



To: Top Management - ICASA

Date: 03 December 2025

LETTER OF MOTIVATION

This letter serves to further augment our strong views that ICASA needs to issue more broadcasting individual licenses to the public. Sometime after our beloved nation hosted the FIFA 2010 World Cup, the Honourable Mr Marthinus Van Schalkwyk MP, then Minister of Tourism, firmly placed South African tourism on a new and ambitious growth trajectory for the future. He proposed to parliament the DOMESTIC TOURISM GROWTH STRATEGY (2015 - 2020), that was consequently approved by the Cabinet.

Research by South African Tourism indicates that domestic trips have been on the decline. It further indicates that this has been happening against a background of an increase in the number of domestic tourists, thus those who have been travelling are now taking fewer trips. This requires a coherent sector response that presents a clear value proposition for taking more trips, ensuring availability of offerings across all market segments.

In the main, the Domestic Tourism Growth Strategy (DTGS) puts an emphasis on product diversification, developing authentic/value for money products, activation of niche markets, use of local events to address seasonality problems, geographic spread, activation of school and sports tourism, leveraging on community led savings clubs/stokvels, community beneficiation and creating a culture of tourism amongst South Africans. One of the critical success factors of the Strategy will be a partnership with industry, which will ensure that there is affordable packages and government intervention to ensure adequate infrastructure to support high-yield products and attractions. Furthermore, the extent to which public and private sectors will work together to maximize the use of existing facilities, be it through management agreements or through participation in the new domestic tourism campaign, “whatever you are looking for, it is here”



Tourism contributes approximately 3.5% to South Africa's GDP, which was about R234 billion, annually.

It is against this background that we proposed a Memorandum Of Understanding (MOU) with The Robben Island Museum to establish a Radio Station that will promote our National Heritage sites, especially Robben Island Museum so as to enhance the volumes of Local Tourism. Also, we discovered whilst conducting local surveys that most school children (about 70%) in the inter-mediate and senior Primary phases, are not fully knowledgeable of our local tourism destinations and Heritage sites, such as Mapungubwe Heritage site and the Sterkfontein Caves in Muldersdrift, a UNESCO World Heritage Site in South Africa's Cradle of Humankind.

If we establish a Radio Station in Robben Island it will help us educate our nation about our diverse cultures, values and heritage.

Is the current system for transferring licences at ICASA working well?

- Currently, we would say there are a lot of bottlenecks at ICASA when it comes to the issuing out of broadcasting licenses. We applied for a Community Radio License in 2012. Since then, we are still awaiting the outcome. In 2018, we applied for a Commercial Radio License. In 2015 however, ICASA had issued an ultimatum stating that they would not be issuing any more licences due to the Digital migration of broadcasting services, from Analogue to Digital. Hence they were reviewing several changes to their Policies.

Is there is demand for new network licences?

- There is a demand for new network licenses because as we have stated above there is an information gap in our societies owing to our inequalities socio-economic status, previously marginalized groups and access to information, especially in rural communities.



Would issuing new licences improve competition and benefit consumers?

- Issuing of new licenses will improve competition among contemporary broadcasting companies and benefit the consumers as we are bring a fresh and different catalogue that is mainly educational and commercial as well. Our secondary objective is to promote all the indigenous SMMEs within the Tourism sector as they also contribute to direct employment (about one million people).

Our main objectives of promoting Domestic Tourism are;

- Increase domestic tourism expenditure (revenue);
- Increase domestic tourism volume;
- Enhance measures and efforts aimed at addressing seasonality and equitable geographical spread; and
- Enhance the level of the culture of tourism / travel among South Africans.

How can new licences help expand network coverage across the country?

- Independent radio stations in South Africa play a crucial role in enhancing network coverage, particularly in underserved rural and peri-urban areas, primarily by leveraging their **deep local penetration, trusted community connection, and ability to use different technologies like internet streaming and digital broadcasting (DAB+)**. They serve as vital communication hubs where commercial networks may not be commercially viable.

Role in Network Expansion

- **Local Connectivity and Reach:** Radio remains one of the most accessible and widely consumed platforms across South Africa, reaching areas that other media struggle to penetrate. Their local focus ensures that communities receive relevant information and content in indigenous languages, fostering trust and a strong sense of belonging that larger networks cannot replicate.



- **Infrastructure for Development:** Academic literature highlights that community radio platforms can facilitate and speed up infrastructure development by providing a platform for communities to discuss and address local challenges. The government has provided some licensed community radio stations with broadcasting infrastructure to support this role.
- **Digital Convergence:** Many independent stations are now embracing digital convergence, utilizing internet streaming and social media to expand their reach beyond traditional FM frequencies. This hybrid approach allows for greater community interaction and enhances accessibility for a digitally connected audience. The ongoing digital migration from analogue to digital broadcasting will further enable expanded community radio services.
- **Leveraging New Technologies:** The Independent Communications Authority of South Africa (ICASA) is exploring new spectrum policies to support "community access" and next-generation technologies. Technologies like Single Frequency Networks (SFNs), used in digital broadcasting (DAB+), allow repeaters/gap fillers to operate in "blackspot" areas on the same frequency, improving coverage efficiency in challenging terrains.

Are the benefits of new licences worth the costs of monitoring them and the impact on the environment?

- The current financial position of ICASA, Statement of Financial Position as at 31 March 2025, as per the Auditor General's Report on 08 August 2025 states that ICASA has total Assets equivalent to R 2,429,381,934 (close to R2, 5 billion). By investing on additional infrastructure, ICASA tends to enhance their Asset portfolio, currently at R 96,467,032
- In addition, there shall be an increase on Return on Investment volumes, through further Licensing Agreements that will further boost Intangible Asset Accounts currently pegged at R13,761,149.

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Marshalltown 2107 | tith@hotmail.com | Tel: +27 87 222 6601, Cell: +27 76 3547837

These are just few of the motivational points of our argument. For further correspondence, please do not hesitate to engage us on the matter. Thank you.

Kind Regards,

Vuyisile Mtwá - Director

Email: mtwa.vuyisile@gmail.com

Cell: [REDACTED]

Tell : [REDACTED]

Director Trudon Investment Time Holding