

NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 1079 [NW1312E]
DATE OF PUBLICATION: 17 MAY 2013

1079. Ms M R Shinn (DA) to ask the Minister of Finance:

(1) What total amounts has (a) the National Treasury and (b) each specified entity reporting to him spent on (i) print and (ii) broadcast advertising in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years;

(2) in each case, (a)(i) by which radio or television station were the advertisements broadcast and (ii) in which newspapers were the advertisements published in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years and (b) at what cost in each specified case?

NW1312E

REPLY

(a)(ii)(ii) National Treasury

<u>and Entities</u>	<u>Print</u>	<u>Broadcast</u>	<u>Total</u>	<u>What was advertised</u>	<u>Reasons</u>
National Treasury	R 17,092,637.75	R 61,826,889.52	R 78,919,527.27	RSA Retail Savings Bonds	To create awareness of the importance to save.
(aa) 2009 - 2010	R 3,753,000.00	R 13,568,000.00	R 17,321,000.00		
(bb) 2010 - 2011	R 7,070,835.18	R 15,860,596.86	R 22,931,432.04		
(cc) 2011 - 2012	R 2,277,439.24	R 19,272,693.28	R 21,550,132.52		
(dd) 2012 - 2013	R 3,991,363.33	R 13,125,599.38	R 17,116,962.71		
Accounting Standards Board	R 80,165.00	R 0.00	R 80,165.00	Vacancies for board members, technical staff and administrators	Board member's terms ended, and resignation of administrators.
(aa) 2009 - 2010	R 0.00	R 0.00	R 0.00		
(bb) 2010 - 2011	R 79,290.00	R 0.00	R 79,290.00		
(cc) 2011 - 2012	R 875.00	R 0.00	R 875.00		
(dd) 2012 - 2013	R 0.00	R 0.00	R 0.00		

Co-operative Banks Development Agency	R 398,163.18	R 0.00	R 398,163.18	* Vacancies	* Agency started in 2009; the approved structure had positions to be filled.
(aa) 2009 - 2010	R 118,198.94	R 0.00	R 118,198.94	* Tender	* Curriculum for Co-operative Financial Institution's Management. Project manager for CFI Banking Platform.
(bb) 2010 - 2011	R 67,251.84	R 0.00	R 67,251.84		
(cc) 2011 - 2012	R 96,731.31	R 0.00	R 96,731.31		
(dd) 2012 - 2013	R 115,981.09	R 0.00	R 115,981.09		
Development Bank of	R 7,723,336.00	R 1,133,666.00	R 8,857,002.00	* Tender	Call for expression of interest.
(aa) 2009 - 2010	R 1,460,475.00	R 0.00	R 1,460,475.00	* Energy campaign	
(bb) 2010 - 2011	R 2,877,045.00	R 883,666.00	R 3,760,711.00	* Water campaign	
(cc) 2011 - 2012	R 2,361,460.00	R 250,000.00	R 2,611,460.00	* Annual results	
(dd) 2012 - 2013	R 1,024,356.00	R 0.00	R 1,024,356.00		
Financial Intelligence Centre	R 3,664,452.46	R 0.00	R 3,664,452.46	* Public awareness campaigns	To create awareness regarding obligations in terms of the FIC Act.
(aa) 2009 - 2010	R 323,276.22	R 0.00	R 323,276.22		
(bb) 2010 - 2011	R 872,000.00	R 0.00	R 872,000.00	* Vacancies	To fill staff vacancies.
(cc) 2011 - 2012	R 1,464,275.00	R 0.00	R 1,464,275.00	* Tenders	Inviting business to tender.
(dd) 2012 - 2013	R 1,004,901.24	R 0.00	R 1,004,901.24		
Financial Services Board	R 0.00	R 0.00	R 0.00	N/A	N/A
(aa) 2009 - 2010	R 0.00	R 0.00	R 0.00		
(bb) 2010 - 2011	R 0.00	R 0.00	R 0.00		
(cc) 2011 - 2012	R 0.00	R 0.00	R 0.00		
(dd) 2012 - 2013	R 0.00	R 0.00	R 0.00		
Government Employees Pension Fund	R 3,427,335.42	R 268,812.00	R 3,696,147.42	* Pension fund awareness	* To profile GEPPF as the largest investor in the SA economy.
(aa) 2009 - 2010	R 0.00	R 0.00	R 0.00	* GEPPF exhibition	* Brand Awareness campaign
(bb) 2010 - 2011	R 0.00	R 0.00	R 0.00	* GEPPF annual report	* Financial results campaign
(cc) 2011 - 2012	R 1,318,688.20	R 268,812.00	R 1,587,500.20	* Delay in pension increase	* Pension increase announcement.
(dd) 2012 - 2013	R 2,108,647.22	R 0.00	R 2,108,647.22	* GEPPF infrastructure investments	* Promote GEPPF Development Investment Policy.

Government Pension Administrative Agency	R 7,239,899.93	R 5,659,252.46	R 12,899,152.39	* Recruitment	Educating members and stakeholders about GEPP services and changes.
(aa) 2009 - 2010				* Tenders	
(bb) 2010 - 2011	R 1,695,585.76	R 1,011,094.82	R 2,706,680.58	* Road shows	
(cc) 2011 - 2012	R 1,809,591.65	R 3,289,690.46	R 5,099,282.11		
(dd) 2012 - 2013	R 3,734,722.52	R 1,358,467.18	R 5,093,189.70		
Independent Regulatory Board for Auditors	R 499,034.82	R 0.00	R 499,034.82	* PPE results	* Announce top 10 Students.
(aa) 2009 - 2010	R 157,217.00	R 0.00	R 157,217.00	* Go to "Market plan"	* To make IRBA's functions know.
(bb) 2010 - 2011	R 178,863.15	R 0.00	R 178,863.15		
(cc) 2011 - 2012	R 109,676.75	R 0.00	R 109,676.75		
(dd) 2012 - 2013	R 53,277.92	R 0.00	R 53,277.92		
Pension Funds Adjudicator	R 249,035.00	R 0.00	R 249,035.00	* Recruitment	* To fill vacant posts
(aa) 2009 - 2010	R 0.00	R 0.00	R 0.00	* Data base register	* To invite prospective suppliers
(bb) 2010 - 2011	R 9,850.00	R 0.00	R 9,850.00	* Tenders	* Development of case management system
(cc) 2011 - 2012	R 50,745.00	R 0.00	R 50,745.00	* Notice	* Office relocation
(dd) 2012 - 2013	R 188,440.00	R 0.00	R 188,440.00		
Land Bank	R 1,570,598.33	R 47,950.00	R 1,618,548.33	* Brand development advertising, available vacancies and tenders.	* To attract new client and reposition the Bank within the mind of existing stakeholders and clients.
(aa) 2009 - 2010	R 249,561.57	R 0.00	R 249,561.57	* Retail emerging market (REM) products and Land Bank Corporate profile.	* Improve brand equity, getting rights staff members and getting suitable service providers.
(bb) 2010 - 2011	R 849,930.80	R 47,950.00	R 897,880.80	* Positioning of the Bank's distribution channels and products and services	* Introduction of the new REM division to the market, and showcasing the success of the Bank on its stability phase of the turnaround.
(cc) 2011 - 2012	R 299,172.00	R 0.00	R 299,172.00		* To channel existing and potential clients to the AFCs
(dd) 2012 - 2013	R 171,933.96	R 0.00	R 171,933.96		
Office of the Ombud for Financial Services Providers	R 238,584.67	R 0.00	R 238,584.67	Vacant positions	Recruitment
(aa) 2009 - 2010	R 13,844.16	R 0.00	R 13,844.16		

(bb) 2010 - 2011	R 50,707.20	R 0.00	R 50,707.20		
(cc) 2011 - 2012	R 60,499.80	R 0.00	R 60,499.80		
(dd) 2012 - 2013	R 113,533.51	R 0.00	R 113,533.51		
Public Investments Corporation	R 125,090.84	R 0.00	R 125,090.84	* Tenders	
(aa) 2009 - 2010	R 0.00	R 0.00	R 0.00	* Energy campaign	
(bb) 2010 - 2011	R 75,376.00	R 0.00	R 75,376.00		
(cc) 2011 - 2012	R 49,714.84	R 0.00	R 49,714.84		
(dd) 2012 - 2013	R 0.00	R 0.00	R 0.00		
South African Revenue Services	R 89,888,145.00	R 132,574,893.00	R 222,463,038.00	* PAYE Tax Season campaign Budget speech Financial year end revenue drive * Odometre day campaign Voluntary Disclosure Programme * Branch advertising	* * Reminding employers about start of Employer Reconciliation period. * To increase tax compliance. * Tax changes * Remind taxpayers of the end of filing season. * To ensure accuracy of refund claims. * Allowing taxpayers to disclose income not previously disclose. * Informing taxpayers about new SARS branches.
(aa) 2009 - 2010	R 21,055,450.00	R 36,524,686.00	R 57,580,136.00		
(bb) 2010 - 2011	R 20,671,338.00	R 29,791,161.00	R 50,462,499.00		
(cc) 2011 - 2012	R 31,835,111.00	R 23,063,227.00	R 54,898,338.00		
(dd) 2012 - 2013	R 16,326,246.00	R 43,195,819.00	R 59,522,065.00		
SASRIA	R 2,182,081.99	R 0.00	R 2,182,081.99	* Brand awareness * Municipal focus * LGBM government business workshop * Wall calendar * Insurance bootcamp	* Improving awareness on the brand. * Product and brand awareness * Brand Awareness and customer relations management. * Brand and product awareness
(aa) 2009 - 2010	R 20,000.00	R 0.00	R 20,000.00		
(bb) 2010 - 2011	R 40,000.00	R 0.00	R 40,000.00		
(cc) 2011 - 2012	R 918,057.09	R 0.00	R 918,057.09		
(dd) 2012 - 2013	R 1,204,024.90	R 0.00	R 1,204,024.90		

(2)(a)(i)

NATIONAL TREASURY

Print media

City Press
Sunday Times

Broadcast used

SAFM
RSG

Mail and Guardian	Umhlobo
Daily Sun	Wenene
Sowetan	Ukhozi FM
The Star	Lesedi FM
Pretoria News	Metro FM
The Citizen	5FM
Cape Times	Lotus FM
Cape Argus	TRU FM
The Witness	Good Hope
Daily News	Ligwalagwala
	Ikwekwezi
	Munghana
Volksblad	Lonene
Diamond Fields Advertiser	Phalaphala
Beeld	Thobela
Burger	Jakaranda FM
The herald	Igagasi
Entrepreneur	Khaya FM
Black Business Quarterly	Heart FM
Public Sector Manager	East Coast Radio
Financial Mail	OFM
	Algoa FM
	Capricon
	Mower
	702
	Highveld
	YFM

ACCOUNTING STANDARDS BOARD

Print media

Sunday Times
City Press

Broadcast used

Business Day	
The Star	

CO-OPERATIVE BANKS DEVELOPMENT AGENCY

<u>Print media</u>	<u>Broadcast used</u>
Avusa Media	
Media 24	
Jobvest	
Saattchi & Saatchi	
Sunday Times	
City Press	
Mail and Guardian	
Working Earth	
Kapele Appointments	

DEVELOPMENT BANK OF SOUTHERN AFRICA

<u>Print media</u>	<u>Broadcast used</u>
Business Day	SA FM
City Press	Metro FM
Sunday Times	Ukhozi FM
The Star	Thobela FM
Sowetan	Lesedi FM
Mail and Guardian	Motsweding Phalaphala FM
Citizen	ikwekwezi FM
Sunday World	Umholobo Wenene FM
	Lgiwalagwala FM
	Munghana Lonene FM
	702 Talk Show

FINANCIAL INTELLIGENCE CENTRE

<u>Print media</u>	<u>Broadcast used</u>
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Government Printing Works	
Lowebull Gauteng (Pty) Ltd	
Real Estate Media CC	
Mail and Guardian	
Media 24	
Avusa Media	
FA New Magazine	
Nigel Benetton Insurance Times	
Career Junction	
Omnico (Pty) Ltd	
Strategy Recruitment Marketing	
Fempower	
The Working Earth	
Human Communications (Pty) Ltd	
The junction	
Compliance Institute of SA	
Ayanda Mbanga Communications	

GOVERNMENT EMPLOYEES PENSION FUND

<u>Print media</u>	<u>Broadcast used</u>
Who's who magazine	Metro FM
Sunday Independent	
TNA Media	
Mail and Guardian	
Avusa Media	
Dispatch Media	
Media 24	
Pretoria News	
Cape Times	
Isolezwe	
Ilannga the Natal witness	
Sowetan	
Today's trustee	

BDFM publishers ADS 24 TOPCO Media SA UHURU Communications	
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GOVERNMENT PENSION ADMINISTRATIVE AGENCY

Print media

Broadcast used

Benoni City Times
Boksburg advertiser
Bosveld
Brakpan herald
Cape Argus
Cape Times
Capricorn voice
City press
Daily dispatch
Daily sun
Die burger
Express newspaper
Herald
Ilanga
Isolezwe
Kempton express
Krugersdorp news
Lowvelder
Media 24
Mercury
Moponi news
Mpumalanga News
Mthatha Fever
Mzansi newspaper
Natal Witness
The New Age

Great Middleburg FM
Ikwewezi FM
Jozi FM
Kaya FM
Lesedi FM
Ligwalagwala FM
Lotus FM
Mdantsane FM
Mokopane community radio
Motheo FM
Motsweding FM
M-Power FM
Nkqubela FM
North west FM
OFM FM
Phalaborwa community radio
Qwaqwa radio
Radio Buoys
Radio Mafisa
Radio Riverside
Radio Teenage
Radio Teemaneng
SABC
Southern Cape
Community FM
Thobela FM

Noordwes Koerante	Tru FM
Northern review	Ukhozi FM
Polokwane observer	Umgungundlovu
Pretoria news	Umhlobo Wenene FM
Public eye	Vaaltar FM Community
Randfontein herald	Zululand Community radio
Rapport	
Roodeport record	
SADTU newspaper	
Sowetan	
Spring advertiser	
Sunday Times	
Sunday World	
The Mail Mafikeng	
The Star	
the Witness newspaper	
Vhembe herald	
Volksburg	
Weekend post	

INDEPENDENT REGULATORY BOARD FOR AUDITORS

<u>Print media</u>	<u>Broadcast used</u>
Independent newspapers	
BDFM	
Leadership Magazine	
Who Owns Whom	
Opportunity magazine	
Black Business Quarterly	
Blue Chip magazine	
Transform SA magazine	

PENSION FUNDS ADJUDICATOR

<u>Print media</u>	<u>Broadcast used</u>
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Government Printing Works	
Business Day	
Independent newspaper	
Times Media PL	
Media 24	

LAND BANK

<u>Print media</u>	<u>Broadcast used</u>
Rainbow SA holdings	
Merino SA	
Caxton Magazines	
Human communications	
Foreign PMT advertising	
TOPCO Media	
Overberg Media	
Mail and Guardian	
Picasso Headline	
Pro Agri	
Plaas publishing	
Global Africa Network	
C R A Dijital Services	
Agri SA	
Brabys	
Highbury Safari Media	
Protean publishing	
Spoc Managed Service	
Mediacom	
MOD management consaltants	
Directosign	
Grain SA	
Media 24	
PIMP Media	
Infoworks Media publication	

Lemon & media 2	
United stations	
SAKI Print	
Telkom advert Mkt	

FAIS OMBUD

Print media

Broadcast used

Business Day	
Sunday Times	
FA News	
Mail and Guardian	
De Rebus	

PUBLIC INVESTMENT CORPORATION

Print media

Broadcast used

One Africa One Voice	
Financial Mail	
The Star	
Pretoria News	

SOUTH AFRICAN REVENUE SERVICES

Print media

Broadcast used

Alberton Record	DSTV
Athlone News	ETV
Atlantic Sun	ETV News
Bedfordview/Edenvale	SABC 1
Beeld	SABC 2
Benoni City Times	5FM
Boksburg Advertiser	Algoa
Brakpan Herald	Cape Talk
Burger	Capricorn FM
Business Day	Classic FM
Cape Argus	East Coast

Cape Times
Carltonville Herald
Citizen
City Press
Constantiaberg Bull
Daily Dispatch
Daily News
Daily Sun
Daily Voice
De Aar Echo
Diamond Fields Advertiser
Diepkloof Urban News
District Mail
Drum
Falsebay Echo
Financial Mail
Finweek
Fourways Review
Gemsbok Upington
Germiston City News
Herald
Highveld Hoevelder
Huisgenoot
Ilanga
Independent On Saturday
Isolezwe
Kokstad Advertiser
Krugersdorp News
Ladysmith Gazette
Letaba Herald
Lowvelder
Mail & Guardian
Mercury

Good Hope FM
Heart 104.9
Highveld 94.7
Igagasi 99.5
Ikwewezi FM
Jacaranda FM
Jozi FM
Kaya FM
Kfm 94.5
Lesedi FM
Ligwalagwala FM
Lotus FM
Metro FM
Motsweding FM
Mpower FM
Munghana Lonene FM
Ofm Radio
Phalaphala FM
Radio 2000
Benchmark
Bush
CCFM
East Rand Stereo
East Wave
Eden
IFM
Kasie FM
KC
KFM
King-Fisher
Overvaal
Panorama
Pulpit

Midrand Reporter	Rainbow
Mining Mirror	Riverside
Newcastle Advertiser	Rosestad
Plainsman	RSG
Port Elizabeth Express	SAFM
Post	Sunny South
Pretoria News	Thobela FM
Pretoria Record Mamelodi	Tygerberg
Randburg Sun	Ukhozi FM
Randfontein Herald	Umhlobo Wenene FM
Rapport	Voice of the Cape
Representative	YFM
Ridge Times	
Roodepoort Record	
Rustenburg Herald	
Sandton Chronicle	
Saturday Argus	
Saturday Dispatch	
Saturday Star	
Sentinel News	
South Coast Herald	
Southern Mail	
Southern Sub Tatler	
Sowetan	
Springs & Brakpan Advertiser	
Star Mf	
Sunday Independent	
Sunday Sun	

SASRIA

Print media

LGBN Magazine	
TNT Multimedia limited	

Broadcast used

FA News magazine UHURU communications Masungulo consultancy Gabaza production FIA magazine RISK SA Media 24 The Star Beeld magazine Independent newspapers TOPCO Fabulous women magazine PICASSO Financial Mail Business day Cape mail corporation Rapport Crown publications Wineland magazine Creamer media JSE Magazine Harvest SA Aspire magazine FA News	
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