

NATIONAL ASSEMBLY

FOR WRITTEN

QUESTION NO 105

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“Mr I O Davidson (DA) to ask the Minister of Arts and Culture:”

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 advertisement 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?

NW111E

REPLY:

1. DEPARTMENT OF ARTS AND CULTURE

(a) R 1,533,362

ENTITY	2008/2009	2009/2010
SAHRA	R 580 000.00	R 280,000.00
Msunduzi/Voorterekker	R 98218.00	R 113000.00
South African State Theatre	R 1 385 877	R 1955 474.74
War Museum of the Boer Republics	R 6000	R 12000

William Humphrey Art Gallery	R 20 000	R 20 000
Windybrow Theatre	R 24 773	R 26 260
National Museum	R 123 000	R 135 500
Natal Musuem	R 90 776	R 86 375
Luthuli Museum	R 122 000	R 150 000
Iziko Museum of Cape Town	R 340 464.	R 201,510. 00
Blind SA	R 21 600	R 12 690
Artsscape	R 1,240.786	R 1,290.000
Business and Arts South Africa	R 0	R 0
Playhouse Company	R 3,568.722	R 2,386.473
National Library of South Africa	R 53 7786	R 49 4809
Performing Arts Centre of Free State	R 535,000	R 494,000
South African Library for the Blind	R 30 000	R 10 000
Robben Island Museum	R 1,078,040	R 612 400.88
National Film and Video Foundation	R 200,000	R 100 000.
Northern Flagship Institutions	R 362,000	R 358,000
National English Literacy Museum	R 20 000	R 15 000
National Heritage Council	R 900,000	R1 ,500.000
Die Afrikaans Taalmusuem en-monument	R 25 000.00	R 20 000.
National Arts Council of South Africa	R 787,200	R 900,000
Market Theatre Foundation	R 2,246.041	R 2,242.177

(b) (i) R 4,224,523.58

ENTITY	2008/2009	2009/2010(to date)
SAHRA	R 360 58856	R 193, 752.00
Msunduzi/Voorterekker	R 88293.27	R 1166098.63
South African State Theatre	R 951 445.16	R 1 955 474.74
War Museum of the Boer Republics	R 32000	R 9000
William Humphrey Art Gallery	R 20 721	R 19 855
Windybrow Centre for the Arts	R 50 371	R 10240
National Museum	R 109 731	R 100 609
Natal Musuem	R 112 682	R 58 600

Luthuli Museum	R 145 000	R 61 486
Iziko Museum of Cape Town	R 318 219.44	R 194 419.08
Blind SA	R 35 544	R14 761
Artsscape	R 1,356 508	R 1,221 785
Business and Arts South Africa	R 0	R 15 723.30
Playhouse Company	R 2,895.084	R 1,926 548
National Library of South Africa	R 440707	R 347760
Performing Arts Centre of Free State	R 789 598.82	R 389,833.45
South African Library for the Blind	R 2,683.42	R 4, 909.63
Robben Island Museum	R 452 894.17	R 787 952.94
National Film and Video Foundation	R 202 946.95	68,305.50
Northern Flagship Institutions	R 309 301. 26	R 311 602.
National English Literacy Museum	R 18 050	R 11 275
National Heritage Council	R 831,204	R 1,395.835
Die Afrikaans Taalmuseum en-monument	R 25 27220	R 18 826.30
National Arts Council of South Africa	R 738 744	R 562 504
Market Theatre Foundation	R 2,515.074.94	R 2,002.834.42

(ii) R 548.561

2. (a)

(i) 244 placed using the Print Media for the Department.

ENTITY	Print Media	2008/2009	2009/2010
SAHRA	Yes		
Msunduzi/Voortrekker	Yes	36	22
South African State Theatre	Yes	40 per prod	40 per proc
War Museum of the Boer Republics	Yes	1	3
William Humphrey Art Gallery	Yes	35	24
Windybrow Centre for the Arts	Yes	2	0
National Museum	Yes	26	34
Natal Museum	Yes	41	35
Luthuli Museum	Yes	11	0

Iziko Museum of Cape Town	Yes	23	35
Blind SA	Yes	4	2
Artsscape	Yes	1032	982
Business and Arts South Africa	Yes	2	0
Playhouse Company	Yes	208	220
National Library of South Africa	Yes	11	17
Performing Arts Centre of Free State	Yes	13	50
South African Library for the Blind	Yes	3	5
Robben Island Museum	Yes	30	23
National Film and Video Foundation	Yes	5	3
Northern Flagship Institutions	Yes	4	8
National English Literacy Museum	Yes	3	5
National Heritage Council	Yes	3	14
Die Afrikaans Taalmuseum	Yes	13	10
National Arts Council of South Africa	Yes	9	6
Market Theatre Foundation	Yes	720	43

(ii) None, the Department does not use radio or television for its adverts

2008/09

2009/2010

ENTITY	(aa)	(bb)	(aa)	(bb)
	Radio	Television	Radio	Television
SAHRA				
Msunduzi/Voortrekker	0	0	0	0
South African State Theatre	0	0	0	0
War Museum of the Boer Republics	0	0	0	0
William Humphrey Art Gallery	0	0	0	0
Windybrow Centre for the Arts	0	0	0	0
National Museum	0	0	0	0
Natal Museum	0	0	0	0
Luthuli Museum	0	0	0	0
Iziko Museum of Cape Town	1	0	4	0
Blind SA	0	0	0	0
Artsscape	0	0	0	0

Business and Arts South Africa	0	0	0	0
Playhouse Company	8	0	18	2
National Library of South Africa	0	0	0	0
Performing Arts Centre of Free State	5	0	5	0
South African Library for the Blind	0	0	0	0
Robben Island Museum	0	0	0	0
National Film and Video Foundation	0	0	0	0
Northern Flagship Institutions	0	0	0	0
National English Literacy Museum	0	0	0	0
National Heritage Council	0	0	75	0
Die Afrikaans Taalmuseum	0	0	0	0
National Arts Council of South Africa	0	0	0	1
Market Theatre Foundation	55	0	2100	0

(b) R 4,224,523.58 (total costs of adverts for Arts and Culture)

The cost of the adverts from the entities is indicated at Table 1 (a)

(c) To attract a pool of potential applicants who have the necessary skills and competency to fulfill the mandate of the department.

There are other various purposes for placing the adverts from the Entities. The following are some of the many purposes of placing adverts.

Stage Productions

Recruitment purposes

Tendering Purposes

Invitation for Donations

Advertising films, exhibitions and events for the galleries

Tourism Expo at malls

Public Relations Purposes (promotions of the institutions)

Fundraising