



**MINISTRY OF ENERGY**  
**REPUBLIC OF SOUTH AFRICA**

**National Assembly Question: 34**

**34. Mr K S Mubu (DA) to ask the Minister of Energy:**

- (1) How much does his 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) what mediums is his department going to use in each case and (b) who is the service provider to be used;
- (3) what is the main message that his department plans to communicate during this time? NW35E

**REPLY:**

1. Budget : R 5.910 000 million
  - a. Advertising : R2.910 000 million
  - b. Communication: R1 million
  - c. Marketing: R2 million

i) Total = R5 million as indicated in the first answer

ii) Breakdown

ITEM	AMOUNT
Event –community engagements	R450 000
Event- Public Participation programme	R450 000
Media Monitoring and analysis	R450 000
Branding	R200 000
Promotional material	R150 000
Radio Adverts -15 radio stations including :SABC –National public broadcaster , commercial radio stations and 10 Community radio stations	R1.8 million
TV adverts –product not airtime sales costs. No airtime has been paid yet	R810 000 for two adverts
Newspaper adverts This includes national, regional and	R1.6 million

weekly newspapers	
Billboards	Awaiting quotations from supply chain management
Total	R5.910 000 million

1. Mediums : electronic media , print media

## ENERGY EFFICIENCY

In 2005, the Government approved the National Energy Efficiency Strategy which sets sectoral targets for energy efficiency to be achieved by 2015. The government and various sectors of the South African Economy have been engaged in several initiatives , in an effort to implement clean energy initiatives including the installation of energy efficient technologies including lighting , solar water heating , space heating , mechanical and electrical equipment and launching energy efficiency campaigns. The advertisements developed are aimed at communicating and promoting the Energy Efficiency and encouraging members of the public to use energy efficiency in order to save energy.

## INEP

Access to electricity remains one of government's key priority areas. Electricity assists in economic growth and access to job opportunities and the alleviation of poverty. Infrastructure development is not possible without electricity. Since 1994 government has provided access to electricity to over 5.8 million homes that had no electricity before. Government's plan is to strive towards improving electricity access by 2025 through the upgrading and strengthening of the electricity network infrastructure in the country. Our adverts are aimed at communicating the major achievement of government in improving the lives of communities

## NUCLEAR

The primary purpose is to demystify Nuclear and to promote careers in nuclear as part of the Nuclear awareness programme. It is also aimed at ensuring that nuclear expansion programme is understood by all citizens and reflect that nuclear energy is safe, sustainable and reliable and is environmentally friendly technology that is an important part of South Africa's energy mix.

## RENEWABLE ENERGY

The Renewable Energy White Paper was approved in 2003 aimed at creating conditions for the development and commercial implementation of renewable technologies. It also

aims to diversify energy supply by developing advanced, cleaner more efficient affordable and cost effective energy technologies. Our adverts and public engagements are aimed at communication this strategy and providing an effective awareness campaign to ensure behavioral changes in energy use which will inevitably lead to the creation of an overall understanding of the critical importance of implementing a diverse energy mix for all citizens.

Ends