

5. Performance for the period 1 April 2017 to 31 March 2018

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2017/18	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – 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 through: * Above-the-line campaign i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached.	*Above-the-line – Buy Local (Buy Back SA/Meet the Locals) activism campaign reaching at least 20 million consumers	*In excess of 20 million consumers reached during 2017/18 through the Buy Back SA campaign, and other advertising for other activations such as the Buy Local Summit and for the Delicious Festival	
Educate consumers on the importance of buying local (Local Procurement Accord) – 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 through: * PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities; *National Consumer Educational Road show through Mall Activations (Education Through Edutainment); *Schools campaign in secondary schools and FET colleges (consumer education)	*PR & Below the Line Activities reaching at least 20 million consumers per annum; *Roadshows in at least 6 provinces annually *Roll out of schools campaign in at least 6 schools and/or FET colleges per annum	*In excess of 20 million consumers reached through PR activities 2017/18 *4 activations undertaken, 3 of which were mall activations and one major being the Delicious Festival *2 campaigns done via campus radio stations in Universities, and also participated in: *Step Up To A Start Up programme *NDP ambassadors programme	*Funds redirected to Delicious Festival a higher impact activity which reached 40 000 consumers *Reached more youth through the alternative programmes we participated in, including reaching more school kids through the Start Up to A Step Up programme as it is rolled out in schools in all 9 provinces

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	<p>*Youth targeted Campaign, incl. university radio stations and other youth targeted initiatives</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>*Increased awareness of the buy-local message in support of Heritage Day/Week/Month</p> <p>*Proudly SA CSI projects</p>	<p>*Participation in youth targeted activities reaching at least 500k youth</p> <p>*8 x Campus Radio interviews/competitions or advertising campaigns per annum</p> <p>*Participation in at least 8 mini trade expos or events per annum;</p> <p>*Roll out of at least one Proudly SA week per annum</p> <p>*At least 2 CSI projects per annum</p>	<p>*Radio interviews on youth targeted stations</p> <p>*In excess of 500k youth reached through Back to Kasi, TEA – Township, Entrepreneurs Alliance, Consumer Goods Council, Delicious Festival</p> <p>*4 Interviews/advertising campaigns undertaken –</p> <ul style="list-style-type: none"> - UNISA radio interview - Voice of Wits Radio - UNISA - Wits ad campaigns <p>*Participated in 13 expos and or events (as detailed in the Activities section of this Annual Report)</p> <p>*Proudly SA Week/Heritage activities undertaken (incl. Fashion Show and Delicious Festival)</p> <p>* 2 CSI projects undertaken, (Mandela Day & Thabo Tona School supported – extensive PR value achieved)</p>	<p>*The radio interviews in other provinces made up for through participation in NDP Ambassadors Programme and youth targeted social media campaigns</p>
Promoting Proudly SA logo as a Country of Origin label to improve fair and legal trade	Above-the Line Campaigns promoting the Proudly SA logo as the Country of Origin label. These include Radio Adverts, TV Blurps, Print Banners, Street Posters, Social Media Campaigns, Proudly SA Website.	Above the line – Buy Local (Buy Back SA) Activism Campaign reaching at least 20 million consumers;	* In excess of 20 million consumers reached during 2017/18 through the Buy Back SA campaign, Delicious	

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	*Introduction of Eco-labelling in specific sectors (partnership with UNOPS)	*Promotion of Eco-labelled local products in the agricultural sector in 4 provinces	Festival advertising as well as Buy Local Summit & Expo publicity campaigns *5 forum/events undertaken	
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<p>Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*Partnership with the dti, EDD, National Treasury 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 & 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 at SALGA</p> <p>*1-2 x day Buy Local Summit – focusing on all state organs and business procurement</p>	<p>*At least 1 presentation to SOEPF per annum</p> <p>* Presentation at 1 government's SCM forum with Heads of procurement from various national government departments</p> <p>* Provincial Public Sector forums in at least 5 provinces</p> <p>*Presentation at least 1x SALGA member's forum and/or event;</p> <p>*At least 1 summit to be held per annum</p>	<p>*1 presentation made to SOEPF</p> <p>*1 presentation made at the Eastern Cape government's quarterly procurement forum hosted by the Treasury MEC</p> <p>* 4 Provincial Public Sector forums done – KZN, NW, MPU, Free State</p> <p>*No presentation to SALGA</p> <p>*Buy Local Summit took place on 14 & 15 March 2018</p>	<p>*GP procurement forum postponed to Q1 in next financial year</p> <p>*MOU concluded with SALGA and plan finalised for implementation in next financial year in all 9 provinces</p>

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	*1-2 x Day Buy Local Expo – of all SA companies focusing on the priority Sectors - Gallagher Estate – “Made in SA” Expo	*At least 1 Buy Local Expo held per annum	*Buy Local Expo took place on 15 March 2018	
Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA)	<p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <p>* Presentations to BUSA, BBC and BLSA members plus Business Chambers;</p> <p>* Local Procurement Partnerships with large retailers and /or manufacturers;</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>*Sector Specific Workshops</p>	<p>*1 presentation to BUSA, BBC and BLSA per annum;</p> <p>*Partnerships with at least 3 major retailers/manufacturers per annum;</p> <p>*At least 1 summit to be held per annum;</p> <p>*At least 1 Buy Local Expo held per annum;</p> <p>*3 x sector specific workshops/forums per annum</p> <p>*9 business forums per annum</p>	<p>*1 presentation made to Nedlac TIC ((where Business constituencies are all represented)</p> <p>*Partnership agreement with Massmart and SAB/AB-Inbev.</p> <p>*Buy Local Summit took place on 14 & 15 March 2018</p> <p>*Buy Local Expo took place on 15 March 2018</p> <p>*2 sector specific forums took place namely, Poultry and Pharmaceutical forums</p> <p>*9 Business forums took place, one I each province</p>	<p>*Preliminary engagements held with BUSA, BLSA & BBC</p> <p>*Discussions held with TFG, Mr. Price and Woolworths but finalisation only to happen in 2018/19</p> <p>*Steel industry forum postponed due to change at CEO level as Arcelor Mittal, which was meant to cover the costs of the forum</p>

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	<p>*Business Forums with dti and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*SA Premier Business Awards (in partnership with the dti and Brand SA)</p>	<p>* Participation in at least 8 major trade expos, events, etc. per annum</p> <p>* Hosting 1X annual SA Premier Business Awards event (as a partner to the dti)</p>	<p>*Participated in 13 expos and or events (as detailed in the Activities section of this Annual Report)</p> <p>*SAPB Awards were held on the 30 January 2018</p>	
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour to increase awareness of Proudly SA, influence purchase behaviour in favour of local products and raise the profile of local products	* Above-the-line campaign , i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	*Above-the-line – Buy Local (Buy Back SA/Meet the Locals) activism campaign reaching at least 20 million consumers	*In excess of 20 million consumers reached during 2017/18 through the Buy Back SA campaign, and other advertising for other activations such as the Buy Local Summit and for the Delicious Festival	
Brand Management Brand research - Development of a scientific basis for local procurement	<p>Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers;</p> <p>Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;</p>	<p>*Economic Impact Study conducted and results published – at least once per annum</p> <p>*At least 8 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website</p>	<p>*Economic Impact Study was completed and opinion pieces issued to mainstream media on the study</p> <p>*3 dipstick surveys were conducted</p>	*Management oversight. A new IT system has been developed for use in 2018/19, which will make the surveys mandatory and easy to conduct

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Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	<p>*Weekly monitoring of the Proudly SA logo to identify irregular use and counterfeit goods</p> <p>*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified</p> <p>*Regular compliance reviews of all members</p> <p>*Weekly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally</p>	<p>*Weekly monitoring of the use of the logo was done</p> <p>*100% of all identified illegal users were sent letters</p> <p>*100% all members checked for compliance</p> <p>* Monitoring done by Adams & Adams on the use of logo and phrase done illegally – 100% contact with all identified companies</p>	
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, Brand SA and – multi disciplinary process with key stakeholders</p>	<p>Participation in the Nedlac Task team on Anti-piracy at least once per annum</p>	<p>*Participated in all 3 meetings of the Nedlac Task team on Anti-piracy</p>	
Growing the database of South African supplier products and services for local procurement	<p>*Promotion of Database - NATIONAL CAMPAIGN to grow the number of companies registering on the database.</p> <p>*Call to Action campaigns (Above and Below the line campaigns) reaching businesses.</p> <p>*Promotion of database to both the public and private sector through workshops / regular communique (this will include the promotion of other SA Made Products</p>	<p>*500 new products and/or services registered</p> <p>*Promotion of database to at least 5 provincial public sector forums</p> <p>*Promotion of database to at least 9 provincial business forums</p> <p>*Promotion of database to at least 1 business association</p>	<p>*1673 new products and/or services registered</p> <p>*4 provincial public-sector forums conducted</p> <p>*9 provincial business forums conducted, one in each province</p>	*GP procurement forum postponed to Q1 in next financial year
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products				

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	as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.		*Presented database to Nedlac TIC where all major organisations are represented. At least 5 individual industry associations also approached and introduced to the database	
Strengthening Media relations, PR 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 to increase the publicity and raise the profile of Proudly SA. This is part of the 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 through media breakfasts/lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager</p> <p>*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p>	<p>*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders</p> <p>*Press releases At least 24 press releases per annum</p> <p>*Media engagement *At least 16x individual media engagements per annum</p> <p>* At least 2 x Media meet & greet networking sessions per annum</p> <p>* Social Media activities daily</p>	<p>*100% of Daily monitoring through Newsclip of all coverage on Proudly SA</p> <p>*In excess of 32 press releases issued</p> <p>*In excess of 41 media/editor's meetings held</p> <p>*In excess of 8 media meet & greet networking sessions were done</p> <p>*Daily updates done on Twitter, Facebook and Instagram resulting in an increase in the number of followers on all three</p>	

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	<p>*Increase following on social media platforms and increase in publicity</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p>	<p>*Increase following on all social media platforms by 10% per annum</p> <p>*Valentine's Day activation 1x per year on Valentine's day</p>	<p>platforms. The Proudly SA Twitter account has 150 000 followers and Facebook has more than 14 000 followers and Instagram has more than 2 000 followers</p> <p>*Increased following on all social media platforms by at least 10% on each of the platforms</p> <p>*This activation took place on the 14 February 2018</p>	
Retention and Recruitment Members	Number of members recruited and retained	<p>*Recruit at least 200 new members for the year</p> <p>*Retain at least 90% of all members due for renewal for the year</p>	<p>*202 new members recruited during the year</p> <p>*72% of all members due for renewal renewed membership</p>	*181 fully paid up members for the financial year (efforts continue to get the rest of the approved companies to pay)
Financial Management: 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	100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2017/18 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions during the year	

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Human Resources Management: Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy *Percentage of critical positions filled	*Organogram with positions informed by the organisational strategy and aligned completely *All (100%) critical positions filled at all times	*100% alignment of organogram to the strategy during the year *All (100%) critical positions filled during the year. The Bookkeeper vacancy was filled effective 1 April 2018	