
GENERAL NOTICES • ALGEMENE KENNISGEWINGS

DEPARTMENT OF GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM

NOTICE 1534 OF 2022

GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM (GCIS) MINISTER IN THE PRESIDENCY, MONDLI GUNGUBELE CALLS FOR PUBLIC COMMENTS ON A REVISED MAC CHARTER SECTOR CODE

I, Mondli Gungubele, Minister in The Presidency, hereby publish the 2016 Marketing, Advertising and Communications (MAC) Broad-Based Black Economic Empowerment (B-BBEE) Sector Code for public comments and review in line with section 9(5) of the B-BBEE Act, 2003 as amended.

The development of Sector Codes and its review is an integral and strategic vehicle to advance transformation in the economy at sectorial level. A Sector Body appointed a Minister responsible for the sector must drive the development process, which must include a public proclamation to inform members of the public of the intention to develop a sector code, is necessary.

To this end, MAC Charter Council will be conducting public hearings to review the current 2016 Sector Code in order to comply with the Department of Trade, Industry and Competition's (thedtic) gazette changes to the Statement 000; Statement 300 and Statement 400 of the Amended Generic Code of Good Practice on 31 May 2019.

The review Sector Code must use the same calculation methodologies to Measure compliance as those used in the Codes and the Sector Code may deviate from Targets, Point Weightings and Thresholds used in the Codes only where those deviations are justifiable based on sound economic principles, sectorial characteristics or empirical research. In addition, the reviewed Sector Code may introduce a new additional Element/s for measurement where such addition is justifiable based on sound economic principles, sectorial characteristics or empirical research.

Interested persons are invited to provide written comments as well as to access information such as the 2016 MAC Sector Code, stakeholders are encouraged to visit GCIS website: : www.gcis.gov.za

Alternatively, written submission can be made at any of the following addresses:

Post: For Attention
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Chief Director: Media Policy
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Or deliver to: Tshedimosetso House
Cnr Frances Baard & Festival Street
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Or e-mail to: sandilen@gcis.gov.za or
Nominations.MACsectorCouncil@gcis.gov.za

Please contact Mr Sandile Nene at 012 473 0060 for any enquiry.



MR MONDLI GUNGUBELE, MP

MINSITER IN THE PRESIDENCY

DATE: 20/12/2022