



**MINISTRY
WATER AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA**

Private Bag X313, Pretoria, 0001, Tel: (012) 336 8733, Fax: (012) 328 7817
Private Bag X9052, Cape Town, 8000, Tel: (021) 464 1500, Fax: (021) 465 3362

MINISTER

QUESTION NO. 33 FORWRITTEN REPLY: NATIONAL ASSEMBLY

A draft reply to **Mr K S Mubu (DA)** to the above-mentioned question is enclosed for your consideration.

✓
DRAFT REPLY APPROVED/AMENDED —


**MRS B E E MOLEWA, MP
MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS**

DATE: 2014/03/03

NATIONALASSEMBLY

(For written reply)

QUESTION NO.33

INTERNAL QUESTION PAPER NO.1 of 2014{NW34E}

DATE OF PUBLICATION:13February2014

Mr K S Mubu (DA) to ask the Minister of Water and Environmental Affairs:

- (1) How much does her department plan to spend on (a) advertising, (b) communication and (c) marketing between 1 January 2014 and 30 April 2014 (i) in total and (ii) as a breakdown of the amount;
- (2) (a) what mediums is her department going to use in each case and (b) who is the service provider to be used; and
- (3) what is the main message that her department plan to communicate during this time?

33. THE MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS REPLIES:

The Departments Water Affairs (DWA) and of Environmental Affairs (DEA) are joining all South Africans in the celebration of the 20 Years of Freedom in 2014. DWA and DEA, like all other government departments, will be joining forces with various stakeholders in mobilizing South Africans around social cohesion for the momentous occasion.

Costs associated with advertising and communication plans to highlight 20 years of Freedom will be funded from the existing departmental budgets but in line with government's cost saving initiatives.

However, messaging around 20 years of freedom is funded in partnership with other sectors, including civil society and business and will be wide-spread across community, national and regional media through print, broadcast and online. Reports on government advertising expenditure will be made available at the end of the financial year 2013/2014