



## water affairs

Department:  
Water Affairs  
REPUBLIC OF SOUTH AFRICA

MINISTRY OF WATER AND  
ENVIRONMENTAL AFFAIRS

2010-10-20

PRIVATE BAG X313  
PRETORIA 0001

Enquiries: P Setati  
Telephone: 012-336 7441  
Reference: 2/1/5/1

MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

NATIONAL ASSEMBLY: QUESTION 2850 FOR WRITTEN REPLY

A draft reply to the above-mentioned question asked by Mr. I O Davidson (DA); is attached for your consideration.

  
DIRECTOR-GENERAL (Acting)

DATE: 21/10/10

  
DRAFT REPLY APPROVED/AMENDED

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

DATE: 24. / 10 / 2010

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 2850

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 15 OCTOBER 2010  
(INTERNAL QUESTION PAPER NO. 31)

**2850. Mr I O Davidson (DA) to ask the Minister of Water and Environmental Affairs:**

- (1) Whether her department has issued any print, radio or television advertisements for the Women in Water Awards; if not, why not; if so, what (a) were the costs of placing such advertisements in each case and (b) was the purpose of these advertisements;
- (2) whether the advertisements provide any details about the Women in Water Awards; if not, why not; if so, what are the relevant details?

NW3533E

---0000---

REPLY:

(1)(a) My Department has indeed issued print, radio and television advertisements for the Women in Water Awards 2010. The costs of placing such adverts are as follows;

- Print media: Adverts amounted to R267 995.09
- Radio: Adverts amounted to R504 712.97 for three consecutive phases
- Television: Adverts amounted to R105 165.00
- The Total cost for print, radio and television adverts was R877 873.06

(1)(b) The purpose of placing the adverts was threefold, namely:

- The first adverts were to inform the public about the Women in Water Awards 2010 (WWA 2010) and the nomination process which commenced. The public in general was encouraged to nominate women led projects for the awards according to the criteria provided. Links were provided for the nomination forms with all the details including the closing date.
- The second adverts were aimed at informing the public about the extension of the closing date as women projects from the deep rural areas were targeted. Communities were really urged to actively participate in time before the closing date. This was intended to also keep the WWA 2010 in momentum.
- The last phase of the adverts informed the public about the closure of the WWA 2010 nominations and the process to follow thereafter, relating to the adjudication, verification process of the short-listed women projects and information relating to the main event ceremony

(2)(a) All the adverts provided details about the Women in Water Awards (WWA) 2010 which emphasized the role that should be played by women in communities in respect of Water Demand Management and Conservation. In summary, the adverts informed the public about Women in Water Awards (WWA) 2010. More importantly, the WWA 2010 was used as a platform to promote water conservation and demand management and also water as women's issue (e.g. water wise campaign, prevention of water leaks, water and poverty and lastly water and gender).

---0000---