovernmental Coordination and Stakeholder Management	133.6	132.4	0.0	1.2	141.6	147.9
Total expenditure estimates	720.5	467.4	249.2	4.0	763.2	794.0

Executive authority: Minister in the Presidency
 Accounting officer: Director-General: Government Communication and Information System
 Website: www.gcis.gov.za

The Estimates of National Expenditure e-publications for individual votes are available at www.treasury.gov.za. These publications provide more comprehensive coverage of vote-specific information, particularly about transfers and subsidies, personnel and other public institutions. Additional tables in Excel format can be found at www.treasury.gov.za and www.vulekamali.gov.za.

Vote purpose

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 mandate of the Government Communication and Information System is derived from section 195(g) of the Constitution, which stipulates that the public should be provided with information that is timely, accurate and accessible. This is in support of the constitutional principles of freedom of expression, transparency and openness of government. The department is responsible for providing strategic leadership and coordinating government communication to ensure that the public are informed and have access to government programmes and policies that benefit them.

Selected performance indicators

Table 4.1 Performance indicators by programme and related priority

Indicator	Programme	MTSF priority	Past			Current	Projections		
			2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Number of cluster reports issued on perceptions of government delivery and performance reports per year	Content Processing and Dissemination	Priority 6: A capable, ethical and developmental state	10	10	5	10	10	10	10
Number of copies of Vuk'uzenzele newspaper published per year	Content Processing and Dissemination		21.4 million	23.5 million	23 million	18.7 million	18.7 million	18.7 million	18.7 million
Number of radio products and services provided per year	Content Processing and Dissemination		229	288	72	240	240	240	240

Table 4.1 Performance indicators by programme and related priority

Indicator	Programme	MTSF priority	Past			Current	Projections		
			2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Number of video services provided per year	Content Processing and Dissemination	Priority 6: A capable, ethical and developmental state	664	652	741	600	600	600	600
Number of photographic services provided per year	Content Processing and Dissemination		582	537	593	450	450	450	450
Number of graphic designs produced per year	Content Processing and Dissemination		160	503	737	400	400	400	400
Number of media briefings conducted after receiving requests from government departments per year	Intergovernmental Coordination and Stakeholder Management		100	133	95	100	100	100	110
Number of community and stakeholder liaison visits per year	Intergovernmental Coordination and Stakeholder Management		2 127	1 959	1 747	1 959	1 710	1 710	1 710
Number of development communication projects aligned with the government communication programme per year	Intergovernmental Coordination and Stakeholder Management		1 839	1 727	1 683	1 727	1 140	1 140	1 140
Number of marketing events per Thusong service centre per year	Intergovernmental Coordination and Stakeholder Management		555	511	464	252	252	252	252

Expenditure analysis

The National Development Plan emphasises the need to unite all South Africans around a common goal, ensure citizens are active in their own development, and build a capable and developmental state. This is given expression by priority 6 (building a capable, ethical and developmental state) of government's 2019-2024 medium-term strategic framework, with which the work of the Government Communication and Information System is aligned. To support this priority over the medium term, the department will continue to focus on providing and facilitating strategic government communications, and facilitating active citizen participation.

The department's total budget is R2.3 billion over the MTEF period. As the work of the department is, knowledge based, spending on compensation of employees across all programmes accounts for an estimated 40.9 per cent (R938.5 million) of its total budget over the medium term, increasing at an average annual rate of 6.5 per cent. Transfers to Brand South Africa and the Media Development and Diversity Agency account for an estimated 34.5 per cent (R784.7 million) of the total budget.

Providing and facilitating strategic government communications

One of the key functions of the department is to provide the public with information about government policies, plans, programmes and activities. The department uses its Vuk'uzenzele newspaper and weekly newsletter, My District Today, to disseminate information that empowers South African communities to participate in government programmes. Information published in Vuk'uzenzele focuses on key government priorities such as service delivery and rural development projects, and publishes advertisements for vacant government posts. In addition to the production and distribution of a targeted 18.7 million copies and 9 600 Braille copies of 22 editions of Vuk'uzenzele in each year of the medium term, the department plans to produce 14 716 copies of various publications across core programmes, including various communication products and reports. The printing and distribution costs for Vuk'uzenzele are expected to amount to R85 million over the MTEF period in the *Products and Platforms* subprogramme in the *Content Processing and Dissemination* programme.

To provide guidance and assistance to government communicators on how to develop communications strategies and better understand the broader communications environment, the department plans to produce

30 cluster reports on perceptions of government delivery and performance, and 36 reports based on surveys conducted on behalf of various national departments and premiers' offices. In support of deepening its relations with the media, the department also drives a proactive and reactive media liaison strategy by hosting cluster and Cabinet media briefings, and communicating with the public through activities such as door-to-door visits, and community workshops and gatherings, in all provinces. These activities are carried out in the *Content Processing and Dissemination* programme, which has a total operational budget of R528 million over the medium term.

The department will aim to reduce government's cost of advertising in the media over the medium term while maintaining the visibility of its communications campaigns. This will entail providing an estimated 1 000 bulk-buying services to other government departments for media advertising; media production services including 1 050 photographic and video products and services; and 240 live radio products and services such as advertisements, the hosting of talk shows and the compilation of voice-overs. The provision of these services is funded through the communications budgets of client departments and entities at an estimated cost of R250 million per year over the medium term.

The department manages the interface between government and commercial and community media, and provides support to Cabinet through regular media briefings in which the decisions of the executive are communicated to the public. To carry out these activities, R10 million is allocated over the medium term in the *Intergovernmental Coordination and Stakeholder Management* programme, which has a total budget of R423.1 million over the MTEF period.

The department has embraced the move towards the fourth industrial revolution by adopting new technology to deliver government's messages to citizens in more creative and interactive ways, such as the use of more communications content on government websites and social media platforms. To stay abreast of and manage a rapidly changing telecommunications environment and respond in increasingly able and agile ways, the department has earmarked R7 million in the *Intergovernmental Coordination and Stakeholder Management* programme for the management of the department's website and social media accounts, subscriptions to digital media accounts, and research on public opinion.

Facilitating active citizen participation

The department is committed to aligning provincial and local communications strategies with the national communication strategy framework. This entails providing information on government services directly to communities through outreach campaigns in high-traffic areas such as taxi ranks, shopping malls and commuter trains, as well as talk shows on community radio and television stations. Accordingly, over the medium term, the department plans to conduct an estimated 9 306 outreach campaigns to improve public participation in government policies, plans, programmes and achievements. These comprise 1 140 development communications activations per year, 1 710 community and stakeholder liaison visits per year, and 252 marketing events at Thusong service centres per year. These activities are carried out in the *Intergovernmental Coordination and Stakeholder Management* programme at an estimated cost of R10 million over the MTEF period. The department plans to continue the imbizo programme, which facilitates interactions between political principals and the public, and develops content for print and electronic products, including leaflets during the State of the Nation Address, at an estimated cost of R540 000 per year over the medium term.

Expenditure trends and estimates

Table 4.2 Vote expenditure trends and estimates by programme and economic classification

Programmes											
1. Administration											
2. Content Processing and Dissemination											
3. Intergovernmental Coordination and Stakeholder Management											
Programme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2016/17	2017/18	2018/19				2019/20	2020/21	2021/22		
R million											
Programme 1	147.4	156.0	155.3	164.6	3.8%	24.6%	171.6	181.8	188.6	4.6%	23.9%
Programme 2	339.8	362.2	375.7	396.4	5.3%	58.2%	415.4	439.8	457.5	4.9%	57.7%
Programme 3	97.9	101.1	112.7	122.6	7.8%	17.2%	133.6	141.6	147.9	6.5%	18.4%
Subtotal	585.1	619.3	643.7	683.6	5.3%	100.0%	720.5	763.2	794.0	5.1%	100.0%
Total	585.1	619.3	643.7	683.6	5.3%	100.0%	720.5	763.2	794.0	5.1%	100.0%
Change to 2019 Budget estimate				(5.1)			(8.5)	(9.0)	(7.0)		
Economic classification											
Current payments	377.0	386.9	404.1	436.0	5.0%	63.4%	467.4	496.4	517.5	5.9%	64.7%
Compensation of employees	216.5	225.2	242.5	272.0	7.9%	37.8%	295.4	314.6	328.5	6.5%	40.9%
Goods and services ¹	160.4	161.7	161.6	164.0	0.7%	25.6%	172.0	181.9	189.0	4.8%	23.9%
of which:											
Communication	8.6	8.1	7.9	7.9	-2.8%	1.3%	8.7	9.0	9.6	6.6%	1.2%
Computer services	14.6	13.5	12.8	14.1	-1.2%	2.2%	16.1	17.0	18.3	9.0%	2.2%
Operating leases	51.7	55.4	53.4	52.3	0.4%	8.4%	52.8	55.6	57.6	3.3%	7.4%
Property payments	9.3	9.0	8.7	8.8	-1.9%	1.4%	10.7	11.4	11.0	7.7%	1.4%
Travel and subsistence	17.5	19.7	19.4	18.3	1.5%	3.0%	20.4	22.2	23.0	8.0%	2.8%
Operating payments	36.8	35.6	35.6	34.0	-2.6%	5.6%	35.4	37.4	39.2	4.9%	4.9%
Transfers and subsidies¹	206.2	225.1	232.3	240.4	5.2%	35.7%	249.2	263.0	272.8	4.3%	34.6%
Departmental agencies and accounts	205.0	224.3	231.1	239.8	5.4%	35.6%	249.2	263.0	272.8	4.4%	34.6%
Households	1.2	0.8	1.1	0.6	-19.7%	0.1%	-	-	-	-100.0%	0.0%
Payments for capital assets	1.6	3.2	7.1	7.2	64.4%	0.8%	4.0	3.8	3.7	-20.1%	0.6%
Buildings and other fixed structures	0.0	0.0	0.1	0.4	130.0%	0.0%	-	0.1	0.1	-35.3%	0.0%
Machinery and equipment	1.5	2.9	7.0	6.9	64.4%	0.7%	4.0	3.7	3.6	-19.5%	0.6%
Software and other intangible assets	0.1	0.3	-	-	-100.0%	0.0%	-	-	-	0.0%	0.0%
Payments for financial assets	0.3	4.1	0.1	-	-100.0%	0.2%	-	-	-	0.0%	0.0%
Total	585.1	619.3	643.7	683.6	5.3%	100.0%	720.5	763.2	794.0	5.1%	100.0%

1. Tables that detail expenditure trends, annual budget, adjusted appropriation and audited outcome are available at www.treasury.gov.za and www.vulekamali.gov.za.

Transfers and subsidies expenditure trends and estimates

Table 4.3 Vote transfers and subsidies trends and estimates

	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2016/17	2017/18	2018/19				2019/20	2020/21	2021/22		
R thousand											
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	205 045	224 343	231 138	239 773	5.4%	99.6%	249 179	262 956	272 808	4.4%	99.9%
Communication	45	38	39	64	12.5%	-	68	72	76	5.9%	-
Brand South Africa	181 186	194 300	200 430	207 914	4.7%	86.7%	216 064	228 021	236 564	4.4%	86.7%
Media Development and Diversity Agency	23 814	30 005	30 669	31 795	10.1%	12.9%	33 047	34 863	36 168	4.4%	13.3%
Households											
Social benefits											
Current	1 160	781	1 146	600	-19.7%	0.4%	-	-	-	-100.0%	0.1%
Employee social benefits	1 160	781	1 146	600	-19.7%	0.4%	-	-	-	-100.0%	0.1%
Total	206 205	225 124	232 284	240 373	5.2%	100.0%	249 179	262 956	272 808	4.3%	100.0%

Personnel information

Table 4.4 Vote personnel numbers and cost by salary level and programme¹

Programmes																			
1. Administration																			
2. Content Processing and Dissemination																			
3. Intergovernmental Coordination and Stakeholder Management																			
Number of posts estimated for 31 March 2020		Number and cost ² of personnel posts filled/planned for on funded establishment											Number						
Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate			Medium-term expenditure estimate					Average growth rate (%)	Average Salary level/ Total (%)					
		2018/19		Unit cost	2019/20		Unit cost	2020/21		Unit cost	2021/22				Unit cost	2022/23		Unit cost	
Government Communication and Information System		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	2019/20 - 2022/23		
Salary level	498	31	473	242.5	0.5	493	272.0	0.6	501	295.4	0.6	475	314.6	0.7	463	328.5	0.7	-2.0%	100.0%
1 – 6	123	10	112	28.5	0.3	117	31.7	0.3	120	34.9	0.3	110	34.9	0.3	106	36.2	0.3	-3.0%	23.4%
7 – 10	220	1	200	95.1	0.5	214	109.8	0.5	225	123.5	0.5	228	133.5	0.6	221	137.9	0.6	1.1%	46.0%
11 – 12	82	–	78	61.4	0.8	80	67.4	0.8	82	73.8	0.9	83	79.3	1.0	82	83.3	1.0	0.8%	16.9%
13 – 16	53	–	48	53.9	1.1	52	60.5	1.2	50	61.9	1.2	50	65.8	1.3	50	69.9	1.4	-1.3%	10.5%
Other	20	20	35	3.7	0.1	30	2.6	0.1	24	1.3	0.1	4	1.1	0.3	4	1.1	0.3	-48.9%	3.2%
Programme	498	31	473	242.5	0.5	493	272.0	0.6	502	295.4	0.6	475	314.6	0.7	463	328.5	0.7	-2.0%	100.0%
Programme 1	153	10	143	67.8	0.5	155	78.8	0.5	151	80.5	0.5	142	85.7	0.6	139	89.0	0.6	-3.6%	30.4%
Programme 2	154	7	157	83.2	0.5	161	94.3	0.6	162	103.7	0.6	156	110.9	0.7	153	116.2	0.8	-1.5%	32.7%
Programme 3	191	14	173	91.6	0.5	177	98.8	0.6	188	111.2	0.6	177	117.9	0.7	171	123.3	0.7	-1.1%	36.9%

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

2. Rand million.

Departmental receipts

Table 4.5 Departmental receipts by economic classification

R thousand	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Average Receipt item/ Total (%)	Medium-term receipts estimate			Average growth rate (%)	Average Receipt item/ Total (%)
	2016/17	2017/18	2018/19					2019/20	2020/21	2021/22		
Departmental receipts	3 995	3 832	3 082	2 712	2 712	-12.1%	100.0%	2 247	2 285	2 323	-5.0%	100.0%
Sales of goods and services produced by department	3 389	2 604	2 239	2 269	2 269	-12.5%	77.1%	1 782	1 797	1 810	-7.3%	80.0%
Sales by market establishments	136	135	145	143	143	1.7%	4.1%	150	158	165	4.9%	6.4%
of which:												
Market establishment:	136	135	145	143	143	1.7%	4.1%	150	158	165	4.9%	6.4%
Rental parking: Covered and open												
Other sales	3 253	2 469	2 094	2 126	2 126	-13.2%	73.0%	1 632	1 639	1 645	-8.2%	73.6%
of which:												
Services rendered:	75	80	75	86	86	4.7%	2.3%	90	95	99	4.8%	3.9%
Commission on insurance and garnishee												
Sales: Departmental publications and production	3 178	2 389	2 019	2 040	2 040	-13.7%	70.7%	1 542	1 544	1 546	-8.8%	69.7%
Sales of scrap, waste, arms and other used current goods	2	3	1	1	1	-20.6%	0.1%	1	1	1	–	–
of which:												
Sales: Wastepaper	2	3	1	1	1	-20.6%	0.1%	1	1	1	–	–
Interest, dividends and rent on land	255	290	285	300	300	5.6%	8.3%	315	331	347	5.0%	13.5%
Interest	255	290	285	300	300	5.6%	8.3%	315	331	347	5.0%	13.5%
Sales of capital assets	7	–	–	–	–	-100.0%	0.1%	–	–	–	–	–
Transactions in financial assets and liabilities	342	935	557	142	142	-25.4%	14.5%	149	156	165	5.1%	6.4%
Total	3 995	3 832	3 082	2 712	2 712	-12.1%	100.0%	2 247	2 285	2 323	-5.0%	100.0%

Programme 1: Administration

Programme purpose

Provide strategic leadership, management and support services to the department.

Expenditure trends and estimates

Table 4.6 Administration expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation 2019/20	Average growth rate (%) 2016/17 - 2019/20	Average: Expenditure/ Total (%) 2016/17 - 2019/20	Medium-term expenditure estimate			Average growth rate (%) 2019/20 - 2022/23	Average: Expenditure/ Total (%) 2019/20 - 2022/23
	2016/17	2017/18	2018/19				2020/21	2021/22	2022/23		
R million											
Departmental Management	5.6	8.7	6.9	8.2	13.5%	4.7%	8.7	9.2	9.6	5.2%	5.1%
Corporate Services	47.2	48.1	48.9	56.9	6.4%	32.3%	56.9	60.4	62.6	3.3%	33.5%
Financial Administration	32.3	32.3	33.9	36.6	4.2%	21.7%	40.5	43.0	44.7	6.9%	23.3%
Internal Audit	7.9	9.0	9.0	8.9	4.3%	5.6%	9.6	10.2	10.5	5.6%	5.5%
Office Accommodation	54.3	58.0	56.5	54.0	-0.2%	35.8%	55.9	59.0	61.2	4.3%	32.6%
Total	147.4	156.0	155.3	164.6	3.8%	100.0%	171.6	181.8	188.6	4.6%	100.0%
Change to 2019				0.8			(2.3)	(2.5)	-		
Budget estimate											
Economic classification											
Current payments	146.4	154.1	152.2	159.3	2.8%	98.2%	169.7	179.9	186.7	5.4%	98.5%
Compensation of employees	60.2	64.6	67.8	75.2	7.7%	43.0%	80.5	85.7	89.0	5.8%	46.8%
Goods and services ¹	86.2	89.6	84.5	84.0	-0.9%	55.2%	89.2	94.2	97.7	5.2%	51.7%
of which:											
Audit costs: External	2.5	2.9	2.6	2.4	-1.0%	1.7%	2.1	2.4	2.5	1.4%	1.3%
Communication	1.5	1.5	1.5	1.3	-5.6%	0.9%	2.0	2.1	2.4	23.9%	1.1%
Computer services	11.1	10.3	9.5	11.0	-0.3%	6.7%	11.9	12.6	13.8	8.0%	7.0%
Operating leases	50.9	54.8	52.8	51.1	0.1%	33.6%	51.6	54.5	56.5	3.4%	30.2%
Property payments	9.2	9.0	8.6	8.6	-2.4%	5.7%	10.5	11.2	10.7	7.7%	5.8%
Travel and subsistence	2.2	3.6	2.8	3.0	11.0%	1.9%	3.0	3.3	3.5	5.5%	1.8%
Transfers and subsidies¹	0.3	0.4	0.2	0.2	-6.9%	0.2%	0.1	0.1	0.1	-34.3%	0.1%
Departmental agencies and accounts	0.0	0.0	0.0	0.1	6.7%	-	0.1	0.1	0.1	5.6%	-
Households	0.2	0.4	0.2	0.2	-10.0%	0.2%	-	-	-	-100.0%	-
Payments for capital assets	0.6	1.4	2.8	5.1	101.5%	1.6%	1.8	1.8	1.8	-29.6%	1.5%
Buildings and other fixed structures	0.0	-	-	0.3	113.3%	0.1%	-	0.1	0.1	-30.3%	0.1%
Machinery and equipment	0.6	1.1	2.8	4.8	100.9%	1.5%	1.8	1.7	1.7	-29.6%	1.4%
Software and other intangible assets	-	0.3	-	-	-	-	-	-	-	-	-
Payments for financial assets	0.0	0.0	0.0	-	-100.0%	-	-	-	-	-	-
Total	147.4	156.0	155.3	164.6	3.8%	100.0%	171.6	181.8	188.6	4.6%	100.0%
Proportion of total programme expenditure to vote expenditure	25.2%	25.2%	24.1%	24.1%	-	-	23.8%	23.8%	23.8%	-	-

1. Estimates of National Expenditure data tables can be downloaded from www.treasury.gov.za. These tables contain detailed information by goods and services, and transfers and subsidies items by programme.

Programme 2: Content Processing and Dissemination

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

Objectives

- Provide strategic leadership and support in government communications by conducting research on public opinion and analysing media coverage to understand the communications environment and inform government messages over the medium term.
- Increase the share of government's voice and messages in the public domain by producing government's communications products and services over the medium term.
- Improve the dissemination of information by providing effective and efficient marketing and distribution services, cost-effective media bulk-buying services, and media products and services for government on an ongoing basis.

Subprogrammes

- *Programme Management for Content Processing and Dissemination* coordinates strategic planning for communications in the department and other government departments, and ensures adherence to standards for government communications.

- *Policy and Research* conducts research to assess the information needs of the public and how government should address these needs; monitors media coverage of issues affecting government and the country; provides analysis on how the media interprets and reports on government policies and programmes; formulates policy proposals; assesses public perceptions on government performance; and oversees the process of reviewing government communications policy by monitoring its implementation and facilitating workshops.
- *Products and Platforms* develops content for the department; provides language services for products that require translation; conducts editing and proofreading; manages the department's and government's websites; produces government publications; provides social media and news services; and develops the national communication strategy.
- *Communication Service Agency* provides media bulk-buying services and media production services to all spheres of government; develops distribution strategies for all government communications; oversees the outsourcing of distribution services to service providers; manages government's corporate identity; and provides marketing services for the department and other government departments.
- *Entity Oversight* monitors the implementation of policies by Brand South Africa and the Media Development and Diversity Agency, and provides guidance on and oversees their governance matters.
- *Media Policy* conducts research and develops print media, new media and communications policies for government.

Expenditure trends and estimates

Table 4.7 Content Processing and Dissemination expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)		Medium-term expenditure estimate			Average Expenditure/ Total (%)	
	2016/17	2017/18	2018/19		2019/20	2016/17 - 2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23	2019/20 - 2022/23
R million											
Programme Management for Content Processing and Dissemination	2.8	2.0	2.2	3.6	9.2%	0.7%	4.4	4.7	4.9	10.5%	1.0%
Policy and Research	31.5	32.2	32.7	35.6	4.1%	9.0%	40.6	43.2	44.7	7.9%	9.6%
Products and Platforms	44.4	48.7	51.3	54.0	6.7%	13.5%	56.7	60.1	62.4	4.9%	13.6%
Communication Service Agency	56.1	53.8	57.1	58.3	1.3%	15.3%	59.9	64.0	67.6	5.1%	14.6%
Entity Oversight	205.0	225.5	232.1	241.4	5.6%	61.3%	251.6	265.5	275.5	4.5%	60.5%
Media Policy	–	0.0	0.3	3.5	–	0.3%	2.2	2.3	2.4	-11.8%	0.6%
Total	339.8	362.2	375.7	396.4	5.3%	100.0%	415.4	439.8	457.5	4.9%	100.0%
Change to 2019 Budget estimate				243.5			252.3	266.3	275.0		
Economic classification											
Current payments	134.0	132.5	141.6	155.4	5.1%	38.2%	165.2	175.9	183.7	5.7%	39.8%
Compensation of employees	77.6	77.7	83.2	95.7	7.2%	22.7%	103.7	110.9	116.2	6.7%	25.0%
Goods and services ¹	56.4	54.7	58.4	59.7	2.0%	15.6%	61.5	65.0	67.6	4.2%	14.9%
of which:											
Advertising	1.8	0.3	3.0	3.5	23.8%	0.6%	2.6	2.8	2.9	-6.1%	0.7%
Communication	2.7	2.8	2.7	2.4	-4.0%	0.7%	2.3	2.4	2.4	0.9%	0.6%
Computer services	3.5	3.3	3.2	3.1	-3.9%	0.9%	4.1	4.4	4.5	12.5%	0.9%
Agency and support/outsourced services	4.7	5.9	4.5	5.9	8.0%	1.4%	6.4	6.7	7.0	5.9%	1.5%
Travel and subsistence	7.7	7.6	8.3	7.6	-0.4%	2.1%	9.0	9.6	10.1	10.0%	2.1%
Operating payments	33.1	32.6	33.5	31.8	-1.2%	8.9%	33.7	35.6	37.1	5.2%	8.1%
Transfers and subsidies¹	205.1	224.6	231.4	239.9	5.4%	61.1%	249.1	262.9	272.7	4.4%	59.9%
Departmental agencies and accounts	205.0	224.3	231.1	239.7	5.4%	61.1%	249.1	262.9	272.7	4.4%	59.9%
Households	0.1	0.3	0.3	0.2	23.5%	0.1%	–	–	–	-100.0%	–
Payments for capital assets	0.5	1.1	2.7	1.1	28.3%	0.4%	1.0	1.0	1.0	-1.4%	0.2%
Machinery and equipment	0.5	1.1	2.7	1.1	33.0%	0.4%	1.0	1.0	1.0	-1.4%	0.2%
Software and other intangible assets	0.1	–	–	–	-100.0%	–	–	–	–	–	–
Payments for financial assets	0.3	4.1	0.0	–	-100.0%	0.3%	–	–	–	–	–
Total	339.8	362.2	375.7	396.4	5.3%	100.0%	415.4	439.8	457.5	4.9%	100.0%
Proportion of total programme expenditure to vote expenditure	58.1%	58.5%	58.4%	58.0%	–	–	57.7%	57.6%	57.6%	–	–

Table 4.7 Content Processing and Dissemination expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2016/17	2017/18	2018/19				2019/20	2020/21	2021/22		
R million											
Details of selected transfers and subsidies											
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	205.0	224.3	231.1	239.7	5.4%	61.1%	249.1	262.9	272.7	4.4%	59.9%
Brand South Africa	181.2	194.3	200.4	207.9	4.7%	53.2%	216.1	228.0	236.6	4.4%	52.0%
Media Development and Diversity Agency	23.8	30.0	30.7	31.8	10.1%	7.9%	33.0	34.9	36.2	4.4%	7.9%

1. Estimates of National Expenditure data tables can be downloaded from www.treasury.gov.za. These tables contain detailed information by goods and services, and transfers and subsidies items by programme.

Programme 3: Intergovernmental Coordination and Stakeholder Management

Programme purpose

Implement development communication through mediated and unmediated communication channels, and foster sound stakeholder relations and partnerships.

Objectives

- Improve interdepartmental coordination to ensure that all government messages are coherent and aligned by jointly planning and sharing communications messages across the three spheres of government over the medium term.
- Ensure an informed and empowered citizenry on government's policies, plans, programmes and achievements, and increase public participation in government's activities by engaging with stakeholders over the medium term.
- Implement a proactive and reactive media engagement system by building, maintaining and improving relations with the media, and driving government's communication agenda over the medium term.

Subprogrammes

- *Programme Management for Intergovernmental Coordination and Stakeholder Management* ensures a well-functioning communications system that proactively informs and engages the public, and manages and oversees the implementation of development communications. It does this by building sound stakeholder relations and partnerships, and ensuring that the public is informed about government policies and programmes.
- *Provincial and Local Liaison* ensures that the national communication strategy is aligned with provincial and local communication strategies; procures time on media channels and platforms to promote government messages to the public at the local government level; promotes the Thusong service centres to the public; and coordinates the imbizo programme.
- *Media Engagement* leads and drives interaction and communication between government and the media; ensures effective liaison between ministers and the media; manages ongoing media liaison services to government by providing government information; establishes, strengthens and maintains relationships with foreign and independent media; and establishes relations with South African missions to disseminate government information and key targeted messages.
- *Cluster Supervision (Human Development, Social Protection, and Governance and Administration)* provides strategic cluster communications advice and support to national departments and leadership on key cluster communication issues and campaigns; and coordinates Cabinet cluster communications and the development of government's communications programme. This subprogramme also develops communications strategies and key messages for the campaigns of departments in these clusters.
- *Cluster Supervision (Economic and Infrastructure, Justice and International)* provides strategic cluster communication advice and support to national departments and leadership on key cluster communication

issues and campaigns; and coordinates Cabinet cluster communications and the development of government's communications programme. This subprogramme also develops communications strategies and key messages for the campaigns of departments in these clusters.

Expenditure trends and estimates

Table 4.8 Intergovernmental Coordination and Stakeholder Management expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)		Medium-term expenditure estimate			Average growth rate (%)	Average Expenditure/ Total (%)
	2016/17	2017/18	2018/19		2019/20	2016/17 - 2019/20	2020/21	2021/22	2022/23		
R million											
Programme Management for Intergovernmental Coordination and Stakeholder Management	2.0	1.4	1.5	2.6	10.6%	1.7%	3.5	3.7	3.9	13.5%	2.5%
Provincial and Local Liaison	70.1	73.9	80.1	85.8	7.0%	71.4%	94.2	99.8	104.5	6.8%	70.4%
Media Engagement	12.2	11.5	14.0	16.2	9.9%	12.4%	16.5	17.5	18.2	4.0%	12.5%
Cluster Supervision (Human Development, Social Protection, and Governance and Administration)	6.6	7.0	8.7	9.5	12.8%	7.3%	10.2	10.9	11.3	5.9%	7.7%
Cluster Supervision (Economic and Infrastructure, Justice and International)	7.1	7.3	8.3	8.5	6.1%	7.2%	9.1	9.7	10.1	5.8%	6.9%
Total	97.9	101.1	112.7	122.6	7.8%	100.0%	133.6	141.6	147.9	6.5%	100.0%
Change to 2019 Budget estimate				(2.4)			(0.9)	(0.9)	-		
Economic classification											
Current payments	96.6	100.3	110.3	121.3	7.9%	98.6%	132.4	140.6	147.0	6.6%	99.2%
Compensation of employees	78.7	82.9	91.6	101.0	8.7%	81.6%	111.2	117.9	123.3	6.9%	83.1%
Goods and services ¹	17.9	17.4	18.7	20.2	4.3%	17.1%	21.3	22.7	23.7	5.4%	16.1%
of which:											
Advertising	0.6	0.5	1.3	1.1	23.6%	0.8%	1.2	1.3	1.3	5.4%	0.9%
Catering: Departmental activities	0.8	0.7	0.8	0.9	6.6%	0.8%	1.0	1.1	1.2	8.2%	0.8%
Communication	4.4	3.8	3.7	4.3	-1.2%	3.8%	4.3	4.6	4.8	3.5%	3.3%
Contractors	0.8	0.8	1.4	1.1	9.6%	1.0%	1.0	1.2	1.3	5.9%	0.9%
Fleet services (including government motor transport)	1.2	1.0	0.8	1.0	-6.1%	0.9%	1.3	1.3	1.3	10.4%	0.9%
Travel and subsistence	7.7	8.4	8.3	7.7	0.3%	7.4%	8.5	9.3	9.5	6.9%	6.4%
Transfers and subsidies¹	0.9	0.1	0.6	0.3	-30.2%	0.4%	0.0	0.0	0.0	-62.0%	0.1%
Departmental agencies and accounts	0.0	0.0	0.0	0.0	63.0%	-	0.0	0.0	0.0	7.2%	-
Households	0.9	0.1	0.6	0.3	-31.1%	0.4%	-	-	-	-100.0%	0.1%
Payments for capital assets	0.5	0.7	1.7	1.0	28.0%	0.9%	1.2	1.0	0.9	-5.7%	0.7%
Buildings and other fixed structures	-	0.0	0.1	0.1	-	0.1%	-	-	-	-100.0%	-
Machinery and equipment	0.5	0.7	1.5	0.9	24.7%	0.8%	1.2	1.0	0.9	-3.2%	0.7%
Payments for financial assets	0.0	0.0	0.1	-	-100.0%	-	-	-	-	-	-
Total	97.9	101.1	112.7	122.6	7.8%	100.0%	133.6	141.6	147.9	6.5%	100.0%
Proportion of total programme expenditure to vote expenditure	16.7%	16.3%	17.5%	17.9%	-	-	18.5%	18.6%	18.6%	-	-

1. Estimates of National Expenditure data tables can be downloaded from www.treasury.gov.za. These tables contain detailed information by goods and services, and transfers and subsidies items by programme.

Entities

Brand South Africa

Selected performance indicators

Table 4.9 Brand South Africa performance indicators by programme/objective/activity and related priority

Indicator	Programme/Objective/Activity	MTSF priority	Past			Current	Projections	
			2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Number of South Africa Incorporated research analyses produced per year	Brand marketing and reputation management	Priority 5: Social cohesion and safe communities	4	4	4	4	4	4
Number of Play Your Part activities used to promote nation brand values, identity and constitutional awareness implemented per year	Brand marketing and reputation management		9	9	9	9	9	9

Table 4.9 Brand South Africa performance indicators by programme/objective/activity and related priority

Indicator	Programme/Objective/Activity	MTSF priority	Past			Current	Projections		
			2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Number of marketing platforms used for the constitutional awareness campaign per year	Brand marketing and reputation management		– ¹	– ¹	8	16	16	16	16
Number of content and communication programmes that engage with issues that are strategic to the reputation of the nation brand developed per year	Brand marketing and reputation management		16	16	16	16	16	16	16
Number of reports outlining positive content disseminated on digital platforms per year	Brand marketing and reputation management		0	0	4	4	4	4	4
Number of reports on issues responded to through content and messaging per year	Brand marketing and reputation management		12	12	12	12	12	12	12
Number of media engagement activities to strengthen relations and liaisons with the media implemented per year	Brand marketing and reputation management		4	4	8	8	8	8	8
Number of institutions reached for nation brand alignment training per year	Brand marketing and reputation management		80	80	80	80	80	80	80
Number of coordinated activities implemented in partnership with civil society stakeholders per year	Stakeholder relations		– ¹	12	16	12	14	14	14

1. No historical data available.

Entity overview

Brand South Africa was established as a trust in 2002 and gazetted as a schedule 3A public entity in terms of the Public Finance Management Act (1999) in 2006 to manage South Africa's branding in order to improve its global appeal and competitiveness. The entity's primary objective is to develop and implement proactive and coordinated marketing, communications and reputation management strategies for South Africa to attract investment, trade and tourism.

Through several planned campaigns over the medium term, the entity aims to encourage South Africans to breathe life into the national identity. Key among these is the Play Your Part campaign, which seeks to promote strong South African values, a South African identity and constitutional awareness by encouraging citizens to participate in democratic processes. One of the campaign's initiatives is a project to promote constitutional awareness, which has a budget of R32 million for 9 Play Your Part activities and 16 marketing platforms per year over the MTEF period. All domestic campaigns will comprise community engagements and outdoor or above-the-line advertisements that promote active citizenship. Expenditure for campaigns is in the brand marketing and reputation management programme, which has a total budget of R297.9 million over the medium term.

An integral part of the entity's mandate is to promote South Africa as a brand that attracts local and international investment. Accordingly, to monitor the effectiveness of its efforts to build international media partnerships to portray South Africa as a favourable destination for investment, the entity will continue to commission and subscribe to key research indexes that track factors such as domestic and investor perceptions. The cost of commissioning and subscribing to these studies is estimated at R7 million per year over the medium term in the stakeholder relations programme.

The entity funds its activities through transfer payments from the department, which are expected to increase at an average annual rate of 4.4 per cent, from R207.9 million in 2019/20 to R236.6 million in 2022/23, while total revenue is expected to increase at an average annual rate of 4.2 per cent over the same period. In line with this, total expenditure is expected to increase at an average annual rate of 4.2 per cent, from R218.9 million in 2019/20 to R247.6 million in 2022/23.

Programmes/Objectives/Activities**Table 4.10 Brand South Africa expenditure trends and estimates by programme/objective/activity**

R million	Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2016/17	2017/18	2018/19				2019/20	2020/21	2021/22		
Administration	162.7	210.8	98.0	102.7	-14.2%	73.4%	104.8	108.8	116.6	4.3%	47.4%
Brand Marketing and Reputation Management	-	-	85.2	87.8	-	20.2%	92.6	99.2	106.1	6.5%	42.2%
Stakeholder Relations	-	-	26.4	28.5	-	6.4%	19.7	21.1	24.9	-4.4%	10.3%
Total	162.7	210.8	209.6	218.9	10.4%	100.0%	217.1	229.0	247.6	4.2%	100.0%

Statements of historical financial performance, cash flow and financial position**Table 4.11 Brand South Africa statements of historical financial performance, cash flow and financial position**

Statement of financial performance									
R million	Audited outcome		Audited outcome		Audited outcome		Budget estimate	Revised estimate	Average: Outcome/ Budget (%)
	Budget	2016/17	Budget	2017/18	Budget	2018/19			
Revenue									
Non-tax revenue	-	6.4	-	7.5	9.2	9.2	11.0	11.0	169.0%
<i>of which:</i>									
Other non-tax revenue	-	6.4	-	7.5	9.2	9.2	11.0	11.0	169.0%
Transfers received	181.2	181.2	194.3	194.3	200.4	200.4	207.9	207.9	100.0%
Total revenue	181.2	187.6	194.3	201.8	209.6	209.6	218.9	218.9	101.7%
Expenses									
Current expenses	181.2	162.7	194.3	210.8	209.6	209.6	218.9	218.9	99.8%
Compensation of employees	68.6	58.0	62.1	59.8	66.5	66.5	71.1	71.1	95.2%
Goods and services	111.2	103.4	130.6	146.5	141.4	141.4	142.7	142.7	101.5%
Depreciation	1.4	1.3	1.5	4.5	1.7	1.7	5.0	5.0	129.8%
Interest, dividends and rent on land	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	61.3%
Total expenses	181.2	162.7	194.3	210.8	209.6	209.6	218.9	218.9	99.8%
Surplus/(Deficit)	-	25.0	-	(9.0)	-	-	-	-	
Cash flow statement									
Cash flow from operating activities	(63.0)	11.3	5.2	10.0	3.1	6.2	(0.5)	9.5	-67.2%
Receipts									
Non-tax receipts	-	6.3	-	5.8	9.0	12.2	11.0	21.0	226.0%
Sales of goods and services other than capital assets	-	-	-	4.8	-	11.2	-	10.0	-
<i>Sales by market establishment</i>	-	-	-	4.8	-	11.2	-	10.0	-
Other tax receipts	-	6.3	-	1.0	9.0	1.0	11.0	11.0	96.3%
Transfers received	181.2	181.2	194.3	194.3	200.4	200.4	207.9	207.9	100.0%
Total receipts	181.2	187.4	194.3	200.1	209.4	212.6	218.9	228.9	103.1%
Payment									
Current payments	244.1	176.1	189.1	190.1	206.4	206.4	219.4	219.4	92.2%
Compensation of employees	48.8	57.6	62.1	62.1	66.5	66.5	71.1	71.1	103.5%
Goods and services	195.3	118.5	126.9	127.9	139.9	139.9	148.2	148.2	87.6%
Interest and rent on land	-	0.0	0.0	0.0	0.0	0.0	0.0	0.0	133.3%
Total payments	244.1	176.1	189.1	190.1	206.4	206.4	219.4	219.4	92.2%
Net cash flow from investing activities	(2.7)	(9.4)	(7.4)	(7.4)	(3.1)	(3.1)	(3.3)	(3.3)	140.5%
Acquisition of property, plant, equipment and intangible assets	(2.3)	(2.4)	(2.2)	(2.2)	(2.6)	(2.6)	(2.8)	(2.8)	100.7%
Acquisition of software and other intangible assets	(0.4)	(7.0)	(5.2)	(5.2)	(0.4)	(0.4)	(0.5)	(0.5)	200.9%
Net cash flow from financing activities	-	(0.5)	-	-	-	-	-	-	
Repayment of finance leases	-	(0.2)	-	-	-	-	-	-	-
Other flows from financing activities	-	(0.3)	-	-	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents	(65.7)	1.5	(2.2)	2.6	(0.0)	3.2	(3.7)	6.3	
Statement of financial position									
Carrying value of assets	4.3	11.7	15.3	17.7	14.3	12.8	14.2	14.2	117.4%
<i>Acquisition of assets</i>	<i>(2.3)</i>	<i>(2.4)</i>	<i>(2.2)</i>	<i>(2.2)</i>	<i>(2.6)</i>	<i>(2.6)</i>	<i>(2.8)</i>	<i>(2.8)</i>	<i>100.7%</i>
Investments	-	1.2	-	1.0	-	1.0	-	-	-
Receivables and prepayments	1.6	19.4	9.7	2.1	2.5	2.5	2.5	2.5	163.3%
Cash and cash equivalents	5.5	22.6	20.0	28.2	20.0	26.7	20.0	20.0	148.8%
Total assets	11.3	54.9	45.0	48.9	36.8	43.0	36.6	36.6	141.4%
Accumulated surplus/(deficit)	1.4	39.2	27.5	30.1	17.0	7.4	16.4	16.4	149.5%
Finance lease	0.6	0.5	1.2	-	-	-	0.2	0.2	36.5%
Trade and other payables	5.3	7.3	6.1	10.5	11.1	25.4	9.1	9.1	165.9%
Provisions	3.9	7.9	10.2	8.3	8.7	10.2	10.8	10.8	110.7%
Derivatives financial instruments	0.2	0.1	0.1	-	-	-	0.1	0.1	41.7%
Total equity and liabilities	11.3	54.9	45.0	48.9	36.8	43.0	36.6	36.6	141.4%

Statements of estimates of financial performance, cash flow and financial position

Table 4.12 Brand South Africa statements of estimates of financial performance, cash flow and financial position

Statement of financial performance		Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Revised estimate	2016/17 - 2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23			
R million								
Revenue	2019/20	2016/17 - 2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23		
Non-tax revenue	11.0	19.7%	4.1%	1.0	1.0	11.0	-	2.6%
Other non-tax revenue	11.0	19.7%	4.1%	1.0	1.0	11.0	-	2.6%
Transfers received	207.9	4.7%	95.9%	216.1	228.0	236.6	4.4%	97.4%
Total revenue	218.9	5.3%	100.0%	217.1	229.0	247.6	4.2%	100.0%
Current expenses	218.9	10.4%	100.0%	217.1	229.0	247.6	4.2%	100.0%
Compensation of employees	71.1	7.1%	32.0%	76.1	81.5	87.2	7.0%	34.6%
Goods and services	142.7	11.3%	66.4%	139.5	146.3	158.9	3.6%	64.4%
Depreciation	5.0	56.5%	1.5%	1.4	1.2	1.5	-33.6%	1.0%
Interest, dividends and rent on land	0.0	8.4%	0.0%	0.0	0.0	0.0	9.4%	0.0%
Total expenses	218.9	10.4%	100.0%	217.1	229.0	247.6	4.2%	100.0%
Surplus/(Deficit)	-			-	-	-		
Cash flow statement								
Cash flow from operating activities	9.5	-5.5%	11.3%	6.0	5.7	1.5	-19.4%	14.3%
Receipts								
Non-tax receipts	21.0	49.7%	5.3%	11.0	11.0	11.0	-19.4%	5.8%
Sales of goods and services other than capital assets	10.0	-	3.0%	10.0	10.0	10.0	-	4.2%
<i>Sales by market establishment</i>	<i>10.0</i>	<i>-</i>	<i>3.0%</i>	<i>10.0</i>	<i>10.0</i>	<i>10.0</i>	<i>-</i>	<i>4.2%</i>
Other tax receipts	11.0	20.7%	2.3%	1.0	1.0	1.0	-55.0%	1.5%
Transfers received	207.9	4.7%	94.7%	216.1	228.0	236.6	4.4%	94.2%
Total receipts	228.9	6.9%	100.0%	227.1	239.0	247.6	2.6%	100.0%
Current payments	219.4	7.6%	99.3%	221.0	233.3	246.1	3.9%	100.0%
Compensation of employees	71.1	7.3%	32.3%	76.1	81.5	87.2	7.0%	34.3%
Goods and services	148.2	7.7%	67.0%	144.9	151.8	158.9	2.4%	65.7%
Interest and rent on land	0.0	-	0.0%	0.0	0.0	0.0	-	0.0%
Total payment	219.4	7.6%	100.0%	221.0	233.3	246.1	3.9%	100.0%
Net cash flow from investing activities	(3.3)	-29.6%	100.0%	(3.3)	(3.3)	(3.5)	2.3%	100.0%
Acquisition of property, plant, equipment and intangible assets	(2.8)	5.6%	56.4%	(2.8)	(2.8)	(3.0)	2.3%	85.4%
Acquisition of software and other intangible assets	(0.5)	-59.1%	43.6%	(0.5)	(0.5)	(0.5)	2.3%	14.6%
Net increase/(decrease) in cash and cash equivalents	6.3	62.4%	100.0%	2.8	2.4	(2.0)	-168.7%	100.0%
Statement of financial position								
Carrying value of assets	14.2	6.6%	31.5%	13.2	13.2	13.5	-1.7%	36.0%
<i>Acquisition of assets</i>	<i>(2.8)</i>	<i>5.6%</i>	<i>-5.6%</i>	<i>(2.8)</i>	<i>(2.8)</i>	<i>(3.0)</i>	<i>2.3%</i>	<i>-7.6%</i>
Receivables and prepayments	2.5	-49.6%	13.1%	9.7	2.5	2.3	-2.4%	10.7%
Cash and cash equivalents	20.0	-4.0%	53.8%	20.0	20.0	20.0	-	53.3%
Total assets	36.6	-12.6%	100.0%	42.9	35.6	35.8	-0.8%	100.0%
Accumulated surplus/(deficit)	16.4	-25.1%	48.7%	22.3	14.1	12.5	-8.8%	42.8%
Finance lease	0.2	-23.4%	0.4%	0.2	-	0.1	-17.2%	0.4%
Trade and other payables	9.1	7.8%	29.7%	9.5	9.8	10.4	4.7%	25.9%
Provisions	10.8	10.9%	21.2%	10.8	11.8	12.7	5.6%	30.8%
Derivatives financial instruments	0.1	8.3%	0.1%	0.1	-	-	-100.0%	0.1%
Total equity and liabilities	36.6	-12.6%	100.0%	42.9	35.6	35.8	-0.8%	100.0%

Personnel information

Table 4.13 Brand South Africa personnel numbers and cost by salary level

Number of posts estimated for 31 March 2020		Number and cost ¹ of personnel posts filled/planned for on funded establishment															Number	
Number of funded posts	Number of posts on approved establishment	Actual			Revised estimate			Medium-term expenditure estimate						Average growth rate (%)	Average: Salary level/Total (%)			
		2018/19	2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23											
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost		
Brand South Africa																		
Salary level	57	57	66.5	1.2	57	71.1	1.2	57	76.1	1.3	57	81.5	1.4	57	87.2	1.5	7.0%	100.0%
1 - 6	6	6	1.0	0.2	6	1.0	0.2	6	1.1	0.2	6	1.2	0.2	6	1.3	0.2	7.0%	10.5%
7 - 10	21	21	10.8	0.5	21	11.6	0.6	21	12.4	0.6	21	13.3	0.6	21	14.2	0.7	7.0%	36.8%
11 - 12	9	9	7.6	0.8	9	8.1	0.9	9	8.7	1.0	9	9.3	1.0	9	9.9	1.1	7.0%	15.8%
13 - 16	18	18	29.1	1.6	18	31.1	1.7	18	33.3	1.8	18	35.6	2.0	18	38.1	2.1	7.0%	31.6%
17 - 22	3	3	18.0	6.0	3	19.3	6.4	3	20.6	6.9	3	22.1	7.4	3	23.6	7.9	7.0%	5.3%

1. Rand million.

Media Development and Diversity Agency

Selected performance indicators

Table 4.14 Media Development and Diversity Agency performance indicators by programme/objective/activity and related priority

Indicator	Programme/Objective/Activity	MTSF priority	Past			Current	Projections		
			2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Number of community broadcasting projects supported through funding per year	Community media and small commercial media		40	25	20	18	20	20	20
Number of funding proposals for the community print project submitted to the board for approval per year	Community media and small commercial media	Priority 5: Social cohesion and safe communities	8	1	4	2	3	3	3
Number of funding proposals for small commercial media projects submitted to the board for approval per year	Community media and small commercial media		10	5	8	2	3	4	4
Number of training interventions aimed at capacitating community media with skills aligned with sector-specific needs per year	Strategy, policy, advocacy, capacity building		4	6	9	6	6	6	6
Number of media literacy workshops conducted per year	Strategy, policy, advocacy, capacity building	Priority 5: Social cohesion and safe communities	- ¹	1	1	1	1	1	1
Number of research projects funded on key trends or developments affecting the community media sector per year	Research, monitoring and evaluation		2	2	1	3	3	3	3

1. No historical data available.

Entity overview

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. Its mandate is to create an enabling environment for media development and diversity to reflect 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 agency aims to ensure that all citizens are able to access information in a language of their choice, and to transform media access, ownership and control patterns in South Africa.

The agency aims to continue encouraging media diversity in a rapidly changing telecommunications environment by placing emphasis on promoting indigenous languages and communities that are underserved by the mainstream media, with a focus on gender equity, people living with disabilities, and young people. As such, over the MTEF period, the agency plans to focus on providing financial and non-financial support to 60 community broadcast projects, and 9 community and 11 small commercial print and digital projects. Over the medium term, an estimated R67.5 million is earmarked to provide financial support to community broadcast projects, and R13.7 million for community and small commercial print and digital projects. By investing in initiatives that display good governance, business management skills and capabilities for content generation, the agency intends to ensure the sustainability of the community media sector. An estimated R9.7 million is set aside over the medium term to provide projects with non-financial support through training and sector research. Of this amount, R1.5 million is allocated to providing training to a targeted 120 projects to help bridge skills gaps. However, the number of projects supported depends on the quality and quantity of applications received, and on how much funding is available.

Total expenditure is expected to increase at an average annual rate of 12.2 per cent, from R69 million in 2019/20 to R97.6 million in 2022/23. The agency expects to derive 93.5 per cent (R272 million) of its total revenue over the medium term through transfers from national government and non-governmental donors, of which R104.1 million will be transferred from the department.

Programmes/Objectives/Activities

Table 4.15 Media Development and Diversity Agency expenditure trends and estimates by programme/objective/activity

R million	Audited outcome				Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2016/17	2017/18	2018/19	2019/20				2020/21	2021/22	2022/23		
Administration	25.1	27.4	23.8	29.1	29.1	5.1%	34.9%	35.3	37.5	39.7	11.0%	39.5%
Community media and small commercial media	56.4	49.2	38.6	36.1	36.1	-13.9%	58.6%	56.5	56.1	54.0	14.4%	56.0%
Research, monitoring and evaluation,	4.5	3.4	2.2	3.4	3.4	-8.4%	4.4%	3.6	3.7	3.4	-0.5%	4.0%
Strategy, policy, advocacy, capacity building	1.2	2.3	2.3	0.4	0.4	-31.2%	2.0%	0.4	0.4	0.5	9.5%	0.5%
Total	87.2	82.3	66.9	69.0	69.0	-7.5%	100.0%	95.7	97.8	97.6	12.2%	100.0%

Statements of historical financial performance, cash flow and financial position

Table 4.16 Media Development and Diversity Agency statements of historical financial performance, cash flow and financial position

Statement of financial performance									
R million	Audited outcome		Budget		Audited outcome		Budget estimate		Average: Outcome/ Budget (%)
	2016/17	2017/18	2017/18	2018/19	2018/19	2019/20	2019/20		
Revenue									
Non-tax revenue	4.3	4.8	4.5	5.3	4.8	4.8	5.1	5.1	106.8%
<i>of which:</i>									
Other non-tax revenue	4.3	4.8	4.5	5.3	4.8	4.8	5.1	5.1	106.8%
Transfers received	58.2	69.4	82.0	78.3	62.1	62.1	63.9	63.9	102.8%
Total revenue	62.5	74.2	86.6	83.6	66.9	66.9	69.0	69.0	103.1%
Expenses									
Current expenses	34.0	31.6	31.6	34.3	34.3	34.3	46.1	46.1	100.2%
Compensation of employees	17.5	14.1	16.9	16.3	20.6	20.6	27.1	27.1	95.1%
Goods and services	16.2	17.1	13.6	16.9	12.4	12.4	17.8	17.8	106.9%
Depreciation	0.3	0.4	1.1	1.1	1.3	1.3	1.2	1.2	105.3%
Interest, dividends and rent on land	-	-	-	-	-	-	0.0	0.0	100.0%
Transfers and subsidies	28.5	55.6	55.0	48.1	32.6	32.6	22.9	22.9	114.5%
Total expenses	62.5	87.2	86.6	82.3	66.9	66.9	69.0	69.0	107.2%
Surplus/(Deficit)	-	(12.9)	-	1.2	-	-	-	-	
Cash flow statement									
Cash flow from operating activities	5.7	7.9	4.6	5.2	1.7	1.7	1.2	1.2	121.1%
Receipts									
Non-tax receipts	6.0	4.8	4.5	5.3	4.8	4.8	5.1	5.1	98.1%
Other tax receipts	6.0	4.8	4.5	5.3	4.8	4.8	5.1	5.1	98.1%
Transfers received	58.2	88.6	62.2	78.3	62.1	62.1	63.9	63.9	118.9%
Total receipts	64.2	93.4	66.7	83.6	66.9	66.9	69.0	69.0	117.3%
Payment									
Current payments	23.2	27.8	29.5	31.6	31.0	31.0	44.9	44.9	105.1%
Compensation of employees	15.1	10.6	12.3	15.0	13.0	13.0	27.1	27.1	97.4%
Goods and services	8.1	17.2	17.2	16.5	18.0	18.0	17.8	17.8	113.7%
Interest and rent on land	-	-	-	-	-	-	0.0	0.0	100.0%
Transfers and subsidies	35.3	57.7	32.6	46.8	34.2	34.2	22.9	22.9	129.3%
Total payments	58.5	85.5	62.1	78.4	65.2	65.2	67.8	67.8	117.1%
Net cash flow from investing activities	-	(1.5)	(1.6)	(0.2)	(2.2)	-	(2.3)	(2.3)	66.1%
Acquisition of property, plant, equipment and intangible assets	-	(1.0)	(1.1)	(0.2)	(1.5)	-	(1.6)	(1.6)	67.7%
Acquisition of software and other intangible assets	-	(0.5)	(0.5)	-	(0.7)	-	(0.7)	(0.7)	62.6%
Net cash flow from financing activities	-	(0.1)	(0.6)	(0.4)	(0.7)	(0.7)	-	-	99.8%
Repayment of finance leases	-	(0.1)	(0.6)	(0.4)	(0.7)	(0.7)	-	-	99.8%
Net increase/(decrease) in cash and cash equivalents	5.7	6.2	2.4	4.5	(1.2)	1.0	(1.1)	(1.1)	
Statement of financial position									
Carrying value of assets	1.1	3.7	3.0	2.5	2.4	2.4	1.9	1.9	126.4%
<i>Acquisition of assets</i>	<i>-</i>	<i>(1.0)</i>	<i>(1.1)</i>	<i>(0.2)</i>	<i>(1.5)</i>	<i>-</i>	<i>(1.6)</i>	<i>(1.6)</i>	<i>67.7%</i>
Receivables and prepayments	0.5	1.4	0.5	0.8	0.5	0.5	0.5	0.5	165.0%
Cash and cash equivalents	79.9	99.7	73.4	104.2	70.8	70.8	61.0	61.0	117.8%
Total assets	81.4	104.9	76.9	107.6	73.7	73.7	63.4	63.4	118.3%
Accumulated surplus/(deficit)	79.6	72.8	62.4	73.0	68.7	68.7	58.1	58.1	101.4%
Capital reserve fund	-	25.6	11.0	28.3	2.0	2.0	2.0	2.0	386.2%
Finance lease	0.1	1.7	1.3	1.0	1.2	1.2	1.2	1.2	135.6%
Trade and other payables	1.5	1.3	1.5	4.3	1.4	1.4	1.7	1.7	145.1%
Provisions	-	0.7	0.3	0.8	0.3	0.3	0.3	0.3	261.2%
Derivatives financial instruments	0.1	2.6	0.5	0.2	0.3	0.3	0.2	0.2	312.2%
Total equity and liabilities	81.4	104.9	76.9	107.6	73.7	73.7	63.4	63.4	118.3%

Statements of estimates of financial performance, cash flow and financial position**Table 4.17 Media Development and Diversity Agency statements of estimates of financial performance, cash flow and financial position**

Statement of financial performance		Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Revised estimate		2016/17 - 2019/20	2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23	2019/20 - 2022/23
R million		2019/20	2019/20	2020/21	2021/22	2022/23	2019/20 - 2022/23	2019/20 - 2022/23
Revenue								
Non-tax revenue	5.1	2.0%	6.9%	6.3	6.4	5.3	1.4%	6.5%
Other non-tax revenue	5.1	2.0%	6.9%	6.3	6.4	5.3	1.4%	6.5%
Transfers received	63.9	-2.7%	93.1%	88.9	90.8	92.3	13.0%	93.5%
Total revenue	69.0	-2.4%	100.0%	95.2	97.2	97.6	12.2%	100.0%
Current expenses								
Compensation of employees	27.1	24.4%	26.5%	34.8	37.3	39.9	13.7%	38.8%
Goods and services	17.8	1.3%	21.1%	18.0	18.7	16.8	-1.9%	20.3%
Depreciation	1.2	44.3%	1.4%	1.3	1.3	1.1	-2.0%	1.4%
Interest, dividends and rent on land	0.0	-	0.0%	0.0	0.0	-	-100.0%	0.0%
Transfers and subsidies	22.9	-25.6%	51.0%	41.1	39.9	39.8	20.3%	39.6%
Total expenses	69.0	-7.5%	100.0%	95.2	97.2	97.6	12.2%	100.0%
Surplus/(Deficit)	-	-	-	-	-	-	-	-
Cash flow statement								
Cash flow from operating activities	1.2	-46.6%	6.5%	0.7	0.3	(41.1)	-100.0%	5.6%
Receipts								
Non-tax receipts	5.1	2.0%	6.5%	5.4	5.7	-	-100.0%	5.6%
Other tax receipts	5.1	2.0%	6.5%	5.4	5.7	-	-100.0%	5.6%
Transfers received	63.9	-10.3%	93.5%	66.4	69.1	36.2	-17.3%	94.4%
Total receipts	69.0	-9.6%	100.0%	71.9	74.9	36.2	-19.4%	100.0%
Current payments								
Compensation of employees	27.1	36.7%	22.3%	29.0	31.0	32.7	6.5%	41.2%
Goods and services	17.8	1.2%	23.1%	18.5	19.2	13.5	-8.8%	23.9%
Interest and rent on land	0.0	-	0.0%	0.0	0.0	-	-100.0%	0.0%
Transfers and subsidies	22.9	-26.5%	51.9%	23.6	24.3	31.0	10.7%	34.9%
Total payment	67.8	-7.4%	100.0%	71.1	74.5	77.2	4.4%	100.0%
Net cash flow from investing activities	(2.3)	14.7%	-	(2.4)	(2.4)	-	-100.0%	-
Acquisition of property, plant, equipment and intangible assets	(1.6)	14.3%	-	(1.6)	(1.6)	-	-100.0%	-
Acquisition of software and other intangible assets	(0.7)	15.5%	-	(0.8)	(0.8)	-	-100.0%	-
Net increase/(decrease) in cash and cash equivalents	(1.1)	-155.8%	100.0%	(1.7)	(2.1)	(41.1)	236.1%	100.0%
Statement of financial position								
Carrying value of assets	1.9	-20.0%	3.0%	1.5	1.1	1.8	-1.7%	2.5%
Acquisition of assets	(1.6)	14.3%	-0.9%	(1.6)	(1.6)	-	-100.0%	-2.4%
Receivables and prepayments	0.5	-28.9%	0.9%	0.5	0.5	14.4	204.2%	3.7%
Cash and cash equivalents	61.0	-15.1%	96.1%	50.6	38.1	105.2	20.0%	93.8%
Total assets	63.4	-15.4%	100.0%	52.6	39.7	121.4	24.2%	100.0%
Accumulated surplus/(deficit)	58.1	-7.2%	80.5%	47.9	39.5	-	-100.0%	70.5%
Capital and reserves	-	-	-	-	-	72.9	-	15.0%
Capital reserve fund	2.0	-57.3%	14.2%	2.0	-	-	-100.0%	1.7%
Finance lease	1.2	-12.8%	1.5%	1.2	-	-	-100.0%	1.0%
Trade and other payables	1.7	7.9%	2.5%	1.4	-	36.7	178.6%	8.9%
Provisions	0.3	-28.8%	0.5%	0.3	0.3	11.8	261.4%	2.8%
Derivatives financial instruments	0.2	-61.1%	0.8%	-	-	-	-100.0%	0.1%
Total equity and liabilities	63.4	-15.4%	100.0%	52.6	39.7	121.4	24.2%	100.0%

Personnel information**Table 4.18 Media Development and Diversity Agency personnel numbers and cost by salary level**

Number of posts estimated for 31 March 2020		Number and cost ¹ of personnel posts filled/planned for on funded establishment												Number					
Number of funded posts	Number of posts on approved establishment	Actual			Revised estimate			Medium-term expenditure estimate						Average growth rate (%)	Average: Salary level/Total (%)				
		2018/19		2019/20		2020/21		2021/22		2022/23		2019/20 - 2022/23							
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number		Cost			Unit cost			
Media Development and Diversity Agency																			
Salary level	39	39	32	20.6	0.6	31	27.1	0.9	39	34.8	0.9	39	37.3	1.0	39	39.9	1.0	13.7%	100.0%
11 - 12	9	9	9	6.2	0.7	7	9.6	1.4	9	12.0	1.3	9	12.9	1.4	9	13.8	1.5	12.6%	23.0%
13 - 16	4	4	3	4.7	1.6	3	5.8	1.9	4	7.8	1.9	4	8.3	2.1	4	8.9	2.2	15.5%	10.1%

1. Rand million.

