



NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER: 1487 [NW1629E]

DATE OF PUBLICATION: 26 MAY 2017

1487. Dr A Lotriet (DA) to ask the Minister of Finance:

Whether (a) the National Treasury and (b) each entity reporting to him procured any services from and/or made any payments to (i) a certain company (BELL POTTINGER) or (ii) any other public relations firms; if not, in each case, why not; if so, in each case, what (aa) services were procured, (bb) was the total cost, (cc) is the detailed breakdown of such costs, (dd) was the total amount paid, (ee) was the purpose of the payments and (ff) is the detailed breakdown of such payments?

NW1629E

REPLY:

National Treasury

(a) (i) None

(a) (ii) N/A

ASB

The Accounting Standards Board has not procured any services or made any payments to a certain company (name furnished), nor any other public relations firm. The Accounting Standards Board has had no need to procure such services.

CBDA

CBDA did not procure any services with a certain company (name furnished) or any public relations firm due to budget constraints. Exposure is gained through direct contact with the communities we serve as well as our annual Indaba.

DBSA

- (b) (i) NO
 - (b) (ii) YES – for 2015/16 we procured the services of HKLM Exchange (Pty) Ltd
 - (aa) Public Relations and creative design services for the Annual Report and media planning for the launch of the annual financial results.
 - (bb) Total cost of R1, 036,000.
 - (cc) breakdown of the costs were R939, 000 for the annual report and R97, 000 for the media and PR services for the launch of the results.
 - (dd) Total amount paid was R1,036,000.
 - (ee) The payment was for the services procured with respect to public relations and creative design for the Annual Report and media planning for the launch of the annual financial results.
 - (ff) Breakdown of the costs were R939, 000 for the annual report and R97, 000 for the media and PR services for the launch of the results.
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FIC

The FIC has not made use of a certain company (name furnished) or and other public relations firm as there was never such a requirement.

FSB

- (a)
- (b) (i) No payments have been made by the Financial Services Board (FSB) to a certain company (name furnished).
- (ii) The public relations consultant engaged by the FSB is Gillian Gamsy International Communications (GGI).
 - (aa) professional assistance with media releases as and when required and media monitoring.
 - (bb) 2015/2016 R114 427,50

2016/2017	<u>R718 356,75</u>
Total	<u>R832 784,25</u>

(cc) See (bb) above.
(dd) See (bb) above.
(ee) See (aa) above.
(ff) See (bb) above.

GEPF

- i The GEPF did not procure any services nor made any payments to a certain company (name furnished) and does not intend to procure any of their services in the future.
 - ii The GEPF did not procure any service nor made any payments to any public relations firm in the 2016/17 financial year.
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GPAA

- (i) No services were procured from a certain company (name furnished); and
- (ii) No services were procured from any other public relations firms;

The GPAA was never in demand of any of these services.

IRBA

No services were procured from a certain company (name furnished) and no payments were made. No services were procured and no payments were made to any other public relations firms.

IRBA does not use services of Public Relations Firms.

PFA

No payment was made, and no requirement for related services from the service provider.

No payments made to any other public relations firm due to the nature and size of the entity. Public relations are managed internally through a stakeholder management program.

LAND BANK

- (i) The Land Bank never procured any services from a certain company (name furnished). This company is not listed in the procurement database of the Land Bank as a vendor.
- (ii) The Land Bank did procure the services of **Magna Carta** - a public relations firm.
- (aa) The following services were procured:
- Brand and reputation management and strategy;
 - Brand repositioning and brand building;
 - Internal and external communications plan with all the stakeholders;
 - Internal and external communications plan execution (including content preparation);
 - Team preparation for communication roll out;
 - Organisational Review Project Communication Management Support;
 - Media Monitoring Services;
 - Embedded Resource; and
 - Annual Report Publication
- (bb) The total cost for the contract was: **R1, 288,200.00 (VAT included)**. Period of the contract was from 1 September 2015 up until 30 September 2016.
- (cc) The cost breakdown is as follows:
- Brand and reputation management and strategy, Brand repositioning and brand building: **R102,600.00**;
 - Internal and external communications plan with all the stakeholders: **R102,600.00**;
 - Internal and external communications plan execution (including content preparation): **R239, 400.00**;
 - Team preparation for communication roll out: **R68,400.00**;
 - Organisational Review Project Communication Management Support: **R102,600.00**;
 - Media Monitoring Services: **R171, 000.00**;
 - Embedded Resource: **R461,700.00**; and
 - Annual Report Publication: **R39,900.00**
- (dd) The total cost for the contract was: **R1, 288,200.00 (VAT included)**. Period of the contract was from 1 September 2015 up until 30 September 2016.
- (ee) The following services were procured:

- Brand and reputation management and strategy;
- Brand repositioning and brand building;
- Internal and external communications plan with all the stakeholders;
- Internal and external communications plan execution (including content preparation);
- Team preparation for communication roll out;
- Organisational Review Project Communication Management Support;
- Media Monitoring Services;
- Embedded Resource; and
- Annual Report Publication

(ff) The cost breakdown is as follows:

- Brand and reputation management and strategy, Brand repositioning and brand building: **R102,600.00**;
- Internal and external communications plan with all the stakeholders: **R102,600.00**;
- Internal and external communications plan execution (including content preparation): **R239, 400.00**;
- Team preparation for communication roll out: **R68,400.00**;
- Organisational Review Project Communication Management Support: **R102,600.00**;
- Media Monitoring Services: **R171, 000.00**;
- Embedded Resource: **R461,700.00**; and
- Annual Report Publication: **R39,900.00**

FAIS OMBUD

No services procured from and/or made any payments to a certain company (name furnished).

No services procured from and/or made any payments to other public relations firms. The entity did not require the services of a public relations firm.

PIC

The Public Investment Corporation (PIC) has never procured any services from or made any payments to a certain company (name furnished) is not registered on the PIC's procurement database. The PIC used the services of The Communications Firm (TCF)

in 2011 to organise and publicise its centenary celebrations, including expo and dinner. It has also used TCF in subsequent years for marketing collateral as well as for English writing enhancement services; and the total cost for all these services was R 2,842,983.54, broken down as follows:

Item	Amount Paid
PIC Centenary celebrations	R 2,323,989.17
Marketing Collateral	R 507,684.41
English writing enhancement services	R 11,309.96

SAA

- i. SAA has not procured any services from and/or made any payments to a certain company (name furnished).
 - ii. SAA has procured the services of PR Powerhouse Public Relations and details are as follows:
 - (aa) Provision of Public Relations Services
 - (bb) R96 900 per month (including VAT), for five months
 - (cc) Copy writing; Media relations; Briefing and Status meetings; Communication Services
 - (dd) R484 900 paid as per contract
 - (ee) Provision of Public Relations Services
 - (ff) As at (cc) above SAA has procured the service
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SARS

SARS does not have this certain company (name furnished) as a vendor on its system and has not contracted any Public Relations firms for the financial years 2015/16 and 2016/17.

SASRIA

No.

TAX OMBUD

The Office of the Tax Ombud did not procure any services from or made any payments to a certain company (name furnished) or any other public relations firms, no services were procured by the Office of the Tax Ombud.
