

DATE: 24 May 2023
Campaign Name: RTMC Recruitment
Memo Number : 15_2_68_54

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- will not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign:

1	Arena Holdings
2	
3	
4	
5	

NAME	CHIEF DIRECTORATE	SIGNATURE
Lerato Mokgolo	Media Buying	
Refilwe Letsoalo	Media Buying	
Sinombulelo Mlisa	Media Buying	
Neli Shuping	CSA	

Comment: _____



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

029/2023/2024 Funds Available
JHew 25/5/23

Private Bag X745, Pretoria 0001. Tshedimosetso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za Coordinates: 25.746096 28.232331

INTERNAL MEMO

DATE:	24 May 2023	File NR:	15_2_68_54
TO:	ADG: M Currin	FROM:	D: Media Buying Sinombulelo Mlisa
CLIENT:	Road Traffic Management Corporation	CONTACT:	Zandile Mtshali Zandile.Kota@rtmc.co.za 067 427 9332

PROJECT NAME: RTMC Recruitment Week 21
PROJECT JOB NUMBER: 15_2_68_54

1. PURPOSE

- 1.1 To seek approval to appoint Arena Holdings for the placement of the Road Traffic Management Corporation Recruitment campaign according to Supply Chain Management delegations (4.1) as per SCM instruction no.03 of 2021/22.

2. BACKGROUND

- 2.1 Road Traffic Management Corporation (RTMC) has vacant posts within their department that need to be filled. It is against this background that RTMC has requested Government Communication Information System (GCIS) to assist with the placement of the advert.

3. CAMPAIGN OBJECTIVES

- 3.1 To invite eligible candidates to apply.

4. TARGET MARKET

- 4.1 Eligible candidates
4.2 Government Segmentation Model (GSM): Rooted Realists, City Seekers, Safely Suburban, Metro Mobiles and Cosmopolitan Capital.

5. CAMPAIGN PERIOD

- 5.1 28 May 2023

To seek approval to appoint Arena Holdings for the placement of the Road Traffic Management Corporation –Recruitment Week 21

6. RECOMMENDATION

- 6.1 Based on the campaign requirements and research analysis conducted, Media Buying recommends the use of Print newspapers with a readership of 18,205,000. *Source: Establishment Survey 2019AB.*

Not recommended

- 6.2 Out of Home (OOH) reaches 40,631,000 audiences, Television viewership is 39,156 000, Radio listenership is 36,741,000, and Digital audience is 27,382,000.
- 6.3 Although these media types have a higher reach than print, however, they will not be utilized, as they do not offer placement for large content, and are not ideal for placement of this recruitment. *Source: Establishment survey 2019AB.*
- 6.4 **Delegation 4.1 Print Threshold R 3 000 000.00. The campaign total is R 63 204.00 including VAT.**

- 6.4.1 In order to reach the target audience and deliver on the campaign's objectives, Arena Holdings (Sunday Times) is the recommended publication for this placement. Sunday Times offers a total readership of 2 742 000 amongst weekly newspapers, which will be eligible to reach the targeted applicants nationally. *Source: PAMS 2019 survey.*

Media	Audience	Media Owner % share	Advert size	Discount readership	Cost to client
Arena Holdings	2 742 000	100%	20x4 b/w 200mm(h)x126mm(w)	R 0.00	R 63 204.00
TOTAL				R 0.00	R 63 204.00

It should be noted that currently, media owners do not offer discounts for recruitment/tender/notice placements. The rates are less than those of the main body rates.

NOT RECOMMENDED WEEKLIES

- 6.4.2 **Soccer Laduma** with a readership of 3 844 000 will not be recommended as the publication does not offer a recruitment section.
- 6.4.3 All other weekly publications are not recommended as they have a lower readership as compared to Sunday Times.
- 6.4.4 **Vuk'uzenzele** is not recommended as the print date will be on 05 June 2023 of which the distribution date will be on 07 June 2023.
- 6.4.5 **Community print** poses challenges with the lead time due to the urgency of the recruitment placements and the closing dates of the adverts that have to be aligned with one submitted on the DPSA vacancies by the departments. The reason is that the community publications print weekly/bi-weekly/monthly, the booking deadline is 5 – 7 days before printing and most of our recruitment adverts are placed weekly.

Lerato Mokgolo

From: Refilwe Letsoalo <refilwe.morudu@gmail.com>
Sent: Wednesday, 24 May 2023 15:41
To: Lerato Mokgolo
Subject: Re: FW: Recruitment Memo 24_May_2022.edited

Hi Lerato,

This email serves as recommendation for the RTMC recruitment memo. M

Regards,

Refilwe

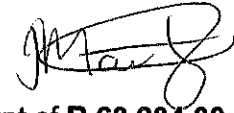
On Wed, 24 May 2023 at 15:10, Lerato Mokgolo <leratoma@gcis.gov.za> wrote:

Good Day Fifi,

Attached find the RTMC Recruitment memo for review and your recommendation.

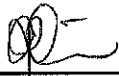
Regards,

7 FINANCIAL IMPLICATIONS



- 7.1 Road Traffic Management Corporation has transferred the amount of **R 63 204.00** in the GCIS Suspense account for the purposes of Recruitment advertising. *See attached Proof of payment.*
- 7.2 The total cost for this placement is **R 63 204.00** which is broken down as per the table below.

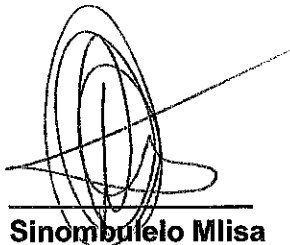
Media Group	Total Cost to Client
Arena Holdings	R 63 204.00
Total Print	R 63 204.00



Lerato Mokgolo
Junior Media Planner
Date: 24/05/2023

Refilwe Letsoalo
DD: Media Buying
Date:

Recommendation in paragraph 6.4.1 supported/not supported

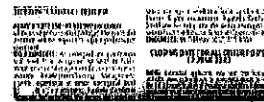


Sinombulelo Mlisa
D: Media Buying
Date: 24/5/2023

Recommendation in paragraph 6.4.1 recommended/~~not recommended~~



Neli Shuping



Something like but your Tiktak way

07:29 ✓

You

Something like but your Tiktak way



Yes

07:38

You

We've sent all the memos for the above-mentioned for your recommendation.

I saw them, I am waiting for Ace to respond to my email as I thought that Refilwe was on sick leave so she can't be recommending memos

07:41

Neli Shuping

I saw them, I am waiting for Ace to respond to my email as I thought that Refilwe was on sick leave so she can't be recommending memos

Noted, thank you

07:45 ✓

DATE: 01 May 2023
Copyright Name: RTMC Recruitment
Name: RTMC (1).pdf
DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST
I am exempted

PDF SKM_C450123052512200.pdf
2 pages • PDF • 79 KB

14:10 ✓

DATE: 01 May 2023
Copyright Name: RTMC Recruitment
Name: RTMC (1).pdf
DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST
I am exempted

PDF RTMC Recruitment (1).pdf
8 pages • PDF • 415 KB

14:10 ✓

After Chief, find the attached RTMC Recruitment memo for recommendation

14:10 ✓

You

SKM_C450123052512200.pdf • 2 pages



It is approved

15:20



Type a message

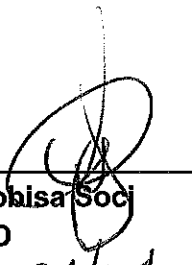


Neli Shuping
CD: CSA
Date:

Recommendation in paragraph 6.4.1 recommended/not recommended

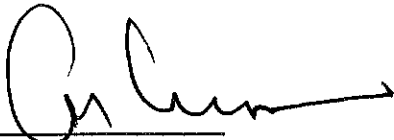

Regomoditswe Mavimbela
DDG: CP&D
Date: 25/5/23

Recommendation in paragraph 6.4.1 recommended/not recommended


Gcobisa Soc
CFO
Date: 26/05/2023

Arena Holdings is recommended for approval for a total cost of R63204.00. The reasons for not recommending the Vuk'uzenzele and Community print on paragraphs 6.4.4 and 6.4.5 are noted. However, the Director: Vuk and Community print need to be engaged for alternative edition in order to ensure all citizens are informed equally.

Recommendation in paragraph 6.4.1 ☒ Recommended ☐ not recommended


Michael Currin
Acting DG
Date: 26/5/23

PLEASE ATTACH
GMA LUNCH &
CLEAN INTERNS
ON THE NEW
PATTERN.

Recommendation in paragraph 6.4.1 ☒ approved ☐ not approved

GOVERNMENT SEGMENTATION MODEL | GSM 2ND EDITION



Rooted Realists

27.8 Million People
(48% of SA adult population)

They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions.

Live:	Non-metro traditional settlements (63%). 30% non-metro urban informal settlements. Eastern Cape 24%, Limpopo 20%, KZN 18%, Mpumalanga 11%.
Age:	30% are 18-34 yrs, 15% are 35-49 yrs and 14% are older than 50.
Gender:	Females 52%, males 48%.
Race:	94% Black, 5% Coloured.
Home Language:	93% speak an African language - Isizulu 28%, Isixhosa 17%, Sepedi 15%.
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric.
Employment:	High unemployment - about one in ten have fulltime employment.
Annual household income:	Low income - 45% (R0 - R39 504), 31% (R39 505 - R65 320), and 25% (R65 321 - R138 821).



City Seekers

14.4 Million People
(25% of SA adult population)

People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future.

Live:	Metro (9%) and mainly in informal (52%) and formal (43%) settlements. Gauteng (47%), KZN (17%), Western Cape (15%) and Eastern Cape (15%).
Age:	34% are 18-34 yrs, one-fifth are 35-49 yrs old and 13% are 50+ years.
Gender:	Females 49%, males 51%.
Race:	Predominantly Black (90%), Coloured 9%.
Home Language:	Majority speak African languages (87%), Isizulu 34%, Isixhosa 9%, Sesotho 11%.
Education:	40% high school completed and 37% did not complete high school.
Employment:	High unemployment - 42% are unemployed.
Annual household income:	Low income - 20% (R0 - R39 504), 38% (R39 505 - R65 320), and 42% (R65 321 - R138 821).



Safely Suburban

5.9 Million People
(10% of SA adult population)

Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate employment as an obstacle to accessing this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment.

Live:	The majority (81%) live in non-metro urban and mainly in formal dwellings. Western Cape 18%, KZN 15%, Mpumalanga 12%, North West 11%.
Age:	18-34 year olds make up 30%, one-fifth are 35-49 yrs old and 16% are 50+ yrs.
Gender:	Equal male and female split.
Race:	Black 52%, White 29%, Coloured 15%.
Home Language:	Largest proportion speak Afrikaans (30%) followed by English 26%.
Education:	High educational levels - 36% completed high school, 21% completed higher education.
Employment:	29% fulltime employment, 12% self-employed, 23% unemployed.
Annual household income:	Majority (65%) in middle income bracket - R38 822 - R67 250.



Metro Mobiles

6.1 Million People
(11% of SA adult population)

Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery.

Live:	They live in metro areas and mainly in formal dwellings. Gauteng (44%), Western Cape (22%) and KZN (19%).
Age:	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+.
Gender:	Females 51%, males 49%.
Race:	Black 54%, 21% Coloured, White 13%.
Home Language:	English 34%, Afrikaans 22%, Isizulu 20%.
Education:	43% completed high school, 22% did not complete high school and 14% completed higher education.
Employment:	27% employed full time, 13% self-employed and 26% unemployed.
Annual household income:	Middle income - 35% (R138 821 - R237 593), 65% (R237 594 - R472 501).



Cosmopolitan Capital

3.6 Million People
(6% of SA adult population)

These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.

Live:	100% Metro. Gauteng 62%, Western Cape 22%, KZN 9%.
Age:	26% are 18-34 yrs old, 25% 35-49 yrs old and 26% are 50+ yrs.
Gender:	Female (52%), male (48%).
Race:	White 51%, Black 34%, and Indian 9%.
Home Language:	Mainly English (42%), Afrikaans (17%) and Isizulu (11%).
Education:	High educational levels - 33% have matric and 38% have higher education.
Employment:	43% employed full time, 18% self-employed and 10% unemployed.
Annual household income:	Upper income - 40% (R472 502 - R616 853), 32% (R616 853 - R798 172), 19% (R798 173 - R1 053 843) and 8% above.



government
communications

Department
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name: Road Traffic Management Corporation
Campaign: RTMC Recruitment Week 21 (2023)
Media Type: Print

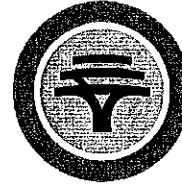
Press	Region	Readership (000)	Rate/Ca m	Add Size	Ins	Total Cost Excl VAT	Discount %	Discount Amount	Placement Amount	From	Schedule Performance
Sunday Times	National	1762	R 687,00	20 X	4	1 R 54 960,00	0%	-	R 54 960,00	2023/05/28 - 2023/05/28	
Total		1762	R 687,00		1	1 R 54 960,00		-	R 54 960,00		

Source:

Approval: SE POTO
Name:
Designation: COSGC
Date: 24/04/2023
Tel: XT 5380

VAT	R 8 244,00
Total Inc VAT	R 63 204,00

Total Saving	-
Percentage Saving	0,00 %

**FNB**

NOTIFICATION OF PAYMENT

To Whom It May Concern:

First National Bank hereby confirms that the following payment instruction has been received:

Date Actioned	: 2023/05/23
Time Actioned	: 13:25:00
Trace ID	: LKV8C7RK

Payer Details

Payment From	: Road Traffic Management Corporation
Curr/Amount	: 63,204.00

Payee Details

Recipient/Account No	: ... 059962
Name	: Government Communica
Bank	: Standard Bank
Branch Code	: 010045
Reference	: JOB-15-2-68-54

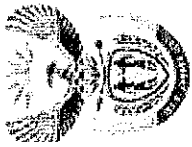
END OF NOTIFICATION

To authenticate this Payment Notification, please visit the First National Bank website at fnb.co.za, select the "Verify Payments" link and follow the on-screen instructions.

Our customer (the payer) has requested First National Bank Limited to send this notification of payment to you. Should you have any queries regarding the contents of this notice, please contact the payer. First National Bank Limited does not guarantee or warrant the accuracy and integrity of the information and data transmitted electronically and we accept no liability whatsoever for any loss, expense, claim or damage, whether direct, indirect or consequential, arising from the transmission of the information and data.

Disclaimer:

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government communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name: Road Traffic Management Corporation
Campaign: RTMC Recruitment Week 21 (2023)
Date: 2023/05/22
Media Planner: Lerato Mokgolo
Job Number: 15_2_68_54
Contact: Zandile Mtshali

Media Group	Total Cost Excl VAT	Added Value	Added Value Amount	Placement Rate
Arena Holdings	R 54 960,00	0,00 %	-	R 54 960,00
Total Print	R 54 960,00	0,00 %	-	R 54 960,00
Total	R 54 960,00	0,00 %	-	R 54 960,00
VAT				R 8 244,00
Total Inc VAT				R 63 204,00
Total Saving				-
Percentage Saving				0,00 %

Approval: SE PERG
Name: P
Designation: COSEC
Date: 21/05/2023
Tel: 5380

Please note: If this schedule is not approved, signed and submitted within 7 working days of receiving it the quote will no longer be valid. GCIS will not confirm any bookings without receipt of funds from the client department. Delays in signing the schedule and transfer of funds will lead to a delay in the start of the campaign.

Once Funds are received it will take GCIS at least 5 working days to be able to confirm bookings depending on the magnitude and complexity of the campaign. For campaigns that include Out of Home or campaigns that have to be submitted to the Bid Adjudication Committee because the threshold is exceeded the timelines will be longer.

Also note that spots reflected on this quote are subject to availability at the time of booking.

Report

Report Date : 5/24/2023

File Name : RTMC Recruitment.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	41,874
	Resps	15,250
	%Col	100.0
	%Row	100.0
	Index	100
Soccer Laduma (Wed) ~ AIR - Paper Newspaper Weeklies	Audience(000)	3,844
	Resps	1,035
	%Col	9.2
	%Row	100.0
	Index	100
Sunday Times ~ AIR - Paper Newspaper Weeklies	Audience(000)	2,742
	Resps	1,078
	%Col	6.5
	%Row	100.0
	Index	100
(City Press (Sun) ~ AIR - Paper Newspaper Weeklies OR Rapport (Sun) ~ AIR - Paper Newspaper Weeklies)	Audience(000)	2,263
	Resps	876
	%Col	5.4
	%Row	100.0
	Index	100
Sunday Sun ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,999
	Resps	552
	%Col	4.8
	%Row	100.0
	Index	100
City Press (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,552
	Resps	496
	%Col	3.7
	%Row	100.0
	Index	100
plezwe ngeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,072
	Resps	247
	%Col	2.6
	%Row	100.0
	Index	100
Ilanga LangeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,050
	Resps	256
	%Col	2.5
	%Row	100.0
	Index	100
Sunday World ~ AIR - Paper Newspaper Weeklies	Audience(000)	984
	Resps	259
	%Col	2.3
	%Row	100.0
	Index	100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : RTMC Recruitment.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Die Burger (Wes Kaap) (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*213 68 0.5 100.0 100
African Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**203 49 0.5 100.0 100
Pretoria News Weekend (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*166 54 0.4 100.0 100
The Sunday Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*151 53 0.4 100.0 100
Saturday Star ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*139 64 0.3 100.0 100
Weekend Argus: Saturday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*117 63 0.3 100.0 100
The Independent on Saturday ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*102 80 0.2 100.0 100
Weekend Witness (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*93 64 0.2 100.0 100
Weekend Post (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*91 77 0.2 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : RTMC Recruitment.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Weekend Argus: Sunday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**90 42 0.2 100.0 100
Die Burger (Oos Kaap) (Fri) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*89 69 0.2 100.0 100
Daily Dispatch Weekend Edition (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*84 74 0.2 100.0 100
Volksblad (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**66 35 0.2 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : RTMC Recruitment Est-Survey.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	40,716
	Resps	25,256
	%Col	100.0
	%Row	100.0
	Index	100
On The Go-OOH ~ Past 12 Months Reach	Audience(000)	40,715
	Resps	25,255
	%Col	100.0
	%Row	100.0
	Index	100
Viewing ~ Past 12 Months Reach	Audience(000)	39,739
	Resps	24,685
	%Col	97.6
	%Row	100.0
	Index	100
Listening ~ Past 12 Months Reach	Audience(000)	37,747
	Resps	23,414
	%Col	92.7
	%Row	100.0
	Index	100
Digital ~ Past 12 Months Reach	Audience(000)	28,421
	Resps	18,214
	%Col	69.8
	%Row	100.0
	Index	100
Reading - Newspapers ~ Past 12 Months Reach	Audience(000)	21,511
	Resps	13,254
	%Col	52.8
	%Row	100.0
	Index	100
Reading - Magazines ~ Past 12 Months Reach	Audience(000)	15,584
	Resps	9,794
	%Col	38.3
	%Row	100.0
	Index	100
Cinema ~ Past 12 Months Reach	Audience(000)	6,611
	Resps	4,079
	%Col	16.2
	%Row	100.0
	Index	100

Units : 1000

Source : Establishment Survey 2019 AB (Jan-Dec 2019)

Weight : Individual Weight

Data Sources:

ES19AB; Establishment Survey 2019 AB (Jan-Dec 2019) :