



## Proudly South African – 2020/21 to 2022/23 - Annual Performance Plan

### 1. PERFORMANCE PLAN

#### 1.1 Key focus area: Consumer Educational Campaign on the economy wide benefits of buying local - “Buy Local” to Create Jobs! – Local Procurement Accord (LPA)

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Educate consumers on the importance of buying local (Local Procurement Accord) and on country of origin labels – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local and country of origin labels through:  * <b>Above the line campaign</b> , i.e. Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;	*Buy Back SA/Buy Local campaign reached more than 20 million people during 2018/19	*Above the line – Buy Local (Buy Back SA/ Buy SA) Activism Campaign reaching at least 20 million consumers;	*Above the – Buy Local (Buy Back SA/ Buy SA) Activism Campaign reaching at least 22 million consumers;	*Above the line – Buy Local (Buy Back SA/ Buy SA) Activism Campaign reaching at least 24 million consumers;
	To increase awareness of Proudly SA, influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:  *PR and <b>Below the line</b> activities through Social Media, press releases, radio interviews and other PR related activities	*Reached more than 10 million people during 2018/19	*PR & Below the Line Activities reaching at least 10 million consumers	*PR & Below the Line Activities reaching at least 11 million consumers	*PR & Below the Line Activities reaching at least 12 million consumers

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
	<p>*National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment);</p> <p>*Youth and/or Community based targeted Campaigns, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)</p> <p>*Consumer education campaigns targeted and hosted in tertiary institutions (in partnership with Wear SA)</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos</p> <p>*Increased awareness of the buy-local message and/or campaign during Heritage month</p> <p>* Proudly SA CSI Projects</p>	<p>*Hosted 5 Activations during 2018/19</p> <p>*New Activity – introduced in 2019/20</p> <p>*1 x campus activation at tertiary institutions during 2018/19</p> <p>*Participated in 16 expos and events during 2018/19</p> <p>*Rolled out 3 major activities promoting Buy Local during Heritage Month in 2018/19</p> <p>*Participated in 2 CSI projects in 2018/19</p>	<p>*At least 6 Activations hosted annually</p> <p>*12 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum</p> <p>*8 x campus consumer education activations at tertiary institutions</p> <p>*Participation in at least 16 trade expos per annum</p> <p>*Roll out of at least 2 major Heritage month activities per annum</p> <p>*At least 1 CSI project per annum</p>	<p>*At least 7 Activations hosted annually</p> <p>*16 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum</p> <p>*8 x campus consumer education activations at tertiary institutions</p> <p>*Participation in at least 16 trade expos per annum</p> <p>*Roll out of at least 3 major Heritage month activities per annum</p> <p>*At least 1 CSI project per annum</p>	<p>*At least 8 Activations hosted annually</p> <p>*20 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum</p> <p>*8 x campus consumer education activations at tertiary institutions</p> <p>*Participation in at least 16 trade expos per annum</p> <p>*Roll out of at least 4 major Heritage month activities per annum</p> <p>*At least 1 CSI projects per annum</p>

**1.2 Key focus area: Advocacy to increase the uptake of local products by all State organs including State Owned Entities and other Social partners - Local Procurement Accord (LPA)**

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
3a) Increase procurement of local products and services in the <b>public sector</b> through increased engagements with the public sector.	<p><b>Educational Roadshows</b></p> <p>Increase buy-in and support for local procurement by the <b>public sector</b> (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*Partnership with the DTIC, National Treasury, SALGA and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial &amp; local government departments and to monitor procurement within the public sector</p> <p>*National, provincial and local departments visits – engagement with procurement officers</p>	<p>*Presentation to 1 SOEPF meeting during 2018/19</p> <p>*New Activity – 1 (one) Partnership concluded with National Treasury’s Chief Procurement Office (CPO) in 2018/19</p> <p>*Hosted 9 Provincial Public Sector Procurement Forums during 2018/19</p>	<p>*At least 1 presentation to SOEPF per annum</p> <p>*Presentation at 2 government’s SCM forum with Heads of procurement from various national and/or provincial government departments</p> <p>*Provincial Public-Sector Procurement forums in all 9 provinces (with both provincial and local government), either initiated by Proudly SA or respective Provincial treasuries</p>	<p>*At least 1 presentation to SOEPF per annum</p> <p>*Presentation at 2 government’s SCM forum with Heads of procurement from various national and/or provincial government departments</p> <p>*Provincial Public-Sector Procurement forums in all 9 provinces (with both provincial and local government), either initiated by Proudly SA or respective Provincial treasuries</p>	<p>*At least 1 presentation to SOEPF per annum</p> <p>*Presentation at 2 government’s SCM forum with Heads of procurement from various national and/or provincial government departments</p> <p>*Provincial Public-Sector Procurement forums in all 9 provinces (with both provincial and local government), either initiated by Proudly SA or respective Provincial treasuries</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
	<p>*Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>*Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities</p> <p>*CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)</p> <p>*1-2 x Day Buy Local Summit – focusing on All State Organs and Business Procurement</p> <p>*1-2 x Day Buy Local Expo – of All SA Companies focusing on the priority Sectors - SCC – “Made in SA Expo</p>	<p>*New Activity – introduced in 2019/20</p> <p>*New Activity – introduced in 2019/20</p> <p>*New Activity – introduced in 2019/20</p> <p>*Annual Buy Local Summit held annually</p> <p>* Annual Buy Local Expo held annually</p>	<p>*Presentation to at least 2 metropolitan council procurement forums per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>*Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1</p> <p>*At least 1 Buy Local Summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p>	<p>*Presentation to at least 2 metropolitan council procurement forums per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>*Register 100 companies with CSD through the NT/Proudly SA database integration</p> <p>*At least 1 summit and expo to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p>	<p>*Presentation to at least 2 metropolitan council procurement forums per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>*Register 100 companies with CSD through the NT/Proudly SA database integration</p> <p>*At least 1 summit and expo to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
3b) Increase procurement of local products and services in the <b>private sector</b> through engagements with Business.	<p><b>National Educational Road shows:</b></p> <p>Increased buy-in and support for local procurement by <b>the private sector</b>. Working relationships with BLSA, BBC and BUSA, for their respective members to commit to Buying Locally produced products and services through:</p> <p>*Presentations to BUSA, BBC and BLSA members, including Business Chambers, associations and/or industry events</p> <p>*Local Procurement Partnerships with large <b>retailers and/or manufacturers</b></p> <p>*1-2 x Day Buy Local Summit – focusing on All State Organs and Business Procurement</p> <p>*1-2 x Day Buy Local Expo – of All SA Companies focusing on the priority Sectors - Gallagher Estate – “Made in SA Expo</p> <p>*Sector Specific Workshops</p>	<p>*2 x presentation made to BLSA in 2018/19</p> <p>*Presented to 5 Business Chambers and/or associations</p> <p>*Partnerships concluded with 2 major retailer/manufacturere</p> <p>*Annual Buy local summit held annually</p> <p>*Annual Buy Local Expo held annually</p> <p>*2 sector specific forums hosted in 2018/19</p>	<p>*1 presentation each to BUSA, BBC and BLSA members</p> <p>*Presentations to at least 8 business chambers, associations and or industry events per annum</p> <p>*Partnerships with at least 2 major retailers / manufacturers</p> <p>*At least 1 summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p> <p>*2 x sector specific forums per annum</p>	<p>*1 presentation each to BUSA, BBC and BLSA members</p> <p>*Presentations to at least 10 business chambers, associations and or industry events per annum</p> <p>*Partnerships with at least 2 major retailers / manufacturers</p> <p>*At least 1 summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p> <p>*2 x specific forums held per annum</p>	<p>*1 presentation each to BUSA, BBC and BLSA members</p> <p>*Presentations to at least 12 business chambers, associations and or industry events per annum</p> <p>*Partnerships with at least 2 major retailers / manufacturers</p> <p>*At least 1 summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p> <p>*2 x specific forums per annum</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
	<p>*Business Forums with dti and other strategic partners</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos</p>	<p>*9 Business Forums held during 2018/19</p> <p>*Participated in 16 expos and/or events during 2018/19</p>	<p>*9 Business forums per annum</p> <p>*Participation in at least 16 trade expos per annum</p>	<p>*9 Business forums per annum</p> <p>*Participation in at least 16 trade expos per annum</p>	<p>*9 Business forums per annum</p> <p>*Participation in at least 16 trade expos per annum</p>
	<p>SA Premier Business Awards aimed at rewarding SA companies that achieve high levels of excellence in the course of doing business</p> <p>Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p>	<p>*SA Premier Business Awards held in March 2019</p> <p>*New Activity – introduced in 2019/20</p> <p>*New Activity – introduced in 2019/20</p> <p>*New Activity – introduced in 2019/20</p>	<p>*Co-hosting of 1 x annual SA Premier Business Awards event (as a partner to dti)</p> <p>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 5 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p>	<p>*Co-hosting of 1 x annual SA Premier Business Awards event (as a partner to dti)</p> <p>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 6 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p>	<p>*Co-hosting of 1 x annual SA Premier Business Awards event (as a partner to dti)</p> <p>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 7 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
	Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*New Activity – introduced in 2019/20	*Implementation of Import Replacement in at least one key industry/product per annum	*Implementation of Import Replacement in at least one key industry/product	* Implementation of Import Replacement in at least one key industry/product

#### 1.4 Key focus area: Increased uptake of Membership

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Retention and Recruitment Members	Number of members recruited and retained	224 new members recruited during 2018/19  73% of all members due for renewal retained during 2018/19	Recruit at least 220 new members per annum  Retain at least 70% of all members due for renewal per annum	Recruit at least 240 new members per annum  Retain at least 70% of all members due for renewal per annum	Recruit at least 260 new members per annum  Retain at least 70% of all members due for renewal per annum

**1.5 Key focus area: Collaboration with Enforcement Agencies to combat illicit trade and illegal imports: Local Procurement Accord (LPA)**

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
1b) Partnership with enforcement agencies	<p>*To prevent illegal imports, counterfeit products, dumping of unsafe products and under invoiced products through Below and Above the line Anti - piracy and illicit trading campaigns reaching 2 million people per annum;</p> <p>*Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks and – multi disciplinary process with key stakeholders</p>	*New Activity	*Participation in at least 24 Customs and Excise industry stakeholder forums and national operations hosted by SARS	*Participation in at least 24 Customs and Excise industry stakeholder forums and national operations hosted by SARS	*Participation in at least 24 Customs and Excise industry stakeholder forums and national operations hosted by SARS

**1.6 Key focus area: Establishment of a database of South African products and services: Local Procurement Accord (LPA)**

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
1b) Growing the database of South African supplier products and services for local procurement	<p>*Grow the number of companies registering on the database.</p> <p>*Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.</p>	<p>*Database had 1 257 registered products and services in 2018/19</p> <p>*Database promoted at 9 provincial business forums during 2018/19</p>	<p>*500 new products and/or services registered per annum</p> <p>*Promotion of database to at least 9 provincial based public sector forums (engagements)</p> <p>*Promotion of database to at least 9 provincial business forums</p>	<p>*1 000 new products and/or services registered</p> <p>*Promotion of database to at least 9 provincial based public sector forums (engagements)</p> <p>*Promotion of database to at least 9 provincial business forums</p>	<p>*1 500 new products and/or services registered</p> <p>*Promotion of database to at least 9 provincial based public sector forums (engagements)</p> <p>*Promotion of database to at least 9 provincial business forums</p>



Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
		*Presented to 5 Business Chambers and/or associations	*Promotion of database to at least 8 business associations or chambers or at industry specific events	*Promotion of database to at least 10 business associations or chambers or at industry specific events	*Promotion of database to at least 12 business associations or chambers or at industry specific events

### 1.7 Key focus area: Brand Management, Brand Compliance and Intellectual property

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
<b>Brand research -</b> Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers  Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand and consumer awareness research conducted by Massmart during 2018/19  *13 Dipstick surveys done at events during 2018/19	*Brand or Consumer Research to be undertaken at least once per annum  *At least 18 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	*Brand or Consumer Research to be undertaken at least once per annum  *At least 18 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	*Brand or Consumer Research to be undertaken at least once per annum  *At least 18 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website
<b>Effective management of Proudly SA intellectual property</b>	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified  *Annual compliance reviews of all members	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified  *Annual compliance reviews of all members	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified  *Annual compliance reviews of all members

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally

### 1.8 Key focus area: Media, PR & Social Media

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Strengthening Media and PR relations and Social Media	<p>* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof</p> <p>*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders);</p> <p>*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors, as well as strengthen relations with the media</p>	<p>*Daily, weekly and monthly reporting</p> <p>* 60 press releases issued during 2018/19</p> <p>*In excess of 44 media engagements held during 2018/19</p> <p>*2 media meet &amp; greets held during 2018/19</p>	<p><b>Media Monitoring:</b> Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders</p> <p><b>* Press releases:</b> At least 36 press releases and/or opinion pieces per annum</p> <p><b>*Media engagement:</b> 40 x Media engagements per annum</p> <p><b>*Media Events:</b> At least 3 media events/ networking sessions per annum</p>	<p><b>Media Monitoring:</b> Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders</p> <p><b>* Press releases:</b> At least 36 press releases and/or opinion pieces per annum</p> <p><b>*Media engagement:</b> 40 x Media engagements per annum</p> <p><b>*Media Events:</b> At least 3 media events/ networking sessions per annum</p>	<p><b>Media Monitoring:</b> Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders</p> <p><b>* Press releases:</b> At least 36 press releases and/or opinion pieces per annum</p> <p><b>*Media engagement:</b> 40 x Media engagements per annum</p> <p><b>*Media Events:</b> At least 3 media events/ networking sessions per annum</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Increased growth and awareness through Social Media platforms	<p>*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.</p> <p>Increase following on social media platforms and increase in publicity in a very quiet month</p> <p>*Major PR activation to increase awareness about the campaign and the “Buy Local” campaign</p>	<p>*160 000 followers on Twitter, 15 000 on Facebook and 3000 on Instagram at the end of 2018/19</p> <p>*Valentine’s day activation held annually</p>	<p>*Increase following on all social media platforms by 2% per annum</p> <p><b>*Valentine’s Day activation:</b> 1x per annum on Valentine’s day</p>	<p>*Increase following on all social media platforms by 2% per annum</p> <p><b>Valentine’s Day activation:</b> 1 x per annum on Valentine’s day</p>	<p>*Increase following on all social media platforms by 2% per annum</p> <p><b>Valentine’s Day activation:</b> 1 x per annum on Valentine’s day</p>

### 1.9 Key focus area: Financial Management

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	Processing done correctly at all times and unqualified opinion received for 2018/19 AFS	*100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit report for 2019/20 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit report for 2021/22 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit report for 2021/22 financial year end audit – Annual Financial Statements

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance	100% Compliance

### 1.10 Key focus area: Human Resources Management

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Organizational structure is always aligned to organizational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy  *Percentage of critical positions filled	*Organisational structure fully aligned to the strategy  *100% of all critical positions filled at all times, including within a reasonable time after they become vacant	*Organogram with positions informed by the organisational strategy and aligned completely  *All (100%) critical positions filled at all times	*Organogram with positions informed by the organisational strategy and aligned completely  *All (100%) critical positions filled at all times	*Organogram with positions informed by the organisational strategy and aligned completely  *All (100%) critical positions filled at all times
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2019 to July 2020.  Performance across all departments not less than 70%	Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2020 to July 2021.  Performance across all departments not less than 70%	Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2021 to July 2022.  Performance across all departments not less than 70%

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	QMS system based on ISO9001 of 2015 Standard and monitor continued compliance to the requirements
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements.	Full compliance with SARS, Employment Equity, UIF and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.

**1.11 Key focus area: Improvement of accessibility and uptake of locally made products and services (RSA MADE)**

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2020/21	2021/22	2022/23
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually  *Growth in sales of products on the online shopping platform (RSA Made)	*New Activity launched in August 2018  *New Activity launched in August 2018	*20 % growth in number of products and/or services registered on the platform per annum  *50% growth in sales on the RSA Made platform year on year	*20 % growth in number of products and/or services registered on the platform per annum  *50% growth in sales on the RSA Made platform year on year	*20 % growth in number of products and/or services registered on the platform per annum  *50% growth in sales on the RSA Made platform year on year