

GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM

Budget summary

R million	2024/25				2025/26	2026/27
	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total	Total
MTEF allocation						
Administration	204.3	0.8	5.1	210.2	210.0	218.4
Content Processing and Dissemination	168.1	225.7	2.3	396.1	419.8	440.0
Intergovernmental Coordination and Stakeholder Management	132.0	0.2	1.7	133.9	138.8	144.4
Total expenditure estimates	504.4	226.6	9.2	740.2	768.6	802.8

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 is in support of 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 priority

Indicator	Programme	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Number of cluster reports on perceptions of government priorities produced per year	Content Processing and Dissemination	Priority 1: A capable, ethical and developmental state	10	10	10	10	10	10	10
Number of online editions of Vuk'uzenzele published per year	Content Processing and Dissemination		22	22	22	22	22	22	22
Number of radio products used to inform citizens through differentiated formats per year	Content Processing and Dissemination		271	771	500	500	650	700	750
Number of audio-visual products (photography/video) developed for national events, government programmes and the Presidency on various platforms per year	Content Processing and Dissemination		-1	-1	-1	100	100	300	300

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

Indicator	Programme	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Percentage of graphic designs completed and approved based on clients' requests per year	Content Processing and Dissemination	Priority 1: A capable, ethical and developmental state	– ²	– ²	– ²	98%	75%	80%	80%
Number of national government campaigns reaching 15 million people per year	Content Processing and Dissemination		– ¹	– ¹	– ¹	7	7	7	7
Number of development communication projects aligned with the national communication strategic framework per year	Intergovernmental Coordination and Stakeholder Management		1 737	1 817	1 140	1 140	1 250	1 350	1 450

1. No historical data available.

2. New indicator.

Expenditure overview

Over the period ahead, the department will focus on providing and facilitating strategic government communication, coordinating communication across government, and facilitating active citizen participation. The department has a total budget of R2.3 billion, increasing at an average annual rate of 2.6 per cent, from R743.5 million in 2023/24 to R802.8 million in 2026/27. As the department's work is mostly dependent on personnel, spending on compensation of employees accounts for an estimated 39.5 per cent (R925.2 million) of its budget over the MTEF period, while transfers to entities account for an estimated 32.3 per cent (R735.1 million).

Providing and facilitating strategic government communication

The department aims to meet citizens' information needs through advertising government programmes, communicating government priorities and providing civic education. This will be achieved through using various media platforms, including community radio stations, social media, television, newspapers, and leaflets and flyers. Key messages and information to be disseminated on these platforms include: the 2024 presidential inauguration, government's economic reconstruction and recovery plan, anti-corruption initiatives, awareness of gender-based violence, and civic education. These activities have an allocation of R73.2 million over the medium term in the *Content Processing and Dissemination* programme.

Although the Vuk'uzenzele newspaper has been an effective means of communicating and providing citizens with information on government's key priorities, as media consumption patterns have shifted towards digital platforms, from 2024/25, the newspaper will be produced and distributed only digitally (22 editions per year). However, 13 200 Braille copies will still be produced at a projected cost of R1.6 million per year over the medium term. Digital distribution is expected not only to reduce costs, but also increase reach, with an emphasis on photography and audio-visual content creation. In addition, the department plans to repurpose R14 million of Vuk'uzenzele's budget over the MTEF period to fund an over-the-top streaming service, which is expected to contain content previously disseminated through the newspaper, as well as other government content. This expenditure is also in the *Content Processing and Dissemination* programme.

The department's social media platforms will be updated regularly to ensure that they effectively share government content. The intention is to create awareness about the challenges facing the country, provide information on how government plans to mitigate them, and suggest ways in which citizens can play a part in resolving them. This will be carried out at an estimated cost of R2.9 million per year over the MTEF period in the *Products and Platforms* subprogramme in the *Content Processing and Dissemination* programme.

Coordinating communication across government

Over the next 3 years, the department will focus on ensuring effective and coordinated communication between government departments. As such, it will provide support to all government departments in conceptualising campaigns, developing communication strategies and content, and facilitating the dissemination of information and stakeholder engagement. Support for the district development model, which aims to improve coherence

among all spheres of government, as well as the 44 districts and 8 metros across the country, will be reinforced in an effort to enhance service delivery.

The department's footprint at the provincial and municipal levels ensures the alignment and coherence of intergovernmental communication systems, processes and messages. This is driven through the coordination of communication forums across government to harmonise the planning of communication campaigns, the alignment of government communication norms and standards, the sharing of best practices, the coherence of messaging, and engagement with domestic and international media.

These activities are funded through the *Intergovernmental Coordination and Stakeholder Management* programme, which is allocated R417.1 million over the medium term.

Facilitating active citizen participation

To encourage citizen participation, the department will initiate outreach programmes such as localised community dialogues, community radio talk shows, and campaign activations in taxi ranks, shopping centres and commuter trains. A targeted 26 engagement sessions at the national level are planned with senior journalists and 2 engagements with government heads of communication, as well as forum meetings such as the government communicators' forum. Through media engagements, briefings and infographics, the department intends to keep citizens updated on energy-generation initiatives to overcome the energy crisis. This will be carried out through the *Media Engagement* subprogramme, spending in which accounts for an estimated 12.7 per cent (R53.4 million) of budget in the *Intergovernmental Coordination and Stakeholder Management* programme over the medium term.

Expenditure trends and estimates

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

Programmes											
1. Administration											
2. Content Processing and Dissemination											
3. Intergovernmental Coordination and Stakeholder Management											
Programme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R million											
Programme 1	177.8	189.5	188.5	199.1	3.8%	25.7%	210.2	210.0	218.4	3.1%	27.4%
Programme 2	416.3	440.1	405.5	420.6	0.3%	57.3%	396.1	419.8	440.0	1.5%	54.9%
Programme 3	118.0	125.5	129.9	123.8	1.6%	16.9%	133.9	138.8	144.4	5.2%	17.7%
Subtotal	712.1	755.0	723.9	743.5	1.5%	100.0%	740.2	768.6	802.8	2.6%	100.0%
Total	712.1	755.0	723.9	743.5	1.5%	100.0%	740.2	768.6	802.8	2.6%	100.0%
Change to 2023 Budget estimate				-			(42.7)	(47.9)	(51.0)		
Economic classification											
Current payments	490.2	503.2	462.0	483.7	-0.4%	66.1%	504.4	512.2	530.0	3.1%	66.5%
Compensation of employees	267.6	284.2	286.5	283.1	1.9%	38.2%	295.3	308.3	321.6	4.3%	39.5%
Goods and services ¹	222.6	219.0	175.4	200.6	-3.4%	27.9%	209.1	203.8	208.5	1.3%	26.9%
of which:					0.0%	0.0%				0.0%	0.0%
Advertising	57.6	47.9	5.3	23.1	-26.3%	4.6%	26.0	23.6	23.6	0.7%	3.2%
Computer services	15.2	17.5	16.7	23.2	15.2%	2.5%	26.7	26.3	26.4	4.3%	3.4%
Contractors	1.9	2.1	1.5	2.1	3.6%	0.3%	13.9	15.9	16.8	99.4%	1.6%
Operating leases	63.1	65.9	70.6	68.9	2.9%	9.1%	72.1	70.3	72.4	1.7%	9.3%
Property payments	10.9	12.7	12.7	13.1	6.4%	1.7%	14.0	13.9	14.3	2.9%	1.8%
Travel and subsistence	11.4	12.9	19.1	15.4	10.6%	2.0%	19.4	18.1	18.5	6.3%	2.3%
Transfers and subsidies¹	213.8	247.7	256.4	251.6	5.6%	33.0%	226.6	249.4	263.9	1.6%	32.5%
Departmental agencies and accounts	211.8	246.4	255.0	250.6	5.8%	32.8%	225.3	248.1	261.7	1.5%	32.3%
Households	1.9	1.3	1.4	1.0	-19.7%	0.2%	1.3	1.3	2.2	30.5%	0.2%
Payments for capital assets	8.1	4.0	5.5	8.2	0.3%	0.9%	9.2	7.0	8.8	2.6%	1.1%
Buildings and other fixed structures	0.0	0.0	0.0	-	-100.0%	0.0%	-	-	-	0.0%	0.0%
Machinery and equipment	8.1	4.0	5.1	8.2	0.5%	0.9%	9.2	7.0	8.8	2.6%	1.1%
Software and other intangible assets	-	-	0.4	-	0.0%	0.0%	-	-	-	0.0%	0.0%
Payments for financial assets	0.0	0.1	0.1	-	-100.0%	0.0%	-	-	-	0.0%	0.0%
Total	712.1	755.0	723.9	743.5	1.5%	100.0%	740.2	768.6	802.8	2.6%	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

R thousand	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
Households											
Social benefits											
Current	1 930	1 271	1 382	1 000	-19.7%	0.6%	1 308	1 299	2 222	30.5%	0.6%
Employee social benefits	1 930	1 271	1 382	1 000	-19.7%	0.6%	1 308	1 299	2 222	30.5%	0.6%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	211 823	246 418	254 984	250 609	5.8%	99.4%	225 328	248 074	261 672	1.5%	99.4%
Communication	43	40	40	44	0.8%	-	44	46	48	2.9%	-
Brand South Africa	179 501	213 352	218 122	214 392	6.1%	85.1%	186 716	207 732	219 482	0.8%	83.5%
Media Development and Diversity Agency	32 279	33 026	36 822	36 173	3.9%	14.3%	38 568	40 296	42 142	5.2%	15.9%
Total	213 753	247 689	256 366	251 609	5.6%	100.0%	226 636	249 373	263 894	1.6%	100.0%

Personnel information

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

Programmes														Average growth rate (%)	Average: Salary level/ Total (%)				
Number of posts estimated for 31 March 2024																			
Number and cost ² of personnel posts filled/planned for on funded establishment																			
Number of funded posts	Number of posts additional to the establishment	Actual		Revised estimate			Medium-term expenditure estimate						2023/24 - 2026/27						
		2022/23	2022/23	2023/24		2024/25		2025/26		2026/27									
		Number	Unit cost	Number	Unit cost	Number	Unit cost	Number	Unit cost	Number	Unit cost	Number	Unit cost						
Government Communication and Information System																			
Salary level	527	51	501	286.5	0.6	455	283.1	0.6	428	295.3	0.7	419	308.3	0.7	413	321.6	0.8	-3.2%	100.0%
1 – 6	107	-	103	31.9	0.3	100	32.8	0.3	104	36.0	0.3	99	36.3	0.4	99	38.5	0.4	-0.4%	23.5%
7 – 10	226	-	204	110.5	0.5	198	112.0	0.6	193	116.3	0.6	191	121.6	0.6	186	124.8	0.7	-2.1%	44.8%
11 – 12	84	-	79	67.1	0.9	76	68.0	0.9	76	71.5	0.9	76	75.8	1.0	75	79.1	1.1	-0.5%	17.6%
13 – 16	59	-	59	69.6	1.2	55	67.4	1.2	55	71.6	1.3	53	74.6	1.4	53	79.0	1.5	-0.7%	12.6%
Other	51	51	57	7.4	0.1	27	2.9	0.1	-	-	-	-	-	-	-	-	-	-100.0%	1.6%
Programme	527	51	501	286.5	0.6	455	283.1	0.6	428	295.3	0.7	419	308.3	0.7	413	321.6	0.8	-3.2%	100.0%
Programme 1	155	6	146	78.8	0.5	137	79.0	0.6	135	83.3	0.6	131	86.9	0.7	130	91.7	0.7	-1.6%	31.1%
Programme 2	177	28	166	98.9	0.6	155	102.3	0.7	133	101.2	0.8	130	105.3	0.8	128	109.8	0.9	-6.1%	31.9%
Programme 3	195	17	190	108.8	0.6	163	101.9	0.6	159	110.7	0.7	158	116.0	0.7	154	120.1	0.8	-1.9%	37.0%

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

2. Rand million.

Departmental receipts

Table 4.5 Departmental receipts by economic classification

R thousand	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Average: Receipt item/ Total (%)	Medium-term receipts estimate			Average growth rate (%)	Average: Receipt item/ Total (%)
	2020/21	2021/22	2022/23					2023/24	2024/25	2025/26		
Departmental receipts	1 055	974	1 262	1 797	1 797	19.4%	100.0%	869	916	983	-18.2%	100.0%
Sales of goods and services produced by department	870	733	678	1 339	1 339	15.5%	71.1%	518	562	626	-22.4%	66.7%
Sales by market establishments	146	145	155	156	156	2.2%	11.8%	158	160	162	1.3%	13.9%
of which:												
Market establishment: Rental parking: Covered and open	146	145	155	156	156	2.2%	11.8%	158	160	162	1.3%	13.9%
Other sales	724	588	523	1 183	1 183	17.8%	59.3%	360	402	464	-26.8%	52.8%
of which:												
Services rendered: Commission on insurance and garnishee	77	80	81	96	96	7.6%	6.6%	98	100	102	2.0%	8.7%
Sales: Departmental publications and production	647	508	442	1 087	1 087	18.9%	52.8%	262	302	362	-30.7%	44.1%
Sales of scrap, waste, arms and other used current goods	1	2	3	2	2	26.0%	0.2%	2	2	2	-	0.2%
of which:												
Sales: Wastepaper	1	2	3	2	2	26.0%	0.2%	2	2	2	-	0.2%
Interest, dividends and rent on land	92	34	78	50	50	-18.4%	5.0%	119	120	121	34.3%	9.0%
Interest	92	34	78	50	50	-18.4%	5.0%	119	120	121	34.3%	9.0%
Transactions in financial assets and liabilities	92	205	503	406	406	64.0%	23.7%	230	232	234	-16.8%	24.1%
Total	1 055	974	1 262	1 797	1 797	19.4%	100.0%	869	916	983	-18.2%	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 (%)		Medium-term expenditure estimate			Average growth rate (%)	Average Expenditure/ Total (%)
	2020/21	2021/22	2022/23		2023/24	2020/21 - 2023/24	2024/25	2025/26	2026/27		
R million											
Departmental Management	8.5	6.8	9.0	7.3	-5.0%	4.2%	9.1	9.3	9.7	10.1%	4.2%
Corporate Services	54.1	60.3	54.8	67.8	7.8%	31.4%	72.1	72.4	75.5	3.6%	34.4%
Financial Administration	38.4	41.2	39.1	39.2	0.7%	20.9%	40.5	41.5	43.7	3.7%	19.7%
Internal Audit	9.8	10.4	10.2	11.4	5.2%	5.5%	11.5	11.6	12.0	1.9%	5.5%
Office Accommodation	67.0	70.8	75.3	73.4	3.1%	38.0%	77.0	75.1	77.4	1.8%	36.2%
Total	177.8	189.5	188.5	199.1	3.8%	100.0%	210.2	210.0	218.4	3.1%	100.0%
Change to 2023				-			2.1	(6.4)	(7.9)		
Budget estimate											
Economic classification											
Current payments	173.1	187.3	186.4	193.7	3.8%	98.1%	204.3	205.5	212.8	3.2%	97.4%
Compensation of employees	72.7	80.4	78.8	79.0	2.8%	41.2%	83.3	86.9	91.7	5.1%	40.7%
Goods and services	100.3	106.9	107.7	114.7	4.6%	56.9%	121.0	118.5	121.1	1.8%	56.7%
<i>of which:</i>						-					-
<i>Audit costs: External</i>	2.8	3.2	2.8	3.5	8.2%	1.6%	3.4	3.1	3.2	-3.0%	1.6%
<i>Communication</i>	1.5	1.7	1.6	2.2	13.9%	0.9%	2.2	1.9	1.8	-6.2%	1.0%
<i>Computer services</i>	12.6	15.3	13.6	19.7	15.9%	8.1%	20.5	20.4	20.3	1.1%	9.7%
<i>Operating leases</i>	62.5	65.4	70.2	68.1	2.9%	35.3%	71.4	69.6	71.7	1.7%	33.5%
<i>Property payments</i>	10.8	12.6	12.6	12.9	6.2%	6.5%	13.8	13.7	14.0	2.8%	6.5%
<i>Travel and subsistence</i>	1.4	1.1	2.1	2.3	18.7%	0.9%	3.2	3.2	3.3	12.8%	1.4%
Transfers and subsidies	0.8	0.7	1.0	0.2	-35.0%	0.4%	0.8	0.6	0.7	43.8%	0.3%
Departmental agencies and accounts	0.0	0.0	0.0	0.0	2.6%	-	0.0	0.0	0.0	4.8%	-
Households	0.8	0.7	1.0	0.2	-38.2%	0.3%	0.7	0.6	0.6	49.9%	0.2%
Payments for capital assets	3.9	1.5	1.0	5.2	10.0%	1.5%	5.1	3.9	5.0	-1.4%	2.3%
Buildings and other fixed structures	-	0.0	-	-	-	-	-	-	-	-	-
Machinery and equipment	3.9	1.5	1.0	5.2	10.0%	1.5%	5.1	3.9	5.0	-1.4%	2.3%
Payments for financial assets	0.0	-	0.0	-	-100.0%	-	-	-	-	-	-
Total	177.8	189.5	188.5	199.1	3.8%	100.0%	210.2	210.0	218.4	3.1%	100.0%
Proportion of total programme expenditure to vote expenditure	25.0%	25.1%	26.0%	26.8%	-	-	28.4%	27.3%	27.2%	-	-
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.8	0.7	1.0	0.2	-38.2%	0.3%	0.7	0.6	0.6	49.9%	0.2%
Employee social benefits	0.8	0.7	1.0	0.2	-38.2%	0.3%	0.7	0.6	0.6	49.9%	0.2%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	0.0	0.0	0.0	0.0	2.6%	-	0.0	0.0	0.0	4.8%	-
Communication	0.0	0.0	0.0	0.0	2.6%	-	0.0	0.0	0.0	4.8%	-

Personnel information

Table 4.7 Administration personnel numbers and cost by salary level¹

Salary level	Number of posts estimated for 31 March 2024	Number of posts additional to the establishment	Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
			Actual			Revised estimate			Medium-term expenditure estimate										
			2022/23	Unit cost	Cost	2023/24	Unit cost	Cost	2024/25		2025/26		2026/27				2023/24 - 2026/27		
Administration			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost		
Salary level	155	6	146	78.8	0.5	137	79.0	0.6	135	83.3	0.6	131	86.9	0.7	130	91.7	0.7	-1.6%	100.0%
1 – 6	53	-	51	15.2	0.3	51	16.2	0.3	54	18.0	0.3	49	17.3	0.4	49	18.4	0.4	-1.5%	38.1%
7 – 10	57	-	50	24.9	0.5	49	25.4	0.5	46	25.9	0.6	47	27.9	0.6	46	29.0	0.6	-1.7%	35.3%
11 – 12	21	-	20	16.5	0.8	19	16.4	0.9	19	17.5	0.9	19	18.5	1.0	19	19.6	1.1	-	14.0%
13 – 16	18	-	17	21.0	1.2	16	20.6	1.3	16	21.9	1.3	16	23.3	1.4	16	24.7	1.5	-	12.3%
Other	6	6	8	1.1	0.1	2	0.2	0.1	-	-	-	-	-	-	-	-	-	-100.0%	0.4%

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

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 (%)	
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26			2026/27
R million												
Programme Management for Content Processing and Dissemination	2.3	2.6	4.2	4.2	21.9%	0.8%	4.3	4.6	4.6	3.0%	1.1%	
Policy and Research	34.2	35.8	39.6	38.9	4.4%	8.8%	40.0	41.1	42.9	3.3%	9.7%	
Products and Platforms	52.9	49.3	44.7	46.1	-4.5%	11.5%	38.6	40.1	40.8	-4.0%	9.9%	
Communication Service Agency	109.9	100.5	53.8	73.8	-12.4%	20.1%	81.3	78.6	82.8	3.9%	18.9%	
Entity Oversight	215.8	250.5	259.4	255.5	5.8%	58.3%	230.0	253.3	266.8	1.4%	60.0%	
Media Policy	1.3	1.4	3.8	2.1	17.6%	0.5%	1.9	2.0	2.1	-0.9%	0.5%	
Total	416.3	440.1	405.5	420.6	0.3%	100.0%	396.1	419.8	440.0	1.5%	100.0%	
Change to 2023 Budget estimate							(50.2)	(45.8)	(46.9)			
Economic classification												
Current payments	202.0	192.1	147.4	167.6	-6.0%	42.1%	168.1	169.6	175.7	1.6%	40.6%	
Compensation of employees	96.1	97.7	98.9	102.3	2.1%	23.5%	101.2	105.3	109.8	2.4%	25.0%	
Goods and services	105.9	94.4	48.5	65.3	-14.9%	18.7%	66.8	64.3	65.8	0.2%	15.6%	
of which:												
Advertising	55.7	45.9	4.6	21.1	-27.6%	7.6%	24.4	22.0	22.0	1.3%	5.3%	
Communication	2.8	5.2	3.0	3.3	5.7%	0.8%	4.5	3.6	3.6	3.7%	0.9%	
Computer services	2.6	2.2	3.1	3.5	11.0%	0.7%	6.2	6.0	6.1	20.3%	1.3%	
Contractors	0.4	0.8	0.9	0.8	27.1%	0.2%	12.4	13.9	14.7	159.3%	2.5%	
Agency and support/outsourced services	5.7	3.6	7.8	5.1	-3.4%	1.3%	5.8	5.6	5.7	3.9%	1.3%	
Travel and subsistence	5.9	5.4	7.6	5.8	-0.5%	1.5%	7.5	7.1	7.5	8.6%	1.7%	
Transfers and subsidies	212.2	246.8	255.1	250.9	5.7%	57.4%	225.7	248.3	261.9	1.4%	58.9%	
Departmental agencies and accounts	211.8	246.4	254.9	250.6	5.8%	57.3%	225.3	248.0	261.6	1.5%	58.8%	
Households	0.5	0.4	0.2	0.4	-7.5%	0.1%	0.4	0.3	0.3	-11.6%	0.1%	
Payments for capital assets	2.1	1.2	2.9	2.0	-0.2%	0.5%	2.3	1.9	2.4	6.1%	0.5%	
Machinery and equipment	2.1	1.2	2.5	2.0	-0.2%	0.5%	2.3	1.9	2.4	6.1%	0.5%	
Software and other intangible assets	-	-	0.4	-	-	-	-	-	-	-	-	
Payments for financial assets	0.0	0.0	0.1	-	-100.0%	-	-	-	-	-	-	
Total	416.3	440.1	405.5	420.6	0.3%	100.0%	396.1	419.8	440.0	1.5%	100.0%	
Proportion of total programme expenditure to vote expenditure	58.5%	58.3%	56.0%	56.6%	-	-	53.5%	54.6%	54.8%	-	-	
Details of transfers and subsidies												
Households												
Social benefits												
Current	0.5	0.4	0.2	0.4	-7.5%	0.1%	0.4	0.3	0.3	-11.6%	0.1%	
Employee social benefits	0.5	0.4	0.2	0.4	-7.5%	0.1%	0.4	0.3	0.3	-11.6%	0.1%	
Departmental agencies and accounts												
Departmental agencies (non-business entities)												
Current	211.8	246.4	254.9	250.6	5.8%	57.3%	225.3	248.0	261.6	1.5%	58.8%	
Brand South Africa	179.5	213.4	218.1	214.4	6.1%	49.1%	186.7	207.7	219.5	0.8%	49.4%	
Media Development and Diversity Agency	32.3	33.0	36.8	36.2	3.9%	8.2%	38.6	40.3	42.1	5.2%	9.4%	

Personnel information

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

Content Processing and Dissemination	Number of posts estimated for 31 March 2024		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										
			2022/23	Unit cost		2023/24	Unit cost		2024/25		Unit cost		2025/26				Unit cost		2026/27
Salary level	177	28	166	98.9	0.6	155	102.3	0.7	133	101.2	0.8	130	105.3	0.8	128	109.8	0.9	-6.1%	100.0%
1 – 6	21	-	20	7.0	0.3	20	7.3	0.4	21	8.2	0.4	21	8.7	0.4	21	9.2	0.4	1.6%	15.2%
7 – 10	74	-	66	36.7	0.6	63	36.4	0.6	63	38.4	0.6	60	38.6	0.6	59	40.4	0.7	-2.1%	44.6%
11 – 12	35	-	33	28.9	0.9	37	34.0	0.9	32	30.8	1.0	32	32.7	1.0	31	33.4	1.1	-5.8%	24.1%
13 – 16	19	-	18	21.8	1.2	18	22.5	1.3	18	23.9	1.4	18	25.4	1.4	18	26.9	1.5	-	12.9%
Other	28	28	29	4.6	0.2	18	2.0	0.1	-	-	-	-	-	-	-	-	-	-100.0%	3.3%

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 jointly planning messaging and sharing communications functions across the 3 spheres of government over the medium term.
- Ensure that citizens are informed and empowered on government's policies, plans, programmes and achievements, and increase public participation in government's activities by engaging with stakeholders over the medium term.
- Implement a proactive and reactive media engagement system by building, maintaining and improving relations with the media, and driving government's 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, and 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; promotes Thusong service centres; and coordinates the imbizo programme.
- *Media Engagement* leads and drives 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 communications 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 communications 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 (%)	Average Expenditure/ Total (%)
	2020/21	2021/22	2022/23		2023/24	2020/21 - 2023/24	2024/25	2025/26	2026/27		
R million											
Programme Management for Intergovernmental Coordination and Stakeholder Management	1.5	1.6	3.5	3.3	31.1%	2.0%	3.6	3.8	3.9	5.6%	2.7%
Provincial and Local Liaison	82.2	87.5	89.1	86.8	1.8%	69.5%	93.5	96.7	100.5	5.0%	69.8%
Media Engagement	16.0	17.0	16.7	15.5	-1.0%	13.1%	17.1	17.8	18.5	6.1%	12.7%
Cluster Supervision (Human Development, Social Protection, and Governance and Administration)	10.3	10.6	11.0	9.6	-2.4%	8.3%	10.6	11.1	11.5	6.3%	7.9%
Cluster Supervision (Economic and Infrastructure, Justice and International)	8.0	8.7	9.6	8.6	2.5%	7.0%	9.1	9.5	9.9	4.7%	6.8%
Total	118.0	125.5	129.9	123.8	1.6%	100.0%	133.9	138.8	144.4	5.2%	100.0%
Change to 2023 Budget estimate				-			5.4	4.4	3.8		
Economic classification											
Current payments	115.1	123.8	128.1	122.4	2.1%	98.5%	132.0	137.1	141.6	5.0%	98.6%
Compensation of employees	98.8	106.0	108.8	101.9	1.0%	83.6%	110.7	116.0	120.1	5.6%	83.0%
Goods and services	16.3	17.8	19.3	20.6	8.0%	14.9%	21.2	21.1	21.5	1.5%	15.6%
of which:											
Advertising	1.5	1.7	0.7	1.7	2.8%	1.1%	1.5	1.4	1.5	-3.8%	1.1%
Communication	5.4	5.3	4.9	5.9	2.8%	4.3%	5.8	6.1	6.2	2.0%	4.4%
Contractors	0.4	0.6	0.2	0.8	22.5%	0.4%	0.8	0.9	1.0	10.3%	0.6%
Fleet services (including government motor transport)	2.6	1.8	1.2	0.9	-30.7%	1.3%	0.9	1.1	1.1	9.3%	0.8%
Consumables: Stationery, printing and office supplies	0.4	0.4	0.4	0.8	27.7%	0.4%	1.0	1.1	1.2	12.2%	0.7%
Travel and subsistence	4.1	6.4	9.4	7.3	21.1%	5.5%	8.7	7.8	7.8	2.1%	5.8%
Transfers and subsidies	0.7	0.2	0.2	0.5	-13.3%	0.3%	0.2	0.5	1.4	44.2%	0.5%
Departmental agencies and accounts	0.0	0.0	-	0.0	-12.6%	-	0.0	0.0	0.0	-20.6%	-
Households	0.7	0.2	0.2	0.4	-13.3%	0.3%	0.2	0.5	1.3	44.5%	0.5%
Payments for capital assets	2.2	1.3	1.6	0.9	-24.2%	1.2%	1.7	1.2	1.4	14.1%	1.0%
Buildings and other fixed structures	0.0	-	0.0	-	-100.0%	-	-	-	-	-	-
Machinery and equipment	2.1	1.3	1.5	0.9	-23.6%	1.2%	1.7	1.2	1.4	14.1%	1.0%
Payments for financial assets	0.0	0.1	0.0	-	-100.0%	-	-	-	-	-	-
Total	118.0	125.5	129.9	123.8	1.6%	100.0%	133.9	138.8	144.4	5.2%	100.0%
Proportion of total programme expenditure to vote expenditure	16.6%	16.6%	17.9%	16.7%	-	-	18.1%	18.1%	18.0%	-	-
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.7	0.2	0.2	0.4	-13.3%	0.3%	0.2	0.5	1.3	44.5%	0.5%
Employee social benefits	0.7	0.2	0.2	0.4	-13.3%	0.3%	0.2	0.5	1.3	44.5%	0.5%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	0.0	0.0	-	0.0	-12.6%	-	0.0	0.0	0.0	-20.6%	-
Communication	0.0	0.0	-	0.0	-12.6%	-	0.0	0.0	0.0	-20.6%	-

Personnel information

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

Number of funded posts	Number of posts estimated for 31 March 2024		Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average Salary level/ Total (%)			
	Number of posts additional to the establishment	Number of posts	Actual			Revised estimate			Medium-term expenditure estimate										
			2022/23	Unit cost		2023/24	Unit cost		2024/25	Unit cost		2025/26	Unit cost				2026/27	Unit cost	
Intergovernmental Coordination and Stakeholder Management																			
Salary level	195	17	190	108.8	0.6	163	101.9	0.6	159	110.7	0.7	158	116.0	0.7	154	120.1	0.8	-1.9%	100.0%
1-6	33	-	32	9.7	0.3	29	9.2	0.3	29	9.8	0.3	29	10.4	0.4	29	11.0	0.4	-	18.3%
7-10	95	-	89	49.0	0.6	87	50.1	0.6	85	52.0	0.6	85	55.1	0.7	81	55.5	0.7	-2.3%	53.0%
11-12	28	-	26	21.7	0.8	20	17.5	0.9	25	23.2	0.9	25	24.6	1.0	25	26.1	1.0	7.5%	15.0%
13-16	22	-	24	26.8	1.1	21	24.2	1.2	21	25.7	1.2	19	25.9	1.3	19	27.5	1.4	-1.8%	12.6%
Other	17	17	20	1.7	0.1	7	0.7	0.1	-	-	-	-	-	-	-	-	-	-100.0%	1.1%

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

Indicator	Programme/Objective/Activity	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Number of marketing campaigns aimed at positioning South Africa as a preferred investment destination to international audiences per year	Brand marketing and reputation management	Priority 6: Social cohesion and safer communities	6	4	4	4	4	4	4
Number of nation brand promotion activities implemented at global strategic platforms per year	Brand marketing and reputation management	Priority 7: A better Africa and world	7	10	10	15	9	9	9
Number of state of the nation brand insights developed and disseminated per year	Brand marketing and reputation management		- ¹	15	19	19	19	19	19
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	- ¹	- ¹	4	4	4	4
Number of media engagements aimed at managing relations with international and domestic media per year	Brand marketing and reputation management		- ¹	- ¹	- ¹	8	4	4	4
Number of assessments on the efficacy of Brand South Africa's digital programme ²	Brand marketing and reputation management		-	-	-	-	4	4	4
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		96	89	25	25	7	7	7
Number of activities aimed at promoting constitutional values and social cohesion (constitutional awareness) per year	Brand marketing and reputation management	Priority 6: Social cohesion and safer communities	13	14	14	14	10	10	10
Number of activities aimed at promoting active citizenry and advocacy to South Africans living abroad (global South African network) per year	Brand marketing and reputation management	19	17	17	20	16	16	16	

Table 4.12 Brand South Africa performance indicators by programme/objective/activity and related priority (continued)

Indicator	Programme/Objective/Activity	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Number of coordinated activities with relevant stakeholders aimed at building the nation brand and addressing nation brand disablers	Stakeholder relations	Priority 7: A better Africa and world	82	82	68	57	51	51	51

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, communications and marketing strategies for South Africa to attract investment, trade and tourism.

Globally, countries are facing unprecedented economic conditions characterised by high cost of living and inflation, energy crises and unemployment, among other things. This makes protecting South Africa's reputation even more pressing. Over the medium term, the entity will focus on implementing activities that contribute positively to shaping South Africa's image and reputation. This will be done through interventions such as assuring investors and profiling the country as an attractive and stable destination.

A nation brand encompasses all the attributes, strengths and innovations that a nation has to offer in all spheres of activity (business, arts, tourism, science and innovation, infrastructure, manufacturing and governance), and depends on much more than government activity, policy or leadership. Over the MTEF period, the entity plans to work on developing a central idea to encapsulate the country's identity and, with that, its unique selling proposition. This entails developing messaging that shapes a positive narrative that resonates with citizens and how they see themselves. Some of these costs for this initiative will be contained using the entity's existing Play Your Part government messaging platform, through which ambassadors will be mobilised to positively influence the nation brand by sharing their inspiring stories on the entity's website.

To carry out these activities, expenditure is set to increase at an average annual rate of 0.9 per cent, from R219.4 million in 2023/24 to R225.6 million in 2026/27. The slow growth is due to Cabinet-approved reductions amounting to R105.8 million over the medium term. Although the entity plans to contain the impact of these reductions by collaborating with institutions with similar mandates, some performance targets, such as the number of activities that promote pride, active citizenry and social cohesion, will be revised. The entity is set to receive 97.2 per cent (R613.9 million) of its revenue over the medium term 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 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
Administration	96.0	92.4	93.4	110.2	4.7%	47.5%	96.3	105.3	108.4	-0.5%	49.4%
Brand marketing and reputation management	71.3	93.3	121.1	93.8	9.6%	45.4%	82.3	93.0	99.5	2.0%	43.3%
Stakeholder relations	13.7	18.4	11.4	15.5	4.2%	7.2%	13.7	15.5	17.7	4.6%	7.3%
Total	181.0	204.1	225.9	219.4	6.6%	100.0%	192.3	213.9	225.6	0.9%	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	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23	2023/24	2020/21 - 2023/24	2024/25	2025/26	2026/27	2023/24 - 2026/27			
Revenue												
Non-tax revenue	1.2	1.4	6.9	5.0	61.8%	1.7%	5.6	6.1	6.8	10.4%	2.8%	
Other non-tax revenue	1.2	1.4	6.9	5.0	61.8%	1.7%	5.6	6.1	6.8	10.4%	2.8%	
Transfers received	179.5	213.4	218.1	214.4	6.1%	98.3%	186.7	207.7	219.5	0.8%	97.2%	
Total revenue	180.7	214.7	225.1	219.4	6.7%	100.0%	192.3	213.9	226.3	1.0%	100.0%	
Expenses												
Current expenses	181.0	204.1	225.9	219.4	6.6%	100.0%	192.3	213.9	225.6	0.9%	100.0%	
Compensation of employees	70.4	68.3	69.0	81.8	5.1%	35.0%	66.4	73.6	75.9	-2.5%	35.0%	
Goods and services	109.2	134.6	154.2	136.1	7.6%	64.1%	124.3	138.6	147.9	2.8%	64.2%	
Depreciation	1.4	1.2	2.7	1.5	2.2%	0.8%	1.6	1.7	1.8	4.7%	0.8%	
Interest, dividends and rent on land	0.0	0.0	-	0.0	9.0%	-	0.0	0.0	0.0	4.7%	-	
Total expenses	181.0	204.1	225.9	219.4	6.6%	100.0%	192.3	213.9	225.6	0.9%	100.0%	
Surplus/(Deficit)	(0.3)	10.6	(0.8)	-	-100.0%	-	-	-	-	-	-	
Cash flow statement												
Cash flow from operating activities	1.2	17.1	(8.1)	(11.9)	-316.0%	100.0%	(65.1)	(33.2)	(51.0)	62.2%	100.0%	
Receipts												
Non-tax receipts	1.1	1.1	2.5	1.0	-2.4%	0.7%	1.1	1.1	1.2	4.3%	0.5%	
Other tax receipts	1.1	1.1	2.5	1.0	-2.4%	0.7%	1.1	1.1	1.2	4.3%	0.5%	
Transfers received	179.5	213.4	218.1	214.4	6.1%	98.4%	186.7	207.7	219.5	0.8%	97.2%	
Financial transactions in assets and liabilities	0.2	0.2	3.8	4.0	193.6%	0.9%	4.5	5.0	5.5	11.2%	2.2%	
Total receipts	180.8	214.7	224.4	219.4	6.7%	100.0%	192.3	213.9	226.2	1.0%	100.0%	
Payment												
Current payments	179.6	197.6	232.5	231.4	8.8%	100.0%	257.4	247.0	277.1	6.2%	100.0%	
Compensation of employees	72.5	66.2	62.9	77.3	2.2%	33.6%	95.6	100.2	104.7	10.6%	37.2%	
Goods and services	107.1	131.4	169.6	154.0	12.9%	66.4%	161.7	146.8	172.4	3.8%	62.8%	
Interest and rent on land	-	-	-	0.0	-	-	0.0	0.0	0.0	6.2%	-	
Total payments	179.6	197.6	232.5	231.4	8.8%	100.0%	257.4	247.0	277.1	6.2%	100.0%	
Net cash flow from investing activities	(0.6)	(1.3)	(1.6)	(3.7)	81.4%	100.0%	(3.8)	(3.4)	(4.0)	3.4%	100.0%	
Acquisition of property, plant, equipment and intangible assets	(0.6)	(1.3)	(1.6)	(3.1)	72.1%	96.3%	(3.3)	(3.4)	(3.5)	3.4%	89.0%	
Acquisition of software and other intangible assets	-	-	-	(0.5)	-	3.7%	(0.6)	-	(0.6)	3.3%	11.0%	
Net increase/(decrease) in cash and cash equivalents	0.6	15.7	(9.7)	(15.6)	-401.1%	-0.8%	(68.9)	(36.6)	(55.0)	52.2%	100.0%	
Statement of financial position												
Carrying value of assets	11.4	9.5	8.4	14.1	7.3%	24.2%	14.8	14.8	15.5	3.2%	37.6%	
<i>of which:</i>												
<i>Acquisition of assets</i>	<i>(0.6)</i>	<i>(1.3)</i>	<i>(1.6)</i>	<i>(3.1)</i>	<i>72.1%</i>	<i>100.0%</i>	<i>(3.3)</i>	<i>(3.4)</i>	<i>(3.5)</i>	<i>3.4%</i>	<i>100.0%</i>	
Investments	1.1	0.8	0.8	-	-100.0%	1.4%	-	-	-	-	-	
Receivables and prepayments	5.1	6.0	8.1	2.4	-22.4%	11.1%	2.5	2.5	2.6	3.2%	6.4%	
Cash and cash equivalents	26.4	42.2	32.4	20.9	-7.5%	63.3%	21.9	21.9	23.0	3.2%	55.9%	
Total assets	44.0	58.4	49.7	37.4	-5.3%	100.0%	39.2	39.2	41.1	3.2%	100.0%	
Accumulated surplus/(deficit)	16.7	27.3	26.5	13.0	-7.8%	43.2%	13.7	13.7	14.4	3.2%	34.9%	
Finance lease	-	-	-	0.1	-	0.1%	0.1	0.1	0.1	3.1%	0.3%	
Trade and other payables	18.5	19.7	8.4	10.9	-16.1%	30.4%	11.5	11.5	12.0	3.2%	29.2%	
Provisions	8.9	11.4	14.9	13.3	14.3%	26.3%	13.9	13.9	14.6	3.2%	35.5%	
Total equity and liabilities	44.0	58.4	49.7	37.4	-5.3%	100.0%	39.2	39.2	41.1	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 2024		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										
		2022/23			2023/24			2024/25			2025/26			2026/27				
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost		
Brand South Africa		57	69.0	1.2	57	81.8	1.4	57	66.4	1.2	57	73.6	1.3	57	75.9	1.3	-	100.0%
Salary level																		
1 – 6	3	3	0.6	0.2	3	0.7	0.2	3	0.6	0.2	3	0.6	0.2	3	0.7	0.2	-	5.3%
7 – 10	20	20	12.0	0.6	20	12.7	0.6	20	11.7	0.6	20	12.3	0.6	20	12.6	0.6	-	35.1%
11 – 12	13	13	13.5	1.0	13	14.3	1.1	13	12.2	0.9	13	13.9	1.1	13	14.3	1.1	-	22.8%
13 – 16	15	15	24.6	1.6	15	27.5	1.8	15	24.4	1.6	15	26.6	1.8	15	27.6	1.8	-	26.3%
17 – 22	6	6	18.3	3.1	6	26.6	4.4	6	17.5	2.9	6	20.2	3.4	6	20.8	3.5	-	10.5%

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 priority

Indicator	Programme/Objective/Activity	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Number of grant funding applications for community broadcast projects approved by the board per year	Community media and small commercial media	Priority 1: A capable, ethical and developmental state	20	24	20	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	6	6	6	6	6
Number of media projects provided with digital support per year	Community media and small commercial media		13	16	2	22	22	23	13
Number of monitoring reports produced on input, output and compliance with the agency's grant-in-aid contracts per year	Community media and small commercial media		80	66	75	80	22	22	22
Number of training interventions aimed at capacitating the community media assessment per year	Capacity building and sector development	Priority 2: Economic transformation and job creation	6	12	10	8	8	8	8
Number of media and information literacy initiatives held per year	Capacity building and sector development		3	3	3	4	8	4	4
Number of research projects undertaken on key trends/ developments impacting on the community media sector per year	Innovation, research and development	Priority 6: Social cohesion and safer communities	3	2	2	2	4	2	2

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 directed at grant funding for 66 community broadcast projects, to help initiate new projects and strengthen existing ones; and 18 community and small commercial media print and digital projects. Funding for these projects is set to amount to R166 million over the MTEF period.

In line with the agency's plans to ensure the sustainability of community media, over the medium term, it plans to provide training in areas such as governance and social media to 120 community media projects through partnerships with stakeholders and training providers. The training will be supported by 16 media literacy initiatives that will be held across the country in areas with a strong community media presence. Related activities, including 8 research projects on key developments that affect the community media sector, are expected to cost R14 million over the medium term.

Total expenditure is expected to amount to R321.5 million over the period ahead, decreasing at an average annual rate of 8.3 per cent, from R137.8 million in 2023/24 to R106.1 million in 2026/27. This takes into account an anticipated decrease in revenue generated from contributions from traditional media funders whose businesses have been affected by the growth in digital media. The agency is set to derive 56.6 per cent (R181.8 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 37.6 per cent (R121 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	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
Administration	28.9	34.1	34.7	38.8	10.3%	26.8%	35.5	37.2	38.9	0.1%	33.1%
Community media and small commercial media	74.7	77.8	113.7	85.5	4.6%	68.3%	57.0	53.4	50.0	-16.4%	52.9%
Partnerships, public awareness and advocacy	0.5	–	1.2	4.9	112.7%	1.2%	4.8	5.0	5.2	1.7%	4.4%
Capacity building and sector development	0.2	2.5	0.3	1.6	112.2%	0.9%	4.5	4.7	4.9	44.5%	3.6%
Innovation, research and development	1.3	4.4	1.5	6.9	76.5%	2.7%	6.5	6.8	7.1	0.6%	6.0%
Total	105.6	118.8	151.5	137.8	9.3%	100.0%	108.3	107.1	106.1	-8.3%	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											
R million	Audited outcome			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
Revenue											
Non-tax revenue	4.1	3.9	5.2	5.1	8.1%	4.0%	5.4	5.6	5.9	4.7%	5.0%
Other non-tax revenue	4.1	3.9	5.2	5.1	8.1%	4.0%	5.4	5.6	5.9	4.7%	5.0%
Transfers received	102.0	100.8	123.4	112.6	3.3%	96.0%	102.9	101.4	100.3	-3.8%	95.0%
Total revenue	106.0	104.7	128.7	117.7	3.5%	100.0%	108.3	107.1	106.1	-3.4%	100.0%
Expenses											
Current expenses	40.6	55.0	55.3	61.7	15.0%	41.5%	59.7	62.5	65.4	2.0%	55.0%
Compensation of employees	31.1	35.2	37.0	36.1	5.1%	27.4%	41.6	43.5	45.5	8.0%	37.1%
Goods and services	9.1	19.8	17.7	25.6	41.0%	13.9%	18.1	19.0	19.9	-8.1%	17.9%
Depreciation	0.3	–	0.5	–	-100.0%	0.2%	–	–	–	–	–
Transfers and subsidies	65.0	63.8	96.2	76.1	5.4%	58.5%	48.5	44.5	40.7	-18.8%	45.0%
Total expenses	105.6	118.8	151.5	137.8	9.3%	100.0%	108.3	107.1	106.1	-8.3%	100.0%
Surplus/(Deficit)	–	(14.1)	(22.8)	(20.1)	–	–	–	–	–	-100.0%	–

Table 4.18 Media Development Diversity Agency 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 (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R million											
Cash flow from operating activities	10.7	(7.2)	(22.8)	(21.4)	-226.2%	100.0%	0.0	-	0.0	-103.6%	-
Receipts											
Non-tax receipts	4.1	3.9	5.2	3.8	-2.0%	3.6%	5.4	5.6	5.9	15.4%	4.8%
Other tax receipts	4.1	3.9	5.2	3.8	-2.0%	3.6%	5.4	5.6	5.9	15.4%	4.8%
Transfers received	105.9	107.2	123.4	112.6	2.1%	96.4%	102.9	101.4	100.3	-3.8%	95.2%
Financial transactions in assets and liabilities	-	0.0	-	-	-	-	-	-	-	-	-
Total receipts	110.0	111.1	128.7	116.4	1.9%	100.0%	108.3	107.1	106.1	-3.0%	100.0%
Payment											
Current payments	38.2	50.3	55.3	61.8	17.4%	40.6%	59.7	62.5	65.4	1.9%	55.0%
Compensation of employees	30.7	31.0	37.0	36.1	5.6%	26.9%	41.6	43.5	45.5	8.0%	37.0%
Goods and services	7.5	19.2	18.3	25.6	50.6%	13.6%	18.1	19.0	19.9	-8.1%	18.0%
Interest and rent on land	-	0.0	-	-	-	-	-	-	-	-	-
Transfers and subsidies	61.1	68.0	96.2	76.1	7.6%	59.4%	48.5	44.5	40.7	-18.8%	45.0%
Total payments	99.3	118.3	151.5	137.8	11.6%	100.0%	108.3	107.1	106.1	-8.3%	100.0%
Net cash flow from investing activities	(0.8)	(0.7)	-	-	-100.0%	-	-	-	-	-	-
Acquisition of property, plant, equipment and intangible assets	(0.8)	(0.7)	-	-	-100.0%	-	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents	9.8	(7.9)	(22.8)	(21.4)	-229.7%	-7.0%	0.0	-	0.0	-103.6%	-
Statement of financial position											
Carrying value of assets	1.7	1.9	1.4	1.9	4.5%	1.4%	1.9	1.9	1.9	-	1.5%
<i>of which:</i>											
<i>Acquisition of assets</i>	<i>(0.8)</i>	<i>(0.7)</i>	<i>-</i>	<i>-</i>	<i>-100.0%</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>
Receivables and prepayments	2.0	2.4	1.0	15.0	96.5%	4.0%	15.0	15.0	15.0	-	11.8%
Cash and cash equivalents	141.6	133.8	97.4	109.9	-8.1%	94.7%	109.9	109.9	109.9	-	86.7%
Total assets	145.3	138.1	99.8	126.8	-4.4%	100.0%	126.8	126.8	126.8	-	100.0%
Accumulated surplus/(deficit)	108.3	94.1	-	-	-100.0%	35.7%	-	-	-	-	-
Capital and reserves	-	-	70.1	76.2	-	32.6%	76.2	76.2	76.2	-	60.1%
Capital reserve fund	31.9	38.2	18.5	-	-100.0%	17.0%	-	-	-	-	-
Borrowings	0.0	0.0	0.0	-	-100.0%	-	-	-	-	-	-
Trade and other payables	3.5	3.9	9.0	38.3	121.2%	11.1%	38.3	38.3	38.3	-	30.2%
Provisions	1.6	1.9	2.1	12.3	99.2%	3.6%	12.3	12.3	12.3	-	9.7%
Total equity and liabilities	145.3	138.1	99.8	126.8	-4.4%	100.0%	126.8	126.8	126.8	-	100.0%
Cash flow statement											
Cash flow from operating activities	10.7	(7.2)	(22.8)	(21.4)	-226.2%	100.0%	0.0	-	(0.0)	-96.4%	-
Receipts											
Non-tax receipts	4.1	3.9	5.2	3.8	-2.0%	3.6%	5.4	5.6	5.9	15.4%	4.7%
Other tax receipts	4.1	3.9	5.2	3.8	-2.0%	3.6%	5.4	5.6	5.9	15.4%	4.7%
Transfers received	105.9	107.2	123.4	112.6	2.1%	96.4%	104.8	103.5	102.4	-3.1%	95.3%
Financial transactions in assets and liabilities	-	0.0	-	-	-	-	-	-	-	-	-
Total receipts	110.0	111.1	128.7	116.4	1.9%	100.0%	110.1	109.1	108.3	-2.4%	100.0%
Payment											
Current payments	38.2	50.3	55.3	61.8	17.4%	40.6%	59.7	62.5	65.4	1.9%	54.2%
Compensation of employees	30.7	31.0	37.0	36.1	5.6%	26.9%	41.6	43.5	45.5	8.0%	36.5%
Goods and services	7.5	19.2	18.3	25.6	50.6%	13.6%	18.1	19.0	19.9	-8.1%	17.7%
Interest and rent on land	-	0.0	-	-	-	-	-	-	-	-	-
Transfers and subsidies	61.1	68.0	96.2	76.1	7.6%	59.4%	50.4	46.6	42.9	-17.4%	45.8%
Total payments	99.3	118.3	151.5	137.8	11.6%	100.0%	110.1	109.1	108.3	-7.7%	100.0%
Net cash flow from investing activities	(0.8)	(0.7)	-	-	-100.0%	-	-	-	-	-	-
Acquisition of property, plant, equipment and intangible assets	(0.8)	(0.7)	-	-	-100.0%	-	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents	9.8	(7.9)	(22.8)	(21.4)	-229.7%	-7.0%	0.0	-	(0.0)	-96.4%	-
Statement of financial position											
Carrying value of assets	1.7	1.9	1.4	1.9	4.5%	1.4%	1.9	1.9	1.9	-	1.5%
<i>of which:</i>											
<i>Acquisition of assets</i>	<i>(0.8)</i>	<i>(0.7)</i>	<i>-</i>	<i>-</i>	<i>-100.0%</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>
Receivables and prepayments	2.0	2.4	1.0	15.0	96.5%	4.0%	15.0	15.0	15.0	-	11.8%
Cash and cash equivalents	141.6	133.8	97.4	109.9	-8.1%	94.7%	109.9	109.9	109.9	-	86.7%
Total assets	145.3	138.1	99.8	126.8	-4.4%	100.0%	126.8	126.8	126.8	-	100.0%
Accumulated surplus/(deficit)	108.3	94.1	-	-	-100.0%	35.7%	-	-	-	-	-
Capital and reserves	-	-	70.1	76.2	-	32.6%	76.2	76.2	76.2	-	60.1%
Capital reserve fund	31.9	38.2	18.5	-	-100.0%	17.0%	-	-	-	-	-
Borrowings	0.0	0.0	0.0	-	-100.0%	-	-	-	-	-	-
Trade and other payables	3.5	3.9	9.0	38.3	121.2%	11.1%	38.3	38.3	38.3	-	30.2%
Provisions	1.6	1.9	2.1	12.3	99.2%	3.6%	12.3	12.3	12.3	-	9.7%
Total equity and liabilities	145.3	138.1	99.8	126.8	-4.4%	100.0%	126.8	126.8	126.8	-	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 2024		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											
		2022/23			2023/24			2024/25			2025/26			2026/27			2023/24 - 2026/27		
Media Development Diversity Agency		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Salary level	43	43	41	37.0	0.9	33	36.1	1.1	43	41.6	1.0	43	43.5	1.0	43	45.5	1.1	9.2%	100.0%
7 – 10	27	27	26	14.8	0.6	21	15.0	0.7	27	18.7	0.7	27	19.5	0.7	27	20.4	0.8	8.7%	63.0%
11 – 12	12	12	10	11.6	1.2	10	13.4	1.3	12	15.0	1.3	12	15.7	1.3	12	16.4	1.4	6.3%	28.5%
13 – 16	4	4	5	10.5	2.1	2	7.7	3.9	4	7.9	2.0	4	8.3	2.1	4	8.7	2.2	26.0%	8.5%

1. Rand million.