

Government Communication and Information System

Budget summary

R million	2026/27				2027/28	2028/29
	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total	Total
MTEF allocation						
Administration	215.2	0.4	1.9	217.5	226.7	238.0
Content Processing and Dissemination	165.2	260.6	1.8	427.6	445.5	460.3
Intergovernmental Coordination and Stakeholder Management	154.7	1.5	1.9	158.1	164.9	164.7
Total expenditure estimates	535.1	262.5	5.7	803.2	837.0	863.0

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 Government Communication and Information System derives its mandate from section 195(g) of the Constitution, which stipulates that the public should be provided with information about government 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		
			2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
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	Social cohesion and nation building	-1	-1	-1	20%	25%	30%	35%
Audience reached across digital platforms (websites and social media) per year	Content Processing and Dissemination		-1	-1	-1	180 million	800 million	1 billion	1.1 billion
Number of reads on SANews articles per year	Content Processing and Dissemination		-1	-1	-1	-1	33 million	34 million	35 million
Number of people reached through central government campaigns amplifying 2024-2029 MTDP priorities per year	Content Processing and Dissemination		-1	-1	-1	20 million	50 million	60 million	70 million
Number of qualitative tracker surveys undertaken to assess citizen satisfaction in service delivery per year	Content Processing and Dissemination		-1	-1	-1	2	3	4	4

Table 4.1 Performance indicators by programme and related outcome (continued)

Indicator	Programme	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Number of audiovisual content products developed per year to profile national events, government programmes and the Presidency on various platforms to amplify reach	Content Processing and Dissemination	Social cohesion and nation building	100	486	469	2 200	2 400	2 500	2 500
Number of development communication projects aligned with the national communication strategic framework per year	Intergovernmental Coordination and Stakeholder Management		1 938	1 542	1 741	1 250	1 250	1 250	1 250

1. No historical data available.

Expenditure overview

Over the medium term, the department will continue to focus on keeping citizens informed and empowered, and ensuring a well-functioning government communication system. Expenditure is set to increase at an average annual rate of 1.3 per cent, from R829.3 million in 2025/26 to R863 million in 2028/29. The modest increase in spending is due to a decrease in the department's budget in 2026/27, to R803.2 million, as the result of a one-off allocation in 2025/26 for South Africa's G20 presidency. As the department relies mostly on personnel to fulfil its mandate, spending on compensation of employees accounts for an estimated 40.5 per cent (R1 billion) of its budget over the MTEF period, while transfers to entities (Brand South Africa and the Media Diversity and Development Agency) account for an estimated 32.4 per cent (R810 million).

Keeping citizens informed and empowered

Transformed and sustained communication platforms have the potential to improve lives through disseminating vital information and providing education and awareness. To this end, over the medium term, the department plans to promote more use of all official languages in its products, including the Vuk'uzenzele newspaper, Cabinet statements and the State of the Nation Address. This work will be carried out through the *Products and Platforms* subprogramme in the *Content Processing and Dissemination* programme at an estimated cost of R9.9 million over the period ahead.

The *Research Analysis and Knowledge Services* subprogramme in the *Content Processing and Dissemination* programme is responsible for ensuring a targeted approach to government communications. This includes conducting research to gauge public information needs and public perceptions of government performance. The subprogramme also conducts research to assess the effectiveness of key campaigns and platforms used to communicate government programmes. To carry out these activities, R38.4 million is set aside in the subprogramme over the medium term.

The department uses various digital and social media platforms to deliver content that is informative and empowering. Over the period ahead, in the *Products and Platforms* subprogramme in the *Content Processing and Dissemination* programme, R12.7 million is allocated to Vuk'uzenzele online and its editorial and translation services, R16.2 million is allocated for marketing government events and achievements through digital media, R10.6 million is set aside for editorial and language services, and R3.2 million is set to be spent on the covering of news events on SANews.

The department's provincial and district offices will continue to drive communication interventions through advertising, community dialogues and community radio programme engagements and outreach events to broaden access to government opportunities. As such, the department plans to undertake 1 250 community and stakeholder engagements in each year over the medium term to ensure that citizens are informed about government's programmes and policies. These activities will be characterised by community dialogues and outreach events aligned with the national communication strategic framework. The total cost to render communication and support functions to citizens through provincial and district offices amounts to R63.7 million over the medium term. These funds are in the *Provincial and Local Liaison* subprogramme in the *Intergovernmental Coordination and Stakeholder Management* programme.

It is estimated that R20 million per year over the next 3 years will be spent on priority advertising campaigns through various platforms such as radio and television advertisements, digital media and community outreach programmes. Of this amount, R17 million is allocated in the *Communication Service Agency* subprogramme in the *Content Processing and Dissemination* programme, and R3 million is made available in the *Provincial and Local Liaison* subprogramme in the *Intergovernmental Coordination and Stakeholder Management* programme.

A well-functioning government communication system

The department plans to coordinate and lead the government communication system at the national, provincial and local levels through the *Intergovernmental Coordination and Stakeholder Management* programme, which is allocated R487.7 million over the period ahead. Of this amount, R63.7 million is earmarked for spending on the programme's operational functions, focusing on development communication in provincial and district offices, R8.4 million for domestic and international media functions and R3.6 million for cluster support functions.

Work in the programme's *Media Engagement* subprogramme centres on strategic media engagements to strengthen government's communication system. This entails creating platforms for proactive communication and enabling coordinated messaging between government and the media. These platforms include regular briefings and media roundtables, the rapid response forum, leveraging parliamentary media relationships and sustaining relationships with international media and foreign media based in South Africa. The subprogramme is allocated R2.9 million to carry out these activities.

The *Intergovernmental Coordination and Stakeholder Management* programme's cluster communication subprogrammes are pivotal mechanisms in advancing the strategic outcome of a well-functioning government communication system. Through these subprogrammes, over the medium term, the department will assume a leadership and coordination role at the cluster and national departmental levels to ensure that messages are aligned with their platforms and that they are coherent. The subprogrammes will also play a central role in the institutionalisation of the national communication strategy framework into the broader government communication system. Expenditure for these activities is expected to amount to R3.8 million over the medium term.

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	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25				2025/26	2026/27	2027/28		
R million											
Programme 1	188.5	199.7	216.8	217.3	4.9%	27.1%	217.5	226.7	238.0	3.1%	27.2%
Programme 2	405.5	411.1	389.7	454.7	3.9%	54.7%	427.6	445.5	460.3	0.4%	53.3%
Programme 3	129.9	127.6	137.5	157.4	6.6%	18.2%	158.1	164.9	164.7	1.5%	19.5%
Subtotal	723.9	738.4	744.0	829.3	4.6%	100.0%	803.2	837.0	863.0	1.3%	100.0%
Total	723.9	738.4	744.0	829.3	4.6%	100.0%	803.2	837.0	863.0	1.3%	100.0%
Change to 2025 Budget estimate				-			(2.5)	(5.1)	(16.9)		

Table 4.2 Vote expenditure trends by programme and economic classification¹ (continued)

Economic classification	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27		
R million											
Current payments	462.0	480.1	511.7	545.5	5.7%	65.9%	535.1	559.8	576.9	1.9%	66.8%
Compensation of employees	286.5	281.0	287.4	311.1	2.8%	38.4%	324.5	339.2	349.7	4.0%	40.5%
Goods and services ¹	175.4	199.2	224.3	234.4	10.1%	27.4%	210.6	220.6	227.2	-1.0%	26.3%
of which:											
Advertising	5.3	17.2	35.3	45.4	104.2%	3.4%	25.0	25.9	26.0	-16.9%	3.1%
Communication	9.5	9.6	14.4	19.4	26.9%	1.7%	16.0	15.9	16.5	-5.3%	1.9%
Computer services	16.7	20.9	25.4	22.0	9.6%	2.8%	26.9	27.6	27.8	8.1%	3.3%
Operating leases	70.6	75.2	81.3	61.5	-4.5%	9.5%	61.6	63.8	68.4	3.6%	7.7%
Property payments	12.7	13.2	14.4	16.9	9.9%	1.9%	19.3	19.0	20.1	6.0%	2.3%
Travel and subsistence	19.1	20.9	25.3	26.9	12.2%	3.0%	25.9	29.2	28.4	1.8%	3.3%
Transfers and subsidies¹	256.4	251.7	225.8	270.7	1.8%	33.1%	262.5	273.0	281.5	1.3%	32.6%
Departmental agencies and accounts	254.9	250.6	225.3	269.4	1.9%	32.9%	260.3	270.7	279.1	1.2%	32.4%
Public corporations and private enterprises	0.0	0.0	0.0	0.0	4.8%	0.0%	0.0	0.0	0.0	-3.0%	0.0%
Households	1.4	1.1	0.5	1.3	-2.1%	0.1%	2.2	2.3	2.4	22.2%	0.3%
Payments for capital assets	5.5	6.5	6.3	13.1	33.7%	1.0%	5.7	4.3	4.7	-29.3%	0.6%
Buildings and other fixed structures	0.0	0.0	0.1	-	-100.0%	0.0%	-	-	-	0.0%	0.0%
Machinery and equipment	5.1	6.4	5.4	11.3	30.3%	0.9%	5.7	4.3	4.7	-25.6%	0.6%
Software and other intangible assets	0.4	-	0.8	1.8	68.7%	0.1%	-	-	-	-100.0%	0.0%
Payments for financial assets	0.1	0.0	0.2	-	-100.0%	0.0%	-	-	-	0.0%	0.0%
Total	723.9	738.4	744.0	829.3	4.6%	100.0%	803.2	837.0	863.0	1.3%	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 (%)
	2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27		
R thousand											
Households											
Social benefits											
Current											
Employee social benefits	1 382	1 124	524	1 297	-2.1%	0.4%	2 209	2 298	2 368	22.2%	0.8%
Public corporations and private enterprises											
Other transfers to public corporations											
Current											
Communication licences	40	43	36	46	4.8%	-	41	42	42	-3.0%	0.0%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current											
Brand South Africa	254 944	250 565	225 284	269 368	1.9%	99.6%	260 273	270 660	279 072	1.2%	99.1%
Media Development and Diversity Agency	218 122	214 392	186 716	229 072	1.6%	84.4%	218 349	227 062	234 119	0.7%	83.2%
	36 822	36 173	38 568	40 296	3.1%	15.1%	41 924	43 598	44 953	3.7%	16.0%
Total	256 366	251 732	225 844	270 711	1.8%	100.0%	262 523	273 000	281 482	1.3%	100.0%

Personnel information

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

Number of posts estimated for 31 March 2026		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											
		2024/25		Unit cost	2025/26		Unit cost	2026/27		Unit cost	2027/28				Unit cost	2028/29		Unit cost	
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	2025/26 - 2028/29	2026/27 - 2028/29	
Government Communication and Information System																			
Salary level	500	3	426	287.4	0.7	422	311.1	0.7	416	324.5	0.8	421	339.2	0.8	414	349.7	0.8	-0.6%	100.0%
1 – 6	107	1	98	33.4	0.3	86	32.1	0.4	87	34.0	0.4	97	36.5	0.4	96	38.1	0.4	3.7%	22.4%
7 – 10	242	2	203	115.9	0.6	206	127.2	0.6	200	130.1	0.7	197	135.4	0.7	193	140.6	0.7	-2.1%	47.2%
11 – 12	92	–	80	72.4	0.9	81	79.3	1.0	79	81.4	1.0	79	85.8	1.1	78	89.4	1.1	-1.1%	18.9%
13 – 16	59	–	46	64.9	1.4	49	72.5	1.5	49	79.0	1.6	48	81.5	1.7	46	81.6	1.8	-2.0%	11.5%
Other	–	–	–	0.8	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Programme	500	3	426	287.4	0.7	422	311.1	0.7	416	324.5	0.8	421	339.2	0.8	414	349.7	0.8	-0.6%	100.0%
Programme 1	167	1	137	82.8	0.6	133	90.5	0.7	130	91.6	0.7	128	95.7	0.7	126	98.7	0.8	-1.7%	30.8%
Programme 2	150	2	130	93.1	0.7	127	98.0	0.8	124	103.3	0.8	122	107.6	0.9	118	110.9	0.9	-2.4%	29.1%
Programme 3	183	–	160	111.5	0.7	162	122.6	0.8	161	129.7	0.8	171	135.9	0.8	169	140.1	0.8	1.5%	40.1%

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 (%)
	2022/23	2023/24	2024/25					2025/26	2026/27	2027/28		
R thousand												
Departmental receipts	1 262	6 541	13 600	3 468	3 468	40.1%	100.0%	714	726	738	-40.3%	100.0%
Sales of goods and services produced by department	678	6 389	13 175	2 485	2 485	54.2%	91.4%	428	434	440	-43.8%	59.8%
Sales by market establishments	155	5 096	13 000	2 207	2 207	142.4%	82.3%	146	148	150	-59.2%	20.4%
of which:												
Market establishment: Rental parking: Covered and open	155	149	12 865	228	228	13.7%	53.9%	146	148	150	-13.0%	20.4%
Market establishment: Non-Residential Building	–	4 947	135	1 979	1 979	–	28.4%	–	–	–	-100.0%	–
Other sales	523	1 293	175	278	278	-19.0%	9.1%	282	286	290	1.4%	39.4%
of which:												
Services rendered: Commission on insurance and garnishee	81	89	86	102	102	8.0%	1.4%	104	106	108	1.9%	14.6%
Sales: Departmental publications and production	442	1 204	89	176	176	-26.4%	7.7%	178	180	182	1.1%	24.8%
Sales of scrap, waste, arms and other used current goods	3	2	1	2	2	-12.6%	–	2	2	2	–	0.3%
of which:												
Sales: Wastepaper	3	2	1	2	2	-12.6%	–	2	2	2	–	0.3%
Interest, dividends and rent on land	78	60	97	92	92	5.7%	1.3%	94	96	98	2.1%	13.2%
Interest	78	60	97	92	92	5.7%	1.3%	94	96	98	2.1%	13.2%
Transactions in financial assets and liabilities	503	90	327	889	889	20.9%	7.3%	190	194	198	-39.4%	26.7%
Total	1 262	6 541	13 600	3 468	3 468	40.1%	100.0%	714	726	738	-40.3%	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 (%)	
	2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27			2027/28
R million												
Departmental Management	11.7	9.9	11.8	12.2	1.3%	5.6%	13.8	14.4	14.9	6.8%	6.3%	
Corporate Services	68.8	76.3	82.5	96.9	12.1%	39.5%	91.9	96.7	100.9	1.4%	42.4%	
Financial Administration	22.4	22.6	25.0	28.8	8.8%	12.0%	27.9	29.3	30.2	1.6%	12.8%	
Internal Audit	10.2	9.9	10.6	11.0	2.5%	5.1%	12.4	12.9	13.5	7.0%	5.7%	
Office Accommodation	75.3	81.0	86.8	68.4	-3.2%	37.9%	71.5	73.3	78.5	4.7%	32.7%	
Total	188.5	199.7	216.8	217.3	4.9%	100.0%	217.5	226.7	238.0	3.1%	100.0%	
Change to 2025				-			(0.4)	(1.1)	0.0			
Budget estimate												
Economic classification												
Current payments	186.4	195.2	214.6	208.6	3.8%	97.9%	215.2	224.5	235.8	4.2%	99.0%	
Compensation of employees	78.8	76.0	82.8	90.5	4.7%	39.9%	91.6	95.7	98.7	2.9%	41.9%	
Goods and services	107.7	119.2	131.8	118.1	3.1%	58.0%	123.6	128.8	137.1	5.1%	57.1%	
of which:												
Audit costs: External	2.8	2.7	3.1	3.2	4.2%	1.4%	3.2	3.3	3.5	3.3%	1.5%	
Computer services	13.6	18.2	21.6	18.0	9.8%	8.7%	23.9	24.6	25.6	12.5%	10.9%	
Operating leases	70.2	74.7	80.7	60.8	-4.7%	34.8%	60.8	63.2	67.8	3.7%	28.1%	
Property payments	12.6	13.1	14.3	16.6	9.7%	6.9%	18.8	18.6	19.8	6.0%	8.4%	
Travel and subsistence	2.1	2.4	3.2	2.6	7.8%	1.2%	4.3	5.0	5.6	29.3%	2.2%	
Training and development	0.9	0.7	3.0	3.1	53.3%	0.9%	3.2	3.6	4.1	9.6%	1.6%	
Transfers and subsidies	1.0	0.1	0.1	0.4	-28.3%	0.2%	0.4	0.8	0.7	25.7%	0.3%	
Public corporations and private enterprises	0.0	0.0	0.0	0.0	3.2%	0.0%	0.0	0.0	0.0	-3.1%	0.0%	
Households	1.0	0.1	0.1	0.3	-30.3%	0.2%	0.4	0.8	0.7	28.7%	0.3%	
Payments for capital assets	1.0	4.3	2.0	8.3	101.3%	1.9%	1.9	1.3	1.4	-44.6%	0.7%	
Buildings and other fixed structures	-	-	0.1	-	-	0.0%	-	-	-	-	-	
Machinery and equipment	1.0	4.3	1.2	6.5	85.2%	1.6%	1.9	1.3	1.4	-39.7%	0.7%	
Software and other intangible assets	-	-	0.8	1.8	-	0.3%	-	-	-	-100.0%	-	
Payments for financial assets	0.0	-	0.0	-	-100.0%	0.0%	-	-	-	-	-	
Total	188.5	199.7	216.8	217.3	4.9%	100.0%	217.5	226.7	238.0	3.1%	100.0%	
Proportion of total programme expenditure to vote expenditure	26.0%	27.0%	29.1%	26.2%	-	-	27.1%	27.1%	27.6%	-	-	
Details of transfers and subsidies												
Households												
Social benefits												
Current	1.0	0.1	0.1	0.3	-30.3%	0.2%	0.4	0.8	0.7	28.7%	0.3%	
Employee social benefits	1.0	0.1	0.1	0.3	-30.3%	0.2%	0.4	0.8	0.7	28.7%	0.3%	
Public corporations and private enterprises												
Other transfers to public corporations												
Current	0.0	0.0	0.0	0.0	3.2%	-	0.0	0.0	0.0	-3.1%	0.0%	
Communication licences	0.0	0.0	0.0	0.0	3.2%	-	0.0	0.0	0.0	-3.1%	0.0%	

Personnel information

Table 4.7 Administration personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2026		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											
		2024/25			2025/26			2026/27			2027/28			2028/29			2025/26 - 2028/29	2026/27 - 2028/29	
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Administration																			
Salary level	167	1	137	82.8	0.6	133	90.5	0.7	130	91.6	0.7	128	95.7	0.7	126	98.7	0.8	-1.7%	100.0%
1 – 6	52	1	50	15.8	0.3	44	15.2	0.3	45	16.2	0.4	44	16.7	0.4	43	17.3	0.4	-0.8%	34.3%
7 – 10	69	–	53	26.9	0.5	52	29.8	0.6	52	31.6	0.6	51	32.8	0.6	51	34.7	0.7	-0.6%	40.0%
11 – 12	26	–	19	17.6	0.9	20	19.9	1.0	20	20.9	1.0	20	22.1	1.1	20	23.3	1.2	–	15.6%
13 – 16	20	–	15	21.8	1.5	17	25.6	1.5	13	22.9	1.7	13	24.1	1.8	12	23.5	1.9	-10.6%	10.1%
Other	–	–	–	0.7	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–

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 (%)
	2022/23	2023/24	2024/25				2025/26	2026/27	2027/28		
R million					2022/23 -	2025/26				2025/26 -	2026/27 -
Programme Management for Content Processing and Dissemination	4.2	4.2	2.3	2.1	-21.2%	0.8%	3.0	3.4	3.5	19.0%	0.7%
Research Analysis and Knowledge Services	39.6	38.5	36.7	40.5	0.7%	9.3%	40.7	42.6	44.3	3.1%	9.6%
Products and Platforms	44.7	43.2	34.0	44.6	-0.1%	10.0%	47.9	49.8	51.5	4.9%	11.2%
Communication Service Agency	53.8	68.4	85.7	93.0	20.0%	18.1%	70.3	73.4	76.1	-6.5%	16.5%
Policy Development, Analysis and Market Modelling	8.2	6.2	5.6	5.2	-14.0%	1.5%	5.4	5.7	5.9	4.0%	1.3%
Brand South Africa	218.1	214.4	186.7	229.1	1.6%	51.1%	218.3	227.1	234.1	0.7%	51.0%
Media Development and Diversity Agency	36.8	36.2	38.6	40.3	3.1%	9.1%	41.9	43.6	45.0	3.7%	9.8%
Total	405.5	411.1	389.7	454.7	3.9%	100.0%	427.6	445.5	460.3	0.4%	100.0%
Change to 2025 Budget estimate				-			(1.4)	(2.6)	(7.9)		
Economic classification											
Current payments	147.4	159.0	161.4	182.4	7.4%	39.1%	165.2	172.5	178.6	-0.7%	38.7%
Compensation of employees	98.9	96.9	93.1	98.0	-0.3%	23.3%	103.3	107.6	110.9	4.2%	24.1%
Goods and services	48.5	62.2	68.3	84.4	20.3%	15.9%	62.0	64.9	67.7	-7.1%	14.6%
of which:											
Advertising	4.6	15.6	32.2	40.6	107.3%	5.6%	21.7	22.7	23.7	-16.5%	5.1%
Communication	3.0	3.0	7.0	8.5	41.4%	1.3%	7.8	7.9	8.1	-1.6%	1.8%
Computer services	3.1	2.7	3.8	4.0	8.4%	0.8%	2.8	3.0	2.2	-18.3%	0.6%
Consultants: Business and advisory services	1.0	1.3	1.6	4.3	60.9%	0.5%	4.7	4.6	4.9	4.7%	1.1%
Agency and support/outsourced services	7.8	6.1	6.6	6.9	-3.9%	1.6%	6.9	7.2	8.1	5.5%	1.7%
Travel and subsistence	7.6	10.4	11.7	13.7	21.9%	2.6%	12.6	13.7	14.8	2.5%	3.1%
Transfers and subsidies	255.1	251.1	225.5	269.5	1.8%	60.3%	260.6	271.2	279.7	1.2%	60.9%
Departmental agencies and accounts	254.9	250.6	225.3	269.4	1.9%	60.2%	260.3	270.7	279.1	1.2%	60.7%
Households	0.2	0.5	0.2	0.2	-1.2%	0.1%	0.3	0.6	0.7	56.7%	0.1%
Payments for capital assets	2.9	1.0	2.7	2.7	-2.3%	0.6%	1.8	1.8	2.0	-9.4%	0.4%
Machinery and equipment	2.5	1.0	2.7	2.7	2.4%	0.5%	1.8	1.8	2.0	-9.4%	0.4%
Software and other intangible assets	0.4	-	-	-	-100.0%	0.0%	-	-	-	-	-
Payments for financial assets	0.1	0.0	0.1	-	-100.0%	0.0%	-	-	-	-	-
Total	405.5	411.1	389.7	454.7	3.9%	100.0%	427.6	445.5	460.3	0.4%	100.0%
Proportion of total programme expenditure to vote expenditure	56.0%	55.7%	52.4%	54.8%	-	-	53.2%	53.2%	53.3%	-	-
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.2	0.5	0.2	0.2	-1.2%	0.1%	0.3	0.6	0.7	56.7%	0.1%
Employee social benefits	0.2	0.5	0.2	0.2	-1.2%	0.1%	0.3	0.6	0.7	56.7%	0.1%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	254.9	250.6	225.3	269.4	1.9%	60.2%	260.3	270.7	279.1	1.2%	60.7%
Brand South Africa	218.1	214.4	186.7	229.1	1.6%	51.1%	218.3	227.1	234.1	0.7%	51.0%
Media Development and Diversity Agency	36.8	36.2	38.6	40.3	3.1%	9.1%	41.9	43.6	45.0	3.7%	9.8%

Personnel information

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

Number of posts estimated for 31 March 2026		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											
		2024/25			2025/26			2026/27		2027/28		2028/29		2025/26 - 2028/29	2026/27 - 2028/29				
Content Processing and Dissemination		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Salary level	150	2	130	93.1	0.7	127	98.0	0.8	124	103.3	0.8	122	107.6	0.9	118	110.9	0.9	-2.4%	100.0%
1 – 6	24	–	20	7.4	0.4	19	7.5	0.4	19	7.9	0.4	19	8.3	0.4	19	8.8	0.5	–	15.6%
7 – 10	74	2	64	37.7	0.6	62	38.8	0.6	59	38.9	0.7	57	39.7	0.7	53	39.3	0.7	-5.2%	46.2%
11 – 12	36	–	34	30.4	0.9	33	32.5	1.0	31	32.2	1.0	31	33.9	1.1	31	35.8	1.1	-1.7%	25.8%
13 – 16	16	–	12	17.6	1.4	13	19.2	1.5	15	24.3	1.6	15	25.6	1.7	15	27.0	1.8	4.9%	12.3%
Other	–	–	–	0.0	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–

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 coordinates training and development in government communications.

- *Cluster Supervision (Economic and Infrastructure, Justice and International)* provides strategic cluster communications advice and support to national departments; provides 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 (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25				2025/26	2026/27	2027/28		
R million					2022/23 - 2025/26					2025/26 - 2028/29	2026/27 - 2028/29
Programme Management for Intergovernmental Coordination and Stakeholder Management	3.5	3.6	4.2	4.3	7.2%	2.8%	4.5	4.7	4.9	4.0%	2.9%
Provincial and Local Liaison	89.1	88.9	94.9	108.8	6.9%	69.1%	109.2	113.8	112.2	1.0%	68.7%
Media Engagement	16.7	15.4	16.0	19.3	4.9%	12.2%	19.2	20.0	20.6	2.2%	12.3%
Cluster Supervision (Human Development, Social Protection, and Governance and Administration)	11.0	9.7	10.0	11.6	1.8%	7.6%	12.4	12.8	13.1	4.3%	7.8%
Cluster Supervision (Economic and Infrastructure, Justice and International)	9.6	10.0	12.5	13.3	11.8%	8.2%	12.9	13.6	14.0	1.6%	8.3%
Total	129.9	127.6	137.5	157.4	6.6%	100.0%	158.1	164.9	164.7	1.5%	100.0%
Change to 2025 Budget estimate				-			(0.7)	(1.5)	(9.1)		
Economic classification											
Current payments	128.1	125.9	135.7	154.5	6.4%	98.5%	154.7	162.8	162.5	1.7%	98.4%
Compensation of employees	108.8	108.1	111.5	122.6	4.0%	81.7%	129.7	135.9	140.1	4.6%	83.2%
Goods and services	19.3	17.8	24.2	31.9	18.3%	16.9%	25.0	26.9	22.4	-11.1%	15.2%
of which:											
Advertising	0.7	1.2	2.5	4.0	76.9%	1.5%	2.5	2.4	1.6	-26.3%	1.3%
Communication	4.9	4.9	5.6	9.1	22.9%	4.4%	6.2	5.9	6.5	-10.9%	3.8%
Fleet services (including government motor transport)	1.2	1.1	1.2	1.1	-3.3%	0.8%	1.3	1.1	1.2	2.6%	0.7%
Consumables: Stationery, printing and office supplies	0.4	0.4	0.3	0.8	26.6%	0.4%	1.0	1.1	0.8	-	0.6%
Travel and subsistence	9.4	8.2	10.5	10.6	4.0%	7.0%	9.0	10.4	8.0	-8.8%	5.6%
Operating payments	0.4	0.4	0.5	0.7	17.4%	0.4%	0.9	2.2	1.0	13.2%	0.9%
Transfers and subsidies	0.2	0.6	0.2	0.8	50.1%	0.3%	1.5	1.0	1.0	8.4%	0.7%
Public corporations and private enterprises	-	0.0	-	0.0	-	0.0%	0.0	0.0	0.0	-	0.0%
Households	0.2	0.6	0.2	0.8	49.9%	0.3%	1.5	1.0	1.0	8.4%	0.7%
Payments for capital assets	1.6	1.1	1.6	2.1	10.2%	1.1%	1.9	1.1	1.2	-16.7%	0.9%
Buildings and other fixed structures	0.0	0.0	0.0	-	-100.0%	0.0%	-	-	-	-	-
Machinery and equipment	1.5	1.1	1.5	2.1	10.6%	1.1%	1.9	1.1	1.2	-16.7%	0.9%
Payments for financial assets	0.0	0.0	0.1	-	-100.0%	0.0%	-	-	-	-	-
Total	129.9	127.6	137.5	157.4	6.6%	100.0%	158.1	164.9	164.7	1.5%	100.0%
Proportion of total programme expenditure to vote expenditure	17.9%	17.3%	18.5%	19.0%	-	-	19.7%	19.7%	19.1%	-	-
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.2	0.6	0.2	0.8	49.9%	0.3%	1.5	1.0	1.0	8.4%	0.7%
Employee social benefits	0.2	0.6	0.2	0.8	49.9%	0.3%	1.5	1.0	1.0	8.4%	0.7%
Public corporations and private enterprises											
Other transfers to public corporations											
Current	-	0.0	-	0.0	-	-	0.0	0.0	0.0	-	0.0%
Communication licences	-	0.0	-	0.0	-	-	0.0	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 2026		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													
		2024/25			2025/26			2026/27		2027/28		2028/29		2025/26 - 2028/29	2026/27 - 2028/29						
		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		183	–	–	160	111.5	0.7	162	122.6	0.8	161	129.7	0.8	171	135.9	0.8	169	140.1	0.8	1.5%	100.0%
Salary level																					
1 – 6	31	–	–	28	10.2	0.4	23	9.4	0.4	23	9.9	0.4	34	11.5	0.3	34	12.0	0.4	13.7%	18.1%	
7 – 10	99	–	–	86	51.4	0.6	92	58.7	0.6	89	59.6	0.7	89	62.8	0.7	90	66.6	0.7	-0.9%	53.4%	
11 – 12	30	–	–	27	24.4	0.9	28	27.0	1.0	28	28.3	1.0	28	29.9	1.1	27	30.4	1.1	-1.2%	16.6%	
13 – 16	23	–	–	19	25.6	1.4	19	27.6	1.5	21	31.9	1.5	20	31.7	1.6	19	31.1	1.6	-0.0%	12.0%	
Other	–	–	–	–	0.0	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	

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 Brand South Africa performance indicators by programme/objective/activity and related outcome

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Number of marketing campaigns aimed at positioning South Africa as a preferred destination flighted to international, regional and domestic audiences per year	Brand marketing and reputation management	Social cohesion and nation building	10	12	7	4	4	4	4
Number of nation brand promotion activities implemented at global strategic platforms per year	Brand marketing and reputation management		16	17	12	9	9	9	9
Number of registers of communication interventions produced as part of the implementation of the reputation management strategy internationally, regionally and domestically per year	Brand marketing and reputation management		– ¹	4	4	4	4	4	4
Number of activities that promote pride, active citizenry and social cohesion per year	Brand marketing and reputation management		25	26	32	31	31	31	31
Number of coordinated activities with relevant stakeholders aimed at building the nation brand reputation and addressing nation brand disablers per year	Stakeholder relations		21	66	51	51	51	51	51

1. No historical data available.

Entity overview

Brand South Africa was established in 2002 as the nation’s official marketing agency to help create a positive and compelling brand image for South Africa. The agency is mandated to build the country’s brand reputation to improve its global competitiveness. Its main objectives are to position the country as a globally attractive and competitive investment destination, and inspire and instil active citizenship among South Africans.

To achieve these objectives, over the medium term, the agency will focus on implementing its “by market, by message” multifaceted marketing strategy, which entails tailoring marketing messages by region or market. The

strategy will be implemented through marketing campaigns and in-market strategic platforms such as the World Economic Forum, Global South Africans, the Mining Indaba and strategic investment roundtables. This will be supported by the integrated communications and reputation programme that contributes to shaping South Africa's image and reputation in a positive light.

Domestically, the agency will focus on aligning stakeholders with the nation brand, leading nation brand advocacy through initiatives such as the nation brand forum, the Play Your Part programme, the constitutional awareness programme and the nation brand master class in collaboration with the National School of Government. These activities are carried out primarily through the brand marketing and reputation management programme's allocation of R308.4 million over the medium term, accounting for an estimated 43.9 per cent of total projected spending. Expenditure over the period ahead is expected to increase at an average annual rate of 1 per cent, from R235.2 million in 2025/26 to R242.4 million in 2028/29.

The agency expects to derive almost all 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

	Audited outcome				Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25	2025/26				2022/23 - 2025/26	2026/27	2027/28		
R million												
Administration	93.4	91.2	82.9	105.3	4.1%	42.0%	107.3	110.7	112.5	2.2%	47.0%	
Brand marketing and reputation management	121.1	107.9	107.6	114.4	-1.9%	50.8%	99.8	102.0	106.6	-2.3%	43.9%	
Stakeholder relations	11.4	21.7	16.1	15.5	10.9%	7.3%	18.0	22.4	23.4	14.5%	9.1%	
Total	225.9	220.7	206.6	235.2	1.4%	100.0%	225.1	235.1	242.4	1.0%	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												
	Audited outcome				Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25	2025/26				2022/23 - 2025/26	2026/27	2027/28		
R million												
Revenue												
Non-tax revenue	6.9	7.0	13.9	6.1	-4.0%	3.8%	6.8	8.0	8.3	10.5%	3.3%	
Other non-tax revenue	6.9	7.0	13.9	6.1	-4.0%	3.8%	6.8	8.0	8.3	10.5%	3.3%	
Transfers received	218.1	214.4	186.7	229.1	1.6%	96.2%	218.3	227.1	234.1	0.7%	96.7%	
Total revenue	225.1	221.4	200.6	235.2	1.5%	100.0%	225.1	235.1	242.4	1.0%	100.0%	
Expenses												
Current expenses	225.9	220.7	206.6	235.2	1.4%	100.0%	225.1	235.1	242.4	1.0%	100.0%	
Compensation of employees	69.0	66.8	54.1	73.6	2.2%	29.7%	74.8	78.6	78.9	2.4%	33.1%	
Goods and services	154.2	151.2	149.4	159.9	1.2%	69.2%	148.6	154.6	161.5	0.3%	66.1%	
Depreciation	2.7	2.7	3.1	1.7	-14.1%	1.1%	1.8	1.9	1.9	4.6%	0.8%	
Interest, dividends and rent on land	-	-	-	0.0	-	-	0.0	0.0	0.0	4.3%	-	
Total expenses	225.9	220.7	206.6	235.2	1.4%	100.0%	225.1	235.1	242.4	1.0%	100.0%	
Surplus/(Deficit)	(0.8)	-	(6.1)	-	-100.0%		-	-	-	-	-	

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

Cash flow statement		Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
		2022/23	2023/24	2024/25				2025/26	2026/27	2027/28		
R million						2022/23 - 2025/26		2026/27	2027/28	2028/29	2025/26 - 2028/29	2026/27 - 2028/29
Cash flow from operating activities		(8.1)	18.0	(22.2)	(11.8)	13.4%	100.0%	(51.0)	(54.6)	(62.6)	74.3%	100.0%
Receipts												
Non-tax receipts		2.5	3.7	3.1	1.1	-23.0%	1.2%	1.2	2.0	2.1	22.5%	0.8%
Other tax receipts		2.5	3.7	3.1	1.1	-23.0%	1.2%	1.2	2.0	2.1	22.5%	0.8%
Transfers received		218.1	214.4	186.7	229.1	1.6%	96.9%	218.3	227.1	234.1	0.7%	96.7%
Financial transactions in assets and liabilities		3.8	2.2	5.6	5.0	9.8%	1.9%	5.5	6.0	6.2	7.4%	2.5%
Total receipts		224.4	220.3	195.4	235.2	1.6%	100.0%	225.0	235.1	242.4	1.0%	100.0%
Payment												
Current payments		232.5	202.3	217.6	247.0	2.0%	100.0%	276.0	289.6	305.0	7.3%	100.0%
Compensation of employees		62.9	63.4	61.9	100.2	16.8%	32.1%	103.6	106.4	113.5	4.3%	37.2%
Goods and services		169.6	138.9	155.7	146.8	-4.7%	67.9%	172.4	183.2	191.5	9.2%	62.8%
Interest and rent on land		-	-	-	0.0	-	-	0.0	0.0	0.0	6.1%	-
Total payments		232.5	202.3	217.6	247.0	2.0%	100.0%	276.0	289.6	305.0	7.3%	100.0%
Net cash flow from investing activities		(1.6)	(0.5)	(3.7)	(3.4)	28.7%	100.0%	(4.0)	(4.7)	(5.0)	13.3%	100.0%
Acquisition of property, plant, equipment and intangible assets		(1.6)	(0.5)	(3.3)	(3.4)	28.7%	95.6%	(3.5)	(3.9)	(4.1)	6.0%	83.6%
Acquisition of software and other intangible assets		-	-	(0.6)	-	-	6.2%	(0.6)	(0.8)	(0.9)	-	16.4%
Proceeds from the sale of property, plant, equipment and intangible assets		-	-	0.2	-	-	-1.8%	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents		(9.7)	17.5	(25.9)	(15.3)	16.2%	100.0%	(55.0)	(59.2)	(67.6)	64.2%	100.0%
Statement of financial position												
Carrying value of assets of which:		8.4	6.2	7.0	14.8	20.5%	18.7%	15.5	16.2	16.2	3.2%	37.6%
Acquisition of assets		(1.6)	(0.5)	(3.3)	(3.4)	28.7%	100.0%	(3.5)	(3.9)	(4.1)	6.0%	100.0%
Investments		0.8	0.8	0.8	-	-100.0%	1.2%	-	-	-	-	-
Receivables and prepayments		8.1	7.3	9.8	2.5	-32.1%	14.2%	2.6	2.8	2.8	3.2%	6.4%
Cash and cash equivalents		32.4	49.9	24.0	21.9	-12.2%	65.9%	23.0	24.1	24.1	3.2%	55.9%
Total assets		49.7	64.1	41.6	39.2	-7.6%	100.0%	41.1	43.2	43.2	3.2%	100.0%
Accumulated surplus/(deficit)		26.5	27.2	21.1	13.7	-19.7%	45.4%	14.4	15.1	15.1	3.2%	34.9%
Finance lease		-	-	-	0.1	-	0.1%	0.1	0.2	0.2	3.0%	0.3%
Trade and other payables		8.4	18.6	10.6	11.5	11.0%	25.2%	12.0	12.6	12.6	3.2%	29.2%
Provisions		14.9	18.4	9.8	13.9	-2.1%	29.3%	14.6	15.3	15.3	3.2%	35.5%
Total equity and liabilities		49.7	64.1	41.6	39.2	-7.6%	100.0%	41.1	43.2	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 2026		Number and cost ¹ of personnel posts filled/planned for on funded establishment												Average growth rate of personnel posts (%)	Average: salary level/ Total (%)					
		Actual			Revised estimate			Medium-term expenditure estimate												
Number of funded posts	Number of approved establishment	2024/25		2025/26			2026/27		2027/28		2028/29		2025/26 - 2028/29	2026/27 - 2028/29						
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost			Unit cost					
Brand South Africa		57	57	57	54.1	0.9	57	73.6	1.3	56	74.8	1.3	55	78.6	1.4	54	78.9	1.5	-1.8%	100.0%
1 - 6	3	3	3	0.6	0.2	3	0.6	0.2	3	0.7	0.2	3	0.7	0.2	3	0.7	0.2	-	5.5%	
7 - 10	20	20	20	11.7	0.6	20	12.3	0.6	20	12.4	0.6	20	13.2	0.7	20	13.8	0.7	-	36.4%	
11 - 12	13	13	13	12.2	0.9	13	13.9	1.1	12	13.1	1.1	11	13.4	1.2	11	14.1	1.3	-5.4%	20.6%	
13 - 16	15	15	15	18.9	1.3	15	26.6	1.8	15	27.6	1.8	15	29.2	1.9	15	30.6	2.0	-	27.3%	
17 - 22	6	6	6	10.7	1.8	6	20.2	3.4	6	21.0	3.5	6	22.1	3.7	5	19.7	3.9	-5.9%	10.3%	

1. Rand million.

Media Development and Diversity Agency

Selected performance indicators

Table 4.16 Media Development Diversity Agency performance indicators by programme/objective/activity and related outcome

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Number of grant funding applications for community broadcast projects approved by the board per year	Community media and small commercial media	Social cohesion and nation building	23	22	26	22	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		10	8	7	6	6	6	6
Number of content/programme production applications approved per year	Community media and small commercial media		–1	–1	–1	10	10	10	10
Number of training interventions aimed at capacitating the community media assessment per year	Capacity building and sector development		12	8	8	8	8	8	8
Number of media and information literacy initiatives held per year	Capacity building and sector development		3	5	11	4	4	4	4

1. No historical data available.

Entity overview

The Media Development and Diversity Agency was established in terms of the Media Development and Diversity Agency Act (2002) and is mandated to support community and small commercial media entities to ensure a diverse and pluralistic media landscape. In doing so, the agency supports the development of a vibrant, innovative, sustainable and people-centred community and small commercial media sector through resourcing, critical sector insights and capacity building, and ensures the inclusive participation of historically disadvantaged communities.

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, contributing to community development, and advocating and lobbying for expediting the ongoing review of policy and legislation governing the media and communications sector. It also plans to intensify its focus on ensuring the sustainability of media projects in communities that are underserved by mainstream media. As such, an estimated 49.2 per cent (R171.7 million) of the agency's budget over the period ahead is directed at grant funding for 18 community and small commercial media print and digital projects, and 66 community broadcast beneficiaries. This will enable the agency to initiate new beneficiaries in the form of community media that have long been in existence and have not received support from the agency, and strengthen existing ones.

In line with the agency's plans to ensure the sustainability of community media, it plans to contribute to skills development by providing training in areas such as governance, digital marketing and sales, supported by a targeted 12 media literacy initiatives and 3 accredited training programmes over the medium term. It anticipates doing this through partnerships with stakeholders and training providers. The agency also plans to initiate 6 research projects on key developments affecting the community media sector and conduct 6 studies on community and small commercial media over the period ahead. Expenditure for these activities is expected to amount to R16 million over the medium term.

Total expenditure is expected to amount to R349.4 million over the medium term. However, spending is expected to decrease at an average annual rate of 3.8 per cent, from R134.7 million in 2025/26 to R120.1 million in 2028/29, because of an expected decrease in donations from mainstream media. The agency is set to derive 56.1 per cent (R196 million) of its revenue over the period ahead through the mainstream broadcast sector as donations deductible from the Universal Service and Access Fund levy, 37.3 per cent (R130.5 million) through transfers from the department and the remainder through interest earned on short-term deposits with the South African Reserve Bank. Revenue is expected to increase at an average annual rate of 1 per cent, from

R116.6 million in 2025/26 to R120.1 million in 2028/29.

Programmes/Objectives/Activities

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

	Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27		
R million											
Administration	35.5	39.1	37.4	40.2	4.2%	29.2%	39.9	41.8	43.9	3.0%	36.0%
Community media and small commercial media	113.7	65.9	62.1	73.6	-13.5%	60.5%	57.0	56.8	58.0	-7.7%	49.1%
Partnerships, public awareness and advocacy	1.2	1.7	2.8	4.0	48.8%	1.9%	4.1	4.3	4.5	3.6%	3.7%
Capacity building and sector development	0.3	1.7	2.3	3.3	118.6%	1.5%	5.2	5.4	5.7	19.9%	4.6%
Innovation, research and development	1.5	10.2	11.4	13.6	108.5%	7.0%	7.3	7.7	8.0	-16.0%	6.6%
Total	152.3	118.6	115.9	134.7	-4.0%	100.0%	113.4	115.9	120.1	-3.8%	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	Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27		
R million											
Revenue											
Non-tax revenue	5.1	6.7	6.3	6.9	10.7%	5.2%	6.1	6.6	8.3	6.5%	6.0%
Sale of goods and services other than capital assets	-	-	1.0	1.2	-	0.5%	-	-	-	-100.0%	-
Other non-tax revenue	5.1	6.7	5.4	5.6	3.6%	4.8%	6.1	6.6	8.3	13.8%	6.0%
Transfers received	123.6	108.2	110.2	109.7	-3.9%	94.8%	107.3	109.3	111.8	0.6%	94.0%
Total revenue	128.6	115.0	116.5	116.6	-3.2%	100.0%	113.4	115.9	120.1	1.0%	100.0%
Expenses											
Current expenses	56.1	59.6	62.1	66.3	5.7%	46.8%	66.0	69.2	72.7	3.1%	59.5%
Compensation of employees	37.0	34.7	38.7	40.4	2.9%	28.9%	44.1	46.2	48.5	6.3%	39.8%
Goods and services	18.5	24.8	23.4	25.9	11.8%	17.8%	21.9	23.0	24.1	-2.4%	19.8%
Depreciation	0.5	-	-	-	-100.0%	0.1%	-	-	-	-	-
Transfers and subsidies	96.2	59.0	53.8	68.4	-10.7%	53.2%	47.4	46.7	47.4	-11.5%	40.5%
Total expenses	152.3	118.6	115.9	134.7	-4.0%	100.0%	113.4	115.9	120.1	-3.8%	100.0%
Surplus/(Deficit)	(23.6)	(3.6)	-	(18.1)	-8.5%		-	-	-	-100.0%	
Cash flow statement											
Cash flow from operating activities	(22.8)	(3.8)	(1.2)	(0.0)	-99.1%	100.0%	-	-	-	-100.0%	-
Receipts											
Non-tax receipts	5.2	6.7	5.4	5.6	2.5%	4.9%	6.1	6.6	8.3	13.8%	6.0%
Other tax receipts	5.2	6.7	5.4	5.6	2.5%	4.9%	6.1	6.6	8.3	13.8%	6.0%
Transfers received	123.4	108.2	105.8	105.6	-5.1%	95.1%	107.3	109.3	111.8	1.9%	94.0%
Total receipts	128.7	115.0	111.2	111.2	-4.8%	100.0%	113.4	115.9	120.1	2.6%	100.0%
Payment											
Current payments	55.3	59.3	62.1	62.7	4.3%	48.5%	65.6	68.7	72.1	4.8%	59.1%
Compensation of employees	37.0	34.7	37.7	42.2	4.5%	30.7%	44.1	46.2	48.5	4.8%	39.8%
Goods and services	18.3	24.6	24.4	20.5	3.9%	17.8%	21.4	22.5	23.6	4.8%	19.3%
Transfers and subsidies	96.2	59.5	50.3	48.5	-20.4%	51.5%	47.8	47.2	47.9	-0.4%	40.9%
Total payments	151.5	118.8	112.4	111.2	-9.8%	100.0%	113.4	115.9	120.1	2.6%	100.0%
Net cash flow from investing activities	-	-	(0.6)	-	-	100.0%	-	-	-	-	-
Acquisition of property, plant, equipment and intangible assets	-	-	(0.7)	-	-	120.2%	-	-	-	-	-
Proceeds from the sale of property, plant, equipment and intangible assets	-	-	0.1	-	-	-20.2%	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents	(22.8)	(3.8)	(1.8)	(0.0)	-99.1%	100.0%	-	-	-	-100.0%	-

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

Statement of financial position		Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
		2022/23	2023/24	2024/25				2025/26	2022/23 - 2025/26	2026/27		
R million												
Carrying value of assets		1.4	1.5	1.6	1.5	1.7%	1.7%	1.5	1.5	1.5	-	1.7%
of which:												
Acquisition of assets		-	-	(0.7)	-	-	100.0%	-	-	-	-	-
Receivables and prepayments		1.0	1.0	1.0	1.0	-1.3%	1.1%	1.0	1.0	1.0	-	1.1%
Cash and cash equivalents		97.4	82.9	81.1	82.9	-5.2%	97.2%	82.9	82.9	82.9	-	97.2%
Total assets		99.8	85.3	83.8	85.3	-5.1%	100.0%	85.3	85.3	85.3	-	100.0%
Capital and reserves		70.1	65.9	67.6	65.9	-2.0%	76.1%	65.9	65.9	65.9	-	77.2%
Capital reserve fund		18.5	13.5	8.7	13.5	-10.0%	15.3%	13.5	13.5	13.5	-	15.8%
Borrowings		0.0	-	-	-	-100.0%	-	-	-	-	-	-
Trade and other payables		9.0	3.8	5.0	3.8	-24.9%	6.1%	3.8	3.8	3.8	-	4.5%
Provisions		2.1	2.1	2.4	2.1	0.3%	2.5%	2.1	2.1	2.1	-	2.5%
Total equity and liabilities		99.8	85.3	83.8	85.3	-5.1%	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 2026		Number and cost ¹ of personnel posts filled/planned for on funded establishment															Average growth rate of personnel posts (%)	Average: salary level/ Total (%)	
		Actual			Revised estimate			Medium-term expenditure estimate											
Number of approved funded posts	Number of posts on establishment	2024/25			2025/26			2026/27			2027/28			2028/29			2025/26 - 2028/29	2026/27 - 2028/29	
		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	44	42	38.7	0.9	43	40.4	0.9	43	44.1	1.0	43	46.2	1.1	43	48.5	1.1	-	100.0%
1 – 6	1	1	1	1.8	1.8	1	1.9	1.9	1	2.0	2.0	1	2.1	2.1	1	2.2	2.2	-	2.3%
7 – 10	29	29	27	16.5	0.6	29	17.6	0.6	28	19.8	0.7	28	20.7	0.7	28	21.7	0.8	-1.2%	65.1%
11 – 12	3	3	3	3.6	1.2	3	3.7	1.2	3	4.0	1.3	3	4.2	1.4	3	4.4	1.5	-	7.0%
13 – 16	11	11	11	16.7	1.5	10	17.2	1.7	11	18.4	1.7	11	19.3	1.8	11	20.3	1.8	3.2%	25.6%

1. Rand million.