

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER 129

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DUE TO PARLIAMENT: 26 FEBRUARY 2009

Mr S J F Marais (DA) to ask the Minister of Finance:

- (1) Whether the National Treasury placed an advertisement (a) in newspapers, (b) in magazines, (c) on radio and (d) on television during the period 1 January 2008 up to the latest specified date for which information is available; if not, what is the position in this regard; if so, in each case, (i) in which (aa) newspapers, (bb) magazines, (ii) on which (aa) radio stations and (bb) television stations did it appear and (iii) what was the (aa) cost and (bb) purpose of placing the advertisement;
- (2) whether advertising from the National Treasury will be curtailed from the day on which the election is declared to the day on which the results of the election are determined; if not, why not; if so, what are the relevant details?

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Reply:

- (1) (a) newspapers - **Yes**
 - (b) magazines - **Yes**
 - (c) radio - **Yes**
 - (d) television - **Yes**
- (i)(aa) Government Gazette, Mail & Guardian, Sunday Times, City Press, Rapport, Business Day, Sowetan, Sunday World, Pretoria News and Star.
 - (bb) Financial Mail
- (ii)(aa) 5 FM, SA FM, Metro, Ligwalagwala, Umhlobo Wenene, Inkwenkwezi, Phalaphala, Ukhozi and Mungana.
 - (bb) South African Broadcasting Corporation and E-Tv

(iii)(aa)

Public notices	- R18 937.00
Recruitment	- R3 970 869.09
Retail Bonds	- R20 000 000.00
Tenders	- R309 898.64
<u>Total</u>	<u>- R24 299 704.73</u>

(bb) Public notices, recruitment, Retail Bonds and tenders.

The National Treasury advertised on print, radio and television for the purpose of creating and sustaining a culture of saving in South Africa. To this effect **R20 million** was spent and created a saving pool of **R811 million** by end of February 2009. South Africa's savings rate is very low and now more than ever South Africans need to be reminded to save at all costs.

- (2) Advertisement for recruitment and tenders will continue as they are part of strategic and operational efficiency of National Treasury.