

NATIONAL ASSEMBLY

QUESTION 3427-2012

FOR WRITTEN REPLY

INTERNAL QUESTION PAPER NO: 42-2012, DATE OF PUBLICATION 23-11-2012:

“MR M S F de FREITAS (DA) to ask the Minister of Arts and Culture”

- 1 Whether (a) his department and or (b) any entity reporting to him sponsored any event (i) and (ii) promotion hosted by *The New Age* newspaper since its establishment; if so, in each case, (aa) what was the nature of the event or promotion, (bb) on which date was it held, (cc) what amount was paid, (dd) for what purpose, (ee) from which budget were the funds derived, (ff) what were the expected benefits to his department and (gg) what actual benefits were derived, from the sponsorship?

(NW4346E)

REPLY:

- (a)(b)(i&ii) The Department and its entities did not sponsor any event or promotion by the New Age Newspaper. However we (including some entities) bought tables for the Department's 2012/13 post budget vote media briefing, hosted by The New Age.
- (aa) It was for the 2012/13 Budget Vote Breakfast briefing to stakeholders
- (bb) The event was held on 4 May 2012
- (cc) The Department spent an amount of R128 352.60, and the three entities spent R21 392.10
- (dd) The purpose was to brief the Department's stakeholders and the SA nation at large about our strategic focus for the 2012/2013 budget allocation.
- (ee) The funds were derived from the Department and respective entities' Communication and Public Relations budget
- (ff) The expected outcome was to afford stakeholders and the SA nation an opportunity to interact with the Minister and Deputy Minister on the 2012/13 Budget. This would allow the Ministry and the Department to get views and

inputs from stakeholders regarding how to meet their expectations and work together to grow the sector.

- (gg). As indicated above, this was not a sponsorship. However the benefits of this interaction were that the Department's stakeholders and the SA citizens provided feedback and requested both the Ministry and Department to consider their inputs when deciding on how the budget would be used.