



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

Question Number: 1508
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Mr S C Motau (DA) to ask the Minister of Tourism:

Whether (a) her department and (b) each entity reporting to her procured any services from and/or made any payments to (i) a certain company (name furnished) or (ii) any other public relations firms; if not, in each case, why not; if so, in each case, what (aa) services were procured, (bb) was the total cost, (cc) is the detailed breakdown of such costs, (dd) was the total amount paid, (ee) was the purpose of the payments and (ff) is the detailed breakdown of such payments?

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(b) DEPARTMENT

(i) Certain company- (Bell Pottinger)

(aa) The Department has never procured the services of the certain company (Bell Pottinger)

(bb) – (ff) Not applicable

(ii) Any other Public Relations Firms

(aa) The Department has never procured the services of any Public Relations Firm

(bb) - (ff) Not applicable

(c) SA TOURISM

(i) Certain company- Bell Pottinger LLP

(aa) Services Procured

Bell Pottinger LLP was appointed by the SA Tourism UK Office for a period of 3 years effective 1 January 2014 following an open tender process in the UK. The services were for Public Relations including Digital PR and Online Communications to complement and align to existing media buying, events and social media services in order to complete a 360° consumer and trade engagement.

The UK tender has recently been reissued and a new service provider will be in market from 01 July 2017.

(bb) Total Cost : R 8 611 281

(cc) Detail breakdown of such cost: Refer to Annexure A

(dd) Total amount paid : R 9 600 858

(Variance between procurement amounts and amounts paid are due to foreign currency rate fluctuations where the foreign currency exchange rate was higher at payment date)

(ee) Purpose of Payments

Payments were made for work agreed and delivered in good order as per the scope of work contracted for under question b (i) (aa)

(ff) Detailed breakdown of payments: Refer to Annexure A

(ii) Any other Public Relations Firms

(aa) Services Procured:

The PR agencies were appointed by the SA Tourism Offices following open tender processes. The services were for Public Relations including Digital PR and Online Communications to complement and align to existing media buying, events and social media services in order to complete a 360° consumer and trade engagement.

(bb) Total Cost: R 38 472 101

(cc) Detail breakdown of such cost: Refer to Annexure A

(dd) Total amount paid: R 40 678 690

(Variance between procurement amounts and amounts paid are due to foreign currency rate fluctuations where the foreign currency exchange rate was higher at payment date)

(ee) Purpose of Payments: Payments were made for work agreed and delivered in good order as per the scope of work contracted for under question b (ii) (aa)

(ff) Detailed breakdown of payments: Refer to Annexure

ANNEXURE A

PR Agencies utilised by SA Tourism between April 2016 and May 2017

Supplier Name	Operating Unit	Cur	Procured	Paid
Bell Pottinger LLP Total	London	ZAR	8 611 281	9 600 858
Grebstad Hicks Communications (Shanghai) Limited Total	Beijing	ZAR	1 705 052	1 705 052
HEREBAN Total	Paris	ZAR	2 181 458	2 618 064
Kleber PR Network GMBH Total	Frankfurt	ZAR	1 923 864	1 754 276
KPRN network GmbH Total	Frankfurt	ZAR	7 651 195	8 190 219
MELTWATER SOUTH AFRICA Total	Head Office	ZAR	300 000	300 000
Newell Public Relations (Beijing) Ltd Total	Beijing	ZAR	657 480	1 772 429
Professional Public Relations Pty Limited Total	Sydney	ZAR	5 080 368	4 692 445
Simply Communicatie BV t/a Simply PR Total	Amsterdam	ZAR	1 431 531	1 441 898
The Hallway Group Pty Ltd Total	Sydney	ZAR	1 601 703	1 483 951
WIT Total	New York	ZAR	4 060 222	4 103 136
Weber Shandwick [CMGRP (I) Pvt. Ltd.] Total	Mumbai	ZAR	1 212 889	961 303
White Knight Total	Japan	ZAR	2 055 058	2 055 058
TOTAL		ZAR	38 472 101	40 678 690