



## **environmental affairs**

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA

### **NATIONAL ASSEMBLY**

**(For written reply)**

**QUESTION NO. 786 {NW1901E}**

**INTERNAL QUESTION PAPER NO. 14 of 2019**

**DATE OF PUBLICATION: 06 September 2019**

**Mr M N Paulsen (EFF) to ask the Minister of Environment, Forestry and Fisheries:**

- (1) (a) What amount was spent on advertising by (i) her department and (ii) state-owned entities reporting to her in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;
- (2) what amount of the total expenditure incurred by (a) her department and (b) state-owned entities reporting to her went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) on outdoor advertising by her department and state-owned entities reporting to her went to each black-owned media company in each specified financial year?

**786. THE MINISTER OF ENVIRONMENT, FORESTRY AND FISHERIES REPLIES:**

**1. (a) Total expenditure on advertising**

#### **(I) DEPARTMENT OF ENVIRONMENTAL AFFAIRS**

<b>Expenditure Item: Advertising</b>	<b>aa) Amount spent 2016/17</b>	<b>bb) Amount spent 2017/18</b>	<b>cc) Amount spent 2018/19</b>
Total expenditure spent on advertising by the department	<b>R15 983 000,00</b>	<b>R35 171 000,00</b>	<b>R44 444 535,38</b>

**(II) PUBLIC ENTITIES****SOUTH AFRICAN NATIONAL BOTANICAL INSTITUTE**

<b>Expenditure Item: Advertising</b>	<b>aa) Amount spent 2016/17</b>	<b>bb) Amount spent 2017/18</b>	<b>cc) Amount spent 2018/19</b>
Total expenditure incurred for black owned companies and non black owned companies including Government Printer	<b>R2 182 768,51</b>	<b>R914 715,78</b>	<b>R1 612 323,47</b>

**2.(a) Departmental amount of total expenditure went to:**

	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>Percentage</b>
<b>i) Each specified black-owned media company</b>				
Karabo Media	R175 560,00			100% B-BBBEE level 3
Keys Communications	R317 466,29			100% B-BBBEE level 1
MSG Group Sales	R313 500,00			100% B-BBBEE level 4
TNA	R500 000,00			100% B-BBBEE level 4
Tswalanang	R478 800,00			100% B- BBBEE level 1
Headliners Media Group		R216 600,00		100% B-BBBEE level 1
The Inc (Independent Newspapers)		R1 426 185,32	R1 870 231,50	100% B-BBBEE level 3
SABC		R7 348 715,35	R977 500,00	100% B-BBBEE level 2
Ads 24			R476 527,44	100% B-BBBEE level 3
Provantage			R328 652,88	52% B-BBBEE level 1
Tiso Blackstar Group			R1 390 062,09	100% B-BBBEE level 6

Topco Media			R399 000,00	25% B-BBBEE level 4
United Stations			R120 000,00	8% B-BBBEE level 5
Alfred Nzo community radio			R6 000,00	100% B-BBBEE level 2
Giyani Community Radio			R10 000,00	100% B-BBBEE level 2
Hlanganani FM			R10 000,00	100% B-BBBEE level 2
Univen Radio			R10 000,00	100% B- BBBEE level 2
Vukani community radio			R6 000,00	100% B-BBBEE level 5
Sound Fusion			R18 400,00	100% B- BBBEE level 5
Radio Zibonele			R32 855,43	100% B-BBBEE level 5
Kouga FM			R6 000,00	100% B-BBBEE level 3
LA FM 107.2			R6 000,00	100% B-BBBEE level 4
Lukhanji fm			R6 000,00	100% B-BBBEE level 3
Makhado FM			R10 000,00	100% B-BBBEE level 2
Malamulele Community Radio			R10 000,00	100% B- BBBEE level 2
Ngqushwa FM			R6 000,00	100% B- BBBEE level 2
Nkqubela community radio			R6 000,00	100% B-BBBEE level 2
<b>Totals</b>	<b>R1 785 326,29</b>	<b>R8 991 500,67</b>	<b>R5 705 229,34</b>	

ii) outdoor advertising expenditure (specify service providers)				
Karabo Media	R175 560,00			100% B-BBBEE level 3
Keys Communications	R317 466,29			100% B-BBBEE level 1
Provantage	R523 260,00	R730 787,88	R328 652,88	52% B-BBBEE level 1
Tswalanang	R478 800,00			100% B-BBBEE level 1
Headliners Media Group		R216 600,00		100% B-BBBEE level 1
Icon Media		R495 396,61		88% B-BBBEE level 3
<b>Totals</b>	<b>R1 495 086,29</b>	<b>R1 442 784,49</b>	<b>R328 652,88</b>	

**2.(b) Public entity amount of total expenditure went to:**

	2016/17	2017/18	2018/19	Percentage
i) black owned media company (specify service providers)				
Second chance media	R13 650,00	R40 950,00	R72 000,00	100% B- BBBEE Level 1
Kone Staffing Solution	R1 349 564,12	R342 339,42	R416 244,13	100% B- BBBEE Level 1
Pent Commnucations	0,00	0,00	R79 500,00	100% B- BBBEE Level 1
Ndimase Trading	0,00	0,00	R49 316,60	100% B- BBBEE Level 1
<b>Totals</b>	<b>R1 363 214,12</b>	<b>R383 289,42</b>	<b>R617 060,73</b>	
ii) outdoor advertising (specify service providers)				
Primedia	0,00	0,00	R487 044,09	37% B-BBBEE Level 1
AD Outpost	R31 920,46	0,00	0,00	51% B-BBBEE

				Level 2
<b>Totals</b>	<b>R31 920,46</b>	<b>0,00</b>	<b>R487 044,09</b>	

**2. (c) On department outdoor advertising how much went to black owned media company:**

	2016/17	2017/18	2018/19	Percentage
Specify each black owned				
Karabo Media	R175 560,00			100% B-BBBEE level 3
Keys Communications	R317 466,29			100% B-BBBEE level 1
Provantage	R523 260,00	R730 787,88	R328 652,88	52% B-BBBEE level 1
Tswalanang	R478 800,00			100% B-BBBEE level 1
Headliners Media Group		R216 600,00		100% B-BBBEE level 1
Icon Media		R495 396,61		88% B-BBBEE level 3
<b>Totals</b>	<b>R1 495 086,29</b>	<b>R1 442 784,49</b>	<b>R328 652,88</b>	

**2. (c) On public entity outdoor advertising how much went to black owned media company:**

	2016/17	2017/18	2018/19
Specify each black owned			
<b>Totals</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>

**SOUTH AFRICAN NATIONAL PARKS**

Expenditure Item: Advertising	aa) Amount spent	bb) Amount spent	cc) Amount spent
	2016/17	2017/18	2018/19
Total expenditure incurred	4 290 959,67	6 373 312,15	3 526 506,69

2.(b) what amount of total expenditure went to:

	2016/17	2017/18	2018/19	% Black Ownership
<b>i) black owned media company (specify service providers)</b>				
AVENG MEDIA	-	-	21,000.00	100% B-BBEE Level 1
CENTRAL MEDIA GROUP	-	7,250.00	24,692.00	< 51% B-BBEE Level 4
CONTACT MEDIA AND COMMUNICATION	19,950.00	20,357.50	-	< 51% B-BBEE Level 4
DIE PLATTELANDER	-	3,517.78	-	< 51% B-BBEE Level 4
GEMSBOK UITGEWERS	13,038.50	16,215.60	-	< 51% B-BBEE Level 4
GRAAF REINET ADVERTISER	2,574.53	-	-	< 51% B-BBEE Level 4
INDEPENDENT NEWSPAPERS GAUTENG LTD	20,159.40	1,759,821.98	-	< 51% B-BBEE Level 6
INDEPENDENT NEWSPAPERS(TK)	24,488.25	7,560.00	32,732.00	< 51% B-BBEE Level 4
INNOVATIVE SPECIALIZED PRODUCTIONS	16,978.07	-	-	< 51% B-BBEE Level 4
KAYA FM	-	224,942.00	-	>51% B-BBEE Level 3
KOUGA FM	-	840.00	-	100% B-BBEE Level 1
LETABA/PALABORA HERALD,	2,784.00	-	7,828.00	< 51% B-BBEE Level 4
LUMEDIA (PTY) LTD T/A LETABA HERALD	-	1,160.00	4.00	< 51% B-BBEE Level 4
MEDIA 24	183,962.92	2,380,245.10	1,001,368.80	< 51% B-BBEE Level 4
MEDIA 24 BEPERK	99,616.56	56,256.99	7,246.68	< 51% B-BBEE Level 4
NEW MEDIA PUBLISHING	26,965.00	-	-	100% B-BBEE Level 1
OG MEDIA GROUP TRUST	-	33,100.00	17,500.00	< 51% B-BBEE Level 4
PLATINUM PUBLISHERS	3,882.00	-	-	< 51% B-BBEE Level 4
RADIO RIVERSIDE	-	24,980.00	-	100% B-BBEE Level 1
RED CARPET ADVERTISING	12,000.00	47,500.00	50,000.00	>51% B-BBEE Level 2
RISE BROADCAST	-	-	55,664.00	100% B-BBEE Level 1
SECOND CHANGE MEDIA	-	29,500.00	-	100% B-BBEE Level 1
SOUTHERN CAPE COMMUNITY FM T/A EDEN FM	-	1,188.00	2,720.00	100% B-BBEE Level 1
SPS ADVERTISING AND MARKETING	-	-	8,999.75	100% B-BBEE Level 1
SUBMERGE PUBLISHERS CC	5,500.00	-	-	< 51% B-BBEE Level 4
TCB PUBLISHING	63,380.00	-	-	< 51% B-BBEE Level 4
THE EDGE COMMUNITY NEWSPAPER	3,612.29	11,378.95	3,991.31	100% B-BBEE Level 1
THE TOURISM BLUEPRINT	49,026.00	12,075.00	85,060.00	< 51% B-BBEE Level 4
TIMES MEDIA	332,092.00	218,524.00	-	< 51% B-BBEE Level 4
<b>Totals</b>	<b>1,556,230.07</b>	<b>5,099,479.95</b>	<b>1,723,871.57</b>	
<b>ii) outdoor advertising (specify service providers)</b>				

AD VENTURES	-	1,999.00	-	< 51% B-BBEE Level 4
AL-ANN PRINT	-	34,100.00	29,510.26	100% B-BBEE Level 1
AVATAR AGENCY	-	-	424,499.80	100% B-BBEE Level 1
BALOGALE SUPPLIERS	-	17,940.75	4,500.00	100% B-BBEE Level 1
BALLISTIC DESIGN AND ADVERTISING CC	4,375.00	-	-	< 51% B-BBEE Level 4
BROCHURE MANAGEMENT	4,080.00	-	-	< 51% B-BBEE Level 4
CADAR	447,709.00	-	11,332.00	>51% B-BBEE Level 2
COUNTERPOINT CC TRADING AS BLITSDRUK	-	4,342.11	5,391.29	< 51% B-BBEE Level 4
DE AAR PRINTERS	-	815.10	-	< 51% B-BBEE Level 4
DOMINIQUE DE LA CROIX	-	-	29,441.74	< 51% B-BBEE Level 4
DPI SIGN INDUSTRIES	1,758.00	-	-	< 51% B-BBEE Level 4
FAMANO TRADING AND SERVICES	-	5,000.00	-	100% B-BBEE Level 1
GARIEP KUNSTEFEEES NPC	10,526.32	5,263.16	-	< 51% B-BBEE Level 4
GEMALTO SOUTHERN AFRICA	-	-	326,040.00	100% B-BBEE Level 1
HELLO AFRICA PROMOTIONS (PTY) LTD	-	18,167.00	-	>51% B-BBEE Level 2
HICKMAN AND CLARKE	-	-	28,060.00	< 51% B-BBEE Level 4
JABLISA SUPPLIERS (PTY) LTD	30,704.00	-	-	100% B-BBEE Level 1
JP BARNARD DRUKKERY ONDERNEMINGS T/A MINUTEMAN PRESS	3,050.00	18,200.00	-	>51% B-BBEE Level 2
JUST PRINT IT	-	9,112.00	-	< 51% B-BBEE Level 4
KABELOS	-	7,100.00	-	100% B-BBEE Level 1
KEA INDUSTRIES	-	-	30,330.00	100% B-BBEE Level 1
MIDLAND NEWS PRINTERS CC	3,188.43	-	-	100% B-BBEE Level 1
MO'S STUDIO	25,656.40	-	-	>51% B-BBEE Level 2
MOULD CREATION / WALDECK	210,315.00	-	-	< 51% Black Ownership
MSG GROUP SALES	306,230.40	-	-	< 51% B-BBEE Level 4
NANDI MGWADLAMBA	2,000.00	-	-	< 51% B-BBEE Level 4

NELSON MANDELA BAY TOURISM	7,000.00	15,400.00	-	< 51% B-BBEE Level 4
NEWCASTLE WINTER FESTIVAL	3,200.00		-	< 51% B-BBEE Level 4
P EN D BEMARKING T/A MARQUEE TENT EVENTS	18,090.00		-	100% B-BBEE Level 1
P NET PTY LTD	49,637.00		-	< 51% B-BBEE Level 4
PINK PETALS DESIGN STUDIO	-	1,250.00	-	>51% B-BBEE Level 2
POINTLINE SIGNAGE AND GRAPHIX	-	3,831.25	-	100% B-BBEE Level 1
PRIMEDIA OUTDOOR(PTY)LTD	27,925.80	27,849.08	30,122.36	100% B-BBEE Level 1
PROVANTAGE	20,000.00		-	< 51% B-BBEE Level 4
RADIO RIVERSIDE	13,157.89		-	< 51% B-BBEE Level 4
RAMSAY SON & PARKER	13,000.00	38,500.00	-	< 51% B-BBEE Level 4
ROOFTOP VIDEO PRODUCTIONS CC	9,065.00		-	100% B-BBEE Level 1
SCAN DISPLAY SOLUTIONS PTY LTD	323,227.68	16,670.00	-	< 51% B-BBEE Level 4
SIGNET PRINTING	-	8,396.49	-	100% B-BBEE Level 1
SIMPLY THE BEST PROJECTS	5,000.00		-	>51% B-BBEE Level 2
STARAIN	61,403.51		-	< 51% B-BBEE Level 4
SYNERGY SOLUTIONS	13,475.00	10,206.00	-	100% B-BBEE Level 1
THE AFRIKA CONFERENCE DIRECTORY PTY LTD	35,000.00		-	< 51% B-BBEE Level 4
THE COMPLETE FLY FISHERMAN	8,150.00	11,880.00	-	< 51% B-BBEE Level 4
THE COURIER	-	1,209.60	-	< 51% B-BBEE Level 4
THE PHOTO WORKSHOP(2)	80,125.00	37,400.00	-	>51% B-BBEE Level 2
THEBE EXHIBITIONS AND PROJECTS PTY LTD	36,238.00		-	< 51% B-BBEE Level 4
THOMPSONS SA TOURS & TRAVELS	10,000.00		-	100% B-BBEE Level 1
THOUGHT SCULPTURE	23,344.29		-	< 51% B-BBEE Level 4
TISO BLACKSTAR GROUP	-	52,833.00	195,292.83	>51% B-BBEE Level 2
TRAVEL AND TRADE PUBLISHING PTY LTD	11,500.00	58,365.00	-	100% B-BBEE Level 1
TRAVEL MARKETING EXPERTS SOUTH AFRICA	4,500.00		-	< 51% B-BBEE Level 4



TRAVEL PEOPLE CC	9,180.00		-	< 51% B-BBEE Level 4
TUINROETE AGRI BPK	880.70			>51% B-BBEE Level 2
UNTOUCHED ADVENTURES	29,000.00			< 51% B-BBEE Level 4
VIKING PRINT	3,340.00	14,926.00	12,720.00	100% B-BBEE Level 1
YOUR TRAVEL GUIDE.PTY LTD	5,500.00			< 51% B-BBEE Level 4
ZAINAB ARCHMAT	29,400.00			< 51% B-BBEE Level 4
ZF MCGAWU DISTRIBUTORS & GENERAL SUPPLIERS	-	-	11,990.00	< 51% B-BBEE Level 4
ZIYAPHENDUKA PROMOTIONS	130,000.00		-	100% B-BBEE Level 1
ZOUTNET CC	2,111.97	3,080.00	2,800.00	< 51% B-BBEE Level 4
<b>Totals</b>	<b>2,734,729.60</b>	<b>1,273,832.20</b>	<b>1,802,635.12</b>	

**2. (c) on outdoor advertising how much went to black owned media company:**

	2016/17	2017/18	2018/19	
AD VENTURES	-	1,999.00	-	< 51% B-BBEE Level 4
AL-ANN PRINT	-	34,100.00	29,510.26	100% B-BBEE Level 1
AVATAR AGENCY	-	-	424,499.80	100% B-BBEE Level 1
BALOGALE SUPPLIERS	-	17,940.75	4,500.00	100% B-BBEE Level 1
BALLISTIC DESIGN AND ADVERTISING CC	4,375.00	-	-	< 51% B-BBEE Level 4
BROCHURE MANAGEMENT	4,080.00	-	-	< 51% B-BBEE Level 4
CADAR	447,709.00	-	11,332.00	>51% B-BBEE Level 2
COUNTERPOINT CC TRADING AS BLITSDRUK	-	4,342.11	5,391.29	< 51% B-BBEE Level 4
DE AAR PRINTERS	-	815.10	-	< 51% B-BBEE Level 4
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DPI SIGN INDUSTRIES	1,758.00	-	-	< 51% B-BBEE Level 4
FAMANO TRADING AND SERVICES	-	5,000.00	-	100% B-BBEE Level 1
GARIEP KUNSTEFEEES NPC	10,526.32	5,263.16	-	< 51% B-BBEE Level 4
GEMALTO SOUTHERN AFRICA	-	-	326,040.00	100% B-BBEE Level 1
HELLO AFRICA PROMOTIONS (PTY) LTD	-	18,167.00	-	>51% B-BBEE Level 2

HICKMAN AND CLARKE	-	-	28,060.00	< 51% B-BBEE Level 4
JABLISA SUPPLIERS (PTY) LTD	30,704.00		-	100% B-BBEE Level 1
JP BARNARD DRUKKERY ONDERNEMINGS T/A MINUTEMAN PRESS	3,050.00	18,200.00	-	>51% B-BBEE Level 2
<b>Totals</b>	<b>502,202.32</b>	<b>105,827.12</b>	<b>858,775.09</b>	

### ISIMANGALISO WETLAND PARK AUTHORITY

<b>Expenditure Item: Advertising</b>	<b>aa) Amount spent 2016/17</b>	<b>bb) Amount spent 2017/18</b>	<b>cc) Amount spent 2018/19</b>
Total expenditure incurred	<b>R239 674,41</b>	<b>R424 816,60</b>	<b>R313 750,19</b>

#### 2(b) what amount of total expenditure went to:

	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
i) black owned media company (specify service providers)			
Ayanda Mbanga	R 121,446.52	R 311,352.96	R 159,865.70
<b>% Black Ownership</b>	<b>50.67%</b>	<b>73.29%</b>	<b>50.95%</b>
<b>Totals</b>	<b>R 121,446.52</b>	<b>R 311,352.96</b>	<b>R 159,865.70</b>
ii) outdoor advertising (specify service providers)			
Ramsay Media	R 68,331.60	R 71,217.23	R 71,841.94
Bush & Bundu	R 19,530.00	R 4,486.66	R 24,650.76
National Flags	R 21,771.42	R 32,357.13	R 42,058.43
Fishwicks	R 8,594.87	R 5,402.62	R 15,333.36
<b>Totals</b>	<b>R 118 227.89</b>	<b>R 113 463.64</b>	<b>R 153 884.49</b>

#### c) on outdoor advertising how much went to black owned media company:

	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
Specify each black owned			
<b>Totals</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>

**SOUTH AFRICAN WEATHER SERVICES**

Expenditure Item: Advertising	aa) Amount spent	bb) Amount spent	cc) Amount spent
	2016/17	2017/18	2018/19
Total expenditure incurred	0,00	0,00	0,00

**2. (b) what amount of total expenditure went to:**

	2016/17	2017/18	2018/19	%Black Ownership
i) black owned media company (specify service providers)				
Tiso Blackstar Group (Pty)Ltd	R168 886	R242 988	R293 634	53.25%
<b>Totals</b>	<b>R168 886</b>	<b>R242 988</b>	<b>R293 634</b>	
ii) outdoor advertising (specify service providers)				
	0.00	0.00	0.00	

**2. (c) on outdoor advertising how much went to black owned media company:**

	2016/17	2017/18	2018/19
Specify each black owned			
	0.00	0.00	0.00

Regards



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**Ms B D CREECY, MP**  
**MINISTER OF ENVIRONMENT, FORESTRY AND FISHERIES**

DATE: 30/09/2019