



## MEMBERSHIP APPLICATION FORM

**IMPORTANT – Read First:**

1. Please print this document and complete it in full.
2. This application form must be completed as carefully, accurately and comprehensively as possible. Please sign where indicated.
3. Please supply supporting documentation, as specified in the application form, for verification purposes. This will ensure a speedy and successful approval process.
4. Applications without sufficient supporting documentation or evidence will be referred back to the applicant to provide such information before membership is considered.
5. Please note that the information is required in order to protect the credibility of the Proudly South African Brand / logo and to ensure compliance with the 4 criteria of the buy local campaign.

**PLEASE POST, FAX, E-MAIL OR DELIVER THIS FORM, WITH THE NECESSARY SUPPORTING DOCUMENTATION, TO THE PROUDLY SOUTH AFRICAN MEMBERSHIP DEPARTMENT**

Physical: 23 Sturdee Avenue, Rosebank, 2196

Postal: PO Box 1062, Saxonwold, 2132

Telephone: (011) 327-7778

Fax: (011) 327-7459

E-mail: [info@proudlysa.co.za](mailto:info@proudlysa.co.za)

Website: [www.proudlysa.co.za](http://www.proudlysa.co.za)

**STAND OUT FROM THE CROWD - BECOME A PROUDLY SOUTH AFRICAN MEMBER**

Business/Organisation Name \_\_\_\_\_

Trading Name \_\_\_\_\_

Company Registration Number \_\_\_\_\_

Vat Registration Number \_\_\_\_\_

(Pty) Ltd    Close Corporation    Sole Proprietorship    Partnership    Cooperatives    NGO/NPO    Other

Postal address \_\_\_\_\_

Physical address \_\_\_\_\_

Company Profile \_\_\_\_\_

Sector (refer to schedule B on pg 6) \_\_\_\_\_

**Primary Contact**

Title (circle one) Mr / Mrs / Ms / Dr / Prof / Other (Specify) \_\_\_\_\_

Surname \_\_\_\_\_ First Name \_\_\_\_\_ Designation \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Cell phone \_\_\_\_\_ Email address \_\_\_\_\_ Website \_\_\_\_\_

**Secondary Contact**

Surname \_\_\_\_\_ First Name \_\_\_\_\_ Designation \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Cell phone \_\_\_\_\_ Email address \_\_\_\_\_ Website \_\_\_\_\_

**SECTION 1: COMPLIANCE WITH MEMBERSHIP CRITERIA**

To ensure that the Proudly South African symbol represents high standard of quality, as well as identifying only products and services which contribute positively to the economy, please confirm adherence to the following four qualifying criteria:

			
<p><b>1. Local content</b> Is at least 50% of the cost of production of your products/services incurred in South Africa (including raw materials, labour, logistics and marketing)?</p>	<p><b>2. Quality</b> Does your product or service meet high quality standards?</p>	<p><b>3. Fair Labour</b> Are you committed to fair labour practices and to continually improving your labour relations?</p>	<p><b>4. Environment</b> Are you committed to sound environmental practices and to continually improving your contribution to the environment?</p>

To safeguard the integrity of the Proudly South African campaign and symbol, you need to substantiate adherence to the above standards. This could take the form of a local content breakdown, customer testimonials, quality management policy, membership of industry associations, SABS approval, audited financial statements, company profile, letter of undertaking from CEO, environmental management policies, labour policies etc. depending on the sector in which you operate. Please contact a membership consultant should you have any queries in this regard.

## SECTION 1.1: LOCAL CONTENT

ITEM OF CONTENT	NAME OF ITEM	SUPPLIER LOCALLY BASED		% OF LOCAL ITEM	% OF IMPORTED ITEM	
		Yes	No			
Logistics/Distribution						
Marketing/Advertising						
Equipment/Furniture						
Other						
Bill of Material/Raw Material						
Labour	Number of employees		Do you employ outside the borders of RSA?		% of staff based in RSA	% of staff based outside RSA
	Full-time	Part-time	Yes	No		

\* Attach additional Bill of material on a separate sheet.

## SECTION 2: CALCULATING YOUR MEMBERSHIP FEE

- Please Note:
- All fees are based on the fee structure determined by Proudly South African.
  - You will be invoiced in full, for your annual membership, once your application has been approved.
  - Your membership will only be confirmed once payment is received.
  - Members qualify for a discounted annual fee when opting for a two (2) or three (3) year membership for those companies turning over R50 million or more per annum.

### SECTION 3: COMPANY CLASSIFICATION

Company turnover\*: (tick the relevant box)

- R 0 - <R 5 m     R 5m - <R10m     R 10m – <R30m     R 30m -<50m     R50m-<R100m     over R100m

### SECTION 4: PRODUCT AND SERVICE INFORMATION

The information in this section ensures that Proudly South African keeps track of the authorised use of its logo - and can develop suitable promotions for members.

All information provided in this section will be uploaded onto our database for usage on the website's search facility.

#### PRODUCTS:

1. If you manufacture / fabricate physical products which will carry the Proudly South African logo, you shall list each one here. Please include a complete list of products/services, including details of all variants and pack sizes. **IF THE LIST IS TOO LARGE TO FIT ON THIS SHEET, ATTACH IT SEPARATELY TO THIS APPLICATION.**
2. For services/products to qualify for endorsement with the Proudly South African logo, a minimum of 50% of the cost of those products must be made up of materials, components and labour of South African origin.
3. **DO NOT LIST IMPORTED PRODUCTS – THEY MAY NOT CARRY THE PROUDLY SOUTH AFRICAN LOGO.**

#### SERVICES:

1. If you provide services/products which will be endorsed with the Proudly South African logo, you shall list each here. **IF THE LIST IS TOO LARGE TO FIT ON THIS PAGE, PLEASE ATTACH IT SEPARATELY TO THIS APPLICATION.**

PRODUCT / SERVICE NAME	PRODUCT / SERVICE DESCRIPTION

**By signing this application form, the management of the applicant organisation commits and agrees to all of the terms and conditions of Proudly South African membership listed on this page.**

#### **1. MANAGEMENT COMMITMENT**

Management and staff of the applicant organisation will, at all times:

- a) Support the aims and objectives of the Proudly South African campaign.
- b) Obtain prior approval from Proudly South African for any use of the Proudly South African logo. (Not specified in this application)
- c) Abide by the terms and conditions.
- d) Whenever possible, increase the level of local content in the applicant organisation's product and / or business activities.
- e) Practice fair and responsible standards including compliance with all labour legislation.
- f) Maintain and improve the quality of the applicant organisation's activities, products and services.
- g) Practice sensible environmental behaviour.
- h) Help to promote the Proudly South African campaign to the applicant organisation's staff, customers, suppliers and stakeholders.

#### **2. PROCUREMENT COMMITMENT**

Management and staff of the applicant organisation will, at all times:

- a) Give first preference to other Proudly South African companies when purchasing goods, materials and services required for the applicant organisation's activities.
- b) Notify other Proudly South African members of such supply opportunities when they arise.
- c) Wherever possible, purchase the materials, goods and services required for the applicant organisation's activities from companies or suppliers operating in South Africa who use materials made in South Africa and labour within the border of South Africa.
- d) Ensure that the applicant organisation's buying and procurement policies and decisions reflect the applicant organisation's commitment to the Proudly South African campaign.

#### **3. FURNISHING OF INFORMATION**

Management of the applicant company agrees to furnish additional information, as may be required by the Proudly South African organisation, in order for Proudly South African to satisfy itself that the applicant organisation qualifies for membership. While Proudly South African recognises the applicant organisation's rights to withhold information it deems sensitive or private, failure to supply information requested by Proudly South African may disqualify the applicant organisation from obtaining Proudly South African membership. Proudly South African's decision in this regard will be final.

#### **4. COMPLIANCE CHECKING**

Both before and after membership has been granted, Proudly South African may conduct certain compliance checks on member organisations. The management of the applicant organisation agrees to provide full co-operation to Proudly South African or its representatives, during the process and compliance checks.

#### **5. MEMBERSHIP SUBSCRIPTION PAYMENT**

Following a successful application, your organisation will be invoiced for the annual membership fee. Final membership will only be granted once payment has been received.

#### **6. CANCELLATION**

- a) Proudly South African reserves the right to cancel any member organisation's subscription at any time if compliance checks provide evidence that the member organisation does not conform to, or is not operating in accordance with, the Proudly South African criteria. In such a case any refund of the subscription fee will be entirely at the discretion of Proudly South African, considering any administrative costs incurred.
- b) The applicant organisation agrees in advance that, upon cancellation for any reason whatsoever, the member organisation will provide a written confirmation to Proudly South African that the use of all Proudly South African materials and logos has ceased, or will cease to be used immediately.

#### **7. DURATION OF MEMBERSHIP**

- a) Your membership will be valid for 12 months after the date of payment. Your annual renewal membership fee will be invoiced to you.

**I certify that the information supplied in this application is correct and true - and agree that we will abide by all the terms and conditions of membership as stated above.**

\_\_\_\_\_

**Name and Surname**

\_\_\_\_\_

**Designation**

\_\_\_\_\_

**Signature**

\_\_\_\_\_

**Date**

## **SCHEDULE B: SECTOR CLASSIFICATION**

### **INDUSTRIAL MANUFACTURING (1)**

Engines and parts (A)  
Servicing of engines and motors (B)  
Industrial equipment (C)  
Servicing and refurbishing (D)  
Fuel, lubricants and detergents (E)

### **CONSTRUCTION ENGINEERING AND ARCHITECTURE (2)**

Architecture and design (A)  
Construction (B)  
Building and construction products (C)  
Building and construction services (D)  
Engineering and related services (E)  
Electronic products and systems (F)

### **MANUFACTURERS (3)**

Chemical (A)  
Electrical appliances and equipment (B)  
Hand and machine tools (C)  
Plastic products (D)  
Automotive, aviation, marine and rail products (E)  
Furniture and fittings (F)  
Glass products (G)  
Cleaning equipment (H)  
Board, paper and stationery products (I)  
Packaging products (J)  
Safety and security products (K)  
Pool and garden products (L)  
Household appliances (M)  
Fabrics and textiles (N)  
Clothing and footwear (O)  
Household consumer products (P)

### **CRAFTS AND HOME INDUSTRIES (4)**

#### **MINING AND BENEFICIATION (5)**

Mining - metals and jewellery (A)  
Mining - other resources (B)  
Mining equipment and services (C)  
Jewellery manufacture (D)  
Jewellery retail (E)

### **AGRICULTURE (6)**

Dairy produce (A)  
Livestock farming and processing (B)  
Viticulture and wineries (C)  
Agricultural equipment (D)  
Agricultural services (E)  
General farming (F)  
Marine and aqua-culture (G)  
Agricultural products (H)

### **FOOD PRODUCTS (7)**

Wholesale food products (A)  
Retail food products (B)  
Beverage products (C)  
Snack products (D)

### **HEALTHCARE (8)**

Over the counter health products (A)  
Scheduled pharmaceuticals (B)  
Health and lifestyle services (C)  
Medical and hospital products (D)  
Medical and hospital services (E)  
Veterinary products and services (F)

### **EDUCATION, DEVELOPMENT AND TRAINING (9)**

Pre-primary, primary and secondary schools (A)  
Private colleges (B)  
Tertiary institutions (C)  
Educational services (D)  
Educational products (E)  
Educational projects (F)  
Other education organisations (G)

### **COMMUNITY ORGANISATIONS AND PROJECTS (10) REPRESENTATIVE ORGANISATIONS (11)**

Trades unions (A)  
Professional bodies and associations (B)  
Industry associations (C)

### **PROFESSIONAL SERVICES (12)**

Training services (A)  
Management and consulting services (B)  
Personnel and related services (C)  
Legal and related services (D)  
Other services (E)

### **GOVERNMENT (13)**

National government body (A)  
Provincial government body (B)  
Local government body (C)  
Statutory body (D)  
Government project (E)

### **FINANCIAL SERVICES (14)**

Short term and life assurance (A)  
Accounting and auditing (B)  
Banking, securities and investments (C)  
Professional and financial services (E)

### **INFORMATION TECHNOLOGY AND TELECOMMUNICATION (15)**

IT hardware (A)  
IT software (B)  
General services (C)  
Internet and web products and services (D)  
IT solution products (E)  
Telecommunication services (F)

### **WHOLESALE AND RETAIL TRADE (16)**

National general retail chains (A)  
Specialist chains (B)  
Independent retailers (C)  
Restaurant chains and outlets (D)  
Distribution agents (E)

### **PROPERTY AND REAL ESTATE (17)**

Estate agents (A)  
Property and management services (B)  
Other (C)

### **MEDIA MARKETING AND PUBLISHING (18)**

Television media (A)  
Radio media (B)  
Newspapers (C)  
Magazines (D)  
Media services (E)  
Advertising, marketing, design and PR agencies (F)  
Out-of-home advertising (G)  
Events, conference and exhibition services (H)  
Specialised media programmes and projects (I)  
Book publishers (J)

### **MEDIA PRODUCTION SERVICES (19)**

Film, video and TV production (A)  
Production services (B)  
Reproduction and print (C)  
Signage (D)  
Promotional items (E)  
Printers and screen printers (F)  
SPORT (20)  
Sports teams (A)  
Sports organisations (B)  
Sports products (C)  
Sports events (D)  
Sports other (E)

### **CULTURE, ENTERTAINMENT, MUSIC AND RECREATION (21)**

Performing bodies (A)  
Entertainment services (B)  
Recording companies (C)  
Events and productions (D)

### **TRANSPORT AND LOGISTICS (22)**

Freight, couriers and logistics (A)  
Other services (B)

### **TOURISM, TRAVEL AND HOSPITALITY (23)**

Air, road, sea and rail transport (A)  
Hotels and accommodation (B)  
Tour operators (C)  
Agents and organisations (D)  
Destinations and attractions (E)

### **EXPORT AND TRADE (24)**

Trading companies and agents (A)

### **SERVICES (25)**

Household services (A)  
Personal services (B)  
Office services (C)

### **UTILITIES AND MUNICIPAL SERVICES (26)**