

Government Communication and Information System

Budget summary

R million	2025/26				2026/27	2027/28
	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total	Total
MTEF allocation						
Administration	209.1	0.3	1.1	210.5	217.9	227.7
Content Processing and Dissemination	179.9	269.4	1.9	451.2	429.0	448.1
Intergovernmental Coordination and Stakeholder Management	155.5	1.0	2.1	158.6	158.8	166.3
Total expenditure estimates	544.5	270.7	5.1	820.3	805.7	842.2
Executive authority	Minister in the Presidency					
Accounting officer	Director-General of the Government Communication and Information System					
Website	www.gcis.gov.za					

The Estimates of National Expenditure is available at www.treasury.gov.za. 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 supports the constitutional principles of freedom of expression, and transparent and open governance. The department is responsible for providing strategic leadership and coordinating government communication to ensure that members of 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 outcome

Indicator	Programme	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Percentage compliance of government communications at the national level with qualitative elements in phase 2 of the government communication policy per year	Content Processing and Dissemination	Outcome 15: Social cohesion and nation building	— ¹	— ¹	— ¹	— ¹	20%	25%	35%
Percentage growth in the number of reads on SAnews stories per year	Content Processing and Dissemination		— ¹	— ¹	— ¹	— ¹	5%	7%	8.5%
Number of audio-visual products developed to profile national events, government programmes and the Presidency on various platforms to amplify reach per year	Content Processing and Dissemination		— ¹	100	486	100	2200	2300	2400
Number of people reached through central government campaigns per year	Content Processing and Dissemination		— ¹	— ¹	— ¹	15 million	20 million	23 million	25 million
Number of development communication projects aligned with the national communication strategic framework per year	Intergovernmental Coordination and Stakeholder Management		2 342	1 938	1 542	1 250	1 250	1 250	1 250

1. New indicator.

Expenditure overview

The National Development Plan emphasises the need to unite all South Africans around a common goal, ensure that citizens are active in their development, and build a capable and developmental state. This is given expression by the priorities of government's 2024-2029 medium-term development plan, with which the department's work is aligned. To support the realisation of the visions contained in these guiding documents over the medium term, the department will focus on keeping South Africans informed and empowered, carrying out the communication activities for South Africa's G20 presidency, and achieving a well-functioning government communication system.

Expenditure is set to increase at an average annual rate of 3.4 per cent, from R760.8 million in 2024/25 to R842.2 million in 2027/28. The department's total budget over the medium term is R2.5 billion, 32.6 per cent (R804.5 million) of which is earmarked for transfers to its entities. Compensation of employees is the department's main cost driver, spending on which accounts for an estimated 39.2 per cent (R974.8 million) of its budget over the period ahead.

An informed and empowered citizenry

The content developed for and distributed through the department's various products and platforms is aimed at improving South African citizens' quality of life by keeping them informed and, as such, empowered. To ensure that government messages have a broad reach and that its services are widely accessible, the department uses key products such as Vuk'uzenzele newspaper, Cabinet statements and the State of the Nation Address, as well as digital and social media platforms. This work is funded through the *Products and Platforms* subprogramme in the *Content Processing and Dissemination* programme, which has a budget of R143.5 million over the MTEF period.

The department's provincial and district offices will drive communication interventions through community dialogues and radio programmes. To enable communities to be informed about government opportunities, programmes and policies, the department plans to facilitate engagements and outreach campaigns at taxi ranks, shopping centres and commuter trains. To this end, the department aims to undertake 1 250 community and stakeholder engagements in each year over the medium term. This includes supporting the president and deputy president imbizos, which are important public participation platforms that ensure key decision-makers hear the voices and perspectives of communities. The cost of rendering communication and support functions to citizens in provincial and district offices is expected to amount to R63.7 million over the medium term in the *Provincial and Local Liaison* subprogramme in the *Intergovernmental Coordination and Stakeholder Management* programme.

Showcasing South Africa during its G20 presidency

The department will drive integrated marketing and communication to ensure that all citizens are fully informed and updated on South Africa's G20 presidency, which runs until 30 November 2025. This will take the form of advertisements on community radio stations, radio promotions, talk shows, live feeds on digital and social media, community media briefings and networking sessions. Information and mobilisation material such as resource packages, flyers and posters will be distributed to attendees at outreach campaigns, and an official guide to South Africa will be printed for delegates. To this end, R48.9 million is allocated for these activities in 2025/26, of which R27.6 million is for departmental activities, while R21.3 million is allocated to Brand South Africa.

A well-functioning government communication system

As the professionalisation of government communication is central to improving the functioning of the system, the department will provide training opportunities for government communicators in partnership with the National School of Government. This will be supplemented by capacity-building and induction initiatives for new entrants to the system. Accordingly, the department plans to provide 31 training sessions in 2025/26, 39 in 2026/27 and 40 in 2027/28 to government communicators who will either be invited or apply to participate.

The department will facilitate the planning and implementation of priority campaigns on civic education, economic recovery and job creation, anti-corruption, and gender-based violence and femicide. These will be disseminated through various platforms at a projected cost of R20 million per year over the MTEF period. Of this, R17 million is provided through the *Communication Service Agency* subprogramme in the *Content Processing and Dissemination* programme and the remaining R3 million through the *Provincial and Local Liaison* subprogramme in the *Intergovernmental Coordination and Stakeholder Management* programme.

The department plans to strengthen the system by creating platforms for proactive communication between government and the media through strategic engagements. This is expected to facilitate the coordinated delivery of key messaging through platforms and channels such as regular briefings and roundtables, and timely and coherent reputation management. Parliamentary media relationships will be leveraged to amplify government messaging and sustaining channels with international media, including those based in South Africa, to ensure the country's development priorities receive global coverage. An amount of R2.9 million is allocated for these activities in the *Media Engagement* subprogramme in the *Intergovernmental Coordination and Stakeholder Management* programme over the MTEF period.

Expenditure trends and estimates

Table 4.2 Vote expenditure trends by programme and economic classification¹

Programmes											
1. Administration											
2. Content Processing and Dissemination											
3. Intergovernmental Coordination and Stakeholder Management											
Programme											
R million	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
Programme 1	189.5	188.5	199.7	227.4	6.3%	27.0%	210.5	217.9	227.7	0.0%	27.4%
Programme 2	440.1	405.5	411.1	393.4	-3.7%	55.4%	451.2	429.0	448.1	4.4%	53.3%
Programme 3	125.5	129.9	127.6	140.0	3.7%	17.6%	158.6	158.8	166.3	5.9%	19.3%
Subtotal	755.0	723.9	738.4	760.8	0.3%	100.0%	820.3	805.7	842.2	3.4%	100.0%
Total	755.0	723.9	738.4	760.8	0.3%	100.0%	820.3	805.7	842.2	3.4%	100.0%
Change to 2024				–			51.7	2.9	3.1		
Budget estimate											
Economic classification											
Current payments	503.2	462.0	480.1	525.0	1.4%	66.2%	544.5	537.0	561.6	2.3%	67.1%
Compensation of employees	284.2	286.5	281.0	291.3	0.8%	38.4%	311.1	324.5	339.2	5.2%	39.2%
Goods and services ¹	219.0	175.4	199.2	233.7	2.2%	27.8%	233.4	212.5	222.4	-1.6%	27.9%
of which:					0.0%	0.0%				0.0%	0.0%
Advertising	47.9	5.3	17.2	27.6	-16.8%	3.3%	44.6	24.6	26.0	-2.0%	3.8%
Communication	12.2	9.5	9.6	17.7	13.1%	1.6%	15.8	11.3	11.6	-13.2%	1.7%
Computer services	17.5	16.7	20.9	28.9	18.2%	2.8%	28.0	29.2	29.4	0.5%	3.6%
Operating leases	65.9	70.6	75.2	82.9	8.0%	9.9%	70.1	72.4	75.5	-3.1%	9.3%
Property payments	12.7	12.7	13.2	14.4	4.1%	1.8%	13.3	13.6	14.1	-0.7%	1.7%
Travel and subsistence	12.9	19.1	20.9	19.4	14.5%	2.4%	21.9	22.3	23.5	6.6%	2.7%
Transfers and subsidies¹	247.7	256.4	251.7	226.6	-2.9%	33.0%	270.7	263.9	275.8	6.8%	32.1%
Departmental agencies and accounts	246.4	254.9	250.6	225.3	-2.9%	32.8%	269.4	261.6	273.5	6.7%	31.9%
Public corporations and private enterprises	0.0	0.0	0.0	0.0	3.2%	0.0%	0.0	0.0	0.1	4.4%	0.0%
Households	1.3	1.4	1.1	1.3	1.0%	0.2%	1.3	2.2	2.3	21.1%	0.2%
Payments for capital assets	4.0	5.5	6.5	9.2	31.8%	0.8%	5.1	4.8	4.7	-19.8%	0.7%
Buildings and other fixed structures	0.0	0.0	0.0	–	-100.0%	0.0%	–	–	–	0.0%	0.0%
Machinery and equipment	4.0	5.1	6.4	9.2	32.1%	0.8%	5.1	4.8	4.7	-19.8%	0.7%
Payments for financial assets	0.1	0.1	0.0	–	-100.0%	0.0%	–	–	–	0.0%	0.0%
Total	755.0	723.9	738.4	760.8	0.3%	100.0%	820.3	805.7	842.2	3.4%	100.0%

1. Tables with 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 (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
R thousand				2024/25	2021/22 - 2024/25					2024/25 - 2027/28	
Households											
Social benefits											
Current	1 271	1 382	1 124	1 308	1.0%	0.5%	1 297	2 220	2 321	21.1%	0.7%
Employee social benefits	1 271	1 382	1 124	1 308	1.0%	0.5%	1 297	2 220	2 321	21.1%	0.7%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	246 378	254 944	250 565	225 284	-2.9%	99.5%	269 368	261 624	273 455	6.7%	99.3%
Brand South Africa	213 352	218 122	214 392	186 716	-4.3%	84.7%	229 072	219 482	229 407	7.1%	83.4%
Media Development and Diversity Agency	33 026	36 822	36 173	38 568	5.3%	14.7%	40 296	42 142	44 048	4.5%	15.9%
Public corporations and private enterprises											
Other transfers to public corporations											
Current	40	40	43	44	3.2%	—	46	48	50	4.4%	—
Communication licences	40	40	43	44	3.2%	—	46	48	50	4.4%	—
Total	247 689	256 366	251 732	226 636	-2.9%	100.0%	270 711	263 892	275 826	6.8%	100.0%

Personnel information

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

Programmes

- Administration
- Content Processing and Dissemination
- Intergovernmental Coordination and Stakeholder Management

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment															Average growth rate (%)	Average: Salary level/ Total (%)	
Number of funded posts	Number of posts additional to the establishment		Actual			Revised estimate			Medium-term expenditure estimate											
			2023/24			2024/25			2025/26			2026/27			2027/28					2024/25 - 2027/28
			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Government Communication and Information System																				
Salary level	501	2	444	281.0	0.6	405	291.3	0.7	397	311.1	0.8	390	324.5	0.8	387	339.2	0.9	-1.5%	100.0%	
1 – 6	105	–	93	30.2	0.3	76	25.4	0.3	57	19.8	0.3	53	19.3	0.4	53	20.4	0.4	-11.2%	15.2%	
7 – 10	226	–	193	109.8	0.6	203	121.8	0.6	212	135.9	0.6	209	141.3	0.7	211	151.2	0.7	1.2%	52.9%	
11 – 12	84	–	76	68.8	0.9	77	73.7	1.0	78	78.7	1.0	78	83.1	1.1	75	84.0	1.1	-0.9%	19.5%	
13 – 16	59	–	50	68.7	1.4	48	70.5	1.5	49	76.7	1.6	49	80.9	1.6	48	83.7	1.7	-0.1%	12.4%	
Other	27	2	32	3.5	0.1	–	–	–	–	–	–	–	–	–	–	–	–	–	–	
Programme	501	2	444	281.0	0.6	405	291.3	0.7	397	311.1	0.8	390	324.5	0.8	387	339.2	0.9	-1.5%	100.0%	
Programme 1	151	2	127	76.0	0.6	130	84.7	0.7	118	87.8	0.7	116	91.6	0.8	112	95.7	0.9	-4.8%	30.1%	
Programme 2	165	–	146	96.9	0.7	115	92.8	0.8	111	96.7	0.9	112	103.3	0.9	112	107.6	1.0	-0.9%	28.6%	
Programme 3	185	–	171	108.1	0.6	159	113.7	0.7	168	126.7	0.8	162	129.7	0.8	163	135.9	0.8	0.8%	41.3%	

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

	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Average: Receipt item/ Total (%)	Medium-term receipts estimate			Average growth rate (%)	Average: Receipt item/ Total (%)
	2021/22	2022/23	2023/24					2025/26	2026/27	2027/28		
R thousand				2024/25		2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Departmental receipts	974	1 262	6 541	19 642	19 642	172.2%	100.0%	793	820	847	-64.9%	100.0%
Sales of goods and services produced by department	733	678	6 389	19 133	19 133	196.6%	94.8%	387	406	425	-71.9%	92.1%
Sales by market establishments	145	155	5 096	18 779	18 779	405.9%	85.1%	144	146	148	-80.1%	86.9%
of which:												
Market establishment:	145	155	149	136	136	-2.1%	2.1%	144	146	148	2.9%	2.6%
Rental parking:												
Covered and open												
Market establishment:	–	–	4 947	18 643	18 643	–	83.0%	–	–	–	-100.0%	84.3%
Non-Residential Building												
Other sales	588	523	1 293	354	354	-15.6%	9.7%	243	260	277	-7.9%	5.1%
of which:												
Services rendered:	80	81	89	92	92	4.8%	1.2%	86	88	90	-0.7%	1.6%
Commission on insurance and garnishee												
Sales: Departmental publications and production	508	442	1 204	262	262	-19.8%	8.5%	157	172	187	-10.6%	3.5%
Sales of scrap, waste, arms and other used current goods	2	3	2	1	1	-20.6%	–	2	4	6	81.7%	0.1%
of which:												
Sales: Wastepaper	2	3	2	1	1	-20.6%	–	2	4	6	81.7%	0.1%
Interest, dividends and rent on land	34	78	60	162	162	68.3%	1.2%	60	62	64	-26.6%	1.6%
Interest	34	78	60	162	162	68.3%	1.2%	60	62	64	-26.6%	1.6%
Transactions in financial assets and liabilities	205	503	90	346	346	19.1%	4.0%	344	348	352	0.6%	6.3%
Total	974	1 262	6 541	19 642	19 642	172.2%	100.0%	793	820	847	-64.9%	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	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
R million				2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Departmental Management	8.9	11.7	9.9	13.1	13.7%	5.4%	13.2	13.8	14.4	3.3%	6.2%
Corporate Services	75.9	68.8	76.3	91.0	6.2%	38.8%	83.9	87.1	91.0	–	40.0%
Financial Administration	23.5	22.4	22.6	23.7	0.3%	11.4%	26.7	27.6	28.9	6.8%	12.1%
Internal Audit	10.4	10.2	9.9	11.5	3.2%	5.2%	11.9	12.4	13.0	4.2%	5.5%
Office Accommodation	70.8	75.3	81.0	88.2	7.6%	39.2%	74.7	77.0	80.5	-3.0%	36.3%
Total	189.5	188.5	199.7	227.4	6.3%	100.0%	210.5	217.9	227.7	–	100.0%
Change to 2024				–			0.5	(0.5)	(0.6)		
Budget estimate											

Table 4.6 Administration expenditure trends and estimates by subprogramme and economic classification (continued)

Economic classification				Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Audited outcome											
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25	2024/25	2025/26	2026/27	2027/28	2024/25 - 2027/28	2027/28
Current payments	187.3	186.4	195.2	221.7	5.8%	98.2%	209.1	216.6	226.6	0.7%	98.9%
Compensation of employees	80.4	78.8	76.0	84.7	1.8%	39.7%	87.8	91.6	95.7	4.1%	40.7%
Goods and services	106.9	107.7	119.2	136.9	8.6%	58.5%	121.3	125.0	130.9	-1.5%	58.2%
of which:						—					—
Audit costs: External	3.2	2.8	2.7	3.4	2.0%	1.5%	3.2	3.0	3.0	-3.8%	1.4%
Communication	1.7	1.6	1.8	2.2	10.1%	0.9%	1.5	1.5	1.5	-12.5%	0.7%
Computer services	15.3	13.6	18.2	22.4	13.6%	8.6%	23.8	25.2	25.5	4.5%	11.0%
Operating leases	65.4	70.2	74.7	82.1	7.9%	36.3%	69.4	71.5	74.7	-3.1%	33.7%
Property payments	12.6	12.6	13.1	14.2	4.0%	6.5%	13.1	13.3	13.8	-0.8%	6.2%
Travel and subsistence	1.1	2.1	2.4	3.2	42.9%	1.1%	3.0	3.3	3.6	3.5%	1.5%
Transfers and subsidies	0.7	1.0	0.1	0.6	-3.6%	0.3%	0.3	0.2	0.2	-28.9%	0.2%
Public corporations and private enterprises	0.0	0.0	0.0	0.0	5.3%	—	0.0	0.0	0.0	4.6%	—
Households	0.7	1.0	0.1	0.6	-4.1%	0.3%	0.3	0.2	0.2	-32.8%	0.1%
Payments for capital assets	1.5	1.0	4.3	5.1	51.2%	1.5%	1.1	1.1	0.9	-43.2%	0.9%
Buildings and other fixed structures	0.0	—	—	—	-100.0%	—	—	—	—	—	—
Machinery and equipment	1.5	1.0	4.3	5.1	52.1%	1.5%	1.1	1.1	0.9	-43.2%	0.9%
Payments for financial assets	—	0.0	—	—	—	—	—	—	—	—	—
Total	189.5	188.5	199.7	227.4	6.3%	100.0%	210.5	217.9	227.7	—	100.0%
Proportion of total programme expenditure to vote expenditure	25.1%	26.0%	27.0%	29.9%	—	—	25.7%	27.0%	27.0%	—	—
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.7	1.0	0.1	0.6	-4.1%	0.3%	0.3	0.2	0.2	-32.8%	0.1%
Employee social benefits	0.7	1.0	0.1	0.6	-4.1%	0.3%	0.3	0.2	0.2	-32.8%	0.1%
Public corporations and private enterprises											
Other transfers to public corporations											
Current	0.0	0.0	0.0	0.0	5.3%	—	0.0	0.0	0.0	4.6%	—
Communication licences	0.0	0.0	0.0	0.0	5.3%	—	0.0	0.0	0.0	4.6%	—

Personnel information

Table 4.7 Administration personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26		2026/27		2027/28		2024/25 - 2027/28					
Administration		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost						
Salary level	151	2	127	76.0	0.6	130	84.7	0.7	118	87.8	0.7	116	91.6	0.8	112	95.7	0.9	-4.8%	100.0%
1 – 6	54	–	45	14.3	0.3	42	13.9	0.3	27	9.1	0.3	26	9.3	0.4	25	9.5	0.4	-15.8%	25.0%
7 – 10	56	–	46	24.9	0.5	54	30.6	0.6	56	33.8	0.6	55	34.9	0.6	51	34.6	0.7	-1.9%	45.6%
11 – 12	21	–	17	15.9	0.9	19	18.8	1.0	19	19.9	1.0	19	21.0	1.1	19	22.1	1.2	–	16.0%
13 – 16	18	–	15	20.3	1.4	15	21.4	1.4	16	25.0	1.6	16	26.4	1.6	17	29.4	1.7	4.3%	13.4%
Other	2	2	4	0.7	0.2	–	–	–	–	–	–	–	–	–	–	–	–	–	–

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

2. Rand million.

Programme 2: Content Processing and Dissemination

Programme purpose

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 messaging over the medium term.
- Increase the share of government's voice and messaging in the public domain by delivering government communication 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, platforms 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 departments and ensures adherence to standards for government communications.
- *Research Analysis and Knowledge Services* monitors and evaluates the department and government's overall communication efforts to ensure continual improvement, monitors national and international media coverage affecting government and the country, conducts research into public opinion and provides knowledge management services to enhance effective government communication.
- *Products and Platforms* develops content for the department, provides language services for products that require translation, provides editing and proofreading services, manages the department and government's websites, produces government content, 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 organs of state.
- *Policy Development, Analysis and Market Modelling* develops government policies, legislation and regulation that support the development of government communications, the nation brand and community media; and undertakes market research to explore opportunities for policy and regulatory intervention.
- *Brand South Africa* facilitates transfer payments to Brand South Africa.
- *Media Development and Diversity Agency* facilitates transfer payments to the Media Development and Diversity Agency.

Expenditure trends and estimates

Table 4.8 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 (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
R million											
Programme Management for Content Processing and Dissemination	2.6	4.2	4.2	2.8	2.9%	0.8%	3.1	3.0	3.4	6.6%	0.7%
Research Analysis and Knowledge Services	35.8	39.6	38.5	36.7	0.8%	9.1%	39.1	40.9	42.9	5.4%	9.3%
Products and Platforms	49.3	44.7	43.2	36.8	-9.3%	10.5%	46.0	47.8	49.7	10.5%	10.5%
Communication Service Agency	100.5	53.8	68.4	85.2	-5.4%	18.7%	88.4	70.2	73.0	-5.0%	18.4%
Policy Development, Analysis and Market Modelling	5.5	8.2	6.2	6.7	6.5%	1.6%	5.2	5.4	5.7	-5.3%	1.3%
Brand South Africa	213.4	218.1	214.4	186.7	-4.3%	50.5%	229.1	219.5	229.4	7.1%	50.2%
Media Development and Diversity Agency	33.0	36.8	36.2	38.6	5.3%	8.8%	40.3	42.1	44.0	4.5%	9.6%
Total	440.1	405.5	411.1	393.4	-3.7%	100.0%	451.2	429.0	448.1	4.4%	100.0%
Change to 2024				–			31.4	(11.0)	(11.8)		
Budget estimate											

Table 4.8 Content Processing and Dissemination expenditure trends and estimates by subprogramme and economic classification (continued)

Economic classification					Average growth rate (%)	Average: Expenditure/ Total (%)				Average growth rate (%)	Average: Expenditure/ Total (%)
	Audited outcome			Adjusted appropriation			Medium-term expenditure estimate				
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Current payments	192.1	147.4	159.0	165.3	-4.9%	40.2%	179.9	165.4	172.6	1.4%	39.7%
Compensation of employees	97.7	98.9	96.9	92.8	-1.7%	23.4%	96.7	103.3	107.6	5.0%	23.3%
Goods and services	94.4	48.5	62.2	72.5	-8.4%	16.8%	83.3	62.2	65.0	-3.6%	16.4%
of which:						—					—
Advertising	45.9	4.6	15.6	24.7	-18.7%	5.5%	39.8	21.4	22.2	-3.5%	6.3%
Communication	5.2	3.0	3.0	7.9	14.8%	1.2%	7.2	3.3	3.5	-23.9%	1.3%
Consultants: Business and advisory services	1.3	1.0	1.3	1.1	-3.8%	0.3%	4.3	4.5	4.8	60.9%	0.9%
Contractors	0.8	0.9	0.5	12.7	148.8%	0.9%	7.0	7.3	7.9	-14.7%	2.0%
Agency and support/outsourced services	3.6	7.8	6.1	5.3	13.9%	1.4%	8.0	8.4	8.8	18.5%	1.8%
Travel and subsistence	5.4	7.6	10.4	7.5	11.3%	1.9%	8.6	8.8	9.4	7.8%	2.0%
Transfers and subsidies	246.8	255.1	251.1	225.7	-2.9%	59.3%	269.4	261.6	273.5	6.6%	59.8%
Departmental agencies and accounts	246.4	254.9	250.6	225.3	-2.9%	59.2%	269.4	261.6	273.5	6.7%	59.8%
Households	0.4	0.2	0.5	0.4	4.3%	0.1%	—	—	—	-100.0%	—
Payments for capital assets	1.2	2.9	1.0	2.3	24.1%	0.5%	1.9	2.0	2.0	-4.5%	0.5%
Machinery and equipment	1.2	2.5	1.0	2.3	24.1%	0.4%	1.9	2.0	2.0	-4.5%	0.5%
Software and other intangible assets	—	0.4	—	—	—	—	—	—	—	—	—
Payments for financial assets	0.0	0.1	0.0	—	-100.0%	—	—	—	—	—	—
Total	440.1	405.5	411.1	393.4	-3.7%	100.0%	451.2	429.0	448.1	4.4%	100.0%
Proportion of total programme expenditure to vote expenditure	58.3%	56.0%	55.7%	51.7%	—	—	55.0%	53.2%	53.2%	—	—
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.4	0.2	0.5	0.4	4.3%	0.1%	—	—	—	-100.0%	—
Employee social benefits	0.4	0.2	0.5	0.4	4.3%	0.1%	—	—	—	-100.0%	—
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	246.4	254.9	250.6	225.3	-2.9%	59.2%	269.4	261.6	273.5	6.7%	59.8%
Brand South Africa	213.4	218.1	214.4	186.7	-4.3%	50.5%	229.1	219.5	229.4	7.1%	50.2%
Media Development and Diversity Agency	33.0	36.8	36.2	38.6	5.3%	8.8%	40.3	42.1	44.0	4.5%	9.6%

Personnel information

Table 4.9 Content Processing and Dissemination personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24		Unit cost	2024/25		Unit cost	2025/26		Unit cost	2026/27		Unit cost	2027/28			Unit cost		
Content Processing and Dissemination			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	2024/25 - 2027/28	
Salary level	165	—	146	96.9	0.7	115	92.8	0.8	111	96.7	0.9	112	103.3	0.9	112	107.6	1.0	-0.9%	100.0%
1 – 6	20	—	19	7.0	0.4	6	2.3	0.4	1	0.5	0.4	1)	(0.4)	0.6	1)	(0.4)	0.6	-145.8%	1.5%
7 – 10	75	—	62	36.0	0.6	62	38.0	0.6	63	41.4	0.7	66	45.9	0.7	69	50.8	0.7	3.6%	57.7%
11 – 12	35	—	33	29.9	0.9	32	30.5	1.0	33	33.2	1.0	33	35.0	1.1	30	33.2	1.1	-2.1%	28.4%
13 – 16	19	—	16	22.2	1.4	15	22.0	1.5	14	21.5	1.6	14	22.7	1.6	14	24.0	1.7	-2.7%	12.5%
Other	16	—	16	1.8	0.1	—	—	—	—	—	—	—	—	—	—	—	—	—	—

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

2. Rand million.

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 government messages are coherent and aligned by fostering joint planning and the sharing of messaging and communication functions across the 3 spheres of government over the medium term.
- Ensure that citizens are informed and empowered on government policies, plans, programmes, initiatives 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 setting narratives that drive the government communications 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. This subprogramme manages and oversees the implementation of development communications 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 strategic framework is aligned with provincial and local communication strategies; procures advertising on media platforms and mobilises non-paid-for, direct communication platforms to promote government messages to the public locally; fosters collaboration and partnership among stakeholders; and coordinates the imbizo programme.
- *Media Engagement* leads and drives curated interaction and communication between government and the media; ensures effective liaison between government and the media; manages government's media liaison services by providing 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; coordinates Cabinet cluster communications and the development of government's communications programme; develops communication strategies and key messages for the campaigns of departments in these clusters; and is responsible for the coordination of training and development in government communications.
- *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; coordinates Cabinet cluster communications and the development of government's communications programme; develops communication strategies and key messages for the campaigns of departments in these clusters; and, at least twice per year, convenes the government communicators' forum.

Expenditure trends and estimates

Table 4.10 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 (%)	
	2021/22	2022/23	2023/24		2021/22 - 2024/25	Average: Expenditure/ Total (%)	2025/26	2026/27	2027/28	2024/25 - 2027/28	Average: Expenditure/ Total (%)
R million				2024/25							
Programme Management for Intergovernmental Coordination and Stakeholder Management	1.6	3.5	3.6	4.1	38.1%	2.5%	4.3	4.5	4.7	4.7%	2.8%
Provincial and Local Liaison	87.5	89.1	88.9	96.4	3.3%	69.2%	108.0	109.3	114.2	5.8%	68.6%
Media Engagement	17.0	16.7	15.4	17.1	0.1%	12.7%	19.6	19.2	20.0	5.5%	12.2%
Cluster Supervision (Human Development, Social Protection, and Governance and Administration)	10.6	11.0	9.7	10.6	–	8.0%	12.7	12.8	13.9	9.4%	8.0%
Cluster Supervision (Economic and Infrastructure, Justice and International)	8.7	9.6	10.0	11.8	10.6%	7.7%	14.0	12.9	13.5	4.6%	8.4%
Total	125.5	129.9	127.6	140.0	3.7%	100.0%	158.6	158.8	166.3	5.9%	100.0%
Change to 2024 Budget estimate				–			19.8	14.4	15.5		
Economic classification											
Current payments	123.8	128.1	125.9	138.0	3.7%	98.6%	155.5	154.9	162.4	5.6%	97.9%
Compensation of employees	106.0	108.8	108.1	113.7	2.4%	83.5%	126.7	129.7	135.9	6.1%	81.1%
Goods and services	17.8	19.3	17.8	24.2	10.9%	15.1%	28.8	25.3	26.5	3.0%	16.8%
of which:						–					–
Advertising	1.7	0.7	1.2	2.7	16.5%	1.2%	4.0	2.4	2.8	1.7%	1.9%
Communication	5.3	4.9	4.9	7.6	12.4%	4.3%	7.1	6.5	6.6	–4.4%	4.5%
Contractors	0.6	0.2	0.2	0.8	8.4%	0.3%	0.9	1.0	1.1	11.6%	0.6%
Fleet services (including government motor transport)	1.8	1.2	1.1	0.9	–19.6%	1.0%	1.1	1.1	1.3	9.7%	0.7%
Travel and subsistence	6.4	9.4	8.2	8.7	10.8%	6.2%	10.3	10.2	10.5	6.7%	6.4%
Operating payments	0.5	0.4	0.4	0.8	17.7%	0.4%	1.4	0.7	0.8	0.6%	0.6%
Transfers and subsidies	0.2	0.2	0.6	0.3	8.4%	0.3%	1.0	2.1	2.1	93.1%	0.9%
Public corporations and private enterprises	0.0	–	0.0	0.0	–20.6%	–	0.0	0.0	0.0	–	–
Households	0.2	0.2	0.6	0.3	8.8%	0.3%	1.0	2.1	2.1	93.5%	0.9%
Payments for capital assets	1.3	1.6	1.1	1.7	9.4%	1.1%	2.1	1.8	1.8	1.2%	1.2%
Buildings and other fixed structures	–	0.0	0.0	–	–	–	–	–	–	–	–
Machinery and equipment	1.3	1.5	1.1	1.7	9.4%	1.1%	2.1	1.8	1.8	1.2%	1.2%
Payments for financial assets	0.1	0.0	0.0	–	–100.0%	–	–	–	–	–	–
Total	125.5	129.9	127.6	140.0	3.7%	100.0%	158.6	158.8	166.3	5.9%	100.0%
Proportion of total programme expenditure to vote expenditure	16.6%	17.9%	17.3%	18.4%	–	–	19.3%	19.7%	19.8%	–	–
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.2	0.2	0.6	0.3	8.8%	0.3%	1.0	2.1	2.1	93.5%	0.9%
Employee social benefits	0.2	0.2	0.6	0.3	8.8%	0.3%	1.0	2.1	2.1	93.5%	0.9%
Public corporations and private enterprises											
Other transfers to public corporations											
Current	0.0	–	0.0	0.0	–20.6%	–	0.0	0.0	0.0	–	–
Communication licences	0.0	–	0.0	0.0	–20.6%	–	0.0	0.0	0.0	–	–

Personnel information

Table 4.11 Intergovernmental Coordination and Stakeholder Management personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26			2026/27			2027/28			2024/25 - 2027/28		
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number				Cost	Unit cost
Intergovernmental Coordination and Stakeholder Management			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost		
Salary level	185	–	171	108.1	0.6	159	113.7	0.7	168	126.7	0.8	162	129.7	0.8	163	135.9	0.8	0.8%	100.0%
1 – 6	31	–	29	9.0	0.3	28	9.2	0.3	29	10.1	0.3	28	10.3	0.4	29	11.2	0.4	1.2%	17.5%
7 – 10	95	–	85	48.9	0.6	87	53.2	0.6	93	60.7	0.7	88	60.5	0.7	91	65.8	0.7	1.4%	55.1%
11 – 12	28	–	26	23.0	0.9	26	24.3	0.9	26	25.7	1.0	26	27.1	1.0	26	28.6	1.1	–	15.9%
13 – 16	22	–	19	26.2	1.4	18	27.0	1.5	19	30.2	1.5	19	31.8	1.6	17	30.3	1.7	-1.8%	11.5%
Other	9	–	12	1.0	0.1	–	–	–	–	–	–	–	–	–	–	–	–	–	–

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

2. Rand million.

Entities

Brand South Africa

Selected performance indicators

Table 4.12 Performance indicators by programme and related outcome

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Number of marketing campaigns adopting a 360-degree approach to showcase the attractiveness of the nation brand internationally, regionally, and domestically per year	Brand marketing and reputation management	Outcome 15: Social cohesion and nation building	7	8	12	4	4	4	4
Number of nation brand promotion activities implemented at global strategic platforms per year	Brand marketing and reputation management	Outcome 21: Effective border management and development in Africa and globally	10	10	15	9	9	9	9
Number of state of the nation brand insights developed and disseminated per year	Brand marketing and reputation management		15	19	26	19	19	19	19
Number of communication interventions aimed at managing relations with international and domestic media per year	Brand marketing and reputation management		— ¹	— ¹	— ¹	4	16	16	16
Number of activities that promote pride, active citizenry and social cohesion, such as the Play Your Part programme and key celebratory milestones, per year	Brand marketing and reputation management	Outcome 15: Social cohesion and nation building	89	25	26	31	35	45	45
Number of activities aimed at promoting constitutional values and social cohesion per year	Brand marketing and reputation management		13	14	15	10	12	12	12
Number of activities aimed at promoting active citizenry and advocacy to South Africans living abroad per year	Brand marketing and reputation management		17	17	20	16	16	16	16

¹ No historical data available.

Entity overview

Brand South Africa was established in 2002 to manage South Africa's nation brand with the aim of improving the country's global reputation and competitiveness. The entity's primary objective is to develop and implement proactive and coordinated reputation management, and communications and marketing strategies for South Africa to attract investment, trade and tourism.

Over the medium term, the entity will focus on implementing integrated communications and marketing activities that contribute to shaping South Africa's image and reputation in a positive light. This will be done through interventions such as profiling South Africa as a preferred investment destination in Africa and assuring investors by positively positioning the nation brand. Forums that the entity will leverage to amplify nation brand messaging include South Africa's G20 presidency, the World Economic Forum in Davos, the Nation Brand Forum, the South African Investment Conference, the Mining Indaba and the Play Your Part programme. Expenditure for these activities is within the brand marketing and reputation management programme's allocation of R316.2 million over the medium term.

The entity intends to ensure that South Africa maximises its influence and visibility to international audiences during its G20 presidency to drive economic benefits and strengthen the country's global reputation. The G20 presidency presents a significant opportunity to influence global perceptions and engage with international audiences on critical issues such as sustainable development, economic equity and innovation. To give effect to

these aspirations, the entity's G20 marketing and communications plan outlines activities such as targeted international campaigns, stakeholder engagements and media partnerships. An additional allocation of R21.3 million in 2025/26 is set aside for these activities.

Expenditure is expected to increase at an average annual rate of 7.3 per cent, from R192.3 million in 2024/25 to R237.4 million in 2027/28, due to an additional allocation of R21.3 million in 2025/26 from the department related to South Africa's G20 presidency. The entity is set to derive 97 per cent (R678 million) of its revenue over the period ahead through transfers from the department. Revenue is expected to increase in line with expenditure.

Programmes/Objectives/Activities

Table 4.13 Brand South Africa expenditure trends and estimates by programme/objective/activity

R million	Audited outcome			Revised estimate 2024/25	Average growth rate (%) 2021/22 - 2024/25	Average: Expenditure/Total (%) 2021/22 - 2024/25	Medium-term expenditure estimate			Average growth rate (%) 2024/25 - 2027/28	Average: Expenditure/Total (%) 2024/25 - 2027/28
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
Administration	92.4	93.4	94.3	96.3	1.4%	44.8%	105.3	108.4	113.1	5.5%	47.6%
Brand marketing and reputation management	93.3	121.1	105.1	82.3	-4.1%	47.4%	114.4	99.8	102.0	7.4%	44.6%
Stakeholder relations	18.4	11.4	21.7	13.7	-9.4%	7.7%	15.5	18.0	22.4	17.7%	7.8%
Total	204.1	225.9	221.1	192.3	-2.0%	100.0%	235.2	226.3	237.4	7.3%	100.0%

Statements of financial performance, cash flow and financial position

Table 4.14 Brand South Africa statements of financial performance, cash flow and financial position

Statement of financial performance											
R million	Audited outcome			Revised estimate 2024/25	Average growth rate (%) 2021/22 - 2024/25	Average: Expenditure/Total (%) 2021/22 - 2024/25	Medium-term expenditure estimate			Average growth rate (%) 2024/25 - 2027/28	Average: Expenditure/Total (%) 2024/25 - 2027/28
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
Revenue											
Non-tax revenue	1.4	6.9	7.0	5.6	59.7%	2.4%	6.1	6.8	8.0	12.6%	3.0%
Other non-tax revenue	1.4	6.9	7.0	5.6	59.7%	2.4%	6.1	6.8	8.0	12.6%	3.0%
Transfers received	213.4	218.1	214.4	186.7	-4.3%	97.6%	229.1	219.5	229.4	7.1%	97.0%
Total revenue	214.7	225.1	221.4	192.3	-3.6%	100.0%	235.2	226.3	237.4	7.3%	100.0%
Expenses											
Current expenses	204.1	225.9	221.1	192.3	-2.0%	100.0%	235.2	226.3	237.4	7.3%	100.0%
Compensation of employees	68.3	69.0	66.8	66.4	-0.9%	32.2%	73.6	75.9	80.9	6.8%	33.4%
Goods and services	134.6	154.2	151.5	124.3	-2.6%	66.8%	159.9	148.6	154.6	7.6%	65.8%
Depreciation	1.2	2.7	2.7	1.6	10.2%	1.0%	1.7	1.8	1.9	4.7%	0.8%
Interest, dividends and rent on land	0.0	—	—	0.0	11.1%	—	0.0	0.0	0.0	4.4%	—
Total expenses	204.1	225.9	221.1	192.3	-2.0%	100.0%	235.2	226.3	237.4	7.3%	100.0%
Surplus/(Deficit)	10.6	(0.8)	—	—	-100.0%		—	—	—	—	
Cash flow statement											
Cash flow from operating activities	17.1	(8.1)	18.0	(65.1)	-256.2%	100.0%	(11.8)	(51.0)	(54.6)	-5.7%	100.0%
Receipts											
Non-tax receipts	1.1	2.5	3.7	1.1	1.1%	1.0%	1.1	1.2	2.0	22.2%	0.6%
Other tax receipts	1.1	2.5	3.7	1.1	1.1%	1.0%	1.1	1.2	2.0	22.2%	0.6%
Transfers received	213.4	218.1	214.4	186.7	-4.3%	97.8%	229.1	219.5	229.4	7.1%	97.0%
Financial transactions in assets and liabilities	0.2	3.8	2.2	4.5	162.4%	1.3%	5.0	5.5	6.0	10.1%	2.4%
Total receipts	214.7	224.4	220.3	192.3	-3.6%	100.0%	235.2	226.2	237.4	7.3%	100.0%
Payment											
Current payments	197.6	232.5	202.3	257.4	9.2%	100.0%	247.0	277.1	292.0	4.3%	100.0%
Compensation of employees	66.2	62.9	63.4	95.6	13.0%	32.3%	100.2	104.7	108.7	4.4%	38.2%
Goods and services	131.4	169.6	138.9	161.7	7.2%	67.7%	146.8	172.4	183.2	4.2%	61.8%
Interest and rent on land	—	—	—	0.0	—	—	0.0	0.0	0.0	6.7%	—
Total payments	197.6	232.5	202.3	257.4	9.2%	100.0%	247.0	277.1	292.0	4.3%	100.0%
Net cash flow from investing activities	(1.3)	(1.6)	(0.5)	(3.8)	42.1%	100.0%	(3.4)	(4.0)	(4.7)	6.5%	100.0%
Acquisition of property, plant, equipment and intangible assets	(1.3)	(1.6)	(0.5)	(3.3)	34.8%	96.3%	(3.4)	(3.5)	(3.9)	5.9%	88.7%
Acquisition of software and other intangible assets	—	—	—	(0.6)	—	3.7%	—	(0.6)	(0.8)	10.1%	11.3%
Net increase/(decrease) in cash and cash equivalents	15.7	(9.7)	17.5	(68.9)	-263.7%	-6.1%	(15.3)	(55.0)	(59.2)	-4.9%	100.0%

Table 4.14 Brand South Africa statements of financial performance, cash flow and financial position (continued)

Statement of financial position					Average growth rate (%)	Average: Expenditure/ Total (%)				Average growth rate (%)	Average: Expenditure/ Total (%)
	Audited outcome			Revised estimate			Medium-term expenditure estimate				
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Carrying value of assets	9.5	8.4	6.2	14.8	15.8%	20.1%	14.8	15.5	16.2	3.2%	37.6%
of which:											
Acquisition of assets	(1.3)	(1.6)	(0.5)	(3.3)	34.8%	100.0%	(3.4)	(3.5)	(3.9)	5.9%	100.0%
Investments	0.8	0.8	0.8	–	-100.0%	1.0%	–	–	–	–	–
Receivables and prepayments	6.0	8.1	6.9	2.5	-24.9%	10.9%	2.5	2.6	2.8	3.2%	6.4%
Cash and cash equivalents	42.2	32.4	49.9	21.9	-19.6%	67.9%	21.9	23.0	24.1	3.2%	55.9%
Total assets	58.4	49.7	63.8	39.2	-12.4%	100.0%	39.2	41.1	43.2	3.2%	100.0%
Accumulated surplus/(deficit)	27.3	26.5	26.8	13.7	-20.5%	44.2%	13.7	14.4	15.1	3.2%	34.9%
Finance lease	–	–	–	0.1	–	0.1%	0.1	0.1	0.2	3.0%	0.3%
Trade and other payables	19.7	8.4	18.6	11.5	-16.5%	27.2%	11.5	12.0	12.6	3.2%	29.2%
Provisions	11.4	14.9	18.4	13.9	6.8%	28.4%	13.9	14.6	15.3	3.2%	35.5%
Total equity and liabilities	58.4	49.7	63.8	39.2	-12.4%	100.0%	39.2	41.1	43.2	3.2%	100.0%

Personnel information

Table 4.15 Brand South Africa personnel numbers and cost by salary level

Number of posts estimated for 31 March 2025			Number and cost ¹ of personnel posts filled/planned for on funded establishment													Average growth rate of personnel posts (%)	Average: salary level/ Total (%)	
Number of funded posts	Number of posts on approved establishment																	
		Actual			Revised estimate			Medium-term expenditure estimate										
			2023/24			2024/25			2025/26			2026/27			2027/28			2024/25 - 2027/28
			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	
Brand South Africa			69	66.8	1.0	57	66.4	1.2	57	73.6	1.3	57	75.9	1.3	57	80.9	1.4	
Salary level	57	57	69	66.8	1.0	57	66.4	1.2	57	73.6	1.3	57	75.9	1.3	57	80.9	1.4	– 100.0%
1 – 6	3	3	21	2.9	0.1	3	0.6	0.2	3	0.6	0.2	3	0.7	0.2	3	0.7	0.2	– 5.3%
7 – 10	20	20	27	16.9	0.6	20	11.7	0.6	20	12.3	0.6	20	12.4	0.6	20	13.2	0.7	– 35.1%
11 – 12	13	13	4	4.1	1.0	13	12.2	0.9	13	13.9	1.1	13	14.3	1.1	13	15.9	1.2	– 22.8%
13 – 16	15	15	15	29.6	2.0	15	24.4	1.6	15	26.6	1.8	15	27.6	1.8	15	29.2	1.9	– 26.3%
17 – 22	6	6	2	13.2	6.6	6	17.5	2.9	6	20.2	3.4	6	21.0	3.5	6	22.0	3.7	– 10.5%

1. Rand million.

Media Development and Diversity Agency

Selected performance indicators

Table 4.16 Performance indicators by programme and related outcome

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Number of grant funding applications for community broadcast projects approved by the board per year	Community media and small commercial media	Outcome 15: Social cohesion and nation building	20	24	23	20	22	22	22
Number of grant funding applications for small commercial print and digital media projects approved by the board per year	Community media and small commercial media		8	6	10	6	6	6	6
Number of media projects provided with digital support per year	Community media and small commercial media		— ¹	21	17	20	20	20	20
Number of training interventions aimed at capacitating the community media assessment per year	Capacity building and sector development		6	12	8	8	8	8	8
Number of media and information literacy initiatives held per year	Capacity building and sector development		3	3	4	8	4	4	4
Number of research projects undertaken on key trends/ developments affecting the community media sector per year	Innovation, research and development	Outcome 15: Social cohesion and nation building	— ¹	— ¹	— ¹	2	2	2	2

1. No historical data available.

Entity overview

Over the medium term, the agency will continue to provide financial and non-financial support to community and small commercial media, with an emphasis on promoting indigenous languages and contributing to community development. The agency also plans to intensify its focus on ensuring the sustainability of media projects in communities that are underserved by mainstream media. As such, most of the agency's budget over the period ahead is earmarked to provide grant funding for 66 community broadcast projects, either to help initiate new ones or strengthen existing ones; and 18 community and small commercial media print and digital projects. The agency also plans to implement its digital strategy for the sector by providing 60 media projects with digital support over the medium term. As content production is key in the sustainability of the sector, support will be provided to 30 content production initiatives. Expenditure for these projects is expected to amount to R172 million over the MTEF period.

In line with the agency's plans to ensure the sustainability of community media, it has developed capacity-building programmes that aim to provide community and small commercial media with skills, such as human resource and financial management, that are needed for effective performance at work. Over the period ahead, the agency will continue to provide grantee orientation training to funded beneficiaries, and accredited training in areas such as technical training for studio equipment, governance, ethics and disinformation through partnerships with stakeholders and training providers. Training will be supported through 12 media literacy initiatives across the country in areas with a strong community media presence. Expenditure for these initiatives is projected to be R15 million over the medium term. Related activities, including 6 research projects on key developments affecting the community media sector, are expected to cost R21 million over the medium term. This research is intended to develop a repository of knowledge that will provide insights into sectoral needs, key trends, patterns of innovation and proposals on innovative modalities that prioritise the sustainability of the sector while measuring audience engagement.

Expenditure is set to decrease at an average annual rate of 4.2 per cent, from R132 million in 2024/25 to R115.9 million in 2027/28, mainly due to reduced donations from mainstream media. Total expenditure is projected to amount to R340.5 million over the MTEF period. The agency is set to derive 57.7 per cent (R196.5 million) of its revenue over the period ahead through the mainstream broadcast sector as donations deductible from the Universal Service and Access Fund levy, and 37.1 per cent (R126.5 million) through transfers from the department.

Programmes/Objectives/Activities

Table 4.17 Media Development Diversity Agency expenditure trends and estimates by programme/objective/activity

R million	Audited outcome			Revised estimate 2024/25	Average growth rate (%) 2021/22 - 2024/25	Average: Expenditure/Total (%) 2021/22 - 2024/25	Medium-term expenditure estimate			Average growth rate (%) 2024/25 - 2027/28	Average: Expenditure/Total (%) 2024/25 - 2027/28
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
Administration	34.1	35.5	39.1	36.3	2.1%	28.1%	38.2	39.9	41.8	4.8%	33.3%
Community media and small commercial media	77.8	113.7	65.9	70.6	-3.2%	62.3%	57.4	57.2	57.0	-6.9%	51.2%
Partnerships, public awareness and advocacy	–	1.2	1.7	3.3	–	1.2%	3.9	4.1	4.3	8.9%	3.3%
Capacity building and sector development	2.5	0.3	1.7	3.1	7.1%	1.5%	4.9	5.2	5.4	20.8%	4.0%
Innovation, research and development	4.4	1.5	10.2	18.7	62.3%	6.9%	6.8	7.1	7.5	-26.5%	8.2%
Total	118.8	152.3	118.6	132.0	3.6%	100.0%	111.2	113.4	115.9	-4.2%	100.0%

Statements of financial performance, cash flow and financial position

Table 4.18 Media Development Diversity Agency statements of financial performance, cash flow and financial position

Statement of financial performance				Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Audited outcome											
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Revenue											
Non-tax revenue	3.9	5.1	6.7	5.4	11.5%	4.5%	5.6	5.9	6.2	4.8%	5.0%
Other non-tax revenue	3.9	5.1	6.7	5.4	11.5%	4.5%	5.6	5.9	6.2	4.8%	5.0%
Transfers received	100.8	123.6	108.2	112.5	3.7%	95.5%	105.6	107.5	109.8	-0.8%	95.0%
Total revenue	104.7	128.6	115.0	117.9	4.0%	100.0%	111.2	113.4	115.9	-0.6%	100.0%
Expenses											
Current expenses	55.0	56.1	59.6	60.7	3.3%	44.8%	62.7	65.6	68.7	4.2%	54.8%
Compensation of employees	35.2	37.0	34.7	38.2	2.7%	28.0%	42.2	44.1	46.2	6.6%	36.4%
Goods and services	19.8	18.5	24.8	22.5	4.4%	16.7%	20.5	21.4	22.5	—	18.4%
Depreciation	—	0.5	—	—	—	0.1%	—	—	—	—	—
Transfers and subsidies	63.8	96.2	59.0	71.4	3.8%	55.2%	48.5	47.8	47.2	-12.9%	45.2%
Total expenses	118.8	152.3	118.6	132.0	3.6%	100.0%	111.2	113.4	115.9	-4.2%	100.0%
Surplus/(Deficit)	(14.1)	(23.6)	(3.6)	(14.2)	0.2%		—	—	—	-100.0%	
Cash flow statement											
Cash flow from operating activities	(7.2)	(22.8)	(3.8)	(22.0)	45.1%	100.0%	(0.0)	—	—	-100.0%	—
Receipts											
Non-tax receipts	3.9	5.2	6.7	5.4	11.5%	4.6%	5.6	5.9	6.2	4.8%	5.1%
Other tax receipts	3.9	5.2	6.7	5.4	11.5%	4.6%	5.6	5.9	6.2	4.8%	5.1%
Transfers received	107.2	123.4	108.2	104.7	-0.8%	95.4%	105.6	107.5	109.8	1.6%	94.9%
Financial transactions in assets and liabilities	0.0	—	—	—	-100.0%	—	—	—	—	—	—
Total receipts	111.1	128.7	115.0	110.1	-0.3%	100.0%	111.2	113.4	115.9	1.7%	100.0%
Payment											
Current payments	50.3	55.3	59.3	60.7	6.4%	43.7%	62.7	65.6	68.7	4.2%	54.8%
Compensation of employees	31.0	37.0	34.7	38.2	7.1%	27.2%	42.2	44.1	46.2	6.6%	36.4%
Goods and services	19.2	18.3	24.6	22.5	5.4%	16.5%	20.5	21.4	22.5	—	18.4%
Interest and rent on land	0.0	—	—	—	-100.0%	—	—	—	—	—	—
Transfers and subsidies	68.0	96.2	59.5	71.4	1.6%	56.3%	48.5	47.8	47.2	-12.9%	45.2%
Total payments	118.3	151.5	118.8	132.0	3.7%	100.0%	111.2	113.4	115.9	-4.2%	100.0%
Net cash flow from investing activities	(0.7)	—	—	—	-100.0%	—	—	—	—	—	—
Acquisition of property, plant, equipment and intangible assets	(0.7)	—	—	—	-100.0%	—	—	—	—	—	—
Net increase/(decrease) in cash and cash equivalents	(7.9)	(22.8)	(3.8)	(22.0)	40.9%	-10.4%	(0.0)	—	—	-100.0%	—
Statement of financial position											
Carrying value of assets of which:	1.9	1.4	1.5	1.5	-9.2%	1.5%	1.5	1.5	1.5	—	1.7%
Acquisition of assets	(0.7)	—	—	—	-100.0%	—	—	—	—	—	—
Receivables and prepayments	2.4	1.0	1.0	1.0	-26.5%	1.3%	1.0	1.0	1.0	—	1.1%
Cash and cash equivalents	133.8	97.4	82.9	82.9	-14.7%	97.2%	82.9	82.9	82.9	—	97.2%
Total assets	138.1	99.8	85.3	85.3	-14.8%	100.0%	85.3	85.3	85.3	—	100.0%
Accumulated surplus/(deficit)	94.1	—	—	—	-100.0%	17.0%	—	—	—	—	—
Capital and reserves	—	70.1	65.9	65.9	—	56.2%	65.9	65.9	65.9	—	77.2%
Capital reserve fund	38.2	18.5	13.5	13.5	-29.3%	19.5%	13.5	13.5	13.5	—	15.8%
Borrowings	0.0	0.0	—	—	-100.0%	—	—	—	—	—	—
Trade and other payables	3.9	9.0	3.8	3.8	-0.8%	5.2%	3.8	3.8	3.8	—	4.5%
Provisions	1.9	2.1	2.1	2.1	4.4%	2.1%	2.1	2.1	2.1	—	2.5%
Total equity and liabilities	138.1	99.8	85.3	85.3	-14.8%	100.0%	85.3	85.3	85.3	—	100.0%

Personnel information

Table 4.19 Media Development Diversity Agency personnel numbers and cost by salary level

Number of posts estimated for 31 March 2025		Number and cost ¹ of personnel posts filled/planned for on funded establishment															Average growth rate of personnel posts (%)	Average: salary level/ Total (%)	
Number of funded posts	Number of posts on approved establishment	Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26			2026/27			2027/28					2024/25 - 2027/28
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Media Development Diversity Agency																			
Salary level	44	55	34	34.7	1.0	38	38.2	1.0	45	42.2	0.9	45	44.1	1.0	45	46.2	1.0	5.8%	100.0%
7 – 10	29	39	21	14.8	0.7	25	18.3	0.7	29	18.1	0.6	29	19.4	0.7	29	20.3	0.7	5.1%	64.8%
13 – 16	15	16	13	19.9	1.5	13	19.9	1.5	16	24.1	1.5	16	24.8	1.5	16	25.9	1.6	7.2%	35.2%

1. Rand million.