

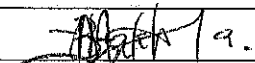
DATE: 19 May 2023
Campaign Name: Champion Trees
Job Number: 15_2_11_95

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	Community Newspapers Initiative
2	Kwanza Communications
3	Zinkonji Communications

NAME	CHIEF DIRECTORATE	SIGNATURE
Lucas Makhubela	CSA	
Phineas Phelelo	CSA	
Ace Mlisa	CSA	
Neli Shuping	CSA	



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Funds available
Jkta 23/5/23

Olga 25/5/2023

030/2023/2024

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: 26.746086 28.232331

INTERNAL MEMO

Recommended Partially excluding
Zinkonji Communications.

DATE:	19 May 2023	File NR:	15_2_11_95
TO:	Acting Director General	FROM:	Sinombulelo Mlisa D: Media Buying
CLIENT:	Department of Forestry, Fisheries and the Environment	CONTACT:	Shalen Gajadhar (012) 399 9943

SUBJECT: Champion Trees (Public Notices & Gazettes)
PROJECT JOB NUMBER: 15_2_11_95

1. PURPOSE

- 1.1** To seek approval to appoint *Community Newspapers Initiative, Kwanza Communications and Zinkonji Communications* for the placement of the Champion Trees campaign according to Supply Chain Management Delegation requirements (4.12b) in line with National Treasury instruction note no 3 of 2021/22

2. BACKGROUND

- 2.1** DFFE intends to declare a list of particular trees and a particular group of trees (Champion Trees) under section 12 (1) (a) (b) of the National Forests Act, (Act No. 84 of 1998). In terms of Section 13 (1) (a) of the said Act, interested and affected parties are invited to submit written comments on the proposed list within 30 days of the publication of this notice. The list can be accessed via www.dffe.gov.za
- 2.2** The Government Gazette was published on the 12th of April 2023 for public comment subsequently according to section 13 of the National Forests Act, 1998 (Act No.84 of 1998), the Minister must publish the notice in the Gazette and in two newspapers circulating in the vicinity in the case of a particular tree or group of trees or woodland.

3. CAMPAIGN OBJECTIVES

- 3.1** To meet the legal objective set out in the National Forests Act, 1988 (Act No. 84 of 1998). Section 13 (2) and Publish the notice referred to in subsection (1) in the Gazette.

To seek approval to appoint *Community Newspapers Initiative, Kwanza Communications and Zinkonji Communications* for the placement of the Champion Trees

4. TARGET MARKET

- 4.1** Western Cape, Mpumalanga and Limpopo
- 4.2** Rooted Realists, City Seekers and Safely Suburban as per the attached Government Segmentation Model.

5. CAMPAIGN PERIOD

- 5.1** 26 May 2023

6. RECOMMENDATIONS

- 6.1** To ensure that the campaign's objectives are achieved and communicated to the relevant target market, Media Buying recommends the use of community print with distribution within the areas where the Champion Trees are available. Community print will allow the client to communicate the campaign's objectives directly to the affected communities. Community Print is therefore recommended based on relevance as per approved Media Buying Standard Operating Procedure (SOP). *Source: Establishment Survey 2019 AB (Jan – Dec 2019)*

6.2 DELEGATION 4.12b ACQUISITION OF COMMUNITY PRINT THRESHOLD R1 000 000.00 CAMPAIGN TOTAL R144 691.74.

- 6.2.1** The Champion Trees are currently available in three provinces as per the below table hence Media buying proposed the use of community print distributing within the three provinces. In line with regulation 2(5) of the National Forests Act, (Act No. 84 of 1998) which stipulates that the Minister must publish the notice in the Gazette and in two newspapers circulating in the vicinity in the case of a particular tree or group of trees or woodland; Media Buying recommends the use of community newspapers which are distributing in areas where the Champion Trees are located. For the purpose of this campaign, the list of Champion Trees are in Mpumalanga, Limpopo and the Western Cape.

Location	Province	Community Newspapers
Route S56 Kruger National Park	Mpumalanga	Bushbuckridge News and Mpumalanga News
Rustenburg Fam, Winelands, ✓	Western Cape	Winelands Echo ✓
Farm Stockport 1 LQ. Riverine Forest, Limpopo	Limpopo	Lentsu ✓ La Lebua and Ngoho news ✓
M16 & M13 west of Kruger National Park	Mpumalanga	Bushbuckridge News and Mpumalanga News ✓
farm Prospect 361 (State forest Driefontein)	Mpumalanga	Bushbuckridge News
Groeneweide Forest	Western Cape	Iso Labantu and George Herald ✓
Rietvallei Farm, Oudtshoorn	Western Cape	Oudtshoorn Courant ✓

- 6.2.2** The recommended community representatives are Community Newspapers Initiative (Ngoho News, Winelands Echo and Iso Labantu), Kwanza Communications (Mpumalanga News, To seek approval to appoint Community Newspapers Initiative, Kwanza Communications and Zinkonji Communications for the placement of the Champion Trees

SUBJECT: Champion Trees**PROJECT JOB NUMBER: 15_2_11_95**

Oudtshoorn Courant and George Herald) and Zinkonji Communications (Bushbuckridge News and Lentsu La Lebua News).

6.2.3 A separate memo for community radio memo will be submitted.

7. FINANCIAL IMPLICATIONS

- 7.1 The client transferred R2 153 710.54 into the GCIS departmental suspense account, R1 490 777,62 has been committed and currently there is a surplus of R662 932.92
- 7.2 The total cost to client for the campaign is R144 691.74 including VAT, broken down as follows: See attached recon.

Delegation 4.1(2b)	Campaign Value	Discount (%)	Discount Amount	Total Cost to Client
Community Newspapers Initiative	R 62 817,26	0%	R -	R 62 817,26
Kwanza Communications	R 41 495,68	0%	R -	R 41 495,68
Zinkonji Communications	R 40 378,80	0%	R -	R 40 378,80
Total Community Print	R 144 691,74		R -	R 144 691,74

Lucas Makhubela

Lucas Makhubela

ASD: Media Buying

Date: 22/05/2023

Phineas Phelelo

Phineas Phelelo

Deputy Director: Media Buying

Date: 2023/05/22

Recommendation in paragraph 6.2.2 is supported/ not supported

Sinombulelo Mlisa

Sinombulelo Mlisa

Director: Media Buying

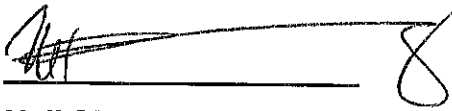
Date: 22/5/2023

Recommendation in paragraph 6.2.2 is recommended / ~~not recommended~~

To seek approval to appoint Community Newspapers Initiative, Kwanza Communications and Zinkonji Communications for the placement of the Champion Trees

SUBJECT: Champion Trees

PROJECT JOB NUMBER: 15_2_11_95

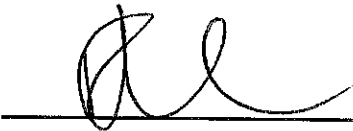


Neli Shuping

Chief Director: CSA

Date: 23/05/23

Recommendation in paragraph 6.2.2 is recommended / not recommended



Regomoditswe Mavimbela

DDG: CP&D

Date: 23/05/23

Recommendation in paragraph 6.2.2 is recommended / not recommended

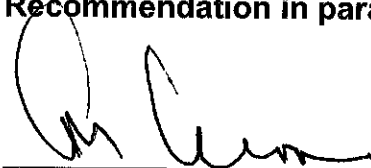


Gcobisa Soci

CFO

Date: 25/05/2023

Recommendation in paragraph 6.2.2 is recommended / not recommended



Michael Currin

Acting DG

Date: 26/5/23

Recommendation in paragraph 6.2.2 is approved / not Approved

Community Newspapers Initiative and Kwanza Communications are recommended for placement of DFFE Champion Trees Campaign for a total cost of R104312,94

Zinkonji Communications is not recommended due to non-compliance (partially)

NOTE CFO's Decision a Zinkonji - Please re-check BARS CN implementation date. Also, How will M&A spend re-allocated? In ME for 1000 hrs.

To seek approval to appoint Community Newspapers Initiative, Kwanza Communications and Zinkonji Communications for the placement of the Champion Trees



**forestry, fisheries
& the environment**

Department:
Forestry, Fisheries and the Environment
REPUBLIC OF SOUTH AFRICA

Private Bag X447, Pretoria, 0001, Environment House, 473 Steve Biko Road, Arcadia Pretoria,
012 322 2682)

Ref. GCIS 2023/05/17

Enquiries: Peter Mbelengwa

Tel: 012 399 8842 Fax: 012 322 2476 E-mail: pmbelengwa@dfe.gov.za

Ms Gcobisa Soci
Chief Financial Officer
Government Communications and Information System
Private Bag X745
PRETORIA
0001

Dear Ms Soci

REQUEST TO MOVE FUNDS FROM ENVIRONMENTAL EDUCATION AWARENESS TO PUBLIC NOTICES AND GAZETTES

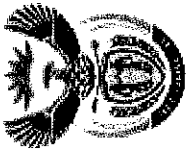
As part of the implementation of the Department's public awareness programme, DFFE in the 2022/23 financial year transferred funds to the GCIS for media buying purposes. The DFFE currently has a surplus of **R1,682,803.08** set aside for the Environmental Education and Awareness. It is requested that an amount of **R634 763,75** be used for the Public Notices and Gazettes for the implementation of the following campaigns:

- **Small Scale Fishers – R343 088,93**
- **Champion Trees 2023 – R276 149,82**
- **NEMA Measurement tools – R15 525,00**

For enquiries on the campaign kindly contact Mr Peter Mbelengwa: Acting Chief Director Communications (012) 399 8842 Email: pmbelengwa@dfe.gov.za

Yours sincerely

Andiswa Oyama Jass
Chief Financial Officer
Date: 19/05/2023



government communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name: Department of Forestry, Fisheries and the Environment
Campaign: Champion Trees 2023
Date: 2023/05/12
Media Planner: Lucas Makhubela
Job Number: 15_2_11_95
Contact: Shalen Gajadhar

Media Group	Total Cost Excl VAT	Added Value	Added Value Amount	Placement Rate
Community Print (Direct)	R 168 130,28	0,00 %	0	R 168 130,28
Total Print	R 168 130,28	0,00 %	0	R 168 130,28
Community Radio	R 72 000,00	0,00 %	-	R 72 000,00
Total Radio	R 72 000,00	0,00 %	-	R 72 000,00
Total	R 240 130,28	0,00 %	-	R 240 130,28
		VAT	R 36 019,54	
		Total Inc VAT	R 276 149,82	
		Total Saving	-	
		Percentage Saving	0,00 %	

Mbelengwa T.P

Approval:

Name:

Designation:

Date:

Tel:

Peter Mbelengwa

Act Chief Director

16 May 2023

082 611 8197



File



Message

Tell me what you want to do...



Tue 2023/05/09 15:05

Dinah Makutso

Request for information

To Shirley Morudu

Bcc 'Michelle Lolo'; 'Lebo Mazaroganye'; 'Dunisani ntsanwisi'; 'langamedia@gmail.com'; 'inducuzinkosi@gmail.com'; 'anetta@dizindaba.co.za'

Good day

Kindly provide publications that covers the below locations:

- 1 Mpumalanga – Route S56 in Kruger National Park
- 2 Western Cape – Rustenburg farm , Wine lands
- 3 Limpopo River – Farm Stockport 11Q. In Riverine forest
- 4 Mpumalanga – Between marker M16 AND M13 ,200m West of road ,Kruger national park
- 5 Mpumalanga – Farm Prospect 361 (State forest) Driefontein , Mpumalanga
- 6 Western Cape – Groeneweide Forest (near Saasveld Campus) George
- 7 Western Cape – Rietvallei farm , Oudtshoorn

And also please provide rates per publications and the frequency.

Your speedy response will be highly appreciated.

NB: Due date for submission 10 May 2023 14:30

Kind regards

Dinah Makutso
Media Buying Admin
Department of Communications and information system
Tshedimosetso House
1025 Emswani Road 9 Eastlind Street