

**NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 1544 [NW1715E]
DATE OF PUBLICATION: 20 MAY 2016**

1544. Mr A M Figlan (DA) to ask the Minister of Finance:

(a) What amount did (i) the National Treasury and (ii) each entity reporting to him spend on advertising in the 2015-16 financial year and (b) how much has (i) the National Treasury and (ii) each entity reporting to him budgeted for advertising in the 2016-17 financial year?

NW1715E

REPLY:

NATIONAL TREASURY

	NATIONAL TREASURY	RSA RETAIL BONDS
(a)(i) 2015/16 Expenses	R 6 344 136.51	R24 096 546.49
(b)(i) 2016/17 Budget	R 2 075 000.00	R25 000 000.00

ACCOUNTING STANDARDS BOARD

The Accounting Standards Board (ASB) has not spend any money on advertising during the 2015-16 financial year, nor have they budgeted for any advertising in the 2016-17 financial year.

CO-OPERATIVE DEVELOPMENT AGENCY

- (a) (ii) R162,000
(b) (ii) R200,000

DEVELOPMENT BANK OF SOUTHERN AFRICA

The table below provides a summary of the actual spend for 2015/16 as well as the budget for 2016/17.

Description	2015/16 Actual	2016/17 Budget
Advertising including TV, radio and print Note: The amount includes advertising for operational procurement	1 720 464	1 500 000
Total	1 720 464	1 500 000

FINANCIAL INTELLIGENCE CENTRE

(a)(ii) The Financial Intelligence Centre spent R112 033 on advertising in the 2015-16 financial year;

(b)(ii) and has a preliminary budget allocation for advertising of R352 542 in the 2016-17 financial year.

FINANCIAL SERVICES BOARD

(a) (ii) Spent R 1 306 886.00 - 2015/16

(b) (ii) Budgeted R 1 636 960.00 – 2016/17

GOVERNMENT EMPLOYEES PENSION FUND

(a) (ii) The GEPP has spent an amount of R54 483.35 on advertising for the 2015-16 financial year.

Supplier's name	Description of Service	Amount
JONTI TENDERS	Enterprise Risk Management Service	24,175.30
ULTIMATE RECRUITMENT SOLUTIONS cc	Advertising for a Vacant Position	30,308.05
		54,483.35

GOVERNMENT PENSION ADMINISTRATIVE AGENCY

(a)(ii) The GPAA spent R 6 388 347.00 on advertising in the 2015-16 financial year and (b)(ii) an amount of R17 752 800.00 has been budgeted by the GPAA for advertising in the 2016-17 financial year

INDEPENDENT REGULATORY BOARD FOR AUDITORS

The IRBA declares that no money was spent on advertising in the 2015-16 financial period and no money was budgeted for advertising in the 2016-17 financial year.

PENSION FUNDS ADJUDICATOR

(a) (ii) – OPFA spent R494 661 in 2015-16

(b) (ii) – OPFA budgeted R208 000 for advertising in 2016-17

LAND BANK

a) (ii) Land Bank Budget for Marketing and Advertising during the Financial Year 2015/2016

During the year under review the Land Bank budgeted **R2 073 220.00** for Marketing. This budget covered the following budget items:

- General Advertising
- Print Advertising
- Event Sponsorships and Promotion related Advertising

Amount Spent: **R711 559.57**

Budget Variance: **R1 361 660.43**

b) (ii) Land Bank Budget for Marketing and Advertising for the current Financial Year 2016/2017

For the current Financial Year, the Land Bank has budgeted **R4 358 264.00**. This amount will still cover the above-mentioned budget items.

NB: The under expenditure during the 2015/16 financial year was due to:

- The implementation of the Organisational Review resulted in the halting of all marketing and advertising related expenditure i.e. event sponsorships, purchasing of promotional material and all advertising was put on hold. There is now a team on board with marketing spend commitments made for the current financial year.

OMBUD FOR FINANCIAL SERVICES PROVIDERS

(a) (ii) The FAIS Ombud spent R53 503.42 in the 2015-16

(b) (ii) The FAIS Ombud has budgeted R66 874.00 for advertising for the 2016-17 financial year.

PUBLIC INVESTMENT CORPORATION

(a)(ii) In respect of the 2015-16 financial year – R338 918 was spent on advertising; and

(b)(ii) In respect of the 2016-17 financial year – R928 980 was budgeted for advertising.

SOUTH AFRICAN AIRWAYS

For SAA, the amount spent on advertising/media for 2015/16 is R 41 047 717.16 excluding production.

For 2016/17 with a 6% increase is R 43 510 580.19 excluding production.

SOUTH AFRICAN REVENUE SERVICES

(a)(ii) The South African Revenue Service spent R 56,665,196.36 on advertising in the 2015/16 Financial Year.

(b)(ii) The South African Revenue Service has budgeted R 62,513,316.00 for advertising in the 2016/17 Financial Year.

SASRIA

(a)(ii) During the 2015-2016 financial year an amount of R2 800 861.19 was spent on advertising by Sasria SOC Limited.

(b)(ii) The advertising budget for the 2016-2017 financial year is R R 3 068 310.00

TAX OMBUD

The Office of the Tax Ombud has spent R 239 964.07 on advertising for the 2015/16 financial year. The advertising budget for the 2016/17 financial year has not been finalized yet.
