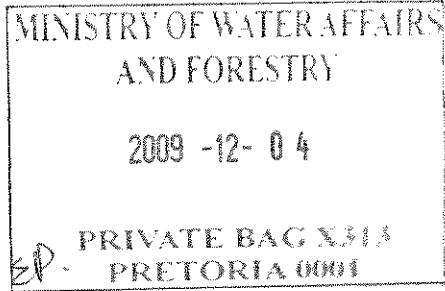




water affairs

Department:
Water and Environmental Affairs
REPUBLIC OF SOUTH AFRICA



Enquiries: MB Scott
Telephone: 012-336-8701
Reference: 3/1/4/11

MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

NATIONAL ASSEMBLY: QUESTION 1990 FOR WRITTEN REPLY

A draft reply to the above-mentioned question asked by Mrs A T Lovemore (DA), is attached for your consideration, please.


DIRECTOR-GENERAL (Acting)

DATE:

3.12.09

✓
DRAFT REPLY APPROVED/AMENDED →


MS B P SONJICA, MP
MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

DATE:

08/12/09

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 1990

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 02 NOVEMBER 2009
(INTERNAL QUESTION PAPER NO 26)

1990. Mrs A T Lovemore (DA) to ask the Minister of Water and Environmental Affairs:

- (1) What total amount in respect of advertising has her department and all specified entities reporting to it (a) budgeted for and (b) spent (i) in the 2008-09 financial year and (ii) during the period 1 April 2009 up to the latest specified date for which information is available;
- (2) (a) what total number of advertisements for her department and each entity reporting to it (i) appeared in the print media and (ii) were broadcast on (aa) radio and (bb) television, (b) how much did each advertisement cost and (c) what was the purpose of each advertisement?

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REPLY:

- (1)(a) My Department had an advertising budget of R10, 000,000.00 for the 2008/09 financial year.
- (1)(b)(i) The actual advertising spend for My Department during 2008/09 was R6, 110, 612.29.
- (1)(b)(ii) The actual advertising spend My Department from 1 April 2009 to date is R7, 982,023.45.
- (2)(a)(i) During 2008/2009 and 2009/2010 and the period covering 1 April 2009 to date, a total of 82 advertisements appeared in newspapers and magazines for purposes of raising awareness of water and forestry issues and the promotion of important events on the Department's calendar regarding water and forestry issues. Chief among these events are the National Water Week, Arbor Week and Sanitation Week.
- (2)(a)(ii)(aa) During 2008/2009 and 2009/2010 and the period covering 1 April 2009 to date, five important events on the Department's calendar were advertised on radio broadcast. These were the National Water Week, Youth Summit, Weedbuster Week, Waste Discharge and Arbor Week.
- (2)(a)(ii)(bb) During 2008/2009 and 2009/2010 and for the period covering 1 April 2009 to date, three important events on My Department's calendar were advertised on television. These were the National Water Week, Waste Discharge and the Arbor Week.
- (2)(b) In 2008 the total cost of advertising in newspapers for the National Water Week, the Sanitation Week and Arbor Week was R 1,087,815.20. The Breakdown of costs between these three items is shown in Table 1 below. Total costs for magazine advertisements were R 1,071,698.80, bringing the overall costs of print media based advertisements to R 2,159,514.00

Table 1 (Advertising in Newspapers for the period 2008)

ADVERTISEMENT ITEM	COST
National Water Week	R 829,846.97
Sanitation Week	R 175,769.67
Arbor Week	R 82,198.56
TOTAL	R 1,087,815.20

In 2009 the total cost of advertising in newspapers for the National Water Week, the Weedbuster Week, Waste Discharge, Youth Summit and Arbor Week was R 1,448,192.75. The Breakdown of costs between these three items is shown if Table 1(a) below. Total costs for magazine advertisements were R 621,940.00 bringing the overall costs of print media based advertisements to R 2,070,133.75

Table 2 (Advertising in Newspaper for the period 2009)

ADVERTISEMENT ITEM	COST
Weedbuster Week	R 725,321.80
Youth Summit	R217,864.15
Arbor Week	R 384,606.80
Waste Discharge	R120,400.00
TOTAL	R 1,448,192.75

In 2008 the total cost of advertising in electronic media was R 3,951,098.29 and this amount of money was for the National Water Week, the Arbor Week and Sanitation Week. The breakdown of these costs is shown in table 2 below.

Table 3 (Advertising in electronic media for the period 2008)

ELECTRONIC MEDIA	NATIONAL WATER WEEK	ARBOR WEEK
Radio Advertising	R 1,200, 00.00	R 1,210,552.29
TV	R 1,000,344.00	R 540,202.00

In 2009 the total cost of advertising in electronic media was R5,991,889.70 and this amount of money was for the National Water Week, the Arbor Week and Sanitation Week. The breakdown of these costs is shown in table 2(a) below.

Table 2(Advertising in electronic media for the period 2009)

ELECTRONIC MEDIA	WEEDBUSTER WEEK	ARBOR WEEK	YOUTH SUMMIT	WAST E DISCHARGE	NATIONAL WATER WEEK
Radio Advertising	R74,818.42	R443,488.50	R 496,706.05	R 247,950.00	R 1,486,238.01
TV		R660,000.00		R 1,291,344,36	R 1,291,344.36

(2)(c)

All magazine advertisements were for raising the awareness about water and forestry issues in the South African public while newspaper and broadcast advertisements were for the National Water Week, the Arbor Week and Sanitation Week.