



# ANNUAL REPORT

2020/21



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# 01

## Introduction

About Proudly SA

Vision, mission, values

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CEO's message





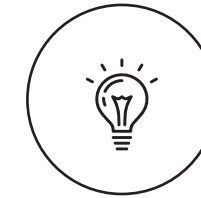
## ABOUT PROUDLY SOUTH AFRICAN

Launched in 2001, Proudly South African is the country's local procurement advocacy campaign which aims to promote South African products and services that adhere to stringent criteria. The campaign works to influence the buying behaviour of consumers, private business and the public sector in favour of those locally grown, produced and manufactured goods and services. This is in line with government's plans to eliminate poverty, inequality and above all unemployment.

Member companies that bear the Proudly South African logo have been audited for local content, quality, fair labour practices and adherence to environmental legislation.

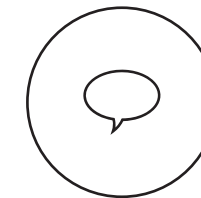
The "Buy Local" philosophy is an internationally tried and tested method to stimulate economic growth through job creation which results from the increased uptake of local goods and services and Proudly South African works to drive this message of economic growth and stimulation through local procurement.

## VISION | MISSION | VALUES



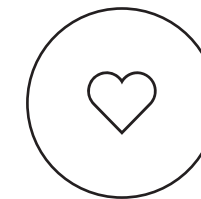
### Vision

Proudly SA encourages the nation to make personal and organisational contributions through local procurement towards economic growth and prosperity in South Africa, thereby increasing employment opportunities, economic growth and local value add while reinforcing national pride and patriotism.



### Mission

Proudly SA's mission is to be an economic prosperity and competitiveness driver and business partner for all South African producers and service providers who are serious about quality and who are committed to creating and sustaining employment and meaningful gain for local industries by joining the organisation.



### Values

Proudly SA provides a country-of-origin brand that effectively identifies, differentiates and promotes local companies' products and services which meet the organisation's criteria.

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### Local Content

At least 50% of the cost of production must be incurred in South Africa and there must be "substantial transformation" of any imported materials.



### Quality

The product or service must be of a proven high quality.



### Fair Labour Practice

The company must comply with labour legislation and adhere to fair labour practices



### Environmental Standards

The company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable. Services must demonstrate a willingness to recycle and reduce their carbon footprint.



## STRATEGY & FOCUS

Proudly South African seeks to influence the public and private sectors as well as consumers in favour of increased procurement of locally produced and manufactured goods and services in order to stimulate economic growth and job creation. Our message aligns with that of government as outlined in the Industrial Policy Action Plan (IPAP) and the National Development Plan (NDP) which speak of the drastic reduction in unemployment.

Proudly South African's work also aligns with the broader national development agenda and the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018, as well as the Economic Recovery and Reconstruction Plan of 2020.

## PRIDE

The acronym **PRIDE** spells the organisation's vision, mission and strategic focus.

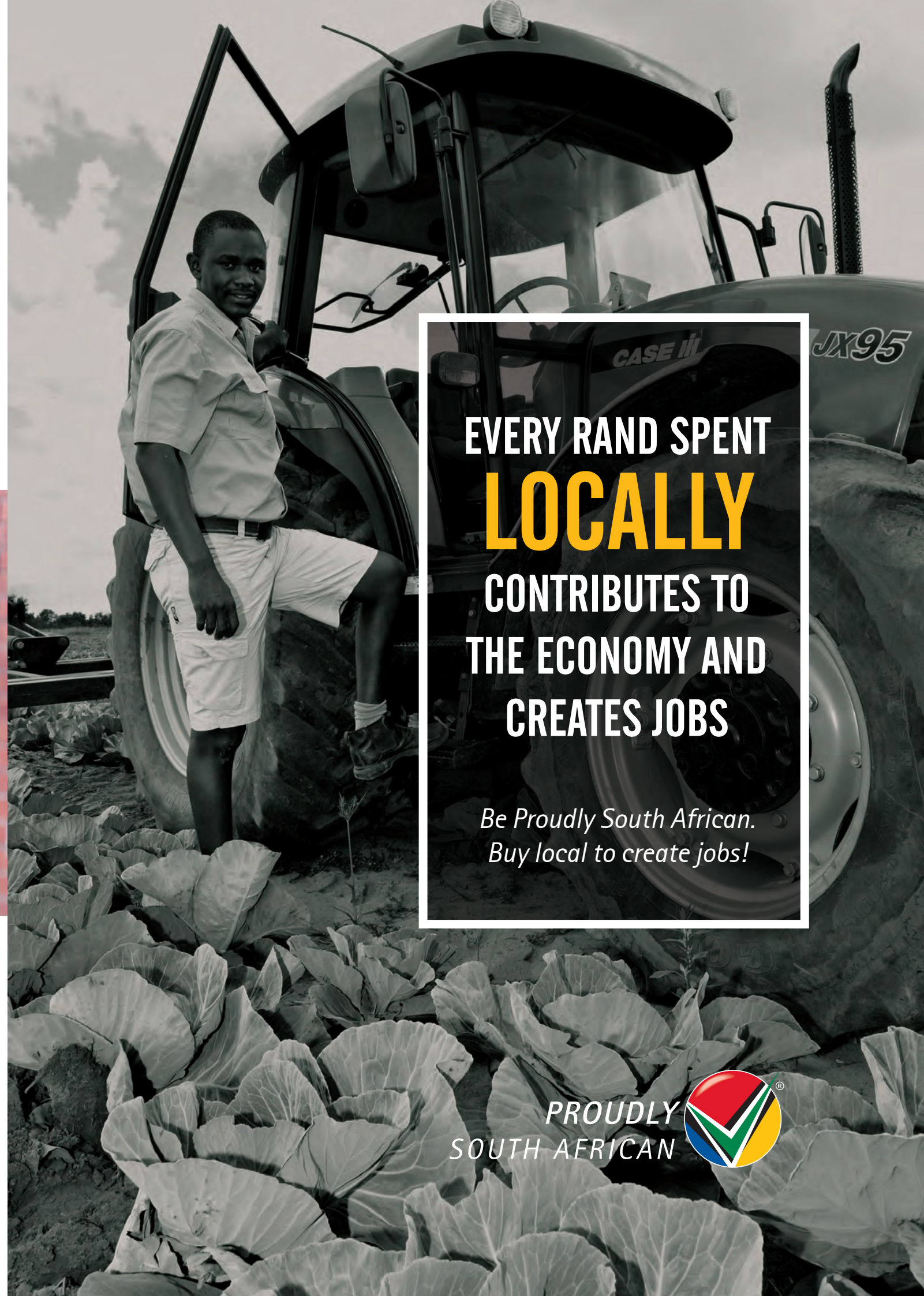
*Patriotism, Partnership & Productivity*

*Reindustrialisation*

*Innovation & Competitiveness*

*Domestic Consumption*

*Entrepreneurs and Enterprise, Economic & Exporter Development*



EVERY RAND SPENT  
**LOCALLY**  
CONTRIBUTES TO  
THE ECONOMY AND  
CREATES JOBS

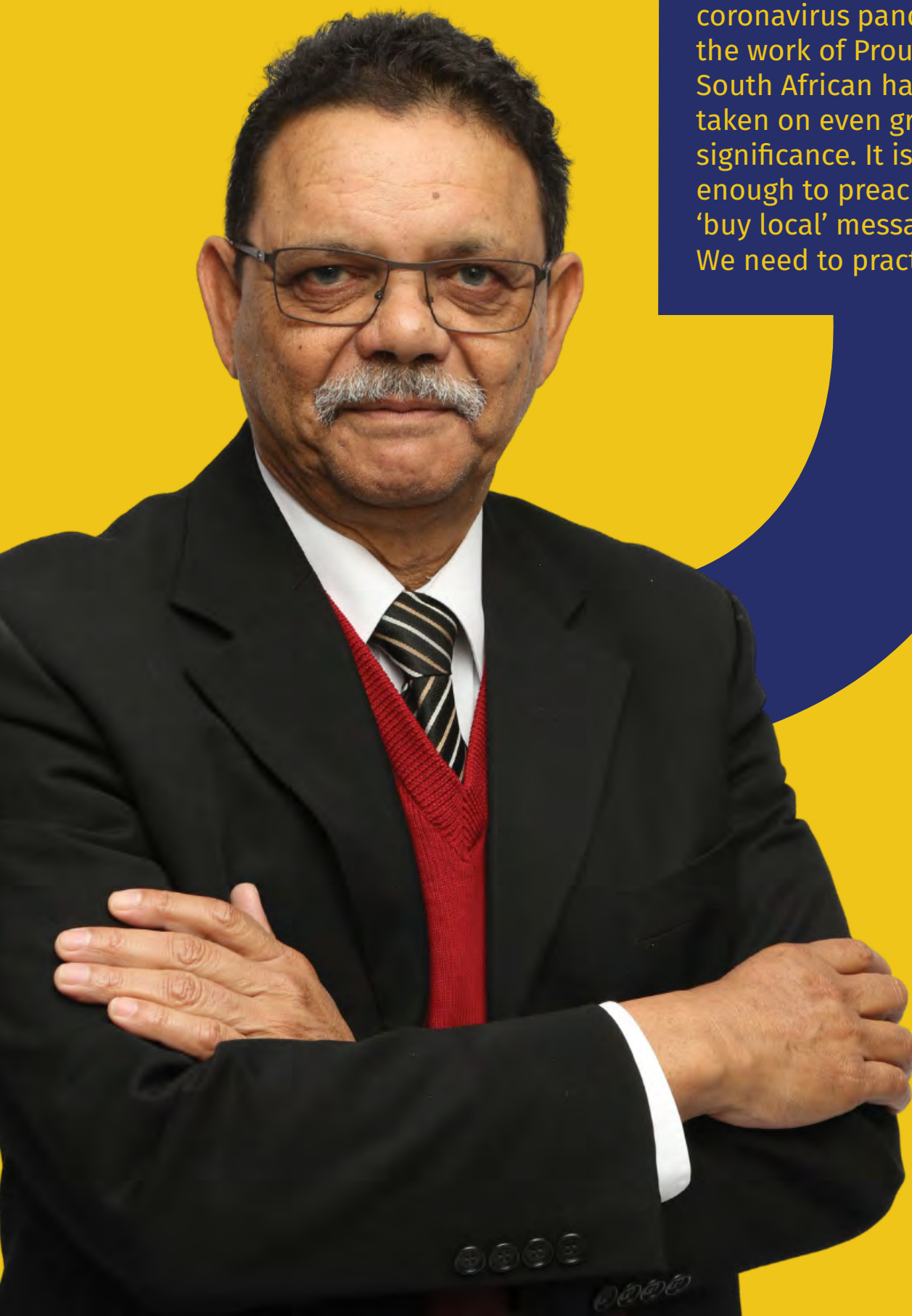
*Be Proudly South African.  
Buy local to create jobs!*

### Key focus areas, as per the Strategic Plan, include:

- Educating consumers on the importance and economic impact of buying locally produced goods and services;
- Contributing to the increased uptake by the public sector of locally made products by driving up compliance with the local content regulations and requirements, as contained in the Preferential Procurement Policy Framework Act (PPPFA);
- Increasing local procurement levels in the private sector, including but not limited to educating the private sector on localisation as well as soliciting and securing local procurement and/or localisation commitments from business entities and industry representative bodies; and
- Promoting accessibility of locally made products and services by consumers across all spheres of society







With the onset of the coronavirus pandemic, the work of Proudly South African has taken on even greater significance. It is not enough to preach the 'buy local' message. We need to practise it.

**Howard Gabriels**

## chairman's foreword

I am writing this foreword at the beginning of the third wave of Covid-19 in South Africa, as infections reach alarming proportions. The pandemic has had a devastating impact on everyone since it arrived in South Africa in early 2020. To date, more than 58 000 South Africans have lost their lives. More than two million people have lost their jobs and many more have been living on reduced incomes since the advent of lockdown level 5 in March 2020. The socio-economic impact of the pandemic has been devastating on families and communities which have and continue to face the challenges of unemployment and food insecurity.

The pandemic has also had a major impact on the operations of Proudly South African. At the end of the last financial year, we were forced to cancel our annual flagship Buy Local Summit and Expo event. This year's edition was a virtual event which enjoyed the substantial support of our members and sponsors and at which we were privileged to host President Ramaphosa as our keynote speaker.

In his address to the Summit he said: "With the onset of the coronavirus pandemic, the work of Proudly South African has taken on even greater significance. It is not enough to preach the 'buy local' message. We need to practise it. As government, as state-owned enterprises, as businesses, as individuals and as leaders, we need to set an example. We need to demonstrate that buying local is about investing in quality, in sustaining local businesses, and in keeping jobs at home."

As a result of the pandemic, it is not only the format of the Buy Local Summit that had to change. We have had to completely

change the way we work. We have equipped our staff to be able to work from home and all our meetings and provincial forums have moved on-line.

In the public sector we continue to monitor compliance of state institutions with the requirements of local procurement of 'designated' products. We are concerned that there are still many departments, municipalities and state-owned entities that are non-compliant and so we are refocussing our efforts to educate supply chain managers in the public sector.

We continued during the year in review to support the work of the Department of Trade, Industry and Competition (dtic) to establish master plans in the different manufacturing sectors, with the campaign driving the increase in demand for local content from the private sector and amongst consumers, and many companies have made commitments to increase their localisation levels.

Our membership base continues to grow and more and more we are seeing the Proudly South African logo on products on the shelves of major retailers in the country. Our consumer awareness campaign peaked with the flighting of our television commercial, "Game Time" featuring Dr John Kani, which ran during July and August as the economy opened up after the hard Level 5 lockdown and again during the festive season.



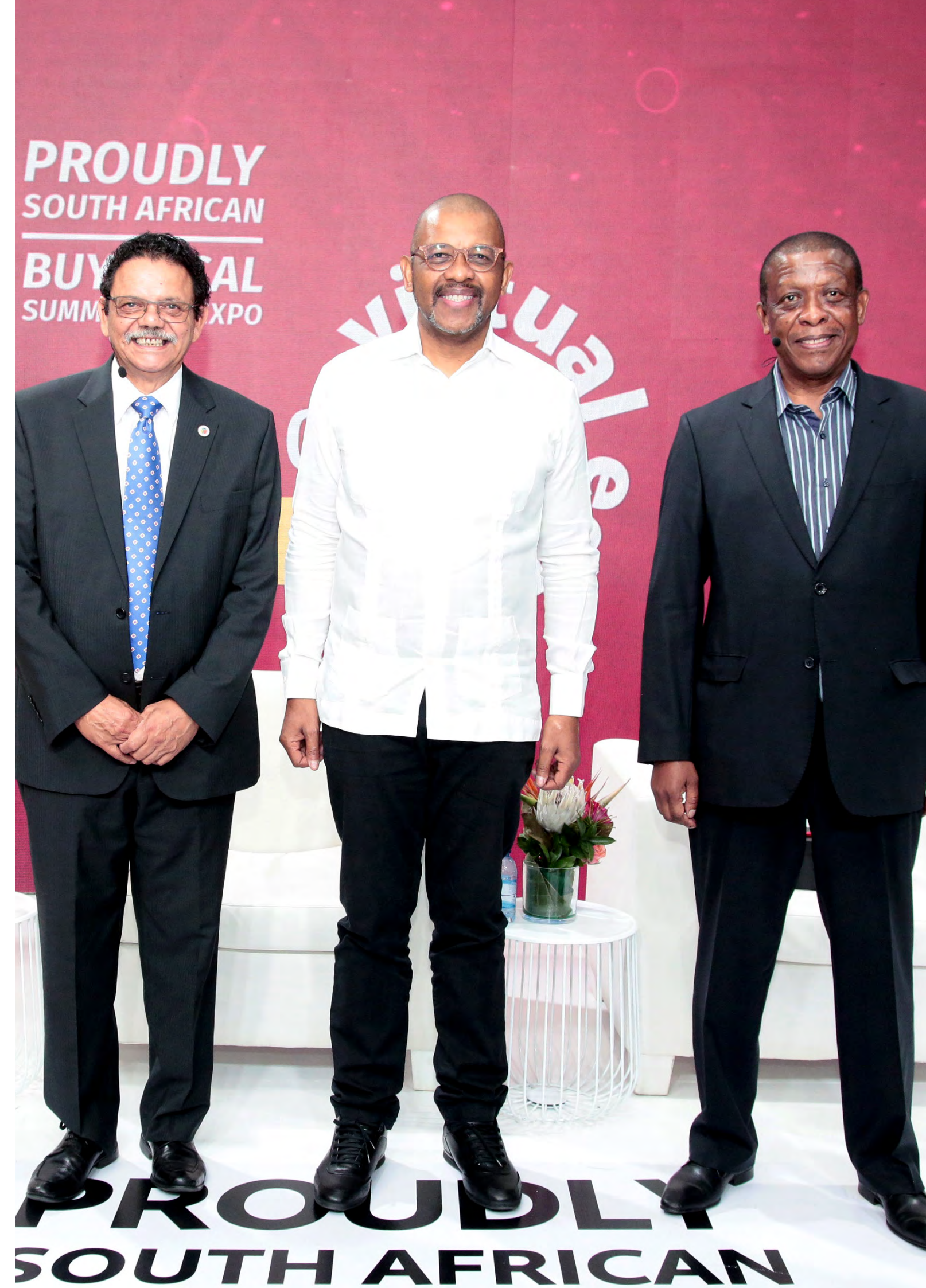
We have now built strong partnerships with all the major media houses, including SABC, Multichoice, and eTV. During the past 12 months we have also created a vibrant digital marketing and social media campaign using Twitter, Facebook, Linked-In, Instagram and other platforms to spread the key message to encourage consumers to “Buy Local.”

The administration of Proudly South African has been severely tested over the past year as a result of the pandemic but it is encouraging that our executive team and staff have risen to the challenge and introduced many programmes and strategies that ensure we continue effectively to carry out the mandate of the organisation under difficult circumstances. This year we are proud that we were also able to produce our 15th consecutive clean audit.

I would like to express my appreciation to the members of Board of Directors for their support and guidance to both myself and the management team and I want to thank the CEO, Mr. Eustace Mashimbye and all the staff of Proudly South African.

I also want to express a special word of appreciation to the former Director General, Mr. Lionel October for his support of Proudly South African over the years and also to the management team at the Department of Trade, Industry and Competition.

Finally, Minister Patel has played a major role to place localisation at the centre of economic policy and given outstanding support to Proudly South African, for which we are extremely grateful.







Proudly SA plays the important role of driving consumer education campaigns and improving accessibility of locally made products.

## CEO's message

The 2020/21 financial year was largely characterised by the challenges resulting from the Covid-19 pandemic. The start of the financial year, 1 April 2020, fell right in the middle of the hard, level 5 lockdown restrictions during which all economic activity, except that which involved the provision of essential goods and services, was on hold.

As a consequence, all plans that we had put in place as Proudly SA, reflected in the Annual Performance Plan, and approved by the Board for the coming financial year, were heavily impacted. As the financial year progressed, and it became evident that the pandemic was here to stay, at least for the foreseeable future, we had to find ways to introduce activities and alternative ways of working, which were completely different from what we are accustomed to and what we had planned to implement in a normal, no restrictions environment.

The change in approach, however, did not ignore our strategic focus areas which were:

- Educating consumers on the importance and economic impact of buying locally produced goods and services;
- Contributing to the increased uptake by the public sector of locally made products by driving up compliance with the local content regulations and requirements, as contained in the Preferential Procurement Policy Framework Act (PPPFA);
- Increasing local procurement levels in the private sector, including but not limited to educating the private sector on localisation as well as soliciting and securing local procurement and/or localisation commitments from business entities and industry representative bodies; and

- Promoting accessibility of locally made products and services by consumers across all spheres of society

With the above in mind, the Annual Performance Plan was revised and activities that were initially identified, were either reworked for implementation in a manner appropriate to the Covid-19 related environment or were replaced by completely new initiatives which would assist the organisation achieve its main objectives as initially envisaged.

### Online (Virtual) Platforms - Webinars

The main priority at the onset of lockdown was to source and introduce online platforms that would assist the organisation to adapt and to host its events virtually. In this way we were able to reach a wider audience than would have been the case if events were hosted in specific provinces or towns. This proved to be the biggest benefit of going virtual, and we extended beyond the chosen online platform (Zoom) to include streaming all our events live on social media and digital platforms (YouTube, Twitter and Facebook).

Our new online platform enabled us to host our traditional business forums, in which we target the private sector, and the new format varied from engaging SMMEs on how to pivot their businesses during these unprecedented times, to engaging big business on how they can localise, thereby helping the country to accelerate economic growth. These webinars proved to be a success and paved the way for the re-introduction of sector specific forums, including engagements with the furniture industry.



Our ability to adapt quickly to this changed environment also led to requests for partnerships from various organisations, including the dtic with whom we partnered in hosting a number of strategic localisation and/or business support webinars. In addition, we were requested to host events on our webinar platform for strategic partners, including the 25th Nedlac Annual Summit.

Our focus on the public sector was also boosted by the reintroduction of our public sector targeted procurement forums, through which we seek to educate public sector procurement officials on the local content regulations and their applicability. We again partnered, as we did when we previously traversed the country, with the following entities:

- the **dtic's** Industrial Procurement Unit, which is responsible for designating sectors and products for local procurement in the public sector;
- SABS, which is responsible for local content verification;
- National Treasury, to confirm the applicability of these local content regulations and unpack the respective instruction/practice notes;
- The Auditor General of SA, which utilises these platforms to educate civil servants on the consequences of non-compliance; and
- In each province, with the respective Finance/Treasury MECs and their departments

These webinars were over and above the continued implementation of a tender monitoring system tracking public sector tenders for designated items. In excess of 796 tenders for designated items were identified during the financial year and sent through to the dtic to ensure that non-compliant tenders were corrected accordingly, ensuring that the procuring public entity buys local. All of these tenders were sent to those Proudly SA member companies registered as manufacturers of the items for which the tenders were issued.

The use of virtual platforms to advance our objectives extended to our annual flagship event, the Buy Local Summit and Expo, which was hosted in March 2021 under more relaxed lockdown restrictions, as a hybrid event. Delegates could log in from anywhere in the country on a virtual platform, and view the proceedings, hosted physically at the Sandton Convention Centre, previously the traditional home of the event, per the strategic partnership agreement we had with our member, Tsogo Sun.

The Summit was a great success, owing largely to the innovations introduced this year, chief amongst which was consumer targeted activations focusing

on the clothing, textiles, leather and footwear industry, one on the music industry, as well as another one focusing on FMCG, specifically locally made food products.

#### Portals

In response to the Covid-19 pandemic and the resultant need to secure the supply of much needed PPE for the country, a Local Manufacturing Partnership was formed, comprising representatives of labour, government and organised business. Proudly SA was co-opted onto a governance panel whose objective was to oversee the workstreams that had been established to build the country's manufacturing capacity for all those specific items.

A number of different workstreams were established and Proudly SA was tasked with the responsibility of chairing the workstream for the manufacturing of sanitisers. This along with the other workstreams (for gloves, testing, medical textiles, including masks, ventilators as well as an overall general manufacturing stream) all reported into the governance panel where work was done matching the supply and demand. The panel estimates demand and identifies supply chains, and in this way, aims to make the country self-sufficient in the production of essential items during this Covid-19 period and beyond.

Proudly SA's other contribution to this cause was the development and hosting of Covid-19 related portals on our website. Each portal carries local, accredited manufacturers of both medical and non-medical PPE, including cloth masks, disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, hand sanitisers, surface detergents, face shields, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves. The portals are non-transactional and only the manufacturers benefit from sales made via this database of local companies. The next phase of our work will include embarking on a road show to private sector clinics, hospitals and other private sector entities to secure commitments to procure only locally manufactured PPE.

#### Driving localisation in the private sector

During the year under review, Proudly SA continued to partner with organised business represented by BUSA, BLSA, NBI, CGCSA and SAB in the Localisation Technical Working Committee, with the objective of advancing localisation in the private sector.

This will be done through securing localisation commitments at industry and at corporate level, and during the year under review, engagements were held with various industry bodies including, but not limited to the Banking Association of South Africa (BASA), Agricultural Business Chamber (AgBiz) and SA Pharmaceuticals Association (SAPIA).

As part of this work, we have created the Market Access Platform (MAP) portal that will assist corporates and companies wishing to buy local to do so with ease and it is anticipated that this will be launched during the next financial year. The portal will allow corporates that make local procurement and/or localisation commitments to refer high performing local producers or service providers to other user companies, find other suppliers on the system, and even advertise procurement opportunities targeted exclusively at local producers. Local producers and service providers will have to register on the platform, provided they can prove that they produce high-quality products (and services) locally. All Proudly SA members wishing to register may do so, since they have already been vetted for quality and local content.

#### Master Plans

The introduction of sectoral master plans brought with it a game-changing localisation opportunity in each of the respective industries in which they were concluded. As the national Buy Local advocacy campaign, Proudly SA plays the important role of driving consumer education campaigns and improving accessibility of locally made products in each of the master plans that we are supporting, and we do this in partnership with government, organised labour and stakeholders in the respective industries in which we are involved. At the end of this financial year, master plans had been introduced for the furniture industry, automotive industry, poultry industry, clothing, textiles, leather and footwear industry, as well as the sugar sector.

In support of the master plans, industry specific consumer education and targeted campaigns were rolled out for the poultry industry as well as the clothing and textiles industry, and these were largely placed on social media and digital marketing platforms.

#### "Game Time" Consumer Education Campaign

One of the major breakthroughs for Proudly SA during this year came from the introduction of a new consumer education campaign underpinned

by a tv commercial titled "Game Time", featuring Dr. John Kani.

The conclusion of a three-year agreement with the SABC, as well as one-year agreements with each of eTV and Multichoice, enabled us to secure favourable flighting schedules for the commercial under Public Service Announcement terms. This schedule was boosted through social media and digital campaigns, which were sustained during both quarter 2 and quarter 3 and this assisted greatly in maintaining contact with the mass consumer market.

The aim of the campaign was to mobilise all business and private consumers individually and collectively to get behind the drive to kickstart the economy and to sustain the jobs that remain and to put as many of those who are unemployed back to work as soon as possible, with the goal of reaching our objective of alleviating poverty, inequality and unemployment.

I want to give sincere thanks to the Chairman of the Board, Mr. Howard Gabriels, for his sterling leadership, his support and his vision for the campaign. Every other member of the Board of Proudly SA deserves the same gratitude for their unwavering support and dedication to making this campaign better. I am very grateful and highly indebted to the Executive and Management Team with which I share this vision of a Buy Local campaign that has transitioned into a meaningful contributor to the growth of the SA economy. They are a team of highly talented, committed and extremely hard-working individuals that continue to make my task so much easier. Thank you to the Proudly SA staff that are the driving force behind the Proudly SA brand, every single one of whom is critical to the success of the campaign.

Thanks also to the **dtic**, under the leadership of Minister Ebrahim Patel, as well as the Director General, Mr. Lionel October, and the entire management team at the department, that has been and continues to be very supportive of this Buy Local campaign. To the Nedlac ED and all the social partners at Nedlac that are all very instrumental in the success of our work, the captains of industry that support what we do, the media and broadcasters, all the sponsors and members of Proudly SA, without whom there would be no Proudly SA campaign, we know that with you this campaign can only get bigger and better, for which we thank you all.





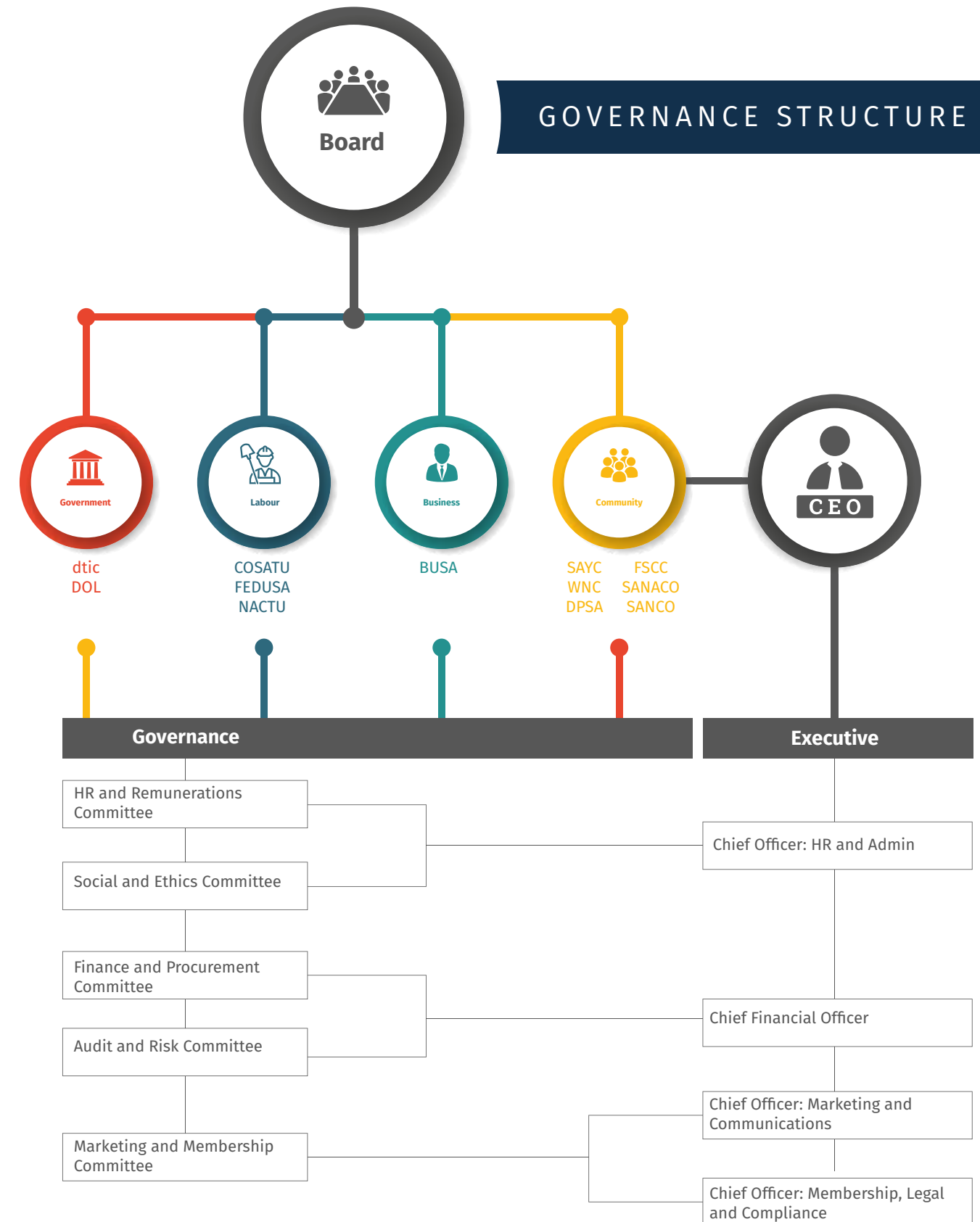
# 02

## Our people & resources

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# Governance Structure.







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# Board of Directors.



**Howard Gabriels**  
Chairperson

A senior executive with extensive experience at a strategic leadership level in the public sector, Mr. Howard Gabriels was appointed as the Chairperson of the Board on 27 July 2016. He has a B Sc. Degree and a B. Econ (Honours) degree from UWC. In 2012, he completed a Masters Degree in Urban and Regional Science at Stellenbosch University. Mr. Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013.

He is currently working as an independent consultant and has worked on a wide range of consulting assignments in business strategy and planning, economic development and policy analysis.



**Eustace Mashimbye**  
Chief Executive Officer

Mr. Eustace Mashimbye is a qualified financial accountant who studied at the Technikon Northern Gauteng (now Tshwane University of Technology) and the Technikon South Africa (now UNISA). He majored in Financial Accounting and Corporate Law and also studied towards his MBA with the Management College of SA (still to be completed). He is currently completing his studies towards his Corporate Governance qualification through the Chartered Secretaries Institute of South Africa.

He spent more than 17 years in accounting and financial management roles, in both the public and the private sector with Telkom, Edcon, the Department of Trade & Industry and Proudly SA, with more than 10 years of these at senior management level.

He has served on the board of The Business Place and is currently a Director on the Board of the South African Savings Institute, where he previously also held the position of Audit and Risk Committee Chairperson.

He has previously fulfilled the role of CFO (for a 10 year period), Acting COO and Acting CEO of Proudly South African and was appointed permanent CEO in December 2016.





### Stavros Nicolaou

Board Member

Chairperson: Membership, Marketing and Compliance Committee

Dr Stavros Nicolaou is the Aspen Pharmacare Group's Senior Executive responsible for Strategic Trade Development. Previously he was CEO of Aspen's Export Business. He was instrumental in introducing the first generic ARV's on the African continent developed by Aspen, which have gone on to save hundreds of thousands of lives.

Dr Nicolaou has over 30 years' experience in the South African and international pharmaceutical industry and is a previous winner of the SA Institute of Marketing Management (IMM) Health Care Marketer of the Year Award. He was a previous recipient Monte Rubenstein Award for Proficiency in Pharmaceuticals from the Wits University Pharmacy Faculty. He was awarded the Order of the Lion of St Mark by the Greek Orthodox Pope and Patriarch, Theodoros II. He has been inducted as a Fellow of the Pharmaceutical Society of South Africa (PSSA), one of the highest honours bestowed by the PSSA, and was recently awarded an Honorary Doctorate of Science in Medicine from Wits University.

He has previously and continues to serve on a number of industry & associated structures, some of which include member of Business for South Africa (B4SA) Steering Committee and Chairperson of the B4SA Health Workgroup, Chairman of the Public Health Enhancement Fund (PHEF), a joint collaboration between the private health sector and the Minister of Health, appointed to the National Covid-19 Vaccine Co-ordinating Committee (NCVCC) and the Covid-19 Vaccine Joint Oversight Steering Committee, re-appointed for a third term by President Cyril Ramaphosa to the Board of Brand South Africa, presently serves as Chairman of the Interim Board of Cricket South Africa (CSA) appointed by Minister of Arts, Sports and Culture, served on the dtic Minister's export panel on devising an export strategy for South Africa, between 2005-2009 he served as Chairman of the Board of SA Express Airways, from 2004-2010 he was appointed by the Minister of Public Enterprises to the Board of Transnet Ltd, he has chaired the Trade and Investment Committee of the Board of the Gauteng Growth and Development Agency (GGDA) and subsequently appointed as a Director of the GGDA for two consecutive terms.

Dr Nicolaou currently serves on the BRICS Business Council and is on the Special Economic Zones (SEZ) Advisory Board. He was elected as a Non-Executive Director of Business Unity South Africa (BUSAs). He was elected Chairman of the South African Pharmaceutical Producers Association (PHARMISA) and as Chairman of the Pharmaceutical Task Group (PTG), overall pharmaceutical industry umbrella organisation. He was appointed to the World Bank/IFC Technical Advisory Board on the strengthening of African health systems and has previously served as Vice-President of the International Pharmaceutical Students Federation (IPSF).

He was appointed as an Honorary Lecturer to Wits University, accredited to the Faculty of Health Science and serves as Director on the North-West University (NWU) Business School Advisory Board.



### Masonwabe Sokoyi

Board Member

Mr Masonwabe Sokoyi holds a National Diploma in Public Relation from UNISA, as well as Honours in Media Studies. He also has a Certificate in Project Management from NMMU and he has been admitted in to the Masters of Public Administration programme at Tsinghua University.

Mr Sokoyi has served in the Financial Sector Coalition Campaign as the convenor of the Western Cape region, as full-time second Deputy Provincial Secretary of the SACP in the Western Cape and is the former SACP Provincial Spokesperson for that province. He was also the organisation's National Programme Coordinator.

He is a public relations consultant, specialising in political communication, stakeholder relations, media relations, marketing and international communication.



### Lisa Seftel

Board Member

Ms Lisa Seftel is an experienced public sector manager who has worked for 24 years in different spheres of the South African government. In the late 1990's in the Department of Labour she was responsible for the legislative passage of the Basic Conditions of Employment Act and other labour legislation and regulation. She also served in the Office of the Premier in Gauteng and in the Gauteng Department of Roads and Transport. As Executive Director for Transport in the City of Johannesburg she was responsible for implementing the Rea Vaya Bus Rapid Transit System. In local government she was a municipal manager in Sedibeng. She is currently the Executive Director of Nedlac.



### Michael Lawrence

Board Member

Mr Michael Lawrence is the Executive Director of the National Clothing Retail Federation (NCRF), which represents the interests of major clothing retailers based in Southern Africa. The federation engages with government, consumer bodies and labour organisations on trade and economic issues affecting the sustainability of both member operations and suppliers.

Mr Lawrence participates in various national, regional and continental conversations and think tanks on trade in and with Africa, with particular reference to women in trade, e-commerce, trade in services and regional value chains.





### **Adv Priakumari Hassan**

Board Member

Chairperson: Finance and Procurement Committee

Chairperson: Social and Ethics Committee

Adv Pria Hassan was born in KZN and educated at Howard College Law School. After attaining her LLB degree, Adv Hassan later attended the Gordon Institute of Business Science.

She is the Founder (2005) and CEO of the Women of Africa (WOA) Investment Group- a dynamic women-driven service provider in the pharmaceutical, construction, logistics and energy sectors. The women owned and managed black-economic empowerment company paved the way for Hassan and other emergent local business women to trade in Africa.

She has held executive positions in several JSE listed companies. In addition, she serves on the board of several women-based organisations, including the Businesswomen's Association of South Africa (BWASA) and the Jess Foord Foundation. Under the BWASA banner, she initiated the "Winning in the Workplace" project- a programme with the aim of providing schoolgirls with the necessary skills and mentorship to make a success of their future entrance into the business world.

She is a key advisor to the various levels of governments including Department of Trade, Industry & Competition, Department of Energy and the Department of Environmental Affairs.

She has won several prestigious awards including Top Black Female Entrepreneur in 2011, she was also honoured as CNBC's Women of the year in 2012. Most recently she was recognised by the Durban Chamber of Commerce and Industry for her role in maintaining business proficiency.

She holds the following positions, amongst others: Board member of Women In Energy South Africa, Chairperson and Director of Sasol Inzalo Groups Limited, Director of Business Women's Association KZN Region, Director of Afrika Imbokodo Holdings, Non Executive Director of Illumina Capital Pty Ltd, Board Advisor of Westmead Logistics, Board Advisor of Coastlands Hotel Group: SNG Group, Sasol Inzalo Audit Committee Member, Sasol Inzalo Social and Ethics Committee Member, Youthink SA Chairperson, Board member of the Jess Foord Foundation, Board member :Advisory Board UKZN Extend Learning.



### **Jodi Scholtz**

Board Member

Ms. Jodi Scholtz joined the public service in 2002 from the private sector and has been the Chief Operating Officer (GCOO) of the National Department of Trade, Industry and Competition (the dtic) since November 2009. Prior to this appointment, she was the Chief Operating Officer in the International Trade and Economic Development Division of the dtic. Her key areas of responsibility include strategy development and planning, compliance reporting on performance information, public entity management and governance oversight, and marketing and stakeholder engagement. She is responsible for the development of the dtic's strategy and annual business plan as well as the annual report. Her primary mandate is to facilitate organisational improvement, monitor organisational performance and facilitate process efficiencies.

She holds a Bachelor's Degree in Arts from the University of Cape Town, an Honours Degree in Commerce from the University of the Western Cape, a Masters in Business Administration from the Gordon Institute of Business Science, a diploma in International Trade Policy & Law from Harvard University J F Kennedy School of Government, a post graduate diploma in Trade Policy and Practice from the University of Cape Town's Graduate School of Business and also has participated in the African Programme on Rethinking Development Economics in addition to various other short courses. She is currently the Lead Administrator at the South African Bureau of Standards (SABS) tasked with developing and implementing a turnaround strategy to return SABS to financial sustainability.



### **Caroline Rakgotsoka**

Board Member: From 2018-9

Ms Caroline Rakgotsoka has been working for Tsebo Solution Group since 1988 and is an active trade unionist, having been elected President at Hotelicca as well as President at NACTU, prior to which she was a full time shop steward. She is currently the National Treasurer of NACTU and has served on the Women Gender Forum. She is a director on the boards of the Organisation of African Trade Unions Unity, and is a member of Proudly South African's Membership, Marketing and Communications, and Audit and Risk Committees.





**Ashley Benjamin**  
Board Member

Mr. Ashley Benjamin is a national office bearer of the Federation of Unions of SA (FEDUSA). He represents FEDUSA on various structures such as the Trade & Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development portfolio within FEDUSA and represents the federation at international level at Trade Union Advisory Committee Meetings to the OECD and global union programmes for economic cooperation.

He is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the dealings of the National Bargaining Council of the Leather Industry of SA. He also serves as a Board member on the National Footwear and Leather Cluster and other institutions such as the dtic to grow local manufacturing and job creation in the leather and footwear industry. He also represents FEDUSA as a trustee on the Board of the Labour Job Creation Trust.



**Thulani Tshefuta**  
Board Member

Mr Thulani Tshefuta matriculated at J.A. Calata Secondary School in Cradock in the Eastern Cape. He holds a post-graduate Diploma in Public Development and Management on M&E from Wits University. He also has a post-graduate qualification on International Executive Development Programme (NQF 8) with GIBS and Crammer Graduate School of Business at Rollins University, USA. In addition, he has completed academic programmes in Leadership and Entrepreneurship from the North West University Business School and Effective Stakeholder Management from the University of Pretoria.

He is currently studying a Master of Management Degree on Governance (M&E) through Wits University.

He serves as the Overall Convenor of the NEDLAC Community Constituency. His governance and leadership experience includes serving as an eminent member of the Parliamentary High Level Panel, former President of the South African Youth Council, former Deputy Chairperson of the National Skills Authority, and former member of the Presidential BBBEE Council, amongst others.

He is a registered member of IoDSA with training and experience in corporate governance and he is also a Nelson Mandela – Bill Clinton Democracy Fellow.



**Dr Tebogo Makube**  
Board Member

Dr Tebogo Makube is Chief Director: Industrial Procurement at the Department of Trade, Industry and Competition. Before joining the dtic, Dr Makube was the Programme Manager: Fiscal Policy at the Financial and Fiscal Commission. Prior to that he was Director: Provincial Infrastructure at the National Treasury. He has also held research and management positions at the Gauteng Provincial Legislature, National Energy Regulator of South Africa (NERSA) and Nokusa Consulting.

He holds a PhD in Energy Studies and other qualifications in law, economic policy and energy economics.



**Simon Eppel**  
Board Member

Simon Eppel is a trade unionist and holds the position of Director of Research within the SA Clothing and Textile Workers' Union (SACTWU). He is involved in a range of policy-related and practical activities that aim to produce more secure, sustainable, meaningful and growing employment for the union's members based on the principle and practice of decent work. He also provides assistance on collective bargaining and membership matters in the union.

He serves as a COSATU and SACTWU representative on several industry as well as Nedlac task teams and bodies.

He trained as a social anthropologist and received an M.Phil in Development Studies from the University of Cape Town (UCT).





**Siphon Ndebele**

Board Member

A committed public servant, Mr. Siphon Ndebele is an international relations and labour expert with over 19 years of management and professional experience in the labour union, government and multilateral environment. His core expertise resides in managing economic and labour market policy issues in both the local and international arena.

A former diplomat and labour representative of South Africa and the African Group in a number of international fora, he is equipped to understand the local socio-economic implications of international policies, manage bilateral and multilateral relations and monitor compliance with international obligations. In his capacity as the South African government representative to the ILO, he was responsible for mediation in various labour disputes, including the South African Embassy in Dublin against the recognition of workers' unions. He also has extensive experience in representing South Africa as a Sous-Sherpa in the G20 Employment Working Group and the G20 Labour Minister's Forum, the BRICS Employment Working Group and Ministerial Sessions and covering SADC, AU and OECD labour related issues.

He provides leadership to ensure programme and project delivery and has coordinated several high level functions as team leader and country coordinator for the SADC Employment and Labour Sector, the BRICS Ministerial Summit hosted by South Africa in 2018, and the ARLAC Ministerial Summit hosted by South Africa. He coordinated the development and adoption of the Youth Employment Accord and October Accord process as Chief of Staff in the Ministry of Economic Development. He has served as Chairperson of the ILO Conference Committee on the Fundamental Principles and Rights at Work (2017); Chairperson of the ILO Committee Conference Committee on Effective ILO Development Cooperation in Support of Sustainable Development Goals and Chairperson of the informal Tripartite Committee on the Application of Standards since 2015.



**Ndwakhulu Lawrence Bale**

Board Member

Mr Lawrence Bale holds a Diploma and Degree in Management and has been the President of the South African National Association of Cooperatives (SANACO) since 2009. He advocates and lobbies for the interests of all registered cooperatives in all nine provinces and sectors in South Africa.

He has also served in various organisations as a national board member and in national leadership positions including the National Cooperatives Association of South Africa (NCASA), the South African Federation of Burial Societies (SAFOBS). He is the President of Southern African Developing Countries Cooperative Federation (SADCCF) and also a member of BRICS Cooperatives Leaders. He represents all cooperatives in South Africa at policy level ie National Economic Development and Labour Council (NEDLAC) as a principal and has served as a board member of Dorah Tamana Cooperatives Centre (DTCC).

Under his leadership of SANACO and its membership with the International Cooperative Alliance, South Africa was honoured to host the International Cooperative Alliance meeting in November 2013 for the very first time in Africa. SANACO also hosted the BRICS Cooperative Summit in partnership with the dtic in October 2013, and SANACO has signed MOUs with China and India who have agreed to build trade relations between cooperatives in their countries.

He is currently a Board Member in the ICA Africa where he is a Chairperson of the HR and Governance Sub-Committee. He is a member of the Ministerial Advisory Committee (MAC) to the Minister of Health particularly in response to the Covid-19 pandemic.



# Executive Managers.



## **Happy MaKhumalo Ngidi**

Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is a graduate in Comms and is in the middle of completing her International Relations Degree. A businesswoman, social entrepreneur, budding author, motivational speaker and PR and Marketing Executive. She joined Proudly South African as the CMO in 2015 to head up the organisation's Marketing and Communications department.

As a marketing, communications and PR professional, she brings much value, vision and purpose plus over twenty years of corporate experience to Proudly SA.

Mrs. Ngidi was previously the Founder and Managing Director of a Public Relations boutique firm that assisted clients to form strong relationships with media giants. The former Head of PR and Communications for SABC radio station, Metro FM. Official Spokesperson of the SABC for its flagship annual event and adhoc PR projects of national importance. She also has extensive experience in driving strategy development, turn around strategies as well as brand and product management for a number of multinational and local brands in the hospitality, marketing & FMCG and broadcasting services sectors.

Mrs. Ngidi's experience spans a number of companies including Seagram SA, SABC, Chivas Regal, the Forum Company, Metro FM, Cell C, Divine Relations, Haba Productions and Primi Group as a franchisee, to mention but a few. Through her sheer force of personality, she continuously strives to be the best performer and visionary in her craft and to make a formidable difference in everything she undertakes to do, in the public sector and/or private sector.

She is currently a Member of the BRICS (WBA) Women Business Alliance – South Africa, launched and championed by the Department of Business Development, who's mandate is to unlock economic value within South Africa, the continent and BRIC countries for development, growth and sustainability of women owned businesses.



## **Naresh Patel**

Chief Financial Officer

Mr. Patel is a B Com (Acc) graduate from Rhodes University, B Com (Hons) and MBL from Unisa, and came through the Senior Management Programme at the University of Stellenbosch.

He began his career in 1987 as a graduate trainee in Internal Audit at Volkswagen SA. He worked in various capacities including as a cost accountant, cost & management accountant, financial manager and chief financial officer. His work experience expands over both the private as well as the public sectors.

He was the Chief Financial Officer at two public entities before joining Proudly South African.

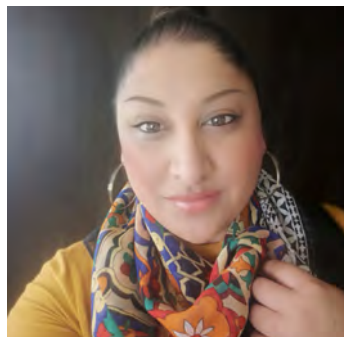




### Jeannine van Straaten

Executive: Strategy, Stakeholder Relations and Legal

Ms Jeannine van Straaten brings with her extensive experience in stakeholder relations with her background as Key Client Services Manager, and Head of Broadcasting, both positions held at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University in 2003, she is passionate about South Africa especially social integration and cites the growth of the campaign's membership base as her key objective at Proudly SA. She prizes creativity in the workplace with her background in music as a violinist, and places particular importance on education and continuous personal development. Her MBA candidacy at Henley Business School is testament to this. Other past experience includes Manager of the #IamConstitution Campaign at The Ichikowitz Family Foundation in which she witnessed first-hand the unification of people from various backgrounds who all possess one common goal, togetherness – this lesson she endeavours to share with member companies to inspire them to bridge the divide in the name of togetherness to collectively contribute to the growth of the country's economy.



### Alicia Loganathan

Membership Manager

A seasoned strategic manager with a background in marketing research and sales tracking, Ms Alicia Loganathan has extensive experience in sales across FMCG, blue chip and OEM. She has spent almost a decade tracking consumer behaviour, understanding supply chain operations and analysing till point data. She has a bachelor's degree in Media and Market Research, with post graduate honours credits in the same discipline. She is currently pursuing an MBA with emphasis on the manufacturing landscape in Southern Africa. She joined Proudly South African as Group Membership Manager in November 2020.



### Msebenzi Mtshali

Human Resources & Support Manager

Msebenzi Mtshali completed his B. Social Science Degree at UKZN in 1991. He has also completed a Specialist HR Programme with DUT and completed an HR Programme with Shell at the Shell Lensbury Club in the UK.

He is a seasoned HR generalist and his career in human resources spans over 30 years. He has worked for companies in the petrochemical, pharmaceutical, construction and engineering, and financial services sectors.

In addition to managing Proudly South African's HR department and having oversight for the employee cycle value chain, he is responsible for the translation of business strategy into HR strategy and planning.



### Siyabonga Zungu

Brand Manager

Proudly South African Brand Manager Siyabonga Zungu is responsible for the design team which creates and maintains the look, feel and messaging of the Campaign. He obtained his BCom Strategic Marketing Management from the University of Johannesburg and followed that with a BPhil Honours Degree in Strategic Management.

He started his career at Puma Sports Distributors and at Capitec Bank before joining Proudly South African, initially as events co coordinator. He has, during his time with the Campaign, worked hard to innovate and grow within the organisation finally to reach the position of Brand Manager. Through his experience of working in promotions as well as sales he has been instrumental in growing the Proudly South African brand in the corporate and consumer spaces.



### Deryn Graham

Public Relations Manager

Ms Deryn Graham was brought up in the UK, and came to South Africa in 1995, adopting citizenship a few years later. She has a degree in French and European History from the University of Exeter. Before becoming a media practitioner, she worked for a number of years in international hotel sales and marketing. In 2004 she produced the 26 part NEPAD Focus series whilst working at Ukhozi Productions. Between 2012- 2016 she was a content producer at Talk Radio 702, taking three industry awards for her work on the John Robbie Show and Xolani Gwala's Afternoon Drive Show. In the latter half of 2016 she was a Senior Producer on eTV's The Big Debate before joining Proudly SA as PR Manager in November that year.



### Brigitte Simonsz,

Events & Activations Manager

Brigitte attended high school and university in the Western Cape, after which she ventured over to the UK to start her career and travel.

Her first marketing position was with Wines of South Africa's London office where she gained five years valuable experience with the company. Brigitte went on to work at Distell Europe, based in London, where she worked on all of Distell's brands in both the UK and European markets.

After returning to South Africa, Brigitte took up the position of Trade Marketing Manager with Caxton CTP's newspaper and digital division, based in Johannesburg where she became highly involved in the marketing strategies of many of their different divisions. After seven years with the conglomerate, she joined Proudly South African as Events and Activations Manager in October 2020.



# Human Resources report.

## Human Resources Management Report 2020/2021

Human capital is at the core of delivering the Proudly South African experience. The HR and Administration Department's Strategy and Operational Plan is informed by the Organisational Business Plan translated to the Annual Performance Plan and its main objective is to provide support to line departments by creating a conducive environment, in terms of both logistics and in supporting staff with appropriate work tools. Competent talent is sourced, maintained and retained for efficient and effective delivery of the overall organisational mandate, namely the roll-out, in partnership with key stakeholders, of the Buy Local Campaign as a vehicle to drive the uptake of local products leading to the creation of sustainable jobs. The Human Resources function is a custodian of company policies and ensures the orderly execution and consistent compliance with these policies as benchmarked against common domestic legal prescripts relating to Human Resources. This includes the successful championing of the internal ISO-accredited Quality Management System.

All HR functions are provided in-house unless specialised services are required in areas such as labour relations and intensive psychological services. This report covers the following areas:

1. Staff profile and movement
2. Staff performance
3. Staff training and development
4. Internship programme
5. Staff wellness and engagement
6. Digitisation of key administrative human resources functions
7. Health and safety
8. Employment equity
9. Quality Management System



## 1. Staff profile and movement

### Proudly SA workforce profile- April 2020 - March 2021

Overall staff complement per occupational level (Including personnel who resigned and were replaced during the period of reporting)

Note: A=Africans, C=Coloureds, I=Indians and W=Whites

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	01	-	-	-	-	-	-	-	01
Senior Management	-	-	01	-	01	-	-	01	03
Professionally qualified and experienced specialist and mid-management	03	-	-	-	01	-	02	02	08
Technically and academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	07	01	-	-	08	01	01	01	19
Semi-skilled and discretionary decision making	-	-	-	-	03	-	-	-	03
Unskilled and defined decision making	-	-	-	-	01	-	-	-	01
Temporary employee	-	-	-	-	02	-	-	-	02
<b>TOTAL</b>	<b>11</b>	<b>01</b>	<b>01</b>		<b>16</b>	<b>01</b>	<b>03</b>	<b>05</b>	<b>37</b>

### Recruitment - April 2020 - March 2021

Note: A=Africans, C=Coloureds, I=Indians and W=Whites

The Campaign has a well-established recruitment process that requires that all vacancies first be advertised internally. This allows upward mobility of current personnel to senior roles if they possess the required expertise and interest. Key technical, high-level professional and management positions will always be advertised externally through relevant platforms and media.

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	-	-	-	-	-	-	-	-	0
Senior Management	-	-	-	-	-	-	-	-	0
Professionally qualified and experienced specialist and mid-management	01	-	-	-	-	-	01	01	03
Technically and academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	-	-	-	-	-	-	-	-	0
Semi-skilled and discretionary decision making	-	-	-	-	-	-	-	-	0
Unskilled and defined decision making	-	-	-	-	-	-	-	-	0
Interns	-	-	-	-	02	-	-	-	02
<b>TOTAL</b>	<b>01</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>02</b>	<b>0</b>	<b>01</b>	<b>01</b>	<b>05</b>

### Promotions - April 2020 - March 2021

Note: A=Africans, C=Coloureds, I=Indians and W=Whites

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	-	-	-	-	-	-	-	-	0
Senior Management	-	-	-	-	-	-	-	-	0
Professionally qualified and experienced specialist and mid-management	-	-	-	-	02	-	-	-	02
Technically and academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	-	-	-	-	01	-	-	-	01
Semi-skilled and discretionary decision making	-	-	-	-	-	-	-	-	0
Unskilled and defined decision making	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>03</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>03</b>



**Terminations - April 2020 - March 2021**

Note: A=Africans, C=Coloureds, I=Indians and W=Whites

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									
Senior Management									
Professionally qualified and experienced specialist and mid-management									
Technically and academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents									
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

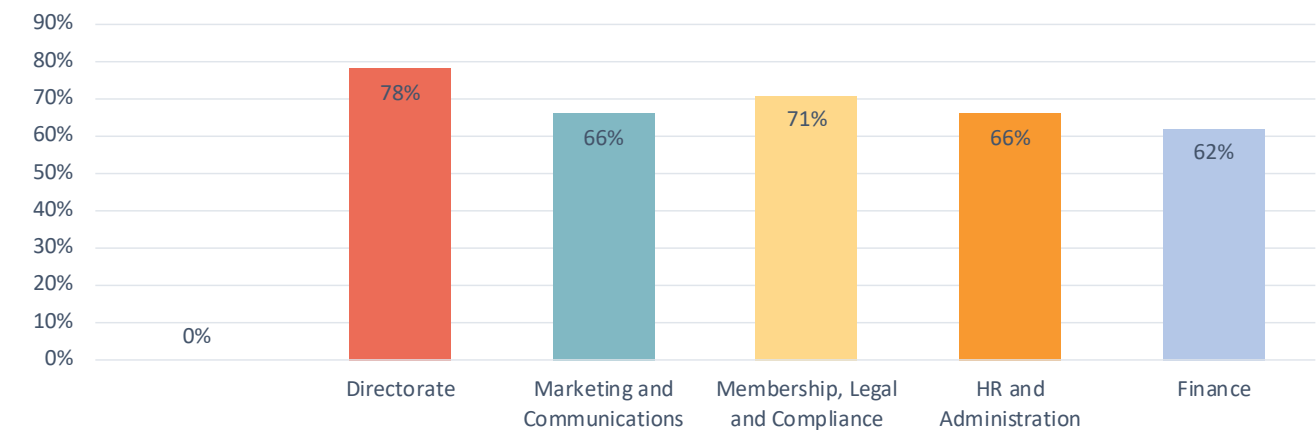
**2. Staff performance, development and retention**

**Staff Performance**

The Campaign has an established performance management system which is widely accepted by all staff. The system provides for signing of an initial Performance Agreement, followed by quarterly Performance Reviews and Evaluation and concluded by a Performance Appraisal during which annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting) subject to HR and Remunerations Board Committee (REMCO)

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2020- MARCH 2021	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	78%
Marketing and Communications	66%
Membership, Legal and Compliance	71%
HR and Administration	66%
Finance	62%
<b>AVERAGE PERFORMANCE</b>	<b>69%</b>

*Departmental Performance in %*





### 3. Staff training and development

The organisation is committed to investing in its human capital for optimal productivity and service excellence. Tabulated below is the annual training report which details capacitation interventions linked to both employment contracts and the company's Performance Management System. Also, as part of succession planning, dedicated and passionate employees who consistently over-perform and whose behaviour fits with the organisational values and pursuits will be identified for further development in preparation for higher level roles. This is managed very systematically through the Performance Management System driven by the Human Resources Department.

#### Training and development April 2020 March 2021 (External)

No	Employee	Training intervention	Accredited training provider	Status/comment
<b>Directorate</b>				
1	S. Nkosi	POPI ACT	Ikusasa Technology Solutions	Completed
2	S. Makua	POPI ACT	Ikusasa Technology Solutions	Completed
3	P. Keshav	POPI ACT	Ikusasa Technology Solutions	Completed
<b>Membership</b>				
4	K. Mokgejane	POPI ACT	Ikusasa Technology Solutions	Completed
5	T. Mathebeng	POPI ACT	Ikusasa Technology Solutions	Completed
6	T. Mathebula	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	Ikusasa Technology Solutions	
6	P. Gqamane	POPI ACT	Ikusasa Technology Solutions	Completed
7	A. John	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
8	L. Mekgwe	POPI ACT	Ikusasa Technology Solutions	Completed
9	O. Matlala	Membership Intern	YES4YOUTH	In Progress
10	P. Mokhari	IT System Development Learnership	Ikusasa Technology Solutions	In Progress
		POPI ACT	Ikusasa Technology Solutions	Completed
11	T. Mogorosi	POPI ACT	Acorcer Academy	Completed
		Foundation, Lead Implementer And Lead Auditor Course	Knowledge Academy	In Progress

No	Employee	Training intervention	Accredited training provider	Status/comment
<b>Finance</b>				
13	M. Pillay	POPI ACT	Ikusasa Technology Solutions	Completed
14	N. Butler	POPI ACT	Ikusasa Technology Solutions	Completed
15	J. Makhoba	POPI ACT	Ikusasa Technology Solutions	Completed
16	B. Selatole	POPI ACT	Ikusasa Technology Solutions	Completed
<b>Marketing</b>				
17	P. Xaba	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
18	B. Simonsz	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
18	D. Graham	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
19	B. Ndhlovu	Public Relations Intern	YES4YOUTH	In Progress
		POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
20	B. Xaba	POPI ACT	Ikusasa Technology Solutions	Completed
21	T. Ndlovu	POPI ACT	Ikusasa Technology Solutions	Completed
22	K. Mosholi	POPI ACT	Ikusasa Technology Solutions	Completed
23	N. Rousseau	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
24	O. Motlapeng	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
25	L. Tholo	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
26	Z. Pomuser	POPI ACT	Ikusasa Technology Solutions	Completed
<b>Human Resources</b>				
27	S. Mkhabela	POPI ACT	Ikusasa Technology Solutions	Completed
		Microsoft Teams	IE Config	
28	R. Hadebe	POPI ACT	Ikusasa Technology Solutions	Completed
29	S. Zikalala	POPI ACT	Ikusasa Technology Solutions	Completed



**Training and development April 2020 March 2021 (Internal)**

Department	Name of training	No. of employees	Training Providers	Dates	Status
Human Resources	Project Management	1. M. Mtshali 2. S. Zikalala 3. S. Mkhabela	Sinah Makua and Silindile Nksosi	22 February 2021	Complete

**Total training completed: 46**  
**Learnership: 01**  
**YES4YOUTH Internship Program: 02**

**Leadership development programme**

In line with PSA's succession and career path strategy, five employees were selected and enrolled on a Leadership Development Programme, a qualification registered and accredited by the South African Qualifications Framework. This training is offered by LEDISA Academy which is a training material design & development agency.

The rationale behind offering this training is that on successful completion:

- The candidates will be able to manage staff members and first line managers in an organisational entity.
- The candidates will also develop competence in a range of knowledge, skills, attitudes, and values. These include:
  - Relationship Management: Establish & Maintain Workplace Relationships
  - People Development & Talent Management
  - Manage a Diverse Workforce
  - Ethics in an Organisational Culture
  - Building Teams to Achieve Objectives



**Herbou van die ekonomie deur te kies om plaaslike te koop**





### 4. Internship Programme

The following students were earmarked for the internship programme for the year 2020/21 fiscal year. In support of the Proudly SA mandate for job creation, the campaign is also committed to upskill post graduate students through a twelve-month internship programme aimed at providing real-world experience that enables students to give practical application to lessons learned during their tertiary education. The purpose of the internship programme is to assist in equipping them with skills that can be applied in future positions and to assist students with career development by providing them with opportunities to explore their interests and develop professional skills and competencies.

NO	INTERN	DEPARTMENT	EE	PLACEMENT POSITION
01	Odirile Matlala	Membership	Black Female	Membership Intern
02	Bokamoso Ndhlovu	Marketing and Communication	Black Male	Public Relations Intern



### 5. Staff Wellness & Engagement

#### Year end function

12 December 2020

Aquanzi Lodge

1. As part of the staff retention plan, Proudly South African conducts a year end function annually to celebrate all the achievements reached throughout the year
2. Part of activities on the day includes Staff Awards in which outstanding performance is recognised through an Award with an incentive under the following:
  - Employee of the month for the past 11 months
  - Employee of the quarter for the past 3 quarters
  - Employee of the year (CEO's Discretionary Award)





## 6. Digitally transforming the Human Resources function

HR is undergoing rapid and profound change. Once viewed as a support function that delivered employee services, HR is now being asked to help lead the digital transformation supporting PSA'S endeavour to build an organisation of the future that has at the core of its Human Resources Strategy a Digital HR process. The aim is to change the HR function to operate in a digital way, use digital tools and apps to deliver solutions, and continuously experiment and innovate. HR's focus has shifted toward building the organisation of the future. Companies are hiring young, digitally savvy workers who are comfortable doing things themselves and sharing information in a transparent way. They want an integrated, digital experience at work—one designed around teams, productivity, and empowerment—and HR is expected to deliver it. The leave management process has been completely digitised:

- Employees apply for leave online
- Leave is approved online by the line managers
- In addition, employees can view (on their smartphones), print their payslip online.

This process of digitising HR administrative functions is not yet completed and further developments are in the pipeline.

## 7. Health and Safety

Proudly South African offices undergo rigorous inspections to adhere to the occupational health and safety policy which is in line with legislative prescripts. We timeously file the company's reports including the Annual Return on Earnings to the Compensation Commissioner, and as such we are in good standing with the Commission. The following plan is being followed and improved as and when required:

Aspect	Intervention/Prevention	Frequency
Occupational Injuries	Create awareness on prevention of possible occupational hazards	Bi- Annually
	Conduct regular inspections on workplace premises and equipment machinery to ensure continuity compliance with OHS Standards	Daily
	Ensure acceptance procedures are in place to report, deal, and manage workplace OHS incidents	Quarterly
	Establish OHS Committee and properly capacitate its members	Annually
Occupational Diseases	Create awareness to prevent contamination from sicknesses/ illnesses/diseases	As and when required
	Ensure that all reasonable measures to prevent contamination of contagious sicknesses/illnesses/diseases	As and when required
	Develop and implement Management/Contingency Plan to contain and manage the spread of reported contagious sicknesses/illnesses/diseases	Every time

Aspect	Intervention/Prevention	Frequency
Personnel Physical Safety	Ensure reasonable security of all personnel from outside intrusion	Every time
General Safety Office Healthiness	Pesticides Control	Monthly
	Carpet cleaning	Annually
	Sufficient Ventilation	Every time
	Servicing of Office Air-conditioning system	Bi-Annually

Employee	Occupation
Sabelo Zikalala	Safety Officer
Rosemary Hadebe	She Rep
Pressly Mokhare	She Rep
Sarah Mkhabela	She Rep
Mala Pillay	First Aider
Lucia Mekgwe	First Aider
Rebecca Mofokeng	First Aider

## 8. Employee Equity

The principle of empowerment and diversity is entrenched in the Proudly SA ethos. The table below reflects our equity for 2020/21 and strategy for 2020/21 (Including people with disabilities)

The organisation's Employment Equity Plan for 2019/20 was achieved and exceeded as approved and submitted to the Employment Equity Commission. This plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Linked to this was our successful submission of both Workplace Skills Report and Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy and for achievement of this strategy during 2020/2021, the following are key:

- Proudly SA is determined to implement an Employment Equity Plan and imperatives in line with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the Campaign's Employment Equity status.
- Proudly SA, especially after terminations, promotions and transfers, updates EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department.
- Every attempt must be made deliberately to target previously disadvantaged groups in filling existing vacancies, new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train and/or under-study of selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously considered.



- There must be equal opportunities for training and development for all staff. However, the training and development programme must be used as a tool for the upgrading of employees from previously disadvantaged groups.
- Leadership development training is another tool used for the upgrading of previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs fewer than 50 employees).
- A realistic and comprehensive EE Plan will only be drawn up on understanding the anticipated nature and size of the Campaign's structure and organogram.

The table below shows PSA's employee numbers by Employment Equity classification as of 31 March 2021:

A- African, C – Coloured, I – Indians, W – White

There are no employees with disabilities in PSA as of 31 March 2021.

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top management	1	0	0	0	0	0	0	0	0	0	1
Senior management	1	0	1	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	3	0	0	0	1	0	2	2	0	0	7
Skilled technical and academically qualified workers, junior management, supervisors, foremen, and superintendents	7	1	0	0	8	1	1	1	0	0	19
Semi-skilled and discretionary decision making	0	0	0	0	3	0	0	0	0	0	4
Unskilled and defined decision making	0	0	0	0	1	0	0	0	0	0	1
<b>TOTAL PERMANENT</b>	<b>11</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>14</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>35</b>
Temporary employees	0	0	0	0	2	0	0	0	0	0	2
<b>GRAND TOTAL</b>	<b>11</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>16</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>37</b>

The employment equity representation of the entity as of 31 March 2021 is further reflected below:

Total Staff Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	% of Total
African	11	30.55%	15	41.67%	26	72.22%
Indian	1	2.78%	3	8.33%	4	11.11%
Coloured	1	2.78%	1	2.78%	2	5.56%
White (designated)	0	0%	4	11.11%	4	11.11%
Non-Designated	0	0%	0	0%	0	0%
<b>TOTAL</b>	<b>13</b>	<b>36.11%</b>	<b>23</b>	<b>63.89%</b>	<b>36</b>	<b>100.00%</b>

Total Management Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	% of Total
African	10	31.25%	8	37.50%	18	68.75%
Indian	1	0%	3	12.50%	4	12.50%
Coloured	0	0%	1	0%	1	0%
White (designated)	0	0%	0	0%	0	0%
Non-Designated	0	0%	0	0%	0	0%
<b>TOTAL</b>	<b>11</b>	<b>31.25%</b>	<b>12</b>	<b>50%</b>	<b>23</b>	<b>81.25%</b>

\*Total Management include the following levels: Top Management, Senior Management, professionally qualified and experienced specialist and mid-management, skilled technical and academically qualified workers, junior management, supervisors, foremen and superintendents.

## 9. Quality Management System

Proudly SA is ISO 9001:2015 system certified and complies with the appropriate requirements of the South African National Standard for Quality Management Systems. The system is being audited on planned intervals. The systems assist in risk management, taking correction and corrective actions in occurred risks, including processes for continual improvement to business operations and the assurance of conformity to customer and applicable regulatory requirements





# 03

## Our members

1. Member benefits: Improved value proposition for Proudly South African member companies
2. Terms utilised in tables and graphs in this membership report
3. 3. Overview of the membership base in the current period 2020/2021
  - 3.1 Highlights of the current period 2020/2021
  - 3.2 Membership by sector in 2020/2021
  - 3.3 Membership by province in 2020/2021
4. Newly recruited members for 2020/2021
  - 4.1 Year-on-year comparison of the number of newly recruited members per month from the period 2010/2011 to 2020/2021
  - 4.2 Quarterly comparison of the number of newly recruited members for the period 2020/2021
  - 4.3 Member companies recruited for the period 2020/2021 by sector
  - 4.4 Member companies recruited for the period 2020/2021 by province
  - 4.5 Member companies recruited for the period 2020/2021 by classification
  - 4.6 Member companies recruited for the period 2020/2021 by lead origin
5. Renewing members for 2020/2021
  - 5.1 Renewal rate for 2020/2021
  - 5.2 Quarterly comparison of renewing members in 2020/2021
  - 5.3 Comparison by sector of renewing members in 2020/2021
  - 5.4 Comparison by province of renewing members in 2020/2021
  - 5.5 Comparison by classification of renewing members in 2020/2021
6. Database of local products and services
  - 6.1 Highlights of the database of local products and services for 2020/2021
  - 6.2 Growth of the database of local products and services in terms of items added in 2019/2020 and 2020/2021
  - 6.3 Quarterly comparison of local products and services added in 2020/2021 to the database
  - 6.4 Quarterly comparison of local products and services added in 2020/2021 to the database in percentages



# Member benefits.

## 1. Member benefits: Improved value proposition for Proudly South African member companies

The use of the **Proudly SA logo** – a recognised endorsement of local content and quality.

### Access to market platforms:

Free listing on [www.rsamade.co.za](http://www.rsamade.co.za) – Proudly SA's official online store for Business-to-Consumer (B2C) and Business-to-Business (B2B) transactions;  
Inclusion in Proudly SA's **database of local products and services**, and **procurement portals** housed on the Proudly SA website, for use by procurement officials in the public and private sectors.

- Secured procurement opportunities with strategic partners. i.e. industry bodies, such as the Franchise Association of South Africa and private sector entities that continue to make localisation commitments;
- Facilitation of **B2B opportunities** with other Proudly SA members; and

### Participation in and access to:

- The annual Proudly SA **Buy Local Summit and Expo**;
- **Supply chain workshops**;
- **Business and sector-specific forums** for networking and information sharing opportunities;
- **Joint promotions** with Proudly SA for consumer-targeted campaigns, major events, and trade expos;
- Proudly SA's extensive **marketing strategy and activities** aimed at promoting members' products and services;
- Proudly SA's **PR and communication platforms** for example, the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities and more; and
- Inter member trading, including on the newly launched **Market Access Portal (MAP)**.

# Terms utilised in the report.

## 2. Terms utilised in tables, graphs and charts in this membership report

Classification of members		
Category	<b>SMMES</b> Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	<b>Bronze</b> Organisations turning over between R5 million and R10 million per annum	R1,000.00
	<b>Silver</b> Companies turning over between R10 million and R30 million per annum	R10,000.00
	<b>Gold</b> Companies turning over between R30 million and R50 million per annum	R20,000.00
	<b>Platinum</b> Companies turning over between R50 million and R100 million per annum	R50,000.00
	<b>Diamond</b> Companies turning over R100 million or more per annum	R100,000.00
	Other terms	
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond member (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond member (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Lead	A company before it is converted into a member	
	Consultant-generated lead	A membership consultant who is chasing to convert a lead he/she has generated her/himself
	Direct	Enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly SA's presence at events
	Lead origin	The platform from which a lead originates
	Referral	Referral of a company from an internal or external stakeholder



# Membership overview.



## 3. Overview of the membership base in the current period 2020/2021

### 3.1 Highlights of the current period 2020/2021

New members	
Target	220
Achievement	241
Renewal rate (in percentage)	
Target	80%
Achievement	66.5%
Database of local products and services	
Target	500
Items added	5,112
Number currently listed	19,634
Exceeded target (in percentage)	1,022%

The Proudly South African membership base is growing at a steady pace with 241 companies joining the Campaign in 2020/2021 contributing to the total base of 1,961 member companies.

A notable point is the growth in the manufacturing sector by 139 new members. This is one of the most important sectors that drives localisation and resultant economic growth. To grow local manufacturing means we shorten and disrupt the global supply and logistic chains and this in turn creates more jobs locally.

The membership footprint continues to grow nationally with the three major metros still dominating: Gauteng grew by 142 new companies followed by KwaZulu-Natal with 49 and the Western Cape with 29 new members respectively.

By classification, a total of 22 high-value members in the Diamond category along with their subsidiaries joined the Campaign during this financial year. The Diamond members that have joined fall largely within the manufacturing sector, which we have confirmed, adds value to the localisation drive. The Diamond members that joined the campaign were: Bravo Group, ChemGroup, Akacia Medical, British American Tobacco, Kimberly Clark Professional, Tongaat Hulett's Sugar, Trellidor Holdings, Mobicel, Defy Appliances, eTV, KAP Corporate Services, Noko Milling and Pep Clothing.

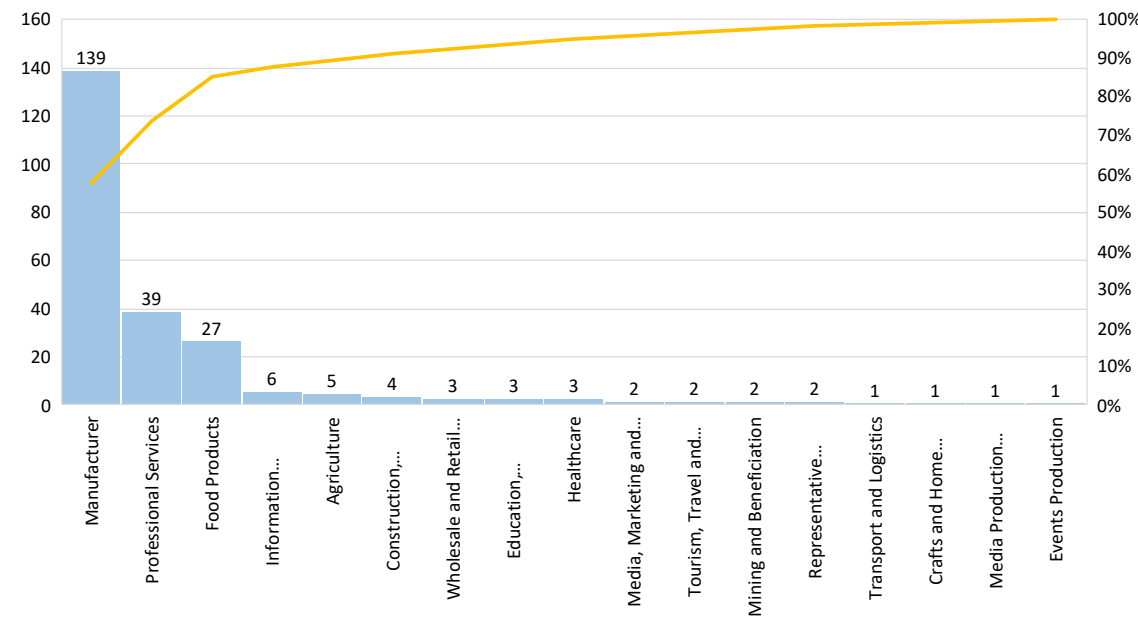
The renewal rate for 2020/2021 was below the target of 80% at 66.5%. This is predominantly due to shortfalls in the first and second quarter, which was adversely affected by the Covid-19 hard lock down regulations. While the renewals did double in Q3 and Q4, it was not enough to counteract the impact of Q1 and Q2.

Proudly SA's database of local products and services continues to grow steadily: the target of 500 new items was exceeded by 1 022% with the addition of 5,112 items. These items come largely from Diamond category companies in the manufacturing sector.



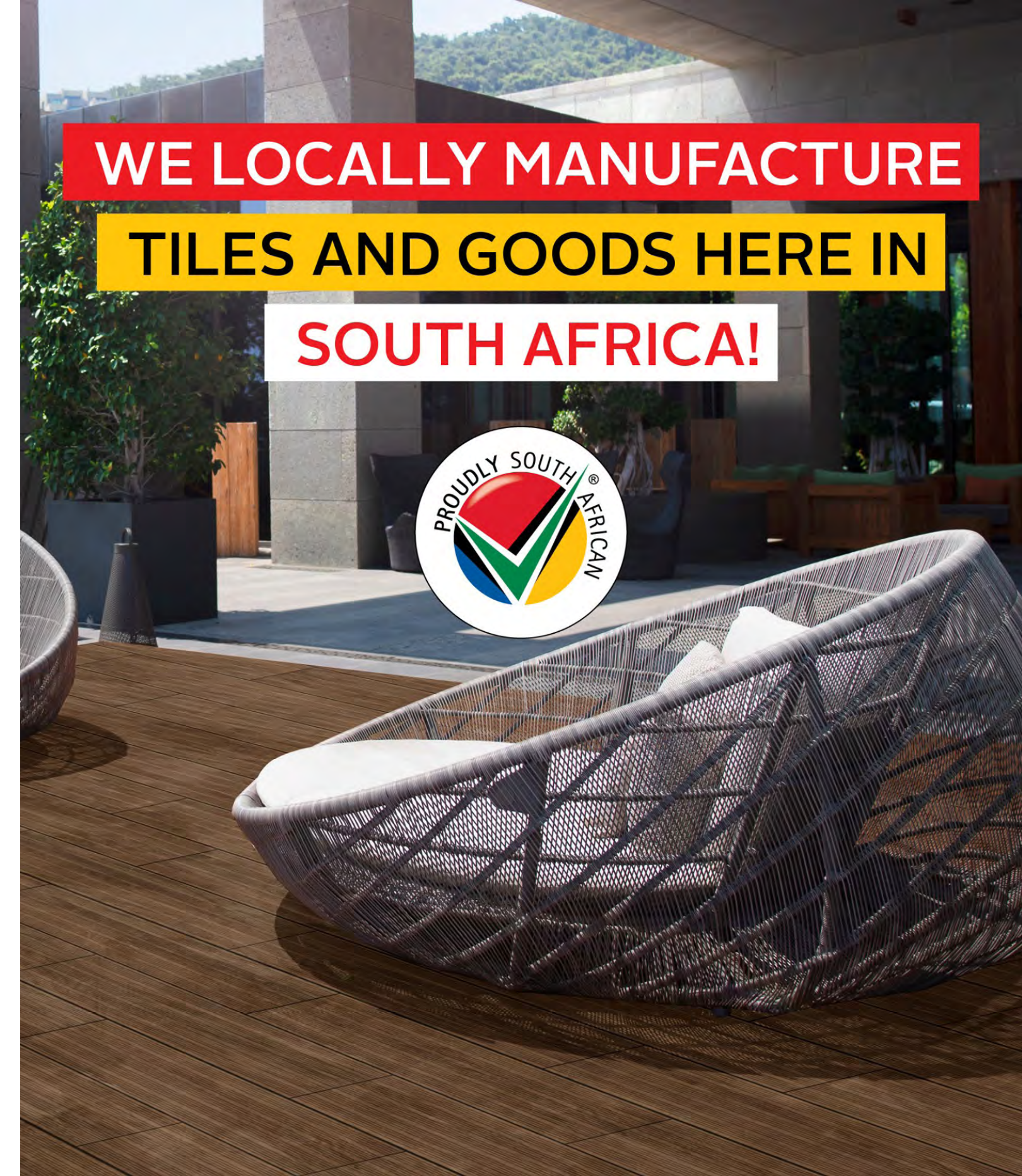
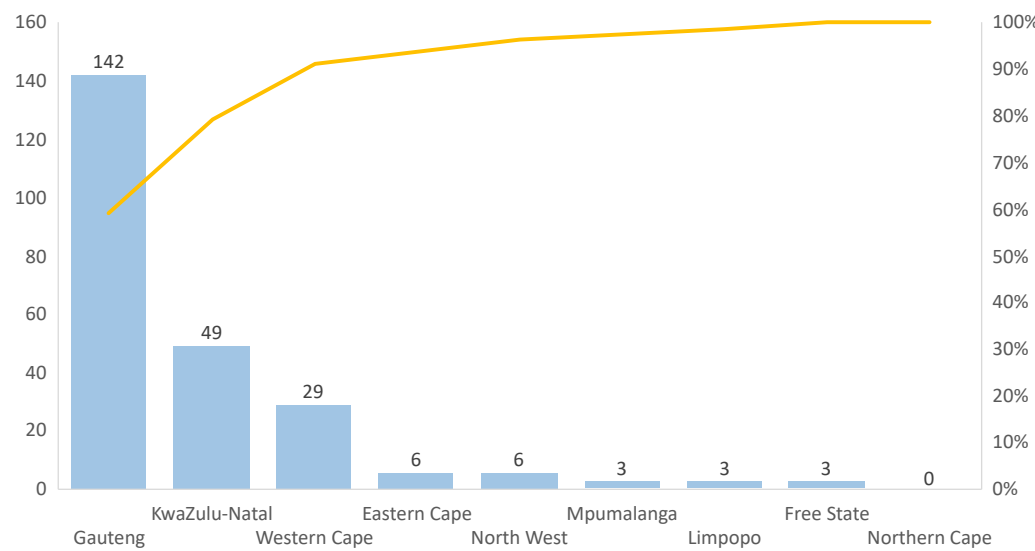
3.2 Membership recruitment by sector in 2020/2021

NEWLY-RECRUITED MEMBERS: COMPARISON BY SECTOR 2020/2021



3.3 Membership recruitment by province in 2020/2021

MEMBERSHIP OVERVIEW BY PROVINCE CURRENT PERIOD 2020/2021



**WE LOCALLY MANUFACTURE**

**TILES AND GOODS HERE IN**

**SOUTH AFRICA!**





# Newly recruited members.



## 4. Newly-recruited members for 2020/2021

### 4.1 Year-on-year comparisons of the number of newly recruited members per month for the period 2011/2012 to 2020/2021

Before membership is approved, companies must adhere to the following four criteria:

1. Companies must manufacture locally or render local services,
2. Prove that the products/services are of a high quality by submitting industry-related certification including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies etc.,
3. The company adheres to the Basic Conditions of Employment Act when it recruits, and
4. When operating, the company practises environmental standards as per industry regulations.
5. Companies that comply with all four criteria are then eligible for Proudly SA membership.

Companies that comply with all four above mentioned criteria are then eligible for Proudly SA membership.

### Year-on-year comparisons of the number of newly recruited members per month for the period 2012/2013 to 2020/2021

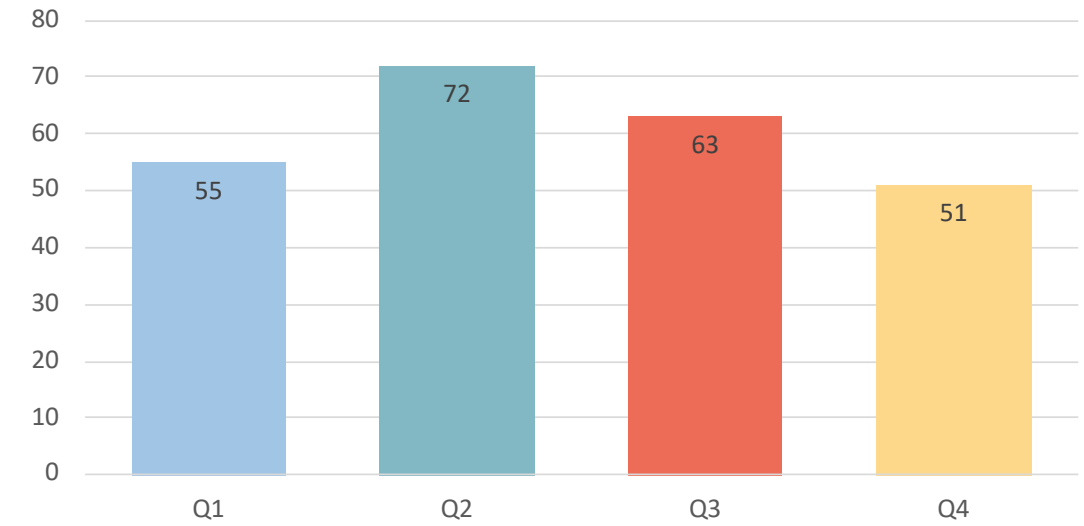
Month	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021
April	6	13	11	7	16	11	26	5	6
May	18	17	19	17	8	16	8	10	23
June	30	12	9	18	15	11	20	43	26
July	51	16	16	20	20	15	16	31	22
August	46	8	10	27	11	18	20	28	33
September	22	27	21	6	18	17	21	26	17
October	62	7	16	11	17	17	43	14	24
November	17	9	11	17	18	26	13	18	26
December	21	4	0	6	9	6	5	24	13
January	0	8	9	19	5	1	16	6	11
February	0	20	16	27	8	49	17	21	16
March	0	11	12	13	8	15	19	17	24
<b>Total</b>	<b>273</b>	<b>152</b>	<b>150</b>	<b>188</b>	<b>153</b>	<b>202</b>	<b>224</b>	<b>243</b>	<b>241</b>

4.2 Quarterly comparison of the number of newly recruited members for the period 2020/2021

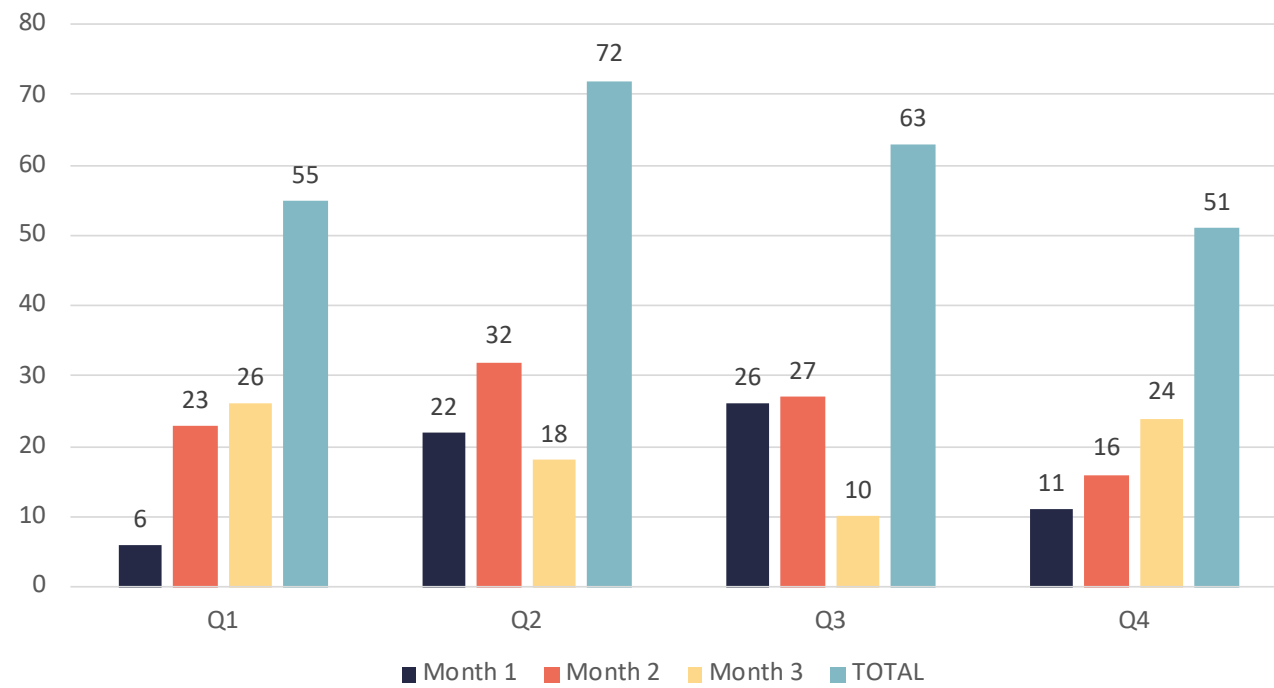
	Month 1	Month 2	Month 3	TOTAL
Q1	6	23	26	55
Q2	22	32	18	72
Q3	26	27	10	63
Q4	11	16	24	51

Q1: April, May, June  
 Q2: July, August, September  
 Q3: October, November, December  
 Q4: January, February, March

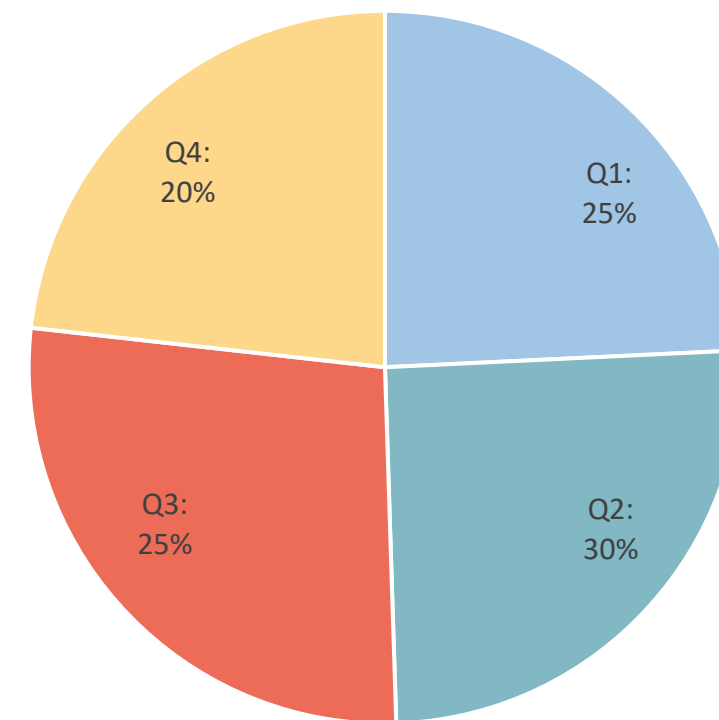
NEWLY RECRUITED MEMBERS: COMPARISON BY QUARTER 2020/2021



NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY MONTH 2020/2021



NEWLY RECRUITED MEMBERS QUARTERLY COMPARISON BY PERCENTAGE 2020/2021





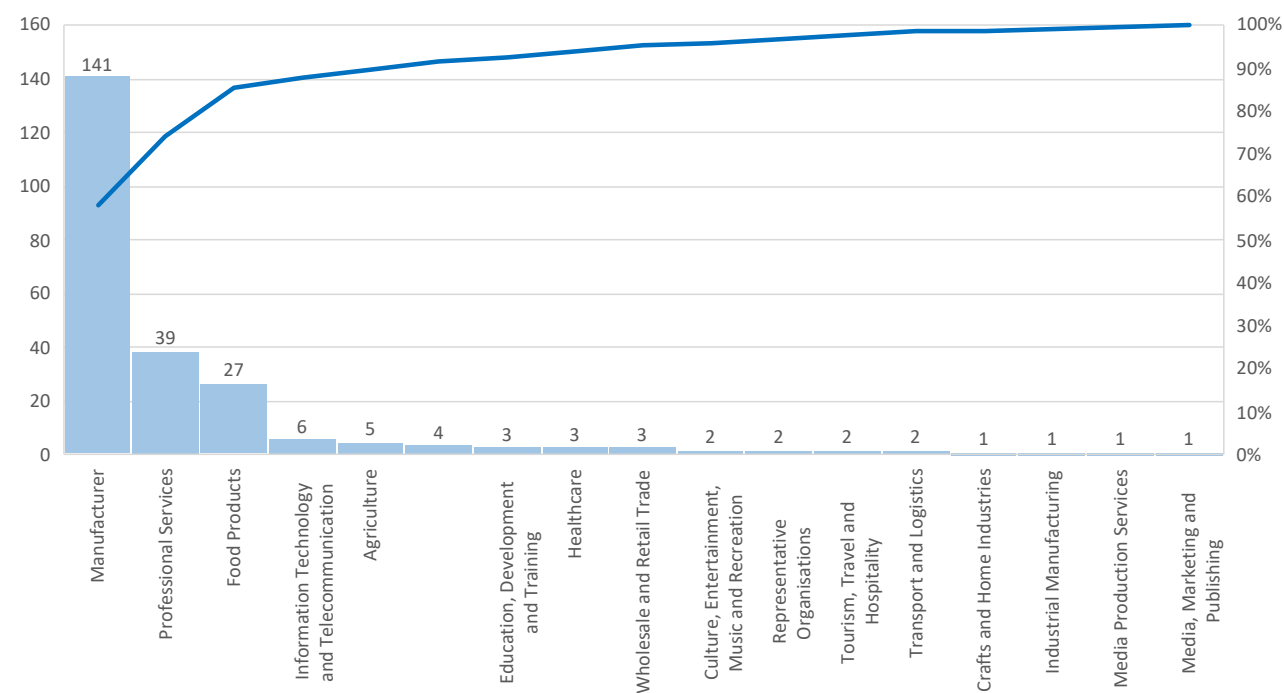
4.3 Member companies recruited for the period 2019/2020 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Agriculture	2	2		1	5
Construction, Engineering and Architecture		2	2		4
Crafts and Home Industries		1			1
Culture, Entertainment, Music and Recreation				2	2
Education, Development and Training		1		2	3
Food Products	7	9	6	5	27
Healthcare	1	1		1	3
Industrial Manufacturing		1			1
Information Technology and Telecommunication	2	3		1	6
Manufacturer	36	37	34	32	141
Media Production Services				1	1
Media, Marketing and Publishing		1			1
Professional Services	5	11	19	4	39
Representative Organisations	1	1			2
Tourism, Travel and Hospitality		1		1	2
Transport and Logistics		1		1	2
Wholesale and Retail Trade	1		2		3
<b>TOTAL</b>	<b>55</b>	<b>72</b>	<b>63</b>	<b>51</b>	<b>241</b>

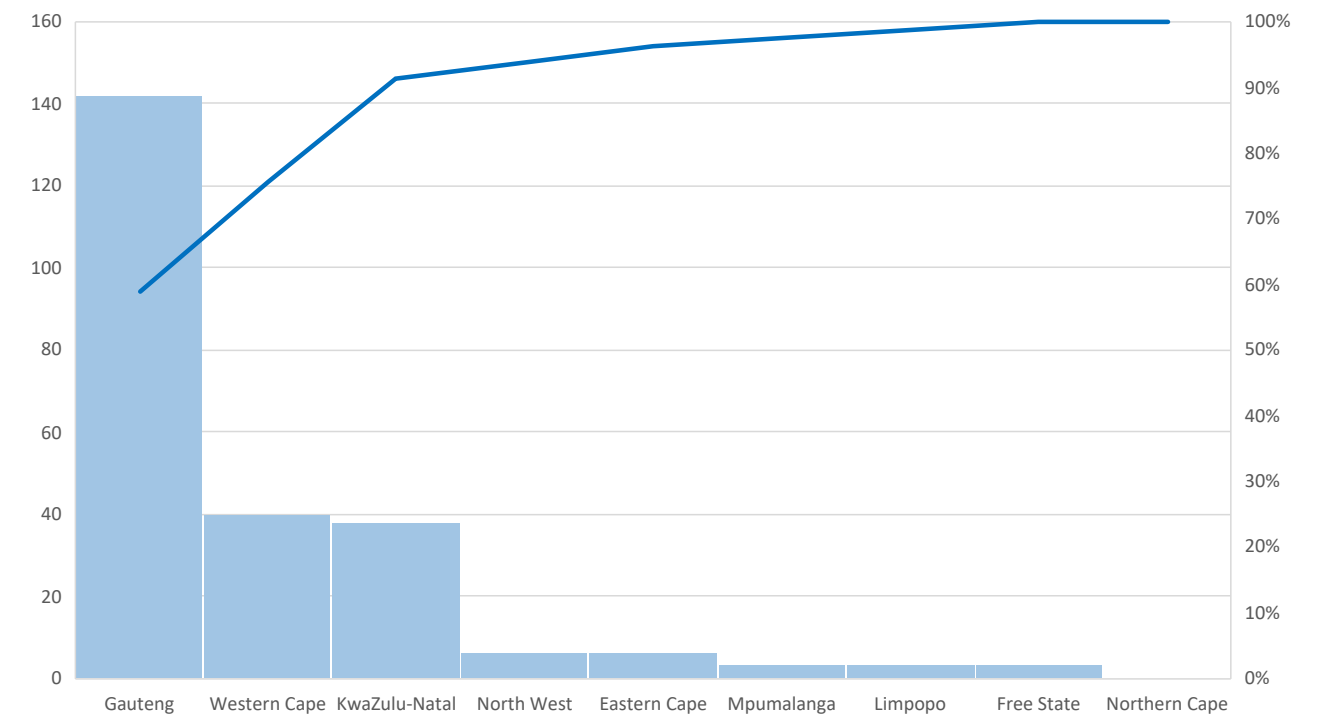
4.4 Member companies recruited for the period 2020/2021 by province

PROVINCE	Q1	Q2	Q3	Q4	TOTAL
Gauteng	22	42	44	34	142
Western Cape	20	10	4	6	40
KwaZulu-Natal	9	14	9	6	38
Mpumalanga	2	0	1	0	3
Limpopo	0	1	1	1	3
North West	0	1	3	2	6
Northern Cape	0	0	0	0	0
Eastern Cape	1	2	1	2	6
Free State	1	2	0	0	3
<b>TOTAL</b>	<b>55</b>	<b>72</b>	<b>63</b>	<b>51</b>	<b>241</b>

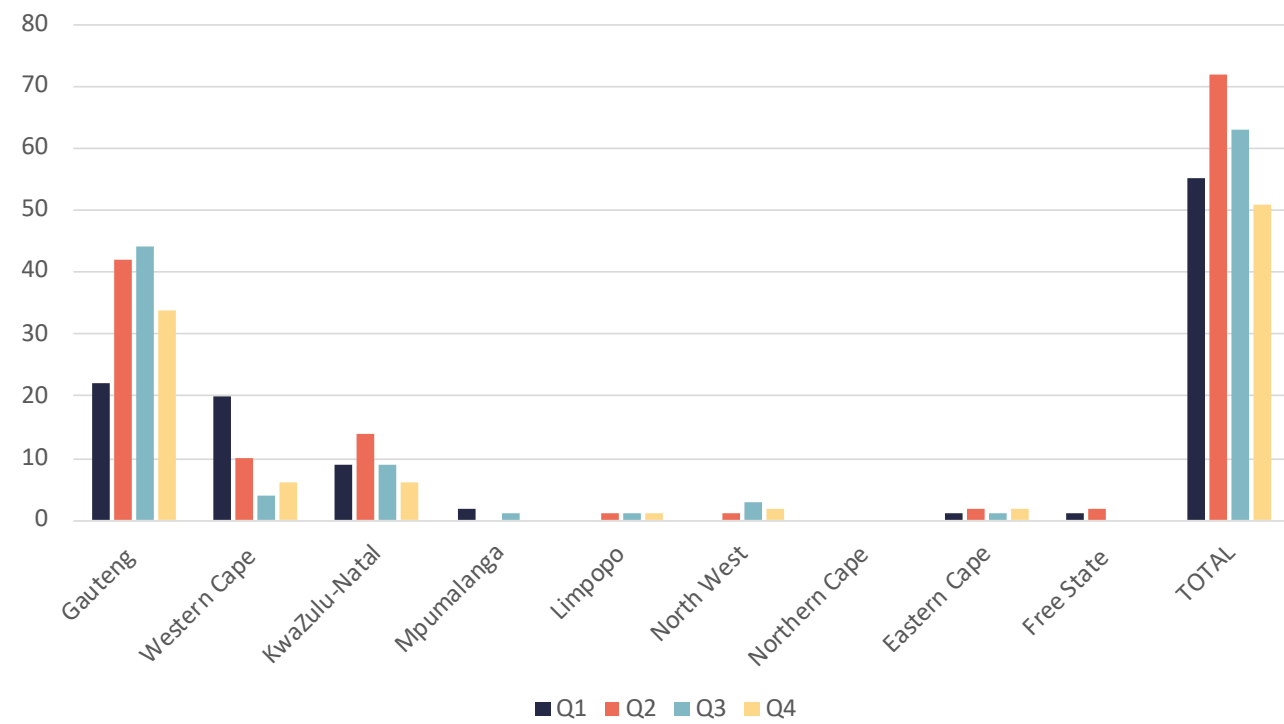
NEWLY RECRUITED MEMBERS COMPARISON BY SECTOR 2020/2021



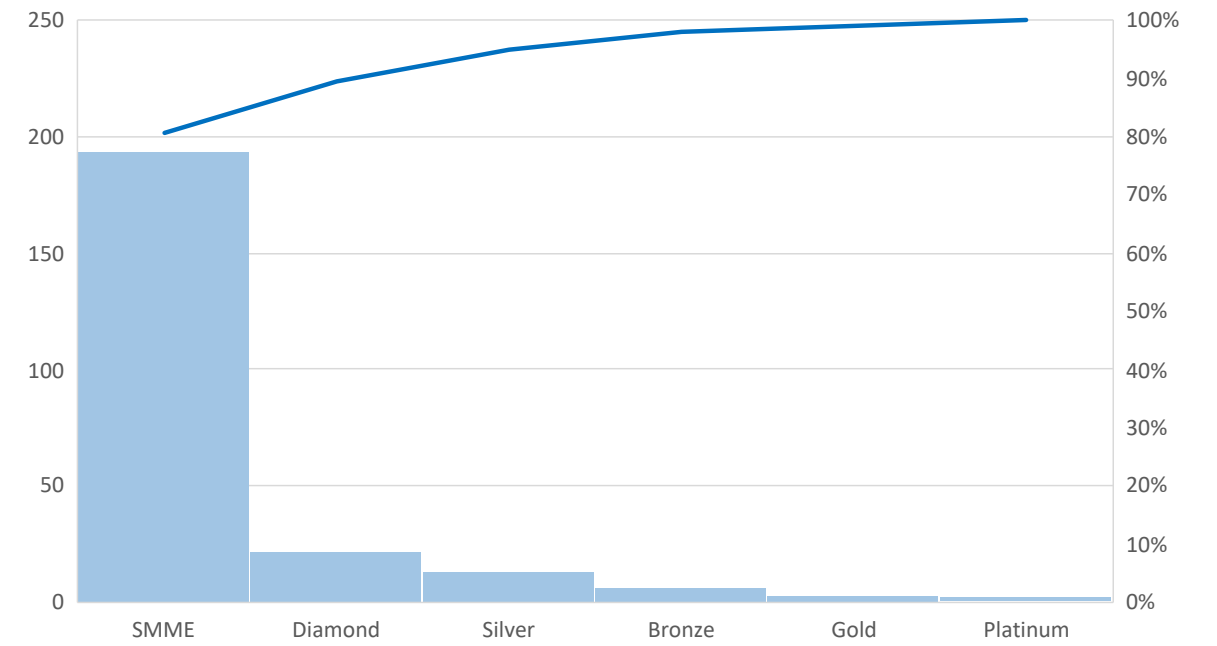
NEWLY RECRUITED MEMBERS COMPARISON BY PROVINCE 2020/2021



NEWLY RECRUITED MEMBERS QUARTERLY COMPARISON BY PROVINCE 2020/2021



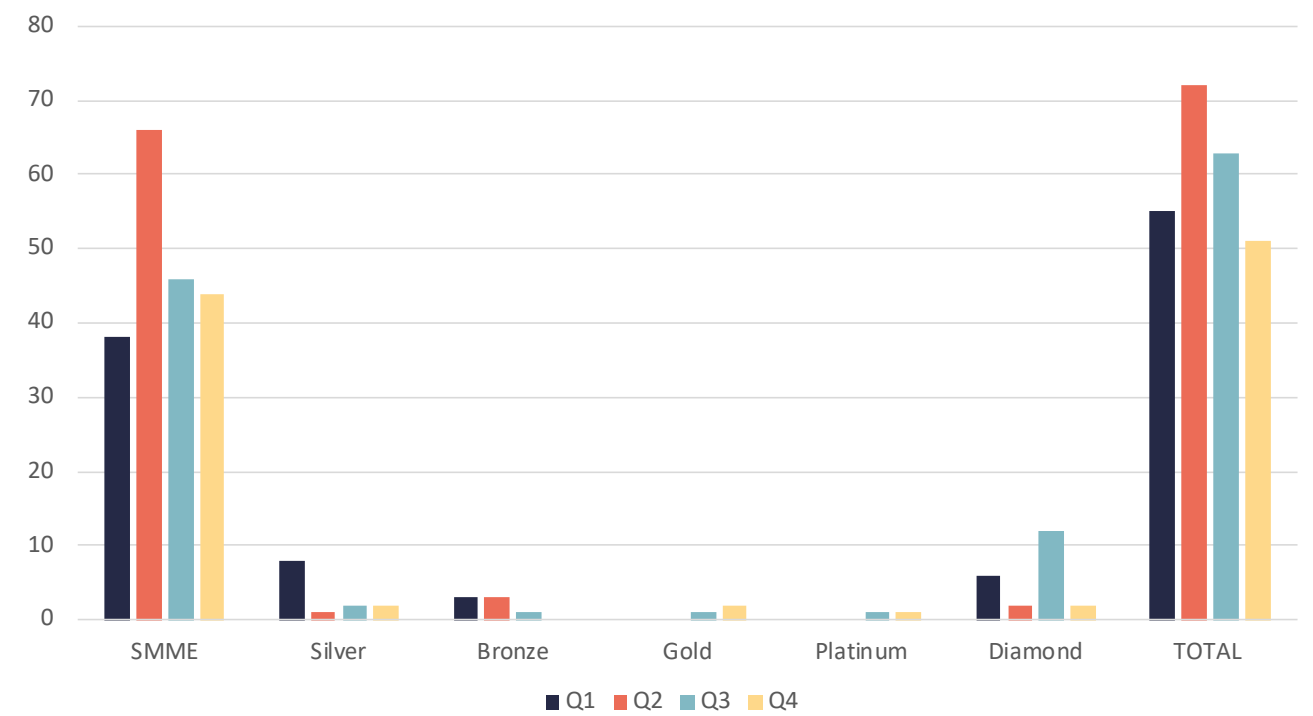
NEWLY RECRUITED MEMBERS COMPARISON BY CLASSIFICATION 2020/2021



4.5 Member companies recruited for the period 2020/2021 by classification

CLASSIFICATION	Q1	Q2	Q3	Q4	TOTAL
SMME	38	66	46	44	194
Silver	8	1	2	2	13
Bronze	3	3	1	0	7
Gold	0	0	1	2	3
Platinum	0	0	1	1	2
Diamond	6	2	12	2	22
<b>TOTAL</b>	<b>55</b>	<b>72</b>	<b>63</b>	<b>51</b>	<b>241</b>

NEWLY RECRUITED MEMBERS QUARTERLY COMPARISON BY CLASSIFICATION 2020/2021

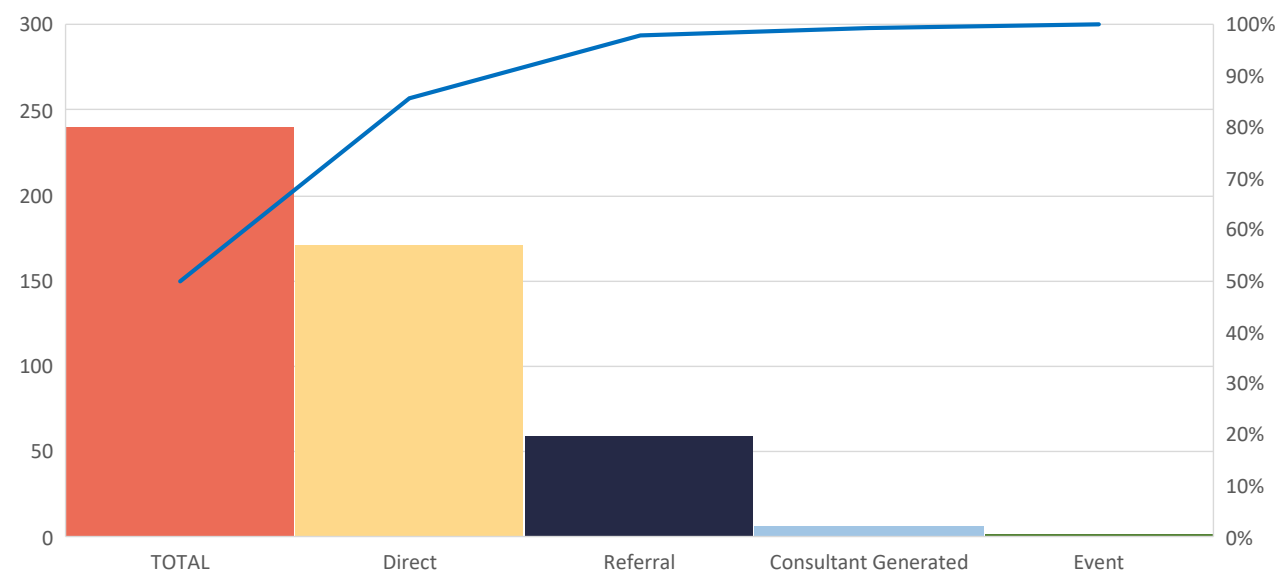




4.6 Member companies recruited for the period 2020/2021 by lead origin

LEAD-ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	23	20	15	2	60
Consultant-generated	6	0	0	1	7
Direct	24	51	48	48	171
Event	2	1	0	0	3
<b>TOTAL</b>	<b>55</b>	<b>72</b>	<b>63</b>	<b>51</b>	<b>241</b>

NEWLY RECRUITED MEMBERS COMPARISON BY LEAD ORIGIN 2020/2021



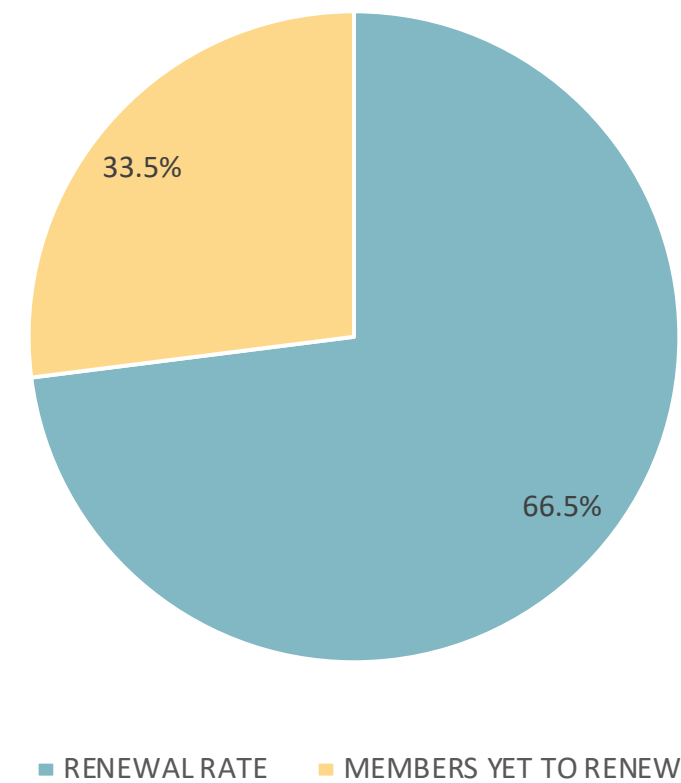
# Renewing members.

# 05

## 5. Renewing members for 2020/2021

	Q1	Q2	Q3	Q4
Renewal rate	45%	48%	88%	85%
Renewal rate for the year = 66.5%				

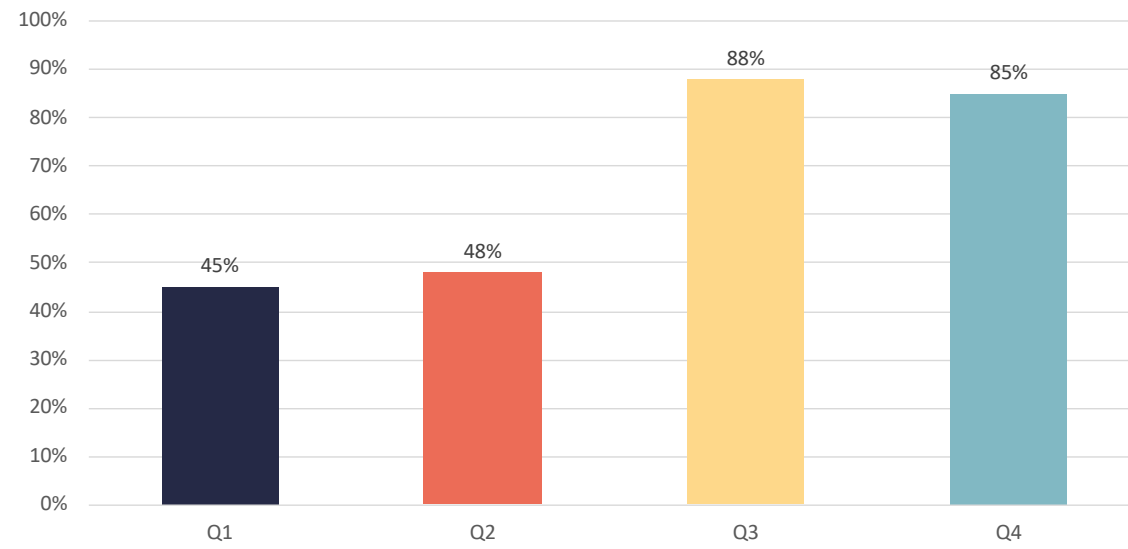
RENEWING MEMBERS: RENEWAL RATE FOR 2020/2021





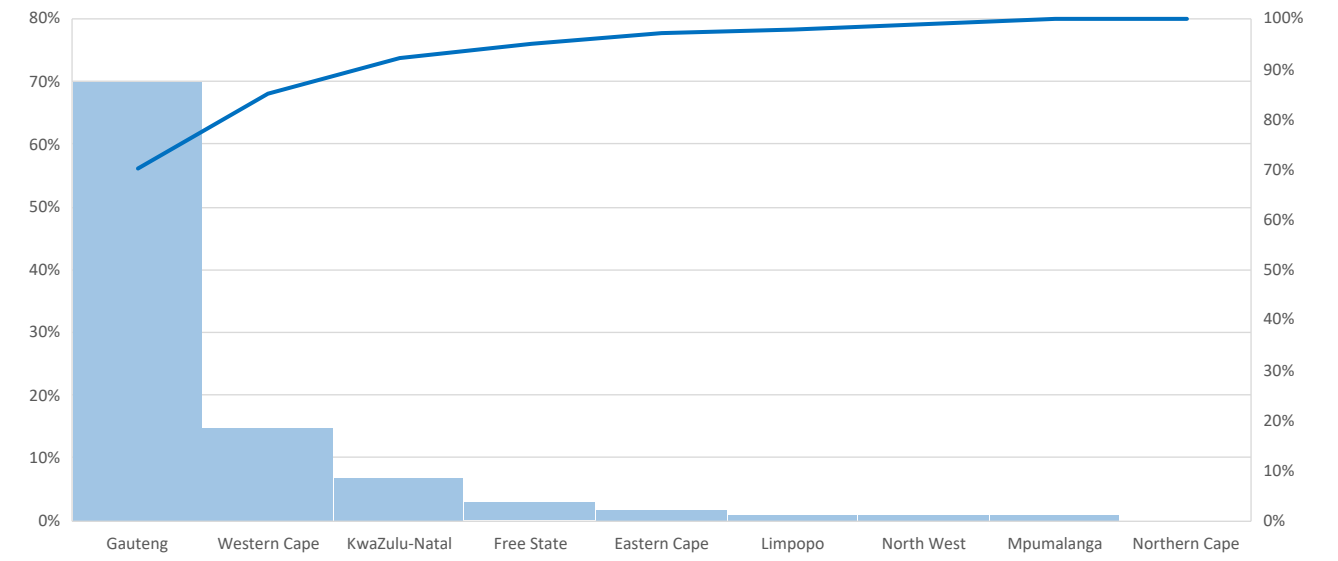
5.2 Quarterly comparison of renewing members in 2020/2021

RENEWING MEMBERS: QUARTERLY COMPARISON OF RENEWAL RATE 2020/2021



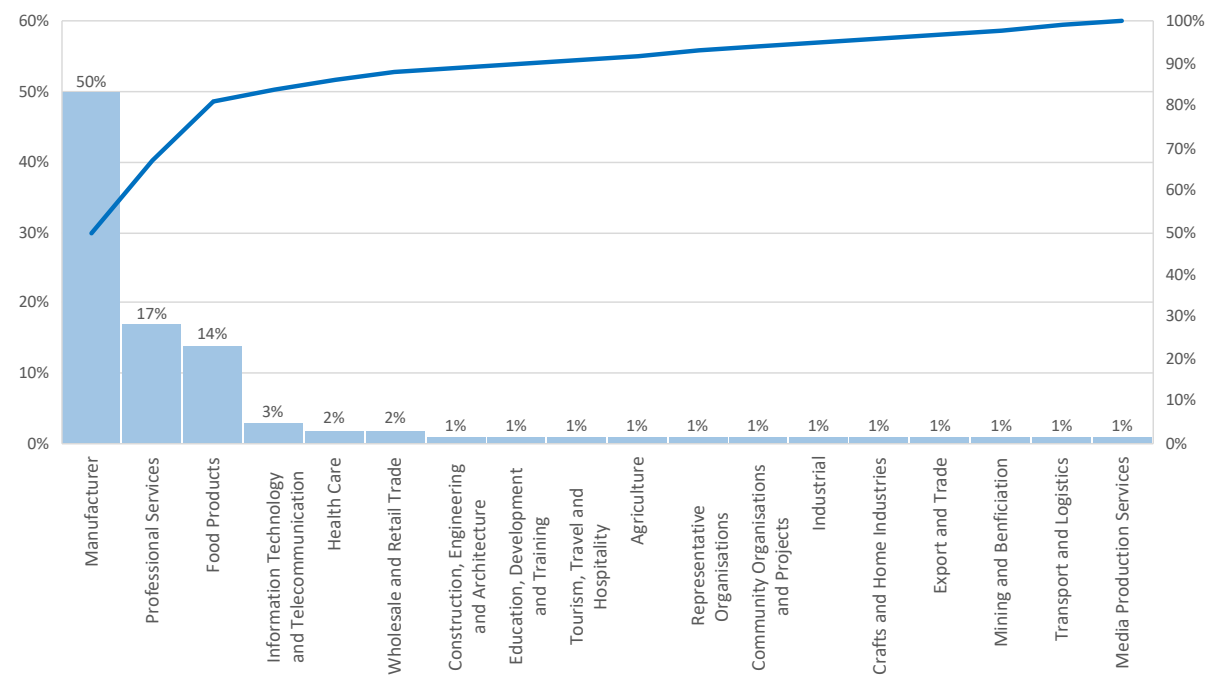
5.4 Comparison by province of renewing members in 2020/2021

RENEWING MEMBERS: COMPARISON BY PROVINCE 2020/2021



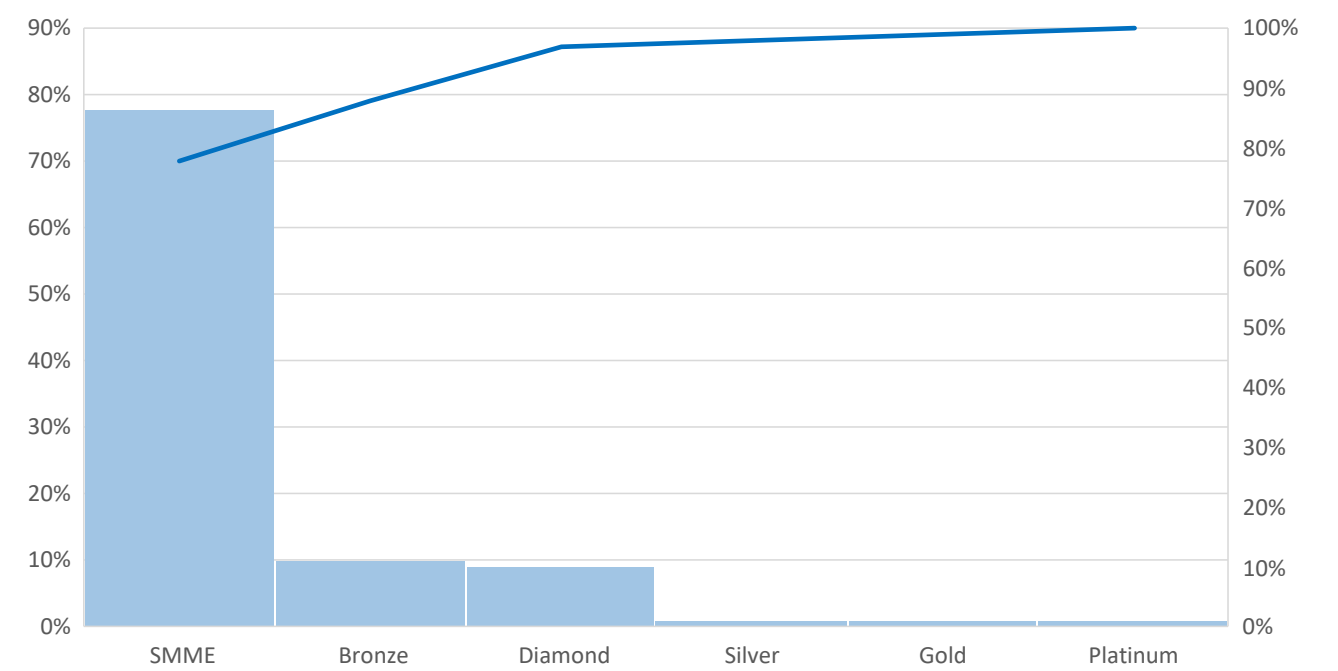
5.3 Quarterly comparison of renewing members by sector in 2020/2021

RENEWING MEMBERS: COMPARISON BY SECTOR 2020/2021



5.5 Comparison by classification of renewing members in 2020/2021

RENEWING MEMBERS COMPARISON BY CLASSIFICATION 2020/2021



# Database of local products & services.



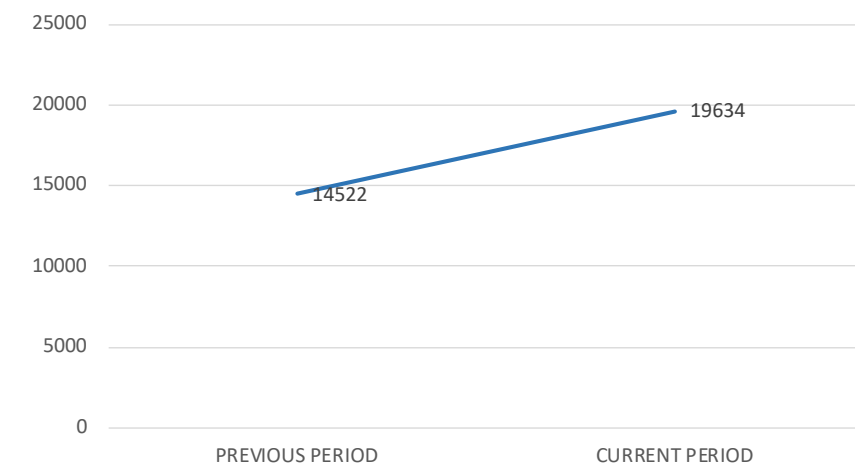
## 6. Database of local products and services

### 6.1 Highlights of the database of local products and services for 2020/2021

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
2019/2020	14,522
2020/2021	19,634
2020/2021	
Target	500
Items added	5,112
Target exceeded by 1022%	

### 6.1 Growth of the database of local products and services in terms of items added in 2019/2020 and 2020/2021

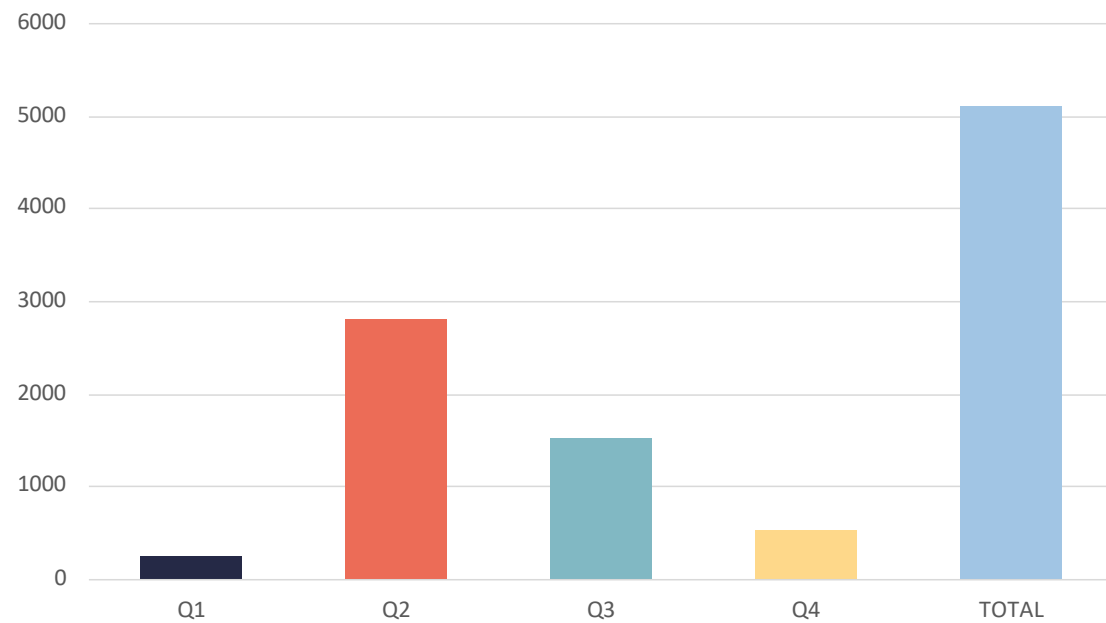
2020/2021 DATABASE OF LOCAL PRODUCTS AND SERVICES PREVIOUS PERIOD VS CURRENT PERIOD





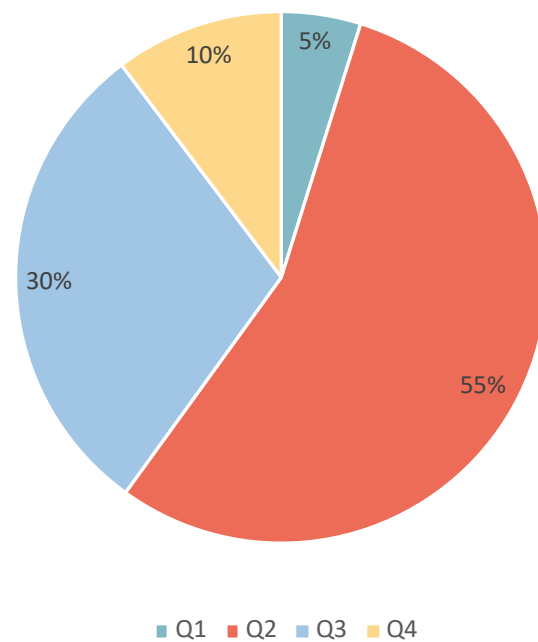
6.3 Quarterly comparison of local products and services added in 2020/2021 to the database

DATABASE OF LOCAL PRODUCTS AND SERVICES QUARTERLY COMPARISONS OF ITEMS ADDED: 2020/2021



6.4 Quarterly comparison of local products and services added to the database in 2020/2021 in percentage

DATABASE OF LOCAL PRODUCTS AND SERVICES: QUARTERLY COMPARISON BY PERCENTAGE: 2020/2021



[www.rsamade.co.za](http://www.rsamade.co.za)





# 04

## Our activities

- 01 Key activations and events
- 02 Media and Public Relations
- 03 Brand Management



# Key Activations and Events.



## Local Friday Conversations on Instagram

Proudly SA's series of Local Friday conversations went live on Instagram on Friday 22 May, 2020. Hosted on alternate Fridays, either by CEO Eustace Mashimbye or CMO, Happy MaKhumalo Ngidi, these informal chats with well-known South Africans and friends of the campaign target followers of these celebrities and are consumer driven. Whilst light-hearted, these conversations have the serious intention of illustrating how buying local impacts everyone and how our guests are setting an example in this regard. These online events/ guests are booked by the PR Department.

22 May 2020	Happy MaKhumalo Ngidi in conversation with brand guru, Thebe Ikalafeng
05 June 2020	Eustace Mashimbye in conversation with tv news anchor, Leanne Manas
19 June 2020	Happy MaKhumalo Ngidi in conversation with sports presenter and radio talk show host, Robert Marawa
17 July 2020	Happy MaKhumalo Ngidi with Brent Lindeque, The Good News Guy
31 July 2020	Eustace Mashimbye with Mi Casa's J Something
21 August 2020	Happy MaKhumalo Ngidi with broadcaster Melanie Bala
28 August 2020	Happy MaKhumalo Ngidi with Miss Earth activist Catherine Constantinides
11 September 2020	Eustace Mashimbye with Nelson Mandela Foundation CEO, Sello Hatang
25 September 2020	Happy MaKhumalo Ngidi with radio presenter David O'Sullivan
16 October 2020	Eustace Mashimbye with tv reporter and presenter, Liezle Wilson
23 October 2020	Happy MaKhumalo Ngidi with UCT Vice Chancellor, Professor Mamokgethi Phakeng
06 November 2020	Eustace Mashimbye with musical icons, Black Motion
13 November 2020	Happy MaKhumalo Ngidi with veteran radio traffic reporter, Rob Byrne
4 December 2020	Eustace Mashimbye with producer, director and actor, Sisanda Henna
19 February 2021	Happy MaKhumalo Ngidi with radio and tv personality, Somizi Mhlongo
12 March 2021	Eustace Mashimbye with tv and radio personality, Phat Joe

**Target Audience: Consumers, followers of guests**

# Proudly South African Webinars

With the advent in late March 2020 of the new era of social distancing and #StayAtHome, the live events industry stalled and was replaced by virtual online events. Proudly SA responded by establishing its own Zoom platform and conceptualising a series of online events that spoke to the new circumstances in which everyone found themselves, professionally and personally. There was a lot of material to work with as businesses and individuals adjusted to a new normal.

Proudly SA replaced its customary provincial business and public sector forums with more specific topics with a broad appeal, but all of which referred back to lessons of localisation and its benefits. Each topic spoke to both members and non-members re their approach to business related to localisation and how its role in re-building the economy and putting South Africans back to work has never been more important.

The new online format allowed the campaign to promote its work to a larger audience unrestricted by geography, and later on in the year, all events were streamed on multiple platforms as well as being made available for 'catch up' viewing after the event.

## Price vs Value

04 August 2020

This webinar was designed to assist businesses pitch their products and services at the right price point to the right audience and market. Marketing expert Karin Du Chenne facilitated with case studies on member companies Mobicel and PortiaM, both of which offer great value for money. Proudly SA CEO, Eustace Mashimbye gave a presentation on the Campaign and the event was facilitated by CMO, Happy Ngidi.

**Attendance: 60**

## Proudly SA COVID-19 financial relief

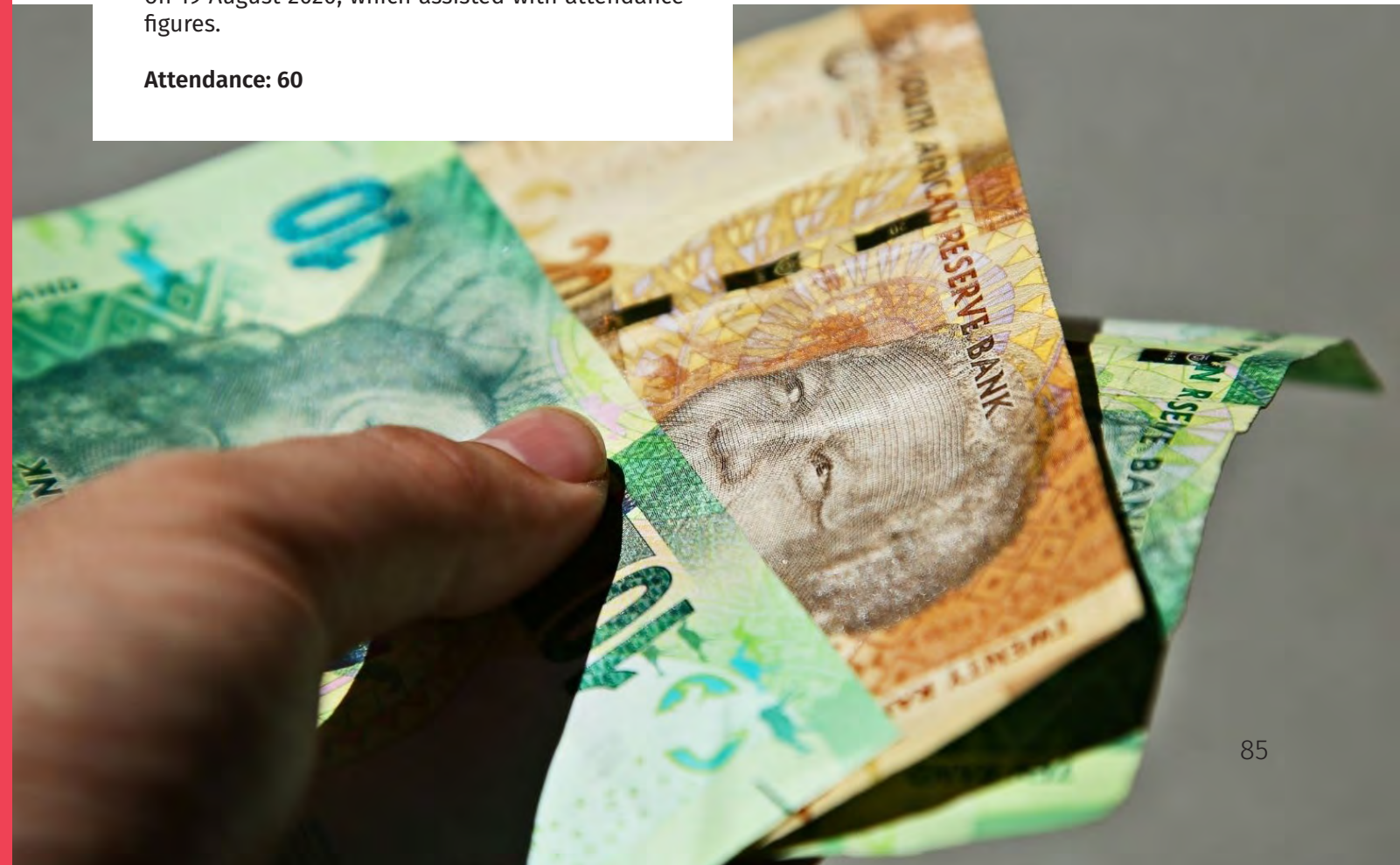
20 August 2020

Opened by Proudly SA CEO Mr Eustace Mashimbye who gave a presentation on how being a part of the buy local movement can assist businesses, this webinar put the spotlight on financial packages and programmes designed to assist small to medium enterprises at this time.

Representing the commercial sector, Absa outlined the relief programmes that they have put in place. Other speakers represented the dtic, IDC, SARS and DSBD.

The event had publicity via an interview on Kaya FM on 19 August 2020, which assisted with attendance figures.

**Attendance: 60**







**Proudly SA Women in Leadership**  
25 August 2020

This year's online edition replaced our annual Women in Leadership event. The virtual version was held in partnership with Unilever's Joko Tea brand and celebrated all women during this women's month.

Guests included panellists Cindy Poluta, 947 Breakfast Team member and sports presenter on 702 and EWN, Ipeleng Mkhari CEO: Motseng Investment Holdings, Devi Sankaree Govender investigative journalist and TV presenter and Shobna Persadh, Corporate Affairs & Sustainable Business Director at Unilever. Each guest was sent a tea gift pack including cupcakes and was invited to lay the tea table for their participation in the discussion.

Facilitated by Happy Ngidi, the discussion centred around how these working women have dealt with the Covid-19 pandemic, managed being wives, mothers, teachers and businesswomen all within the confines of home.

**Attendance: 190**



**Thriving in a Covid-19 world**  
29 September 2020

Facilitator Andile Khumalo presented Eustace Mashimbye, CEO of Proudly South African who spoke about the Campaign and how to join the movement as a member company. Andile was then joined by Ntai Khojane, co-founder of Proudly South African's e-commerce and online shopping platform, RSA Made, who spoke about building an e-commerce strategy for your business and how to join the RSA Made platform. Musa Kalenga, CEO & co-founder of Bridge Labs spoke on 'response strategies in uncertain times' and Andile Khumalo gave his own presentation of managing a company's finances and cashflow during constrained economic times.

**Attendance: 81**



**Creating and sustaining a local brand**  
17 September 2020

Hosted on the Zoom platform, this webinar was facilitated by Rams Mabote. A number of Proudly South African member companies shared how they have stayed relevant by either repurposing their business operations (Plus-Fab Clothing) or staying with their core competency (Lasher Tools) or a combination of both (Defy & Olympic Paints) during this Covid -19 pandemic.

The crucial message shared by our panel of speakers was maintaining customer relationships, quality, consistency, associations and most importantly innovation.

**Attendance: 50 on Zoom platform plus 393 on Proudly SA Facebook page**





**Making your brand relevant during these unprecedented times**

29 October 2020

Held at the Skinny Sbu Socks store in Maboneng and streamed online

Facilitated by Jeremy Maggs, the focus of this webinar was on the survival techniques employed by a number of our member companies and how they have maintained the relevance of their brands during the preceding months.

Leigh Tobin of Alphabet Social guided the audience through online and digital marketing tools, Ipeleng Matlhoko from Makhamisa Foods spoke about keeping the business operating and host Sibusiso Ngwenya talked about entrepreneurship and opening a new store during the coronavirus pandemic. Proudly SA CEO, Eustace Mashimbye gave a presentation on the buy local campaign.

**Attendance: 180 combined on Zoom, YouTube and Twitter, plus 214 on Facebook.**



**Finding and applying technological solutions for business**

12 November 2020

This webinar discussed the importance of the Fourth Industrial Revolution in education, in the workplace and in our lives in general.

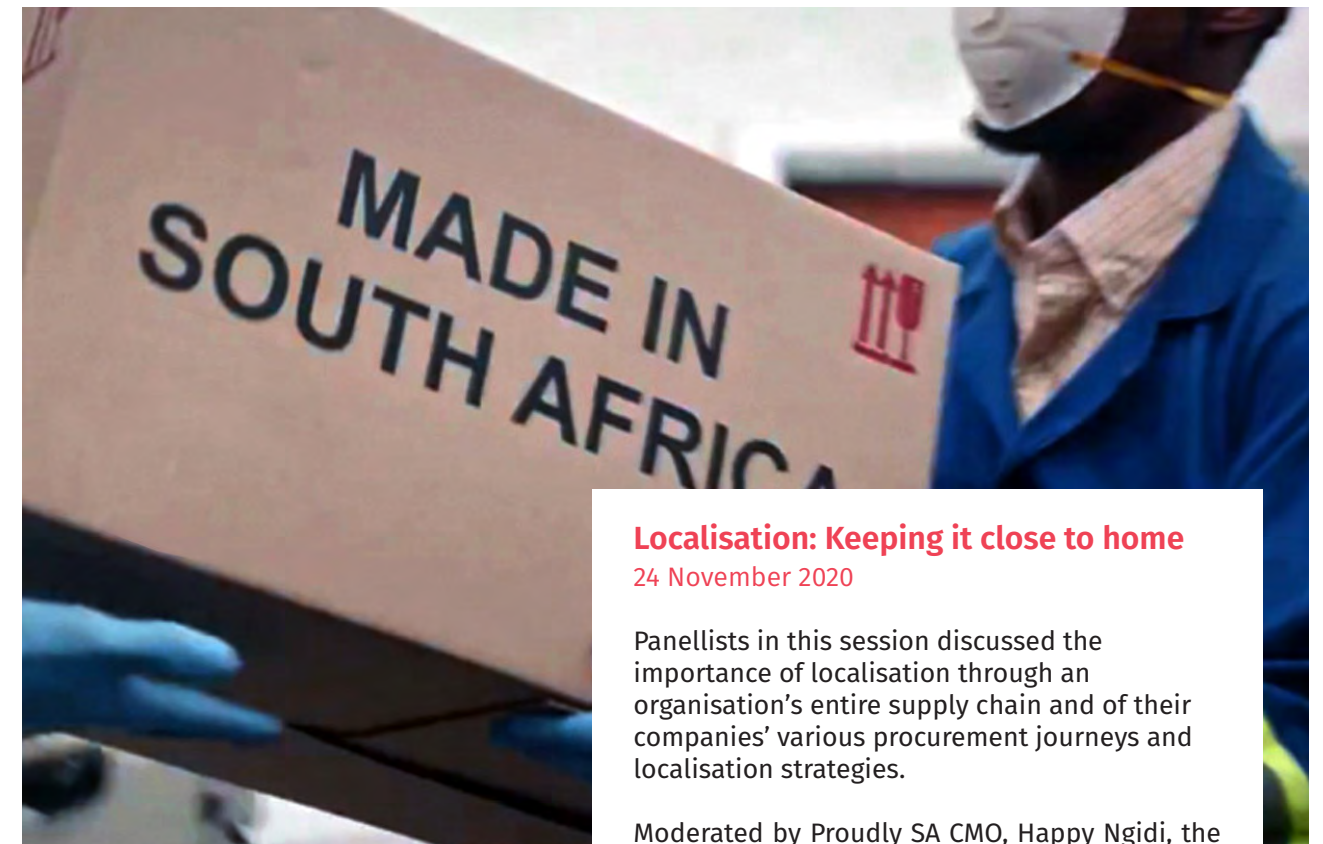
The future of learning will rely heavily on technology to accelerate learning, and investment in technology in the boardroom is a priority.

In addition to a presentation by Proudly SA CEO, Eustace Mashimbye, UJ's Professor Tankiso spoke about the major transformation taking place in our society specifically with reference to communication technologies such as MeetMe, Zoom and Microsoft. He also spoke about how the pandemic pushed SA to respond to the Fourth Industrial Revolution.

Ngwako Ramohlale, Head of Innovation at SoluGrowth, a company with clients across the globe which provides services in the knowledge process outsourcing, business process outsourcing and managed solutions areas, expounded on how 4IR needs collaboration for better problem solving.

Eddy Mokobodi, Director of Sakisa Energy which focuses on ensuring access to affordable, reliable, sustainable energy for all, spoke about the importance of energy in today's world and how their company creates solar and hybrid solutions energy solutions.

**Attendance: 30**



**Localisation: Keeping it close to home**

24 November 2020

Panellists in this session discussed the importance of localisation through an organisation's entire supply chain and of their companies' various procurement journeys and localisation strategies.

Moderated by Proudly SA CMO, Happy Ngidi, the webinar included speakers Tony Da Fonseca, MD at OBC Group, Carin King, Marketing & Strategic Projects Manager at RCL Foods and Sphe Vundla, Marketing Manager for SAB's Castle Lager brand. In addition, we also had two pre-recorded testimonials from Terence Pokane Leluma, MD at Makhamisa Foods and Funeka Khumalo, Executive Director at Kevali Chemicals Group.

**Attendance: 309 on Zoom (40), Twitter (154) and Facebook (115).**

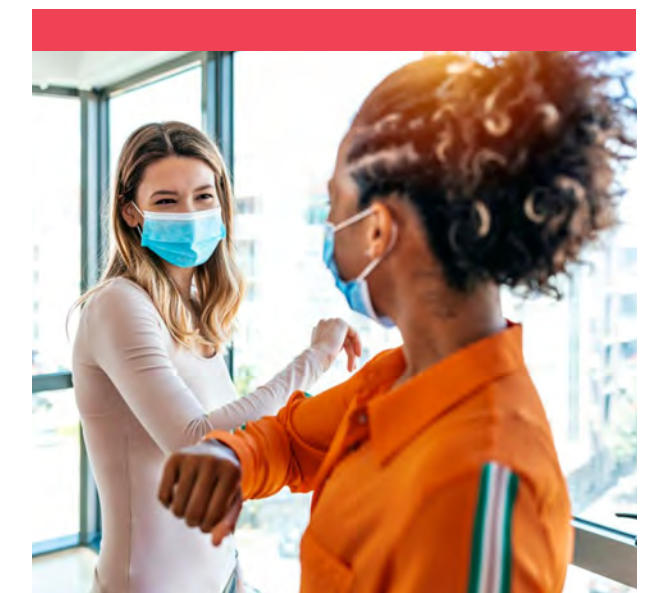
**Rebuilding your team after a crisis**

03 December 2020

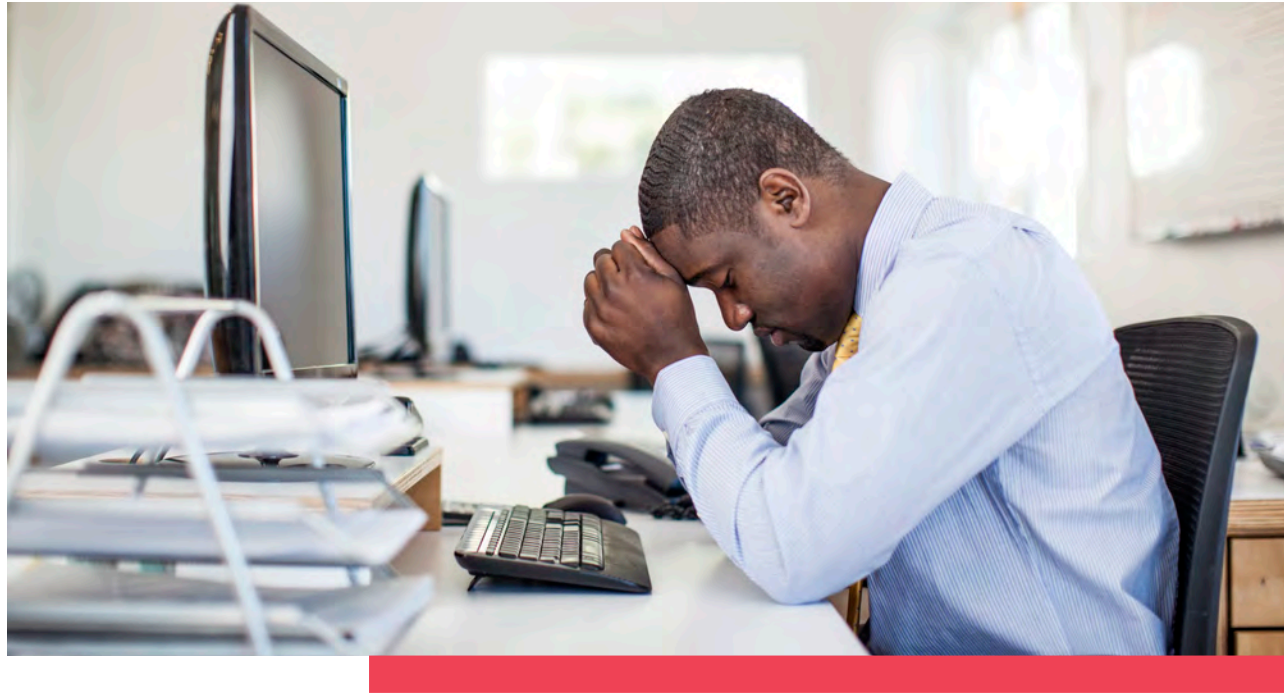
The prolonged period of Covid-19 related economic inactivity led to many retrenchments, job restructuring, salary reductions and associated workplace disruptions. With the hope that the worst was now behind us, we discussed how to rebuild your team, renew their confidence in the future and emerge from survival mode into a new phase for businesses.

Facilitated by Proudly South African's Jeannine van Straaten, the webinar panel included Mandisa Mathobela, Deputy Chairperson of The Institute for Stakeholder Relations Southern Africa, Tiaan Esterhuysen, Field Team Manager at Hisense, Janine Peterson, CEO of J9 Wines & Matlhogonolo Ledwaba, Managing Director at the Breadbox Studio who each spoke about their different strategies around team building during the pandemic. Proudly SA's CMO, Happy Ngidi, gave a presentation on her own approach to team building.

**Attendance: Zoom: 93, with follow up viewings on You Tube: 8, Twitter: 643, Facebook: 229**







**Taking care of your employees so they can take care of your business**

26 January 2021

Hosted on Proudly SA's Zoom platform and live-streamed on Twitter, YouTube and Facebook. Panellists in this session discussed the importance of mental health awareness in the workplace and of managing staff who are vulnerable to the impact that Covid-19 has had. Facilitated by Proudly SA's CMO, Happy Ngidi, other speakers included Ms Nevania Naidoo, Executive Director of Wellness at Workforce Healthcare, Ms Cassey Chambers, Operations Director at SADAG and Ms Marsha Gabriel, Chief Business Development Officer at Chem Group SA. It was clear from the Q&A and comments section that the content resonated with an audience of business owners, team leaders and managers, employees, Proudly SA member companies and the public.

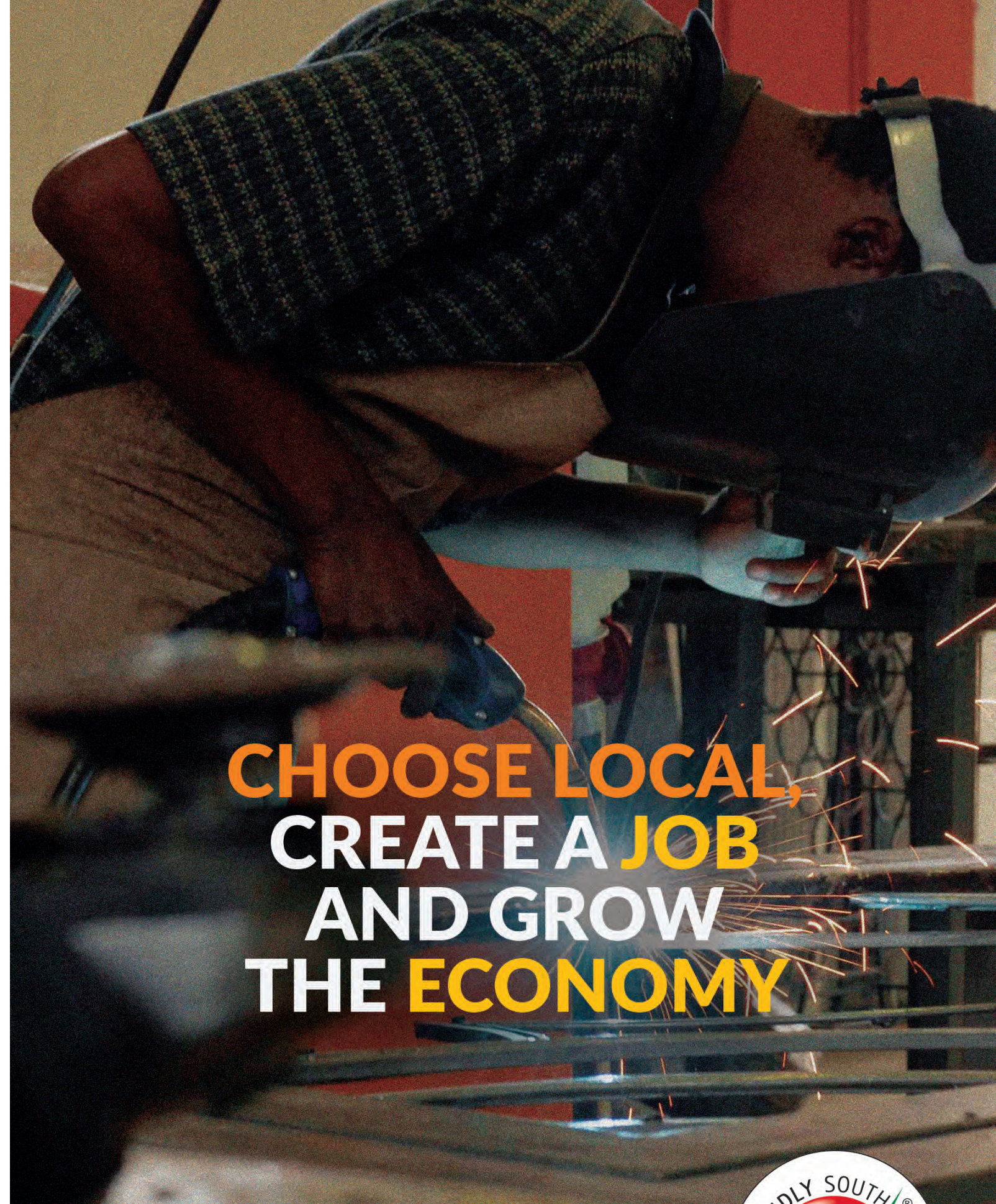
**Attendance:**

**Zoom: 53**

**Twitter: 169 views**

**Facebook: 186 views**

**YouTube: 11 views**



**the dti**  
Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA





# Proudly South African Public Sector Forums

Local procurement in the public sector, which we know has the largest spend in the country, has the potential to make a significant difference in driving economic recovery and reversing unemployment at the same time as setting an example to the private sector.

Proudly South African's Public Sector Procurement Forums speak to public servants whose roles involve supply chain management and procurement and touches on their responsibilities in respect of the PPPFA.

The forums seek to clarify issues around sectors designated for local procurement, the extension to all tenders and RFQs of elective localisation, and pricing. These forums also assist us to understand how better to empower and equip small businesses and entrepreneurs to work successfully with government.

The forums invite managers, heads of departments, CFOs, procurement and supply chain officials and any other relevant personnel from across all tiers of government and include the participation of a number of different agencies including the dtic, SABS, and Office of the Auditor General.

All of these webinars were hosted on Proudly SA's Zoom platform, and were facilitated by Proudly SA CMO, Ms Happy Ngidi and featured a presentation by Proudly SA CEO, Mr Eustace Mashimbye.

## Limpopo, 19 January 2021

Panellists in this edition included Mr. Thabo Andrew Mokone, MEC for Economic Development, Tourism and Environmental Affairs, Matodzi Rathumbu, Deputy General Director: Economic Development, Environment & Tourism in Limpopo, Cathrine Matidza, Director of Fleet Procurement for the dtic, Zukisa Nkondo, the SABS & SAATCA Registered Auditor, Nhlanhla Vilakazi, Director for SCM Client Support within the Office of the Chief Procurement Officer.

**Attendance: 40**

## Free State, 4 March 2021

Panellists for the Free State edition of our Public Sector Forums included the MEC for Finance, Gadija Brown, Cathrine Matidza, Director of Fleet Procurement for the dtic, Mr. Zukisa Nkondo, SABS & SAATCA Registered Auditor and Ms. Rakgadi Motseto, Chief Director: Stakeholder & Client Management, National Treasury.

**Attendance: 51**

## Gauteng, 12 March 2021

The panellists for this forum included the Gauteng Provincial MEC of Finance and E-Government, Ms Nomantu Nkomo-Ralehoko, Director: Client Support, National Treasury, Mr Nhlanhla Vilakazi, and Director: Industrial Procurement in the dtic, Ms Cathrine Matidza.

**Attendance: 26**

## Eastern Cape, 26th March, 2021.

Panellists for the Eastern Cape Public Sector webinar included Mr Mlungisi Mvoko, MEC Finance, Economic Affairs & Tourism, the dtic Chief Director, Dr. Tebogo Makube, Mr Zukisa Nkondo, the SABS & SAATCA Registered Auditor and Mr Nhlanhla Vilakazi from National Treasury.

**Attendance: 31**





## Collaborative Webinars

These are events that are either organised by Proudly South African with the support of a third party, or vice versa.

### Sunday Times Gen Next digital conversation

30 June 2020

The Sunday Times Gen Next event in partnership with HDI Youth Consultancy, now in its 16th year, is the country's leading annual youth brand preference and consumer behaviour event. In 2020, Sunday Times Gen Next took the movement online.

The Proudly SA sponsored webinar had the theme: The youth on buying local and creating local brands in South Africa, where a panel looked at how marketers, advertisers and brand managers must continue to up their game in speaking to the youth of today who are the consumers of tomorrow. (NB the youth market represents 60% of the SA and African market)

Moderated by Refilwe Maluleke, Managing Director of YellowWood, the young panel included Siyabonga Zungu, Brand Manager of Proudly South African, Maps Maponyane, media personality and entrepreneur and owner of Buns Out restaurant, and Wesley Vos founder of VOSK Shoes.

All the speakers agreed that South African brands need to stand out, build value, have a differentiating factor and be authentic and that appealing to the youth is a sure way to ensure brand longevity.

**Reach for this event: 537 Arena Event subscribers, 602 via Youtube and 1671 via Facebook (total 3949)**

**Target Market: Youth, entrepreneurs, consumers**

Sunday Times  
**GEN NEXT**  
BROUGHT TO YOU BY  
HDI  
YOUTH CONSULTANCY  
THE YOUTH ON BUYING LOCAL AND CREATING LOCAL BRANDS  
Tuesday 30 June 10h00

### Unilever Mandela Day webinar

17 July 2020

Chief Marketing Officer, Happy Ngidi joined Unilever staff in acknowledgement of Mandela Day.

**Audience: Internal Unilever event**



### PG Bison and Proudly South African Furniture Industry webinar

23 July 2020

PG Bison and Proudly South African joined forces to discuss how being part of the buy local movement can benefit the furniture sector. The furniture sector is vulnerable to cheap imports but is also one which has enormous job creation potential, in particular for the development of SMMEs.

CEO of Proudly South African, Mr. Eustace Mashimbye shared information on the Proudly SA Campaign and how the partnership between Proudly SA & PG Bison was formed as well as statistics relating to job losses in the furniture industry.

Justin Berry, Executive: Sales & Marketing at PG Bison, Ms. Tafadzwa Nyanzunda, Director: Resource Based Industries Agro-Processing Chief Directorate at the Department of Trade Industry and Competition & Ms. Bernadette Isaacs, COO, SAFI shared the work they do to help stimulate and grow the South African economy and outlined some of the content of the sectoral Master Plan that seeks to propel the

furniture industry to reach its full potential.

Bernadette Isaacs shared an overview of their market access programmes as SAFI through import replacement and increased sales of locally produced furniture to retailers and to the public sector.

In closing, all partners agreed to the continuation of getting local procurement commitments from the private sector through signing of the local procurement accord by decision makers in the sector.

**Attendance: 33**  
**Target Market: Stakeholders, key industry decision makers, manufacturers & Proudly SA members**



**COTTI Communication & Marketing Forum Masterclass**

28 July 2020

Proudly SA hosted a COTTI forum masterclass on digital communications in partnership with the dtic and Vega School with speakers who specialise in the digital and marketing field. The panel consisted of Darren Meltz, lecturer on Digital Strategy & Copywriting, Vega School, Mandisa Mathobela, Deputy Chairperson at iSRSA (The Institute for Stakeholder Relations Southern Africa) and Happy Ngidi, Chief Marketing Officer, Proudly South African.

The masterclass focused on what can be done by communication practitioners in terms of digital communication. Covid-19 has brought about a change in the way we communicate, without face to face interaction and this session looked at finding new & innovative ways and channels to reach stakeholders.

**Target Market: Stakeholders, members, non-members & students**

**Other online events**

**Proudly SA Game Time tv campaign launch**

2 July 2020

Proudly South African launched its brand-new buy local tv commercial, Game Time, which is a call to everyone to play an active part in putting South Africa and South Africans back to work by supporting local businesses.

The commercial was beautifully shot and created under lockdown regulations in the streets of Johannesburg.

The commercial went live on all SABC, DSTV & Multichoice channels on Friday 3rd July. The new campaign was a reminder of our current economic conditions as a country and has a strong call to action to all South Africans.

The virtual launch was hosted on PG Bison's Zoom platform, pending Proudly SA's purchase of their own Zoom licence, and featured Dr John Kani, the voice of the commercial.

**Attendance: 50**

**Target Market: Proudly SA members, stakeholders, strategic partners & board members**



**Valentine's Day**

8 – 14 February 2021

An online and social media activation in collaboration with kulula.com, the objective of this campaign was to encourage consumers to show love for the country. Comprising an online digital competition on Proudly SA's and kulula.com's platforms as well as in the in-flight/digital magazine Khuluma, consumers were asked questions about Proudly South African and the airline. The prize of free airline tickets and a hamper of Proudly SA items ensured excellent engagement with the public.

**Reach for this event: 900 competition entries**

**Target Audience: Consumers**





# 9th annual Buy Local Summit & Expo

8th – 10th March 2021

The 9th edition and first ever virtual Proudly SA flagship event, the Buy Local Summit & Expo took place between 8-10 March under the theme 'Localisation as a driver of economic growth'. The theme was taken from The President's Economic Reconstruction and Recovery Plan and put the focus on the role that localisation has in assisting in kickstarting the economy, after the advent of COVID-19 in 2020 compounded an already difficult economic situation.

Streamed live from the Sandton Convention Centre, it included a full programme of panels and speakers, and observed the same content imperatives as all our previous events, insofar as it addressed both the needs of SMMEs who make a significant contribution to job creation and spoke about leveraging localisation and its potential to impact the economy positively. The content addressed the public sector and corporate South Africa as well as individual consumers about the role we can all play in boosting the economy simply by making better procurement decisions in favour of locally grown, produced and manufactured goods and services.

All Summit content remains on the website for on demand viewing.

## Summit Conference Programme

Almost all of our guest speakers and panelists appeared in person at the venue and all sessions were live streamed on the [www.buylocalsummit.co.za](http://www.buylocalsummit.co.za) website





# day 1

## Session 1

The Summit was opened by Proudly SA CMO, Ms Happy Ngidi with an introduction by NEDLAC CEO, Lisa Seftel.

The programme for Day 1 focussed on the needs of SMMEs and began with a panel on public and private sector assistance for small businesses. Panellists were Proudly SA's CEO, Mr Eustace Mashimbye, the Department of Small Business Development Acting DG, Lindokuhle Mkhumane, Barbara Copelovici, Entrepreneurship Director at SA Breweries, who were one of our sponsors and small business owner and Proudly SA member Liz Letsoalo of Masodi Organics.

## Session 2

In a session designed to make good products into great brands, Brand Leadership ran an interactive workshop during the afternoon which was attended by a number of Proudly SA member SMME companies.

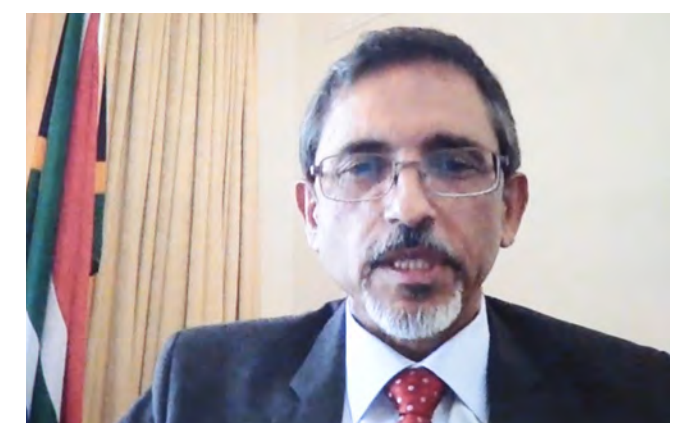
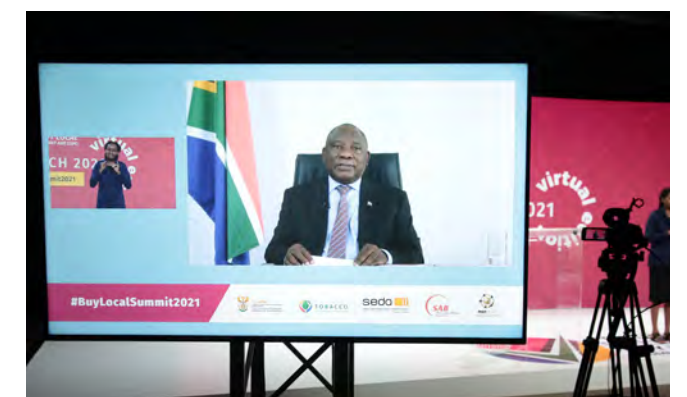


# day 2

Day 2 spoke to the 2021 theme of the Summit 'Localisation as a driver of economic growth'.

## Session 1

Session 1 was a handpicked panel including economist Dr Thabi Leoka, business leaders, Dr Stavros Nicolaou, Prof Bonang Mohale, Stacey Brewer, Charmaine Soobramoney and COSATU President Zingiswa Losi. Proudly SA board chairman, Howard Gabriels introduced Minister Ebrahim Patel who in turn introduced President Cyril Ramaphosa, who gave a streamed keynote address which served as a reminder to all South Africans in all sectors of the importance of buying local as a means to sustain and create jobs. Carried live by the SABC and widely reported on news stations after the event, the address derived enormous media benefit for the event. The panel discussion, which unpacked the content of the President's speech was directed by investigative journalist and broadcaster, Devi Sankaree Govender.





**Session 2**

Featuring two former board chairs, namely founding chairman Tim Modise who articulated the vision of one people, one economy and the importance of each part of the economic value chain to the nation, second chairman Adv Dali Mpofu, current chair, Howard Gabriels, who spoke about how Proudly South African has become an organisation that is well respected by business, is a serious partner to the government and one that has helped galvanise civil society and organised labour to mobilise members in respect of local procurement.

They were joined by business journalist Peter Bruce, The Manufacturing Circle's Chief Executive Philippa Rodseth and news anchor and presenter and friend of the campaign Leanne Manas.



**Session 3**  
The final panel of the day, facilitated by Proudly SA CMO, Happy Ngidi, featured popular personalities, Maps Maonyane, Boity Thulo, Theo Baloyi, Gareth Cliff as well as VC of UCT, Prof Mamokgethi Phakeng who spoke about the importance of growing entrepreneurs in the context of job creation in South Africa. Each one of the personalities, outside of acting and presenting has launched a business and brand of their own and shared their journey of entrepreneurship with us, but each one had an appreciation that without local support and a local market, these brands would not have been sustainable, and that buying local creates businesses and jobs.



The panel took a look at twenty years of the buy local movement in South Africa and its efficacy. South Africa's most venerated actor, Dr John Kani gave an opening introduction to the panel, having been the face of the campaign since his role in our very first tv commercial, Buy Back SA. In 2020 he reprised his role and was the lead in our brand new commercial, Game Time. His passion for the buy local movement added greatly to the direction of the discussion, which was facilitated Devi Sankaree Govender.





# day 3

## Session 1

Session 1 was a presentation by roving business guru, Thebe Ikalafeng entitled *Buy SA, Buy Africa, Build Africa* with the focus on wider business opportunities on the continent in the context of the AfCTA. This offered a bigger perspective for delegates to consider export as an additional route to market.

## Session 2

The dtic hosted a session on their Furniture Design Awards, announcing the winners of this year's edition and launching the theme for the new year's competition. The furniture sector has a dedicated sectoral Master Plan and is a vital cog in the manufacturing wheel of our economy, so this session put the spotlight not only on creativity in the sector but on job creation opportunities in the wider value chain.

## Session 3

A media lunch for eleven key media practitioners, a preview screening of the first version of our *Living Lekker Locally* production and a Q&A session facilitated by Newzroom Afrika presenter Liezle Wilson closed off the event. Living Lekker Locally is a new project of the campaign as part of its 20-year celebration and depicts a day in the life of someone who uses and consumes exclusively Proudly South African products. From getting up in the morning, through the day, to retiring at night the piece of 'edutainment' illustrates which local products are readily available and easily accessible and how our everyday purchasing decisions can change our future.



## exhibition

Our virtual exhibition hosted 119 'stands' of exclusively Proudly South African goods and services. The site will remain live for 12 months, providing those exhibitors with additional exposure and we are also able to add in new exhibitors during the course of the year and drive additional buyers to the site.

A briefing session was held in advance of the event, so as to provide exhibitors with all the relevant information on getting registered on the website, submitting all the required information, how to virtually "man the stand" and how to make use of the chat function in order to network on the days of the event.

## visits per day



day 1



day 2



day 3





## Competitions, 8th – 10th March 2021

This year we used daily prizes to encourage registration, attendance at sessions and use of the Buy Local Summit and Expo website. As this was our first virtual event, we wanted to direct and encourage attendance in as many ways as possible.

Sponsored prizes by member companies included a Slumberland Bed set (Bravo Group), Mobicel Phones, a Hisense Sound Bar, a Defy Fridge, RSA Made Vouchers and 10 SA Breweries gift Hampers.

The competition mechanisms comprised of questions throughout the 3 days, online, followed by a poll format during the live viewing of the activations, and an icon/button search around the Exhibition portal.

The overall number of competition participants was 250, with 16 winners from across the country.

Proudly South African's social media platforms were used to announce winners and tag the member sponsors.

## Business Solutions Hub, 8th March 2021

The Business Solutions Hub, formerly the One Stop Shop, was previously created in the Exhibition area of Buy Local Summit and Expos with physical stands which expo visitors could visit for problem resolution, enquiries, assistance and ask various entities questions that would help them do business better. Often, people do not have direct access to any representatives from the entities that participated, so this became an important element of the overall event, providing a valuable service to business owners. This year, however, we had to amend this section of the event to a virtual experience, whilst not losing its effect. The advantage of having the Buy Local Summit and Expo as a virtual event, is that this Business Solutions Hub will be accessible until the 2022 event, therefore gaining more views and access.

Twelve entities took part in the Business Solutions Hub, which was run virtually between 10h00-15h00 on the 8th March. Each entity was allocated a 20-minute slot where their pre-recorded video played, and they presented tips, troubleshooting and insights relevant to their entity. After their video was aired, a representative from the entity came online to answer live questions. This proved to be an extremely successful part of the 3-day event, with remarkable attendance. The flow worked seamlessly, and the audience was receptive.

The entities that took part included: Proudly South African, RSA Made, IDC, merSETA, Office of the Tax Ombud, National Empowerment Fund, The B-BBEE Commission, Consumer Goods Council of SA, SABS, the dtic, SEDA and Tshaya Mashabela Attorneys Inc.

**Total number of attendees during 10h00 – 15h00 on 8th March: 856**

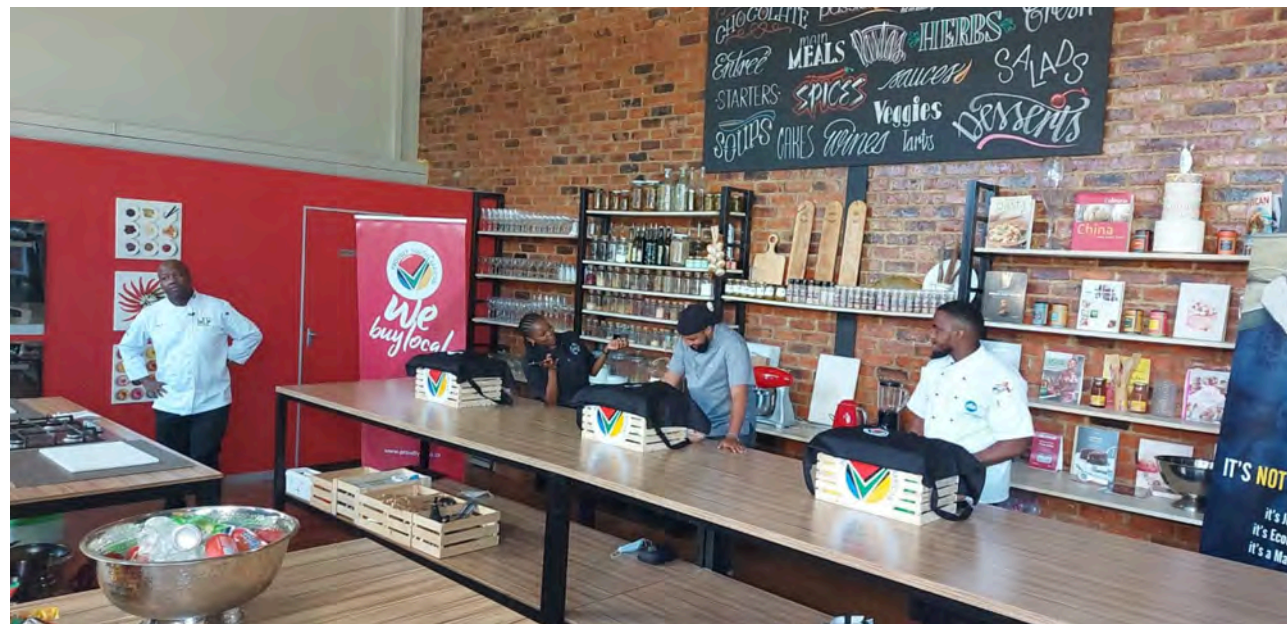




# activations

The addition of three lifestyle activations to the Buy Local Summit and Expo complemented the business side of the event and reinforced Proudly South African's mandate. These activations brought another dimension to the overall 3 day programme with an element of fun, whilst subtly educating the viewer on the importance of buying local.

The three activations focussed on cooking, music and clothing, which highlighted the work we do in these three broad industries and which speak to the sector specific Master Plans. (FMCG/Poultry, creative arts industry as well as the clothing, textiles, leather and footwear industries). In addition, it provided a number of member companies with the opportunity to showcase their products and services.



The winning chef received a bottle of Siya's Methode Cap Classic, along with each chef and the judge receiving a gift box post the recording. The gift boxes were procured by Proudly South African and each item purchased was from our membership base – these included Shwe Shwe note books, Skinny Sbu socks, Darling Sweets toffees, a branded Proudly South African mask, sanitiser and pen, a bottle of La Ricmal Merlot and chocolates from The Chocolatier.

Most of the ingredients were sponsored by members including OBC, Country Bird Holdings, Grain Field Chickens, Hulett's, Salad Lab, Twizza, ZuZanna's sauces, Golden Spice and Castle Lager. The cook off competition was pre-recorded and filmed as part of the Summit programme on Day 1 at 18h00 in the hope that attendees would be in the comfort of their home at a time when they were wondering what to cook for dinner.

**Number of people who watched live: 25**

## We Cook

8 March 2021

We Cook was a challenge based on a Master Chef format using a mystery box of local fresh and dry ingredients and was hosted at a member company's kitchen in Midrand – The Breadbox. Three chefs from the Proudly South African membership base participated in the competition, and The Breadbox's resident chef facilitated and judged the competition. Each of the three participating chefs had one hour in which to create a dish, in which local poultry had to be the hero and including a number of other ingredients, most of which were sponsored by member companies.

The focus on poultry highlighted the plight of a sector that has been severely damaged by immoral dumping of cheap cuts of bone in chicken, but which thanks to the sector specific Master Plan is showing signs of recovery. This activation ensured that the message of job creation through the poultry value chain was conveyed in an entertaining fashion.







### 20 years of South African Music Throwback

9 March 2021

South African music has always been a great unifier of our rainbow nation. From struggle songs, to anthems sung on the sports fields, to the creation of our own unique South African vibe, we can all be justifiably proud of the many artists South Africa has produced.

In the year that marks the 20th anniversary of its establishment, Proudly South African's inclusion of '20' in the title of the activation was significant. The objective of this activation was to show the importance of the local music industry over the last 20 years and the significance of the arts industry on the economy and the creation of jobs.

We hosted an informal chat session, built around the past 20 years of South African music, with great conversation between local South African artists Zahara, Boskasie, Matthew Mole, Lesley Mofokeng, RISA spokesperson, and Melanie Bala as our panel facilitator.

The session was pre-recorded in the MGG Productions studio, who were part of the supplier we used for the Buy Local Summit and Expo and streamed on the 9th March at 18h00.

**Number of people who watched live: 37**



### 100% Local Makeover

10 March 2021

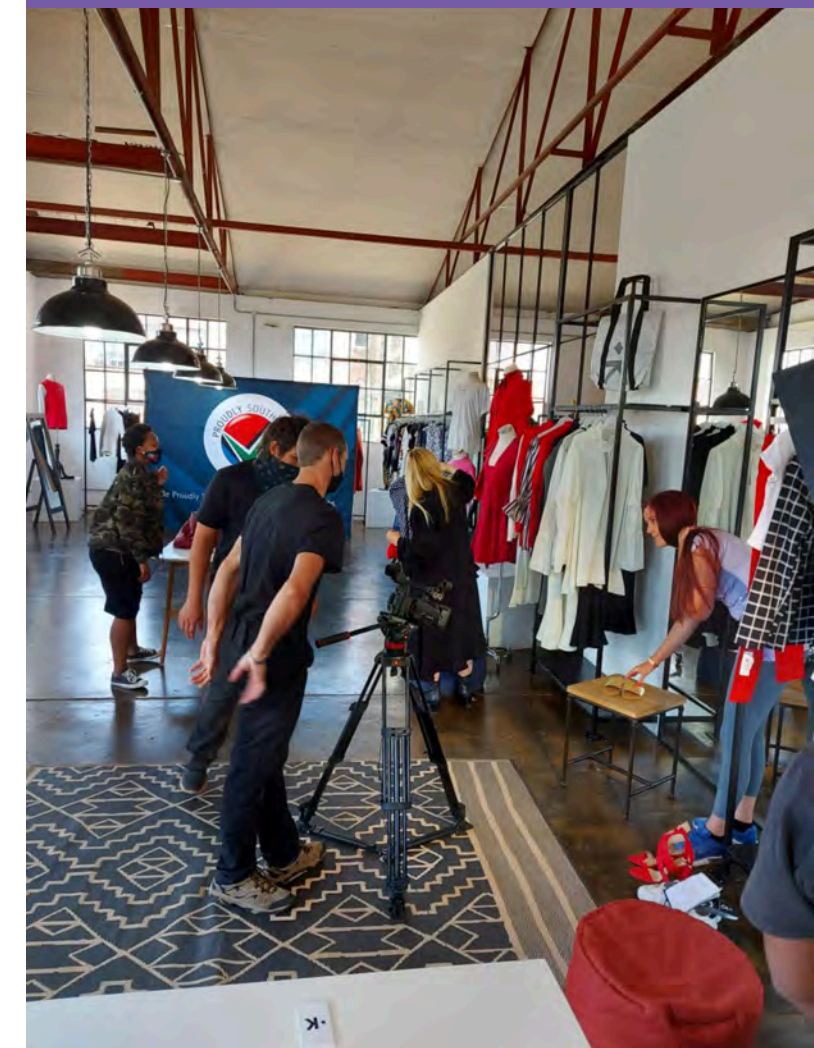
Pre-recorded from a Joburg CMT, Koop founder and stylist Sandy Rogers hosted and transformed three volunteers from member companies, and dressed them with the assistance of local South African brands. Sandy Rogers, a member and friend of the campaign was introduced to Proudly South African by previous member, Edcon and we filmed the activation at her premises.

The objective of this activation was to showcase local clothing & accessory manufacturers whilst highlighting the importance of the clothing and textile industry, to whose sector specific Master Plan Proudly South African contributed. The activation was an entertaining element to the overall Summit but did emphasise the significance of this industry, through its entire value chain to the overall economy and the importance of buying locally made clothing.

Clothing and accessory items were sourced from three member companies – The Foschini Group, Skinny Sbu Socks, and VIP Cosmetics. Tshupo Jeans, Pret a Perfect and Chief of Angels are local South African clothing brands that were also included in the makeover.

**Number of people who watched live: 22**

**The activation aired on the 10th March at 14h00.**





## Webinars hosted for third parties on Proudly SA platforms



### Locally Produced Products: Compliance with Industrial Technical Institutions

5 November 2020 (dtic)

The objective of the dialogue was to highlight the economic benefits to the South African economy of buying local, and key sectors which can make a significant contribution to job creation and economic growth for the country.

Facilitated by Dr Tebogo Makube, Chief Director: Industrial Procurement at the dtic, the dialogue aimed to educate consumers and manufacturers on the mandates of the dtic's technical industrial institutions and to educate the public on the #BuyLocal campaign. Highlights included the importance of buying products which comply with approved technical standards and regulations and creating awareness on fake goods illegally bearing Proudly South African's logo and the South African Bureau of Standards' stamp of approval.

The dtic agencies that participated in the dialogue included Mr Eustace Mashimbye, Chief Executive Officer, Proudly South African, Mr Bongani Khanyile, General Manager, Electrotechnical National Regulator for Compulsory Specifications the National Regulator for Compulsory Specifications (NRCS), Mr Thabo Chesalokile, Acting Accreditation Executive South African National Accreditation System South African National Accreditation System (SANAS), Mr Katima Temba: Acting Executive, Certification South African Bureau of Standards (SABS), and Mr Ndwakhulu Mukhufhi, Chief Executive Officer National Metrology Institute of South Africa (NMISA).

Together, they unlocked institutional capacity to drive industrial competitiveness and ensure quality assurance of all locally manufactured products.

**Viewers: 330 (Zoom), 233 (Facebook Live)**

### High-level private sector localisation engagement linked to economic reconstruction and recovery

13 November 2020 (BUSA)

The Economic Reconstruction and Recovery Plan identifies key areas that can make a significant contribution to recovery in a sustainable manner, and these include localisation and re-industrialisation. The keynote address was given by Minister Ebrahim Patel who was introduced by facilitator Martin Kingston, Vice President, Business Unity South Africa. Harald Harvey, Advisor to Minister Ebrahim Patel spoke as did Eustace Mashimbye, Chief Executive Officer of Proudly South African and Stavros Nicolaou of Aspen Pharmaceuticals and Proudly SA board member.

to lead and consolidate localisation efforts across sectors by applying a wide industry engagement approach and to explain to the delegates the benefits of localisation as outlined in the Economic Recovery and Reconstruction Plan, as well as the tools available to the private sector to increase localisation in value chains.

**Viewers: 166 invited delegates from BUSA, BLSA, NBI, Manufacturing Circle and SAB.**

The webinar was driven by the Localisation Technical Working Committee which represents business, government and labour. The focus was

### Transformative technologies from a regulatory perspective, 20 November 2020 (National Gambling Board)

Organised by the National Gambling Board with the theme 'Transformative technologies from a regulatory perspective', this webinar's main aim was to assess how stakeholders in the gambling industry will approach their respective roles given lessons learned during and post COVID-19, and how they will deal with any other future disruptors.

To assist with strategies for the navigation of changes within the sector, speakers included representatives from the Department of Trade, Industry and Competition and the South African Responsible Gambling Foundation.

The webinar was divided into two sessions:

**Session 1: Adapting to home-based punters, how new games are being developed and tested for certification.**

**Session 2: Regulating during and post Covid-19 and facing future disruptors.**

**Attendance: 86**





# 25<sup>th</sup> NEDLAC ANNUAL NATIONAL SUMMIT

**25th Annual Summit (NEDLAC)**  
8 December 2020

The National Economic Development and Labour Council promotes socio-economic dialogue between government, business, labour and community constituencies. This was its 25th Annual National Summit.

This year's summit was held virtually with the theme: 'Social compacting for economic recovery in the time of Covid-19 pointers to the future'.

The Summit included a keynote address by Deputy President, David Mabuza, with an overview of Nedlac's activities of the past year.

Proudly South African hosted the webinar on its Zoom platform and YouTube channel with 30 live seated audience members at the Hilton Hotel, Sandton.

Viewers: 205

# WE SUPPORT THE LOCAL POULTRY SECTOR

*Be Proudly South African. Buy local to create jobs.*



**CBH** COUNTRY BIRD HOLDINGS

**CHUBBY CHICK**  
FARM FRESH POULTRY

**sovereignfoods**  
Taste of goodness

**GRAIN FIELD CHICKENS**  
Buy home the taste!

**OBC**  
Better Butchery

**Supreme**  
Chicken



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

    
@ProudlySA



# Media & Public Relations.

# 02

## Summary

As it became apparent at the start of the year in review that the buy local movement would become a critical element in the drive to support the economy during the lockdown period of relative commercial inactivity, Proudly SA's Public Relations and Communications department maximised on this sentiment, writing opinion pieces and soliciting slots on broadcast media. Throughout the year there were many PR 'hooks' that enabled us to secure interviews on tv, radio, in print and online and increase our visibility and media coverage.

These included the face mask portal which was created in direct response to the demand for these items, which in the beginning of the pandemic was being met by imported masks.

The extension of the portal to include sanitisers and detergents and the eventual opening of e-commerce activity further gave us opportunities for media releases.

We were able to generate a lot of engagement on our social media platforms during this time, supporting the country, its essential and frontline workers. Our social media pages also commemorated a number of holidays and special occasions including Mothers' Day, Youth Day, and Women's Day amongst others.

The second quarter of the year marked a long, cold stretch of lockdown. The PR Department worked to find relevant stories and platforms to keep the

Campaign and the buy local message top of mind, and the shoot and launch of our Game Time TV commercial provided such an opportunity, given the fact that Dr John Kani reprised his role of our previous Buy Back SA commercial, and became the voice of the nation's conscience. "Our everyday decisions shape our future."

The second quarter of the year also saw a return of the CEO's Business Report column. During August we maintained the slot with a focus on Women's Month, and once again invited three guest writers, with a final piece by our CMO to close the month.

During September, comment was sought from Proudly SA around heritage issues as well as our opinion on tv and radio around the TreSemme shampoo debacle, as our relevance as the advocates for more local content in retail stores was recognised.

We innovated in September and replaced our annual media tour with an online Media Challenge and were able to reach 200 media practitioners with a response rate of around 10%.

The third quarter is traditionally a busy one for PR, as it includes Black Friday and the Festive Season. By issuing an early release around Black Friday, we gained significant media traction, as we were ahead of all the other 'special offer' noise.





### Festive Season

Whilst the festive season campaign did not have an official launch during this year, we involved the public/consumers with a competition, based on the Media Quiz of the 2nd quarter. Released on the Day of Reconciliation, and closing on the final day of the year, the competition attracted over 200 entries, with the winners each receiving a R1000 RSAMade voucher. The competition ran across all social media platforms ie Facebook, Instagram, Twitter and LinkedIn.

The poultry sector (supported by Fairplay's PR around our work together on the sectoral Master Plan and including member companies in the poultry retail and producer sectors)



### Social media campaigns over the festive season

Proudly SA partnered with a number of our stakeholders to produce strong social media campaigns



The leather and footwear sector (with SAFLEC and FLIC) A series of back to school ecards featuring a number of local school shoe and leather belts manufacturers.



The clothing and textile sector 'What are you wearing, Mzansi' (collaboration with WearSA, TFG)





The restaurant and food services industry (combined initiative by Unilever Food Solutions, Tiger Brands Out of Home, RCL Foods, BidFood and McCain Food Solution Services) The 'One Meal, Many Thanks' campaign.



The Good Group, the creative agency behind our Game Time tv commercial, was engaged in mid-November to assist amplify the buy local message over the festive season. They secured 23 broadcast interviews, 27 online mentions and various print features with a cumulative AVE of R1 632 547.28 and PR value of R4 897 641.84

### Television campaigns

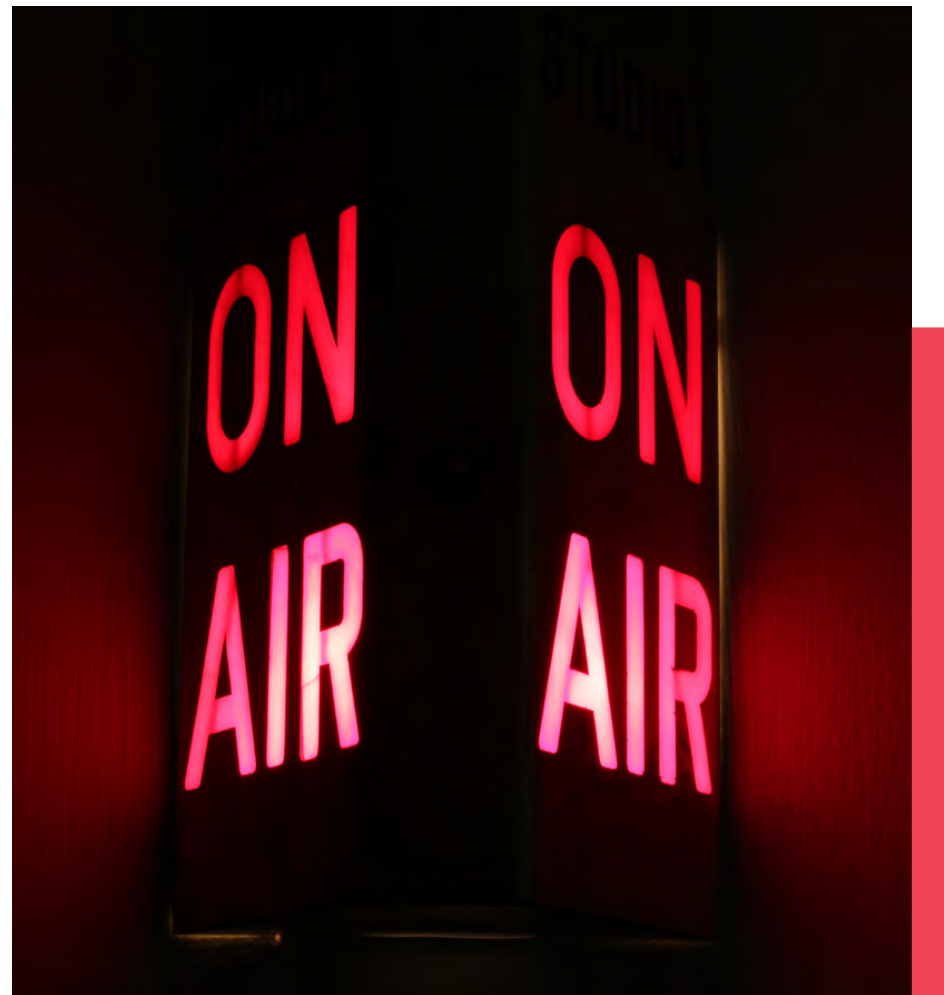
Between mid-November and the end of December 2020, Proudly SA ran L boards, squeeze back messages and clock countdown messages on eTV, eNCA, SABC (all channels) and selected DSTV channels including Newzroom Afrika. This was by far our widest reaching campaign, running simultaneously across all these channels, reaching every demographic.

For the initial period the messaging was 'Buy local this festive season to create jobs' switching on 26 December to a 'back to school' message.



Broadcaster	Total Spend	Total Value	Reach (viewers)	No. spots
SABC (all channels)	R 3 437 465	R4 986 100	12 million	213
eTV	R1 248 900	R269 700	eTV news 2.5m	21
eNCA	Included in above figure	R1 114 500	eNCA news 912 336	63
Newzroom Afrika	R450 000	R742 580	2.7M	83





### Community Radio Campaign

In order to meet our APP's, we also engaged community radio stations over the festive season and ran a series of live reads with interviews as added value. These stations included Voice of Wits FM, PE FM, Zibonele FM (W Cape), Motheo FM (FS), University of Venda (Univen) FM, NFM Radio (NC), Kangala FM (MPU), and Mahikeng FM (NW)

The final quarter of the year focussed on two key annual events, namely our Valentine's Day campaign for which this year we partnered with kulula.com. The campaign was conducted only on the social media platforms of both the airline and Proudly SA. A competition with free flights as a prize ensured good engagement rates.

The second and most high-profile event was the 9th annual Buy Local Summit & Expo, which for the first

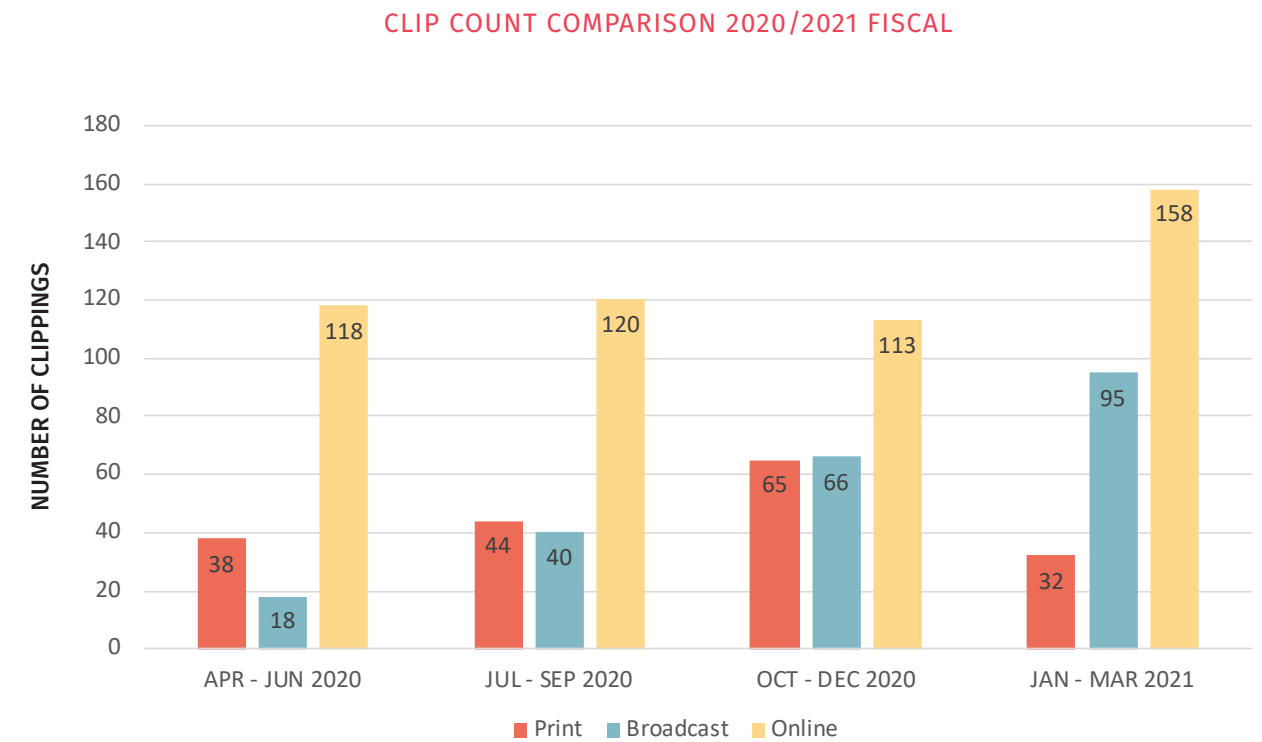
time went 'virtual'. Media around the announcement that the President was to give the keynote address was extensive and valuable.

Paid-for editorial content for the Buy Local Summit across SABC radio and TV also paid dividends and the ROI exceeded the value-added live reads that were part of the contract. The event received R9 million worth of coverage in terms of AVE, the highest value of the past six years.

We continue to work on cultivating closer relationships with key media content curators and on improving the output on our social media pages for maximum engagement.

### Clip Count Analysis

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review.

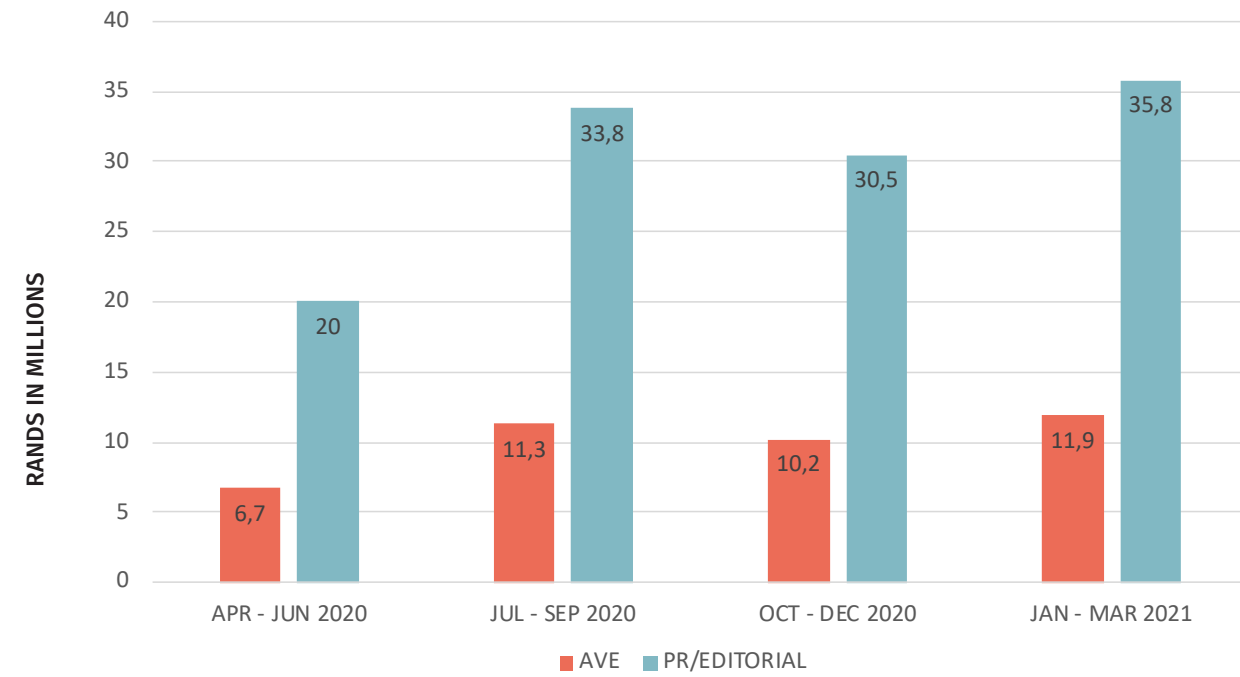


### AVE/PR Value

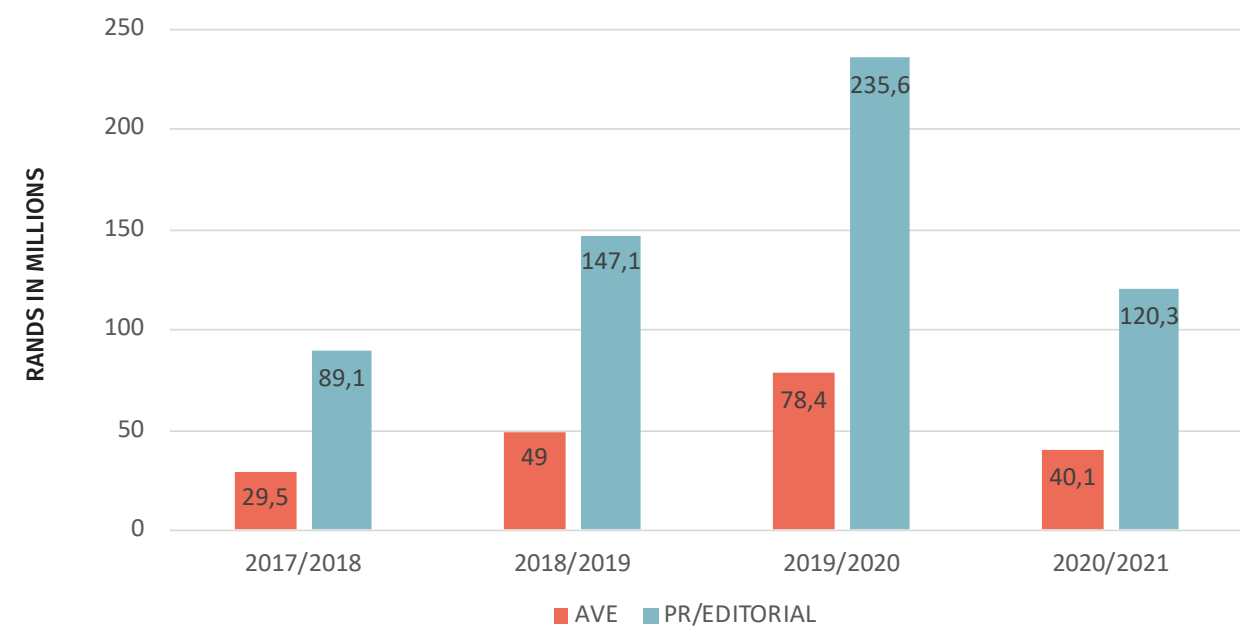
The Advertising Value Equivalency (AVE) is what editorial coverage would cost if it were advertising space (or time). The PR value is derived by multiplying the AVE by three, as per industry norms. The total AVE value for the 2019/2020 financial year is R40.1 million while the PR value amounts to R120.3 million. The drop from the previous year can be attributed to the disruption brought about by the Covid-19 pandemic and its associated restrictions and limitations.



**AVE ANALYSIS 2020/2021 FISCAL**



**AVE ANALYSIS: YEAR ON YEAR**



**Press Releases/Op Eds/ Media Articles**

The following is the material that was issued during the 2020/2021 financial year.

No.	Date	Release/Commission	Title	AVE
1	20 April, 2020	Press release	B4SA Health Working Group – SA cloth mask demand to boost local manufacturing	R 69 587.79
2	24 April, 2020	Press release	Proudly SA masks portal goes live	R 125 421.64
3	12 May, 2020	Press release	Proudly SA mask portal extends to hand sanitiser and detergents	R 294 847.25
4	14 May, 2020	Press release	Proudly SA and RSAMade welcome reopening of e-commerce platforms	R 606 557.75
5	01 May, 2020	Opinion piece	Safeguarding consumers and local businesses during the COVID-19 pandemic	R 390 686.39
6	05 June, 2020	Thought leader piece for Arena Holdings	On buying local	
7	June 2020	Editorial	Sunday Times Made in SA magazine supplement 'Rebuild our local economy'	R 58 818.21
8	22 June, 2020	Press release	Hulett's makes a sweet deal with Proudly SA	R 56 210.63
9	30 June, 2020	Native article	Gen Next: Youth and buying and supporting local brands	
10	02 July, 2020	Press release	Proudly SA launches new consumer campaign (Dr Kani commercial)	R1 388 752.80
11	03 July, 2020	Business Report Column	Perceptions following youth month	R 687 884.80
12	14 July, 2020	Press release	Game Time tv commercial starts lighting	R 1 086 263.77
13	30 July, 2020	Press release	Automotive industry responds to demand for PPE	R 397 734.81
14	04 August, 2020	Business Report Column	Women's Month Guest: Iman Rappetti	R 130 468.93
15	05 August, 2020	Press release	Defy joins buy local movement	R 29 486.07
16	10 August, 2020	Business Report Column	Women's Month Guest: Ouma Tema, Plus Fab	R 217 213.52
17	18 August, 2020	Business Report Column	Women's Moth Guest: Thandeka Mali, Creative on Game Time tv	R 129 796.48



No.	Date	Release/Commission	Title	AVE
18	25 August, 2020	Business Report Column	Women's Month Guest: Happy Ngidi, CMO Proudly SA	R 71 857.50
19	16 September, 2020	Business Report Column	How one company	R106 875.20
20	14 September, 2020	Media Notice	Proudly SA Media Challenge launches	N/A
21	24 September, 2020	Commission	Q&A with CEO for GCIS	N/A
22	30 September, 2020	Business Report Column	Making the Sectoral Master Plans work (Poultry Industry)	R 112 003.07
23	12 October, 2020	Business Report Column	Unemployment figures cause for concern	R 252 563.80
24	16 October, 2020	Press release	DTIC to host dialogue on locally produced goods with PSA	R 137 709.63
25	19 October, 2020	Commissioned article for the ANC's Progressive Business Forum	Economic Inclusion	-
26	02 November, 2020	Paid for insert - Engineering & Mining Weekly	How did we survive? How will we recover?	R 25 263.28
27	05 November, 2020	Press release	DTIC regulation is the key to supporting local manufacturing	R 72 030.36
28	05 November, 2020	Press release (RCL Foods)	One meal, many thanks	R 106 148.68
29	09 November, 2020	Business Report Column	SA Luxury Goods Market	R 267 251.06
30	09 November, 2020	Press Release	Black Friday	R 1 478 668.94
31	23 November, 2020	Press release (Fair Play)	Buy local chicken	R 514 498.60
32	24 November	Business Report Column	Poultry Sector Master Plan	
33	24 November, 2020	Press release (The Good Group)	Buying local this festive season will keep the country 'in the game'	
34	11 December, 2020	Press Release (The Good Group)	Proudly SA benefits local business	R 1 632 547.28
35	24 November, 2020	Commission for GCIS opened	Black Friday and the Festive Season	
36	25 November, 2020	Press release	Proudly SA congratulates the business community on its #Payin30 initiative	N/A
37	27 November, 2020	Response to Business Day article by Peter Bruce	Why local can indeed be lekker	R 70 744.00

No.	Date	Release/Commission	Title	AVE
38	November , 2020	Insert in Smart Procurement World event handbook	Local procurement as a driver of economic recovery	N/A
39	03 December, 2020	Press release	Proudly SA supports CTFL sector in back-to-school campaign	R 312 755.51
40	11 December, 2020	Press release	Proudly SA local airlines take back to the skies	R 31 678.08
41	14 December, 2020	Business Report Column	Crisis in the trucking sector a symptom of something bigger	R 219 179.84
42	11 February, 2021	Press Release	Valentine's Day with kulula.com	R 26 869.80
43	15 February, 2021	Business Report Column	A PPE success story	R 172 618.72
44	22 February, 2021	Business Report Column	Groundswell of local support for local labels pays dividends	R 225 255.60
45	23 February, 2021	Press Release (together with Fair Play)	In support of sanction against unfair trade in the poultry sector	R 55 724.77
46	25 February, 2021	Press Release	Proudly SA launches its 9th annual and 1st virtual Buy Local Summit & Expo	R 1 303 566.93
47	05 March, 2021	Press Release	President Cyril Ramaphosa to give keynote address at Proudly SA Buy Local Summit	
48	01 March, 2021	Business Report Column	9th Annual Buy Local Summit & Expo	R 195 977.78
49	17 March, 2021	Press Release	SAMAs earns coveted Proudly SA stamp of approval	R 765 532.76



## Media visits / engagements

Engagement is important to build and strengthen good working relationships with the media. Though the coronavirus pandemic presented a challenge in us reaching our goals of personal engagement, we have managed to receive coverage, or have virtual meetings or interactions with members of the media and/or advertising sales staff from across all media formats.

## Social media

The graph below shows the growth of our social media audiences for the 2019/2020 financial year across the different platforms on which we are active.

	Followers 07 Apr 2020	Followers 31 Mar 2021	Financial year growth Apr 2020 - Mar 2021
Facebook likes	16 982	19 442	2 460 (14.5%)
Facebook follows	17 774	28 205	10 431 (58.7%)
Instagram follows	4 534	7 739	3 205 (70.7%)
LinkedIn	1 022	2 224	1 202 (117.6%)
Twitter	168 198	177 428	9 230 (5.5%)
YouTube	(JUL) 146	281	Since JUL 135 (92.5%)
<b>TOTALS</b>	<b>208 656</b>	<b>235 319</b>	<b>26 663 (12.8%)</b>

flying  
the South  
African flag  
everytime we —  
buy local





# Brand management.

# 03



Branding is a very important asset of any organisation and has the capacity to increase the value of a company. Used as a tool to promote the specific message of the organisation which crafts it, brand messaging and management include above and below the line campaigns that educate consumers, in the case of Proudly South African, to support local services and buy local goods.

All the elements of a brand need to be looked at holistically where the components work in synergy, in order to give the organisation a brand identity. We do this through our events, advertisements, internal documents, presentations and all our touch points with internal and external stakeholders.

A strong, recognisable brand creates value with the simple familiarity of its logo. It can buy customer retention and reduce buyer dissonance, but only providing it can be trusted. As more businesses recognise the importance of their brand in the space in which they operate, they have begun to invest more into brand credibility and the added value it can bring their bottom line.

The Proudly South African brand is no different, and we have worked to build a brand proposition that can add value to those companies that carry our logo. We have worked on increasing logo usage on as many platforms as our members support - from packaging to websites, business cards, invoices and through all their digital and hard copy collateral.

Our slogan of 'We buy local' was created to simplify the message to consumers. It is straight to the point and memorable. We have worked with more members to collaborate in sharing this buy local message as well as getting consumers to purchase locally by identifying our logo on the products they choose.

Ensuring that our logo is frequently visible and top of mind with consumers has been this year's objective. More consumers understanding the reason behind the logo being on products and why they should care has been the drive in our messaging. We also undertook research together with Massmart further to understand the consumer and their perception of our brand.





### Brand trademark

Proudly South African is an internationally recognised organisation and is South Africa's national "Buy Local" campaign. In South Africa, Proudly SA is the proprietor of the trademark phrase, 'Proudly South African'.

As the proprietor of the trademark registration, Proudly South African is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using a mark that is identical or confusingly similar to the Proudly South African logo in the course of trade, without Proudly South African's authority. The trademarks (the phrase and logo) are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law.

Only registered members of the Proudly South African campaign (and those given special permission) are authorised to use the trademarks.

### Our logo

The Proudly South African logo can be placed anywhere on platforms of approved members in order to complement their brand. When placing our logo on any media, we request that it be given some 'breathing room' to ensure visibility and impact. For example, in a small format, at least the prescribed minimum clear space around the logo should be left. If there is sufficient space, more may be left, but never less.

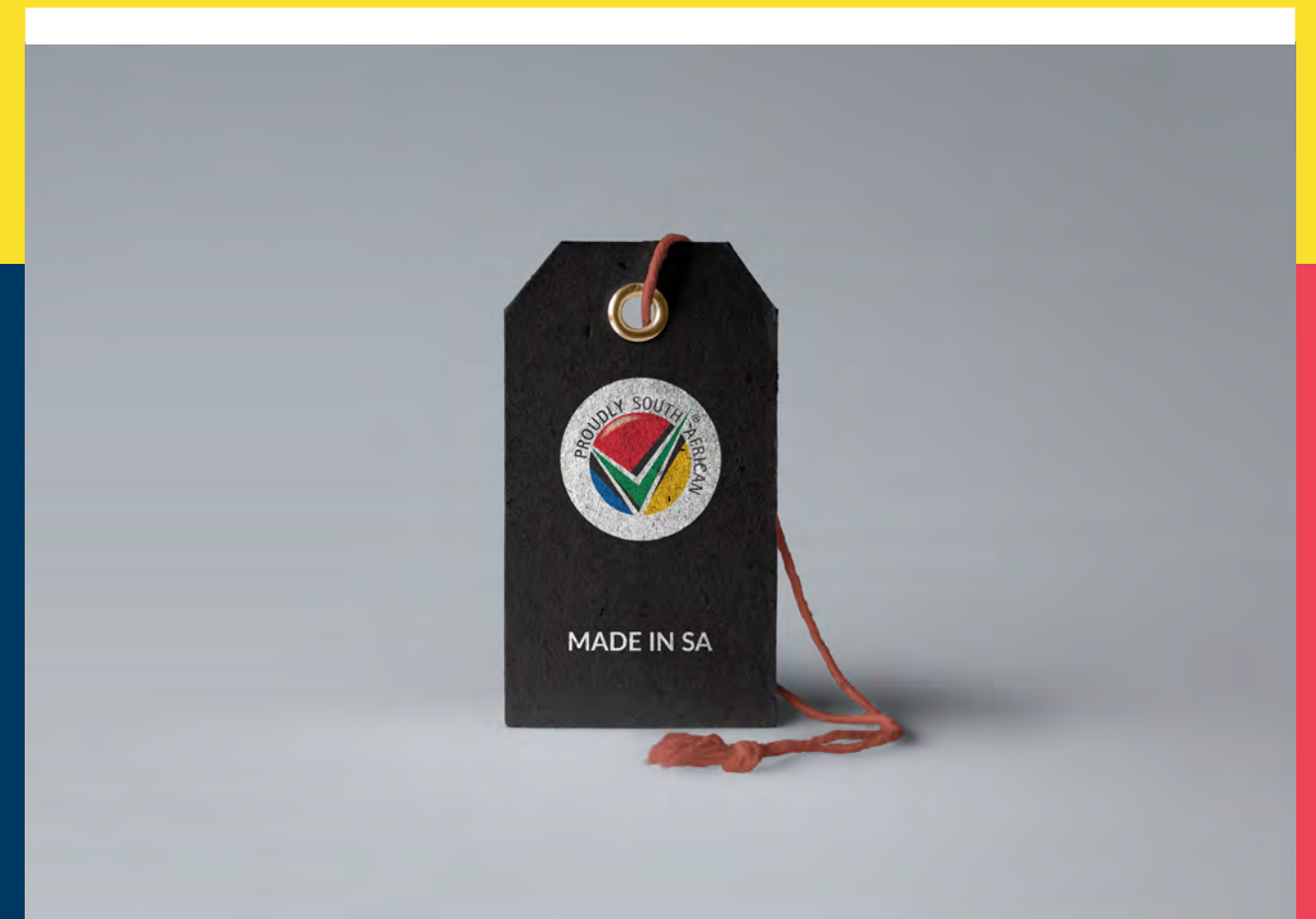
The Proudly South African brand does not compete with that of the member product or service but rather adds value and shows a commitment to the buy local movement.

# Correct use of trademark

Upon approval of their membership, Proudly South African companies are given access to a members' portal on the ProudlySA website. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials.

Members are encouraged to forward their designs to Proudly South African, to ensure that the logo is applied correctly. A Corporate Identity Manual was repackaged to give users of the logo a guideline on the use and application of the logo, pantone colours etc.

Continuous communication and marketing of the logo is used to educate members about correct logo use and application and of the importance of using it wherever possible to promote their membership of the Proudly SA campaign.







### Trademark Permissions

The right to use the logo lies solely with Proudly South African and we reserve the right to grant or decline its use.

### Unauthorised use of trademark

The use of the Trademarks is monitored both internally and through Proudly South African's intellectual property lawyers, Adams and Adams. Illegal use of the logo includes:

- A company continuing to use the logo when they have not renewed their membership;
- A company that is not a registered member of the Campaign using the logo;
- Using the incorrect logo;
- Misleading the public by using wording that is confusingly similar to that of the Campaign, to gain undue benefits from association with the Campaign; and
- Misleading the public by using a logo that is confusingly similar to that of the Campaign, to gain undue benefits from the association with the Campaign;

Illegal use of the logo results in a cease and desist letter sent by Proudly SA. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams. Cases are monitored with the law firm through monthly meetings, updates on open cases as well as new infringement cases.

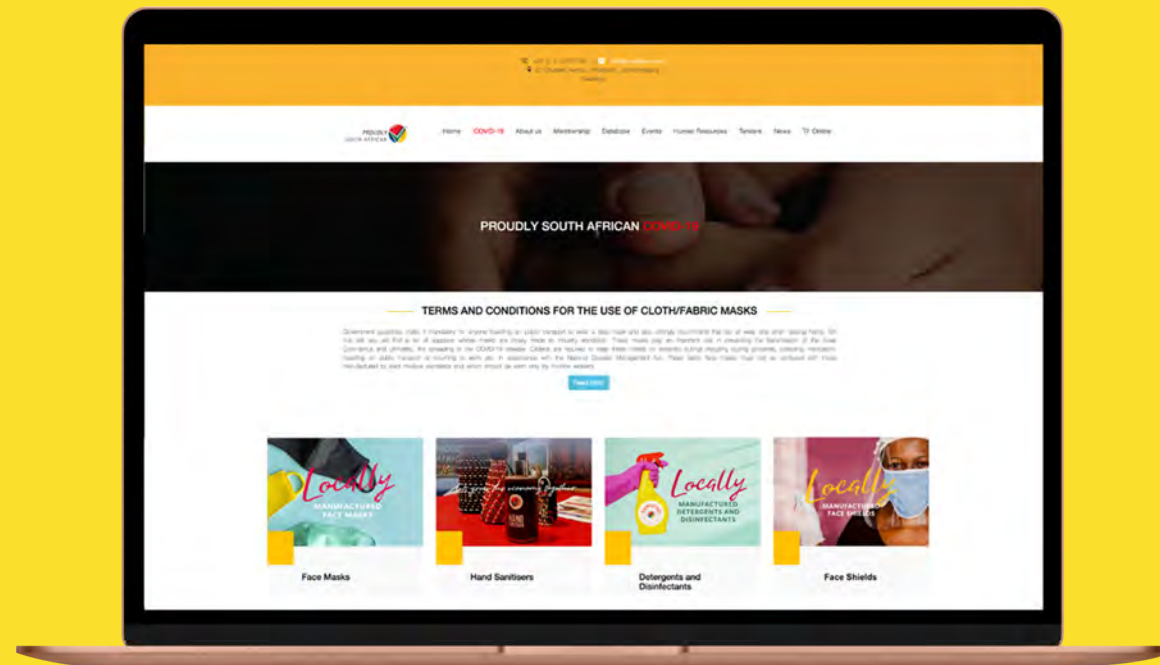


Branding & Design's role is to provide overall support to the Marketing Department and Executive Team, to assist with the application of our logo with members and stakeholders, and to make our messaging, presentations and all external marketing material vibrant and accessible as well as relevant to each target audience to whom we are speaking.

During the year in review, more than at any other time, the work of the Branding and Design Team had to have broad digital appeal given that all events went online, and we could invite participation from

around the country, indeed from around the world.

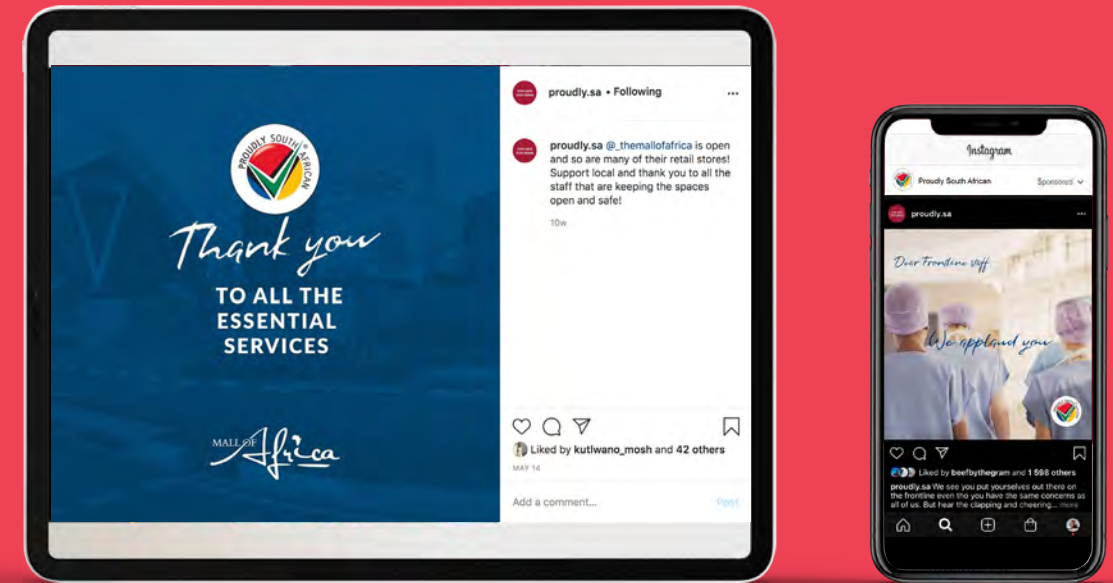
Our messaging as well as events was entirely digital, and we worked hard to create a unique look and feel for each campaign and each webinar. Together with the events team, we created invitations, event programmes, all e-cards, web portals, advertisements, banners and much more. In addition, we worked on internal branding that provided a support function to the organisation's overall activities as well as creating many targeted, market specific presentations for the Executive Team.



### Proudly SA Web Portals

In response to the demand for PPE and the need to supply locally manufactured items, Proudly SA's Branding and Design Team created a series of Covid-19 portals to showcase local suppliers of essential items including fabric masks, sanitisers, detergents and disinfectants providing an easy access/information platform for qualified and vetted suppliers. All portals are non-transactional but provide a database for buyers. Following portals for these essential items, portals were extended to include furniture.

## Social Media & Digital Campaigns



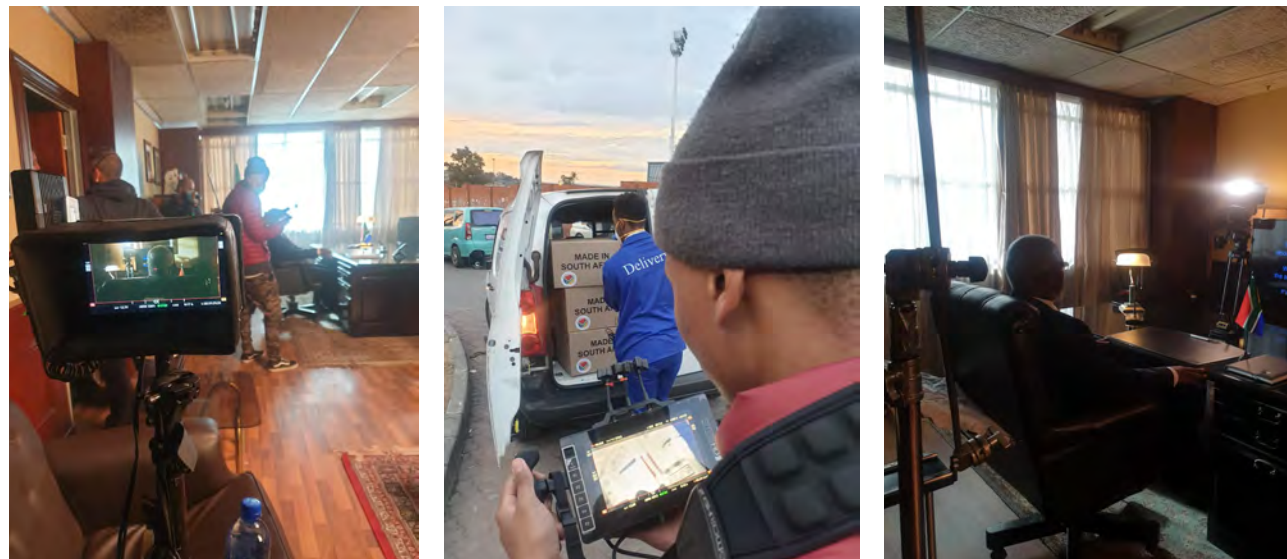
The role of social media as an increasingly important tool to spread the buy local message has necessitated the creation of platform specific messages to reach a wider audience and to increase our social media following. During lockdown people relied even more than previously on digital platforms to communicate and to access information.

Each of our social media pages' content is created to suit the platform – Twitter messaging does not look the same as Instagram, for example, and so Branding & Design created specific material and content for all our social media pages.

Proudly SA's 'Thank You' campaign in the first quarter of the year celebrated those that were on the front line providing essential services and keeping the economy moving and encouraging consumers to purchase locally to keep the economy afloat.







### Game Time TVC

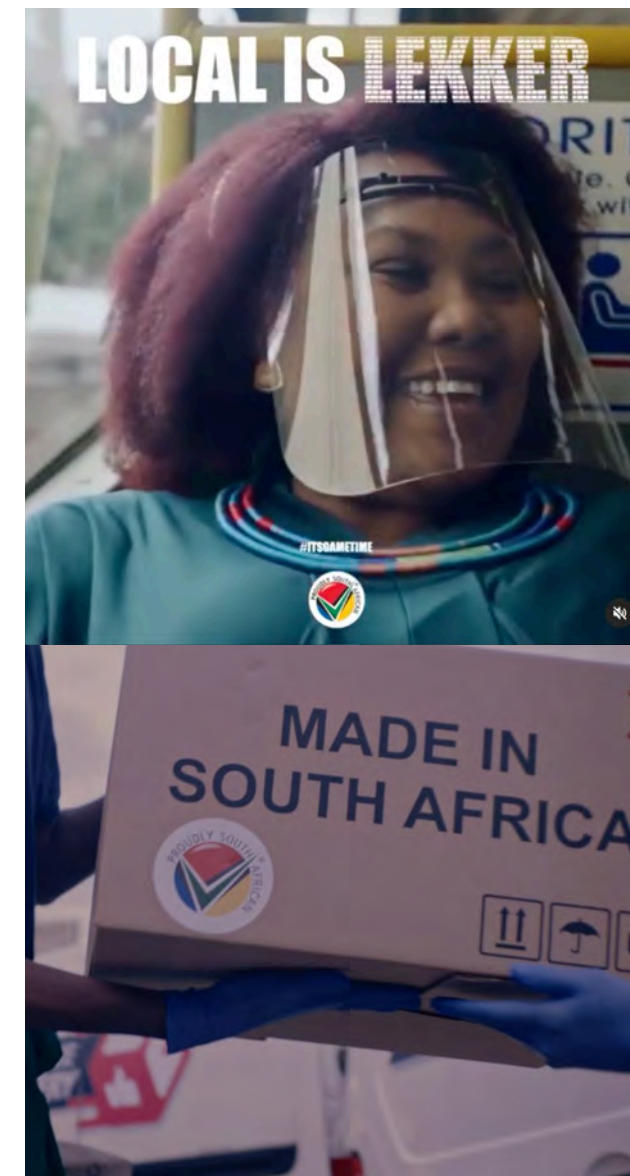
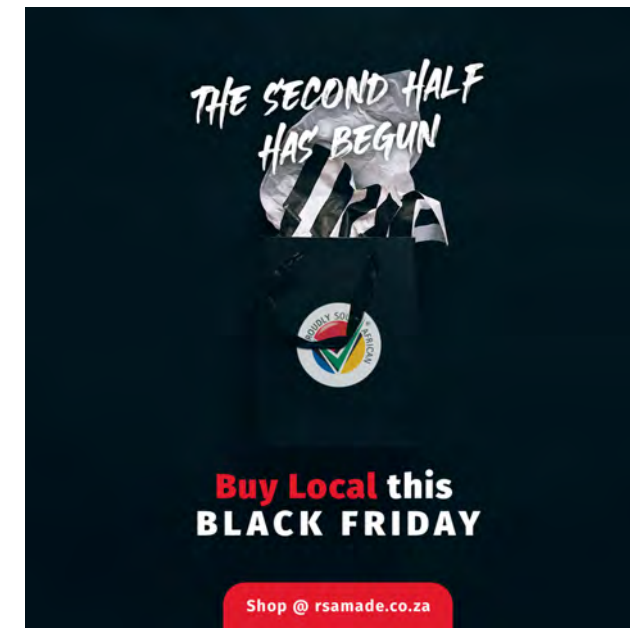
Our new Game Time TVC aimed to motivate and encourage consumers and business to play their part in buying local and rebuilding the economy. This TVC was scheduled on etv, across Multichoice channels and on SABC flighting from Quarter 2.

Proudly SA undertook a digital campaign in collaboration with the Good Group, the creative agency for the Game Time tv, in order to boost the ad, amplify our own internal efforts and to drive more people to view it, as well as to promote the actual messaging of the commercial 'Your every day decisions shape our future'. A very emotive message that forced South Africans to pause and re-think their loyalty to South African products and services



### Black Friday & Festive Season

As we moved into the busy festive season in Quarter 3, we planned online content that would keep South African products top of mind over the peak shopping period.



### Black Friday

We created an e-card for our online store, RSAMade for Black Friday special offers, encouraging awareness and the uptake of local products via the e-commerce platform.

### Festive Season Campaign

Following on immediately after Black Friday, the festive season messaging was designed around informing consumers to buy local to create jobs. The messaging leveraged the Game Time tv commercial encouraging consumers to continue supporting local to drive economic recovery. We designed and created material for our campaign with Newzroom Afrika, eNCA, eTV and SABC (L Boards and clock countdowns) with messaging for the festive season. The above the line campaign was aimed at reaching a large number of consumers who watch peak hour news and popular daily shows.



# Poultry Campaign



Over December we ran a campaign promoting the poultry sector, profiling our member companies in that industry focussing on the importance of consumers choosing locally produced chicken and other poultry products over imported products.

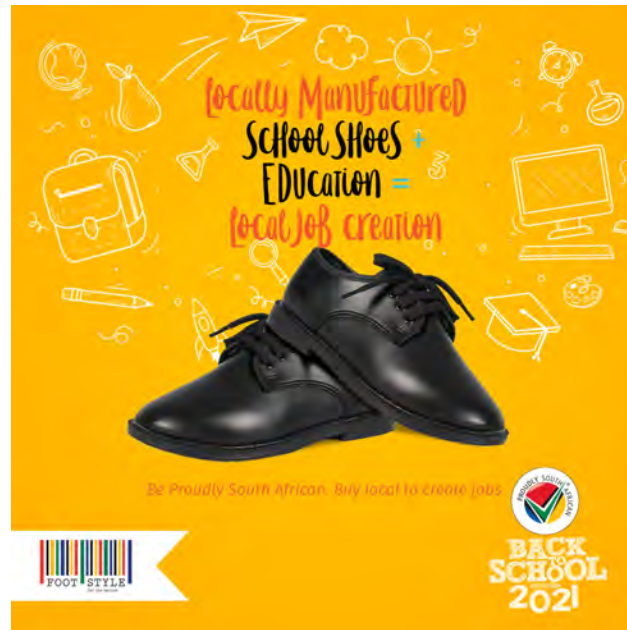
# CTFL Campaign



For this campaign on behalf of the clothing, textile, leather and footwear sector, we joined forces with members from the manufacturing industry. We asked the question, "Mzansi, are you wearing local?" in a number of different e-cards, using the images of member companies such as TFG's The Fix & SACTWU's Wear SA. With great imagery and a direct question, we are able to engage consumers on buying local at the same time as profiling members in the sector.







### Back to school campaign

As part of our partnership with SAFLEC & footwear manufacturers, we ran a back to school campaign in which we encouraged consumers to support the local leather footwear industry specifically for school shoes. As children prepared for the next academic year, we urged parents to buy from local manufacturers.

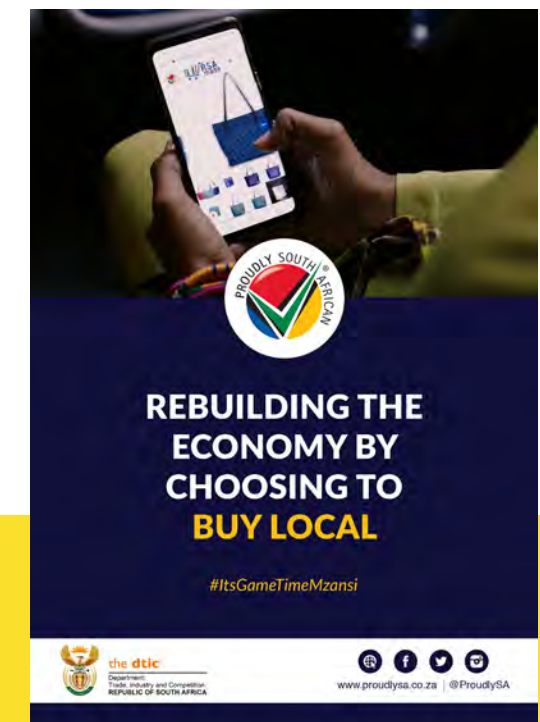


### Covid Messaging

We ran generic messaging to encourage the public to follow the Covid-19 regulations in order to help curb the rise in infections. As a high profile public campaign, it is part of our role to inform people about protocols that must be followed at all times. Over and above that, we encouraged South African to purchase their masks, sanitisers and face shields from the Proudly SA portal we created right in the beginning of the Covid-19 pandemic.



We also ran online digital campaigns with Beeld as well as with Arena Holdings for both the Future of Media event series as well as Gen Next 2020.



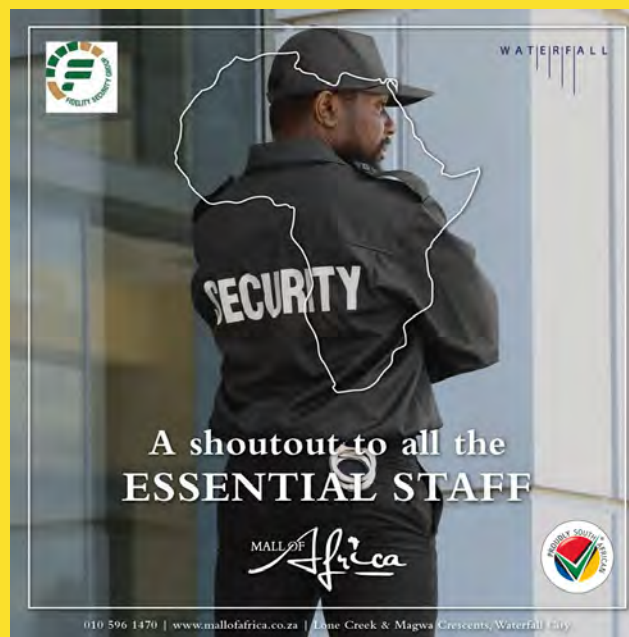


# Collaborations



## The Mall of Africa

During Quarter 1, we ran a co-branded digital and social media campaign with The Mall of Africa to encourage people to adhere to lockdown and hygiene regulations but also showing appreciation to essential services and essential service workers who continued to work even during lockdown levels 5 and 4.



## Hulett's Humthem

As part of their heritage month campaign, Hulett's created their 'humthem' video to promote their brand as well as unity within the national space. Leveraging Hulett's campaign, Proudly SA invited member companies to submit their own footage humming the national anthem, which was compiled and edited by Hulett's agency and was flighted on all social media platforms on Heritage Day. This video showcased patriotism and local brands at the same time.

Proudly SA ran its own promo for this campaign on Twitter, Instagram and Facebook to drive views to the video on the day.





## One Meal, Many Thanks

We supported the RCL initiative in response to the plight of the restaurant sector by re-posting their One Meal Many Thanks artwork, and adding our logo. This campaign put the spotlight on the value chain of the hospitality sector, with one meal purchased supporting waiters, kitchen staff, bakers, farmers and many other employees that work for businesses that supply the wider catering sector.



## kulula.com

Branding & Design created all the material for online and Khuluma magazine for our yearly Valentine's Day activation.

February is the month of romance! Even with social distancing keeping us away from our loved ones, we can still show our love for each other – and the country – by buying local!

Buying locally grown, manufactured and produced goods and services contributes to job creation and therefore to the economic recovery of our country.

By choosing to fly with kulula.com you have already helped keep ground staff, air crew, uniform manufacturers and many more people in the airline value chain in a job – that's being loyal to local and loving your country and we thank you!

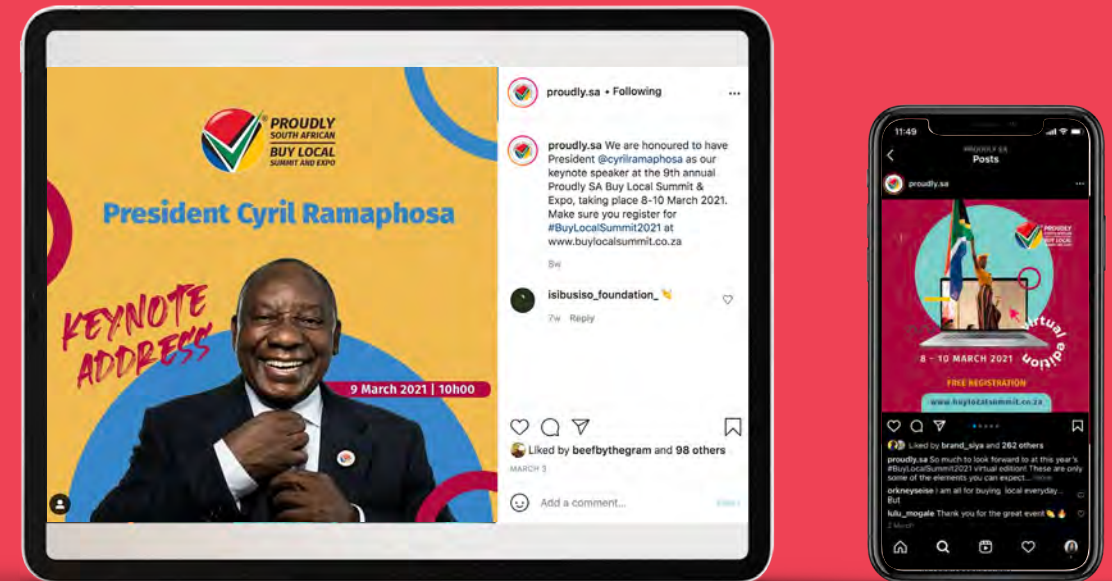
Show your love for each other by staying safe, sanitising and wearing your masks this Valentine's Day.

Show your love for your country by buying local.

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

**A Proudly South African Valentine's Day**

## 9th Annual Buy Local Summit & Expo



The focus of Branding & Design during the final quarter of the year was on creating a new aesthetic for the first virtual edition of the Buy Local Summit & Expo to give broad audience appeal on all online platforms.

Each of the three days of the event stood out from the other although there was an over-arching look and feel for the event.

Elements that we created included advertising to drive registration and participation, e cards for specific sessions and speakers, programmes and digital advertising for Twitter, Facebook, LinkedIn and Instagram.



We are continuously working to get the logo usage up by getting more brands to use the Logo on their products and advertising.



In putting your logo and ours together (that's co-branding) you are showing your pride and telling consumers that your product is great, because you say so, and we agree.

And that it's made here. In South Africa.









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Darling Sweet



[\\_darling\\_sweet\\_](#) Darling Sweet is a member of [#ProudlySouthAfrican](#). They make a meaningful contribution to building South Africa's economy, alleviating unemployment and retaining existing employment opportunities. 🇿🇦

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49w



[\\_darling\\_sweet\\_](#) Trots Suid-Afrikaans!



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SEPTEMBER 13, 2020



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Post





South Africa prides itself in

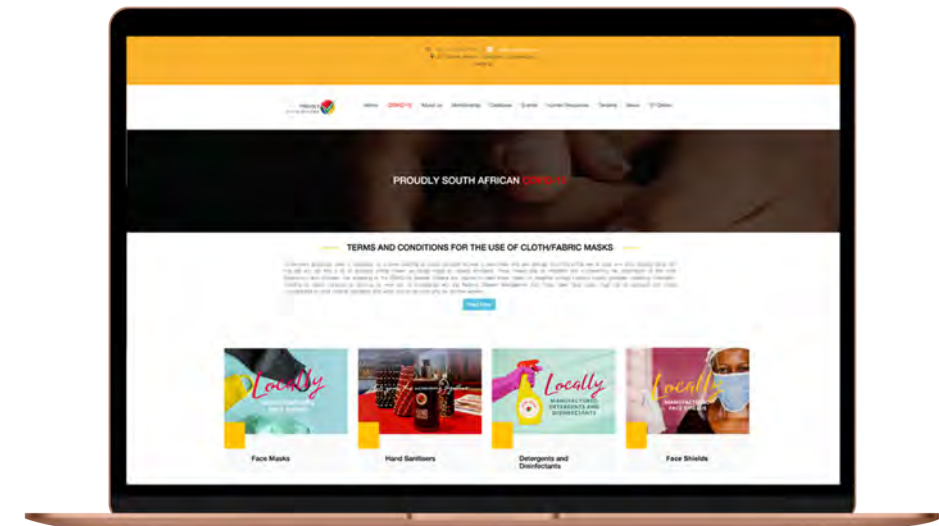
**quality  
manufacturing**

and creating products of an international standard



# Strategy, Stakeholder Management & Legal.

## Proudly SA's Covid-19 Portals



Proudly SA partnered the Department of Trade, Industry and Competition (the **dtic**), the South African Clothing and Textile Workers Union (SACTWU), the Bargaining Council for the Clothing Manufacturing Industry and the Manufacturing Circle to roll out a cloth face mask portal to meet the demand for locally-made PPEs in the pandemic. Since the launch of the cloth face mask portal, Proudly SA has created portals for other general PPEs including face shields/visors, sanitisers, disinfectants and detergents.

These portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector.

The portals have been well-received by stakeholders both within the public and private sectors, as well as consumers wishing to procure PPE for everyday use. As PPE has been largely designated by the public sector, Proudly SA has focused mostly on promoting the portals to the private sector. Proudly SA has reached out (and continues to do so) to the Procurement Officers from all spheres of society

utilising its membership base, stakeholders in the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, the National Business Initiative (NBI), Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSA) and each body's membership base; as well as association and industry bodies, Labour Unions, businesses that form part of the township economy, Government departments including the Department of Small Business Development and the dtic through its sector desks, provincial government, local municipalities, state-owned enterprises, etc.

Individuals interested in procuring PPE have access to the company contact details, location, website and images of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPE, they are also indicative of the availability of PPE more broadly in the country. It also gives a sense of companies' endeavours to repurpose their businesses in order to remain in operation. The portals provide procurement officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.





Given the immense success of the general PPE portals, in collaboration with the Local Manufacturing Partnership (as spearheaded by Business for South Africa), Proudly SA has developed portals for PPEs used in clinical settings including disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves. The portal was launched in March 2021 and contains the PPE products that have been vetted by Business for South Africa in accordance with the National Department of Health and SAHPRA/NRCS specifications.

Proudly SA will strengthen its reach in terms of advocating the support of these portals to the private sector at large. Efforts are underway to obtain localisation commitments from association bodies such as the Franchise Association of South Africa, The National Association of Automobile Manufacturers of South Africa, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council, and the Agricultural Business Chamber of South Africa.

## Business for South Africa



In support of Business Unity South Africa's initiative Business for South Africa convened to address the challenges facing the health sector, Proudly South African has given support by joining the governing committee of the local manufacturing arm of the initiative in the Local Manufacturing Partnership.

The governing committee comprises representatives from all spheres of society including, government through the dtic including the Minister's Chief Advisor, the Department of Science and Technology; national development finance institution, the Industrial Development Corporation of South Africa; the online resource for trade and industrial policy research, Trade and Industrial Policy Strategies (TIPS); business through The Manufacturing Circle, Black Business Council, experts in health, and the National Association of Automotive Component and Allied Manufacturers; labour through the Congress of South African Trade Unions, the Southern Africa Clothing and Textile Workers' Union and National Union of Leather and Allied Workers; social partners

including Proudly South African; private financial institutions, and members of the legal fraternity.

To ensure that local manufacturing remains the core focus of the initiative, Proudly South African joined each Personal Protective Equipment (PPE) workstream including face shields/visors, PPE textiles including FFP2 respirators and surgical masks, gowns, aprons etc., gloves, ventilators, test kits, and sanitisers/disinfectants as the organisation leading the latter workstream. The workstreams have been established to close the gap between the supply of locally manufactured PPEs and demand, and to assist companies to become procurement ready.

In order to complement the work of the procurement arm of the initiative, and to further drive localisation by supporting local manufacturers, Proudly SA has offered to host the content of the Business for South Africa procurement platform on the Proudly SA website.





This platform provides insights into the state of local manufacturing of PPE in the country, matched with projected demand data made available by the **dtic** as well as other reputable sources. Proudly SA has also committed to listing government and private sector tenders/RFQs alongside product specifications, and a list of local manufacturers provided product is manufactured locally, complies with industry specifications and standards, is tested, certified and/or licensed with the relevant regulators or verification bodies. The platform will complement Proudly SA's Covid-19 portals now named Proudly SA's portals. The PPE portals for products utilised in clinical settings have been developed and were launched in March 2021. Initially, the following products will be included namely disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves.

Through the Proudly SA tender monitoring function, Proudly SA reports on a weekly basis to the governance committee as well as the workstreams on PPE tenders/RFQs issued by government. This report assists the **dtic** and labour to lobby the support of local manufacturers through the work of the Business for South Africa workstreams, and the workstreams to track government's demand of the much-needed product.

Since rolling out this function for the Local Manufacturing Partnership, Proudly SA's tender monitoring function picked up 1,962 PPE tenders/RFQs.

Proudly SA's next focus will predominantly be on driving local demand for these products given the poor uptake of these products by health institutions in both the public and private sector.

## Business for South Africa

To support the industries that are flooded with imports, SARS convenes quarterly meetings in order to establish areas of collaboration between SARS and industry on a formal basis by considering the protection of the economy, fiscus and people; for SARS to contribute to the efficient and effective regulation of Customs and Excise processes; and to improve South Africa's reputation as a reliable and trustworthy trade partner by promoting facilitation and compliance with legislation.

Proudly SA was invited to participate in all SARS' stakeholder forums each quarter for the following industries: alcohol, beverage, poultry, tyres, plastics, scrap metal, downstream steel, sugar, tobacco, petrol and the newly established forum for furniture.

Members of the committees are informed of trade trends, requirements and developments that impact on business, are provided with advice on issues to enhance/improve trade facilitation and compliance, challenges experienced by SARS or industry are reviewed in order to suggest strategic business direction and best practices.

Members consist of the relevant SARS' representatives from the Customs and Excise teams, government (usually a representative of the applicable dtic sector desk), and industry bodies.

Initially, Proudly SA was introduced to the Customs and Excise team in order to receive assistance on its import replacement project on the basis that there is misinterpretation/misclassification of imports of the Standard Industry Classification codes – especially with the wide use of the word "other" across all sectors. Proudly SA managed to obtain support from the team in this regard as it was established that it is legislated to formally declare imports as per invoicing details. SARS is exploring the possibility to review its processes and systems in order to implement the legislation.

The forums also provide Proudly SA the opportunity to represent member companies, and to report to members the state of imports in the country with a view to decrease and eventually alleviate dumping of product on the shores of the country.

Proudly SA will be given the opportunity to present its projects to the bodies present in these stakeholder forums, all with a view to promote industrialisation in the country (to reduce imports as much as possible) by obtaining localisation commitments at industry level.



### Proudly SA's Tender Monitoring Function

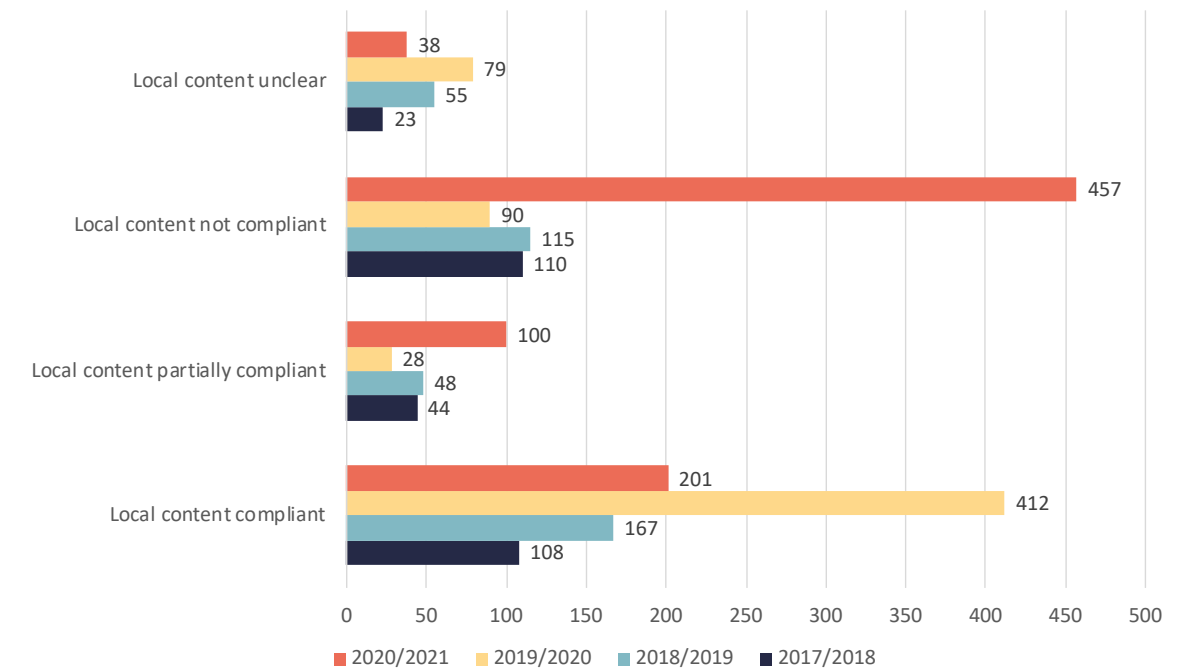
To support the efforts to drive stricter adherence to local procurement legislation within the public sector, Proudly SA launched the Tender Monitoring Function in April 2017. It now searches through over 815 government and SOE websites for tenders that are required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that are able to fulfil the tenders and are flagged and sent to the dtic to monitor compliance.

Proudly SA assists the dtic in categorising tenders in terms of their compliance to local content specifications, whether they are fully compliant, not compliant or whether the local content is unclear. Through the Proudly SA tender monitoring function, the dtic's industrial procurement unit directly addresses non-compliance of tenders/RFQs issued by the entities of government.

TENDERS DESIGNATED FOR LOCAL CONTENT	2017/2018	2018/2019	2019/2020	2020/2021
Local content compliant	108	167	412	201
Local content partially compliant	44	48	28	100
Local content not compliant	110	115	90	457
Local content unclear	23	55	79	38
<b>TOTAL</b>	<b>285</b>	<b>385</b>	<b>609</b>	<b>796</b>
<b>Percentage of tenders that are local content compliant</b>	<b>38%</b>	<b>43%</b>	<b>68%</b>	<b>25%</b>

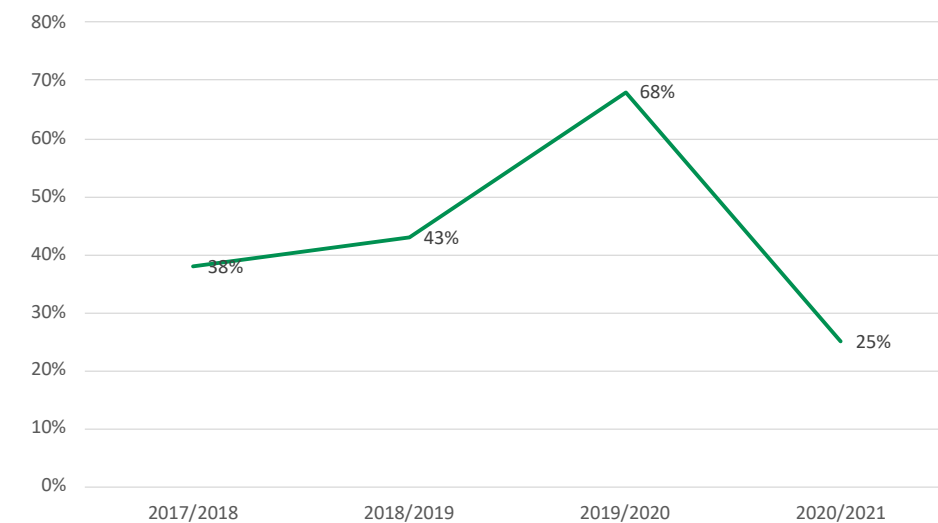
Comparison of the levels of compliance in tenders designated for local content between 2017/2018 and 2020/2021

TENDER MONITORING FUNCTION: COMPARISON OF LEVELS OF COMPLIANCE IN TENDERS DESIGNATED FOR LOCAL CONTENT FROM 2017/2018 TO 2020/2021



Comparison of levels of compliance of tenders designated for local content between 2017/2018 and 2020/2021

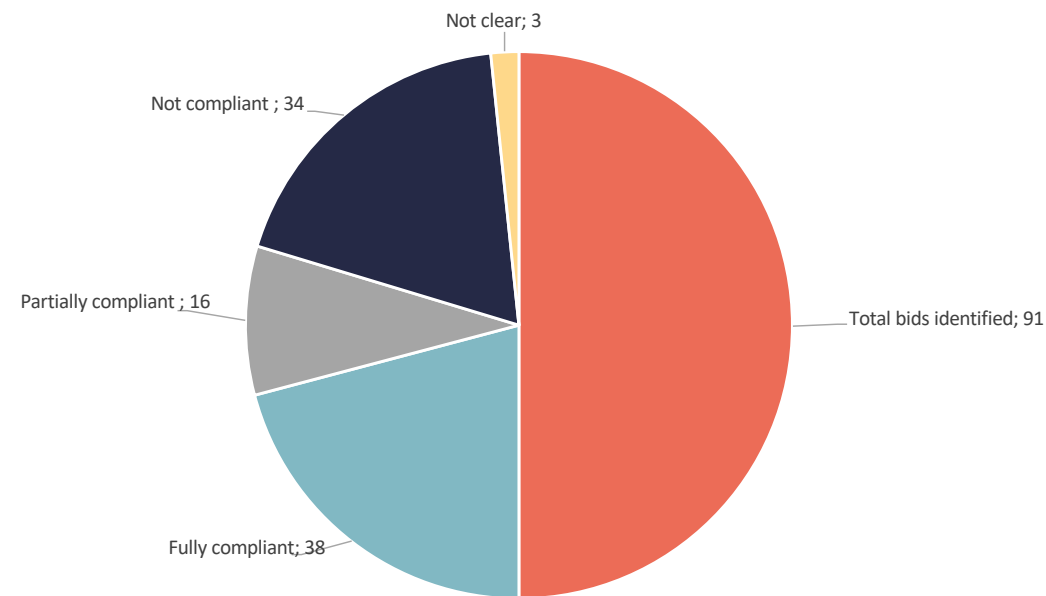
TENDERS DESIGNATED FOR LOCAL CONTENT: COMPARISON OF LEVELS OF LOCAL CONTENT BETWEEN 2017/2018 AND 2020/2021





**Local content compliance breakdown of tenders designated for local content in 2020/2021**

**TENDERS DESIGNATED FOR LOCAL CONTENT: COMPARISON OF LEVELS OF LOCAL CONTENT BETWEEN 2017/2018 AND 2020/2021**



In an effort to address the low levels of compliance in terms of procurement by organs of state as illustrated in Proudly SA’s tender monitoring function, Proudly SA has made the following comments on the Draft Procurement Bill.

**Proudly South African comments on the Draft Public Procurement Bill**

**Introduction**

**Proudly South African (“Proudly SA”) welcomes the publication of the draft Public Procurement Bill (“the Bill”).**

Proudly SA’s core mandate is to promote the procurement of local products and services across all industries to all spheres of society including but not limited to the state including government departments on all levels, public entities and state-owned enterprises. It was expected that the Bill would address the key challenges faced in public procurement, namely preferential procurement of locally produced products. Therefore, Proudly SA is of the view that the Bill requires reconsideration of Chapter 4 (Preferential Procurement).

It is of the utmost importance that the Bill creates a transparent procurement system that is developed first and foremost to promote goods manufactured in the Republic without discarding other preferential factors including categories of person, business and sectors. More specifically, the Bill must ensure that local manufacturers are at the heart of every procurement decision made by the public sector.

Our comments are divided into two parts: In Part 1, we share our general observations about Chapter 4 of the Bill. In Part 2, we provide clause-by-clause commentary on Chapter 4 of the Bill.

**1. General observations of Chapter 4 of the Bill, and comments in relation to Chapter 4**

The Covid-19 pandemic has brought to light many gaps in the current manner in which government procures. This fact is highlighted by government’s inability to procure sufficiently and efficiently to meet the demand of much needed locally manufactured textile Personal Protective Equipment for its frontline workers which is designated (in-line with Regulations contained in the Preferential Procurement Policy Framework Act (“PPPFA”)) at a local content threshold of 100%.

Proudly SA is of the view that the public sector’s inability to procure locally made goods (whether designated or more widely) is the cause of systemic practices which in turn has created supply chain disruptions such as the aforementioned example.

Whilst it is commendable that the Object of the Act includes the promotion of local production 2(a)(i), it does not make any other reference to local production anywhere in the Bill, with the exception of 26(2)(c) (ii) “goods manufactured in the Republic”, and the Bill is not clear on how it intends on actually promoting local production.

Furthermore, Chapter 4 of the Bill lacks defining a system of preferential procurement including designation, thereby negating its implementation as it is not presented within a clearly defined legislative framework to ensure its legal validity.

Proudly SA therefore recommends that the framework for local procurement should be contained in the Bill itself.



Proudly SA further recommends that the starting point be that preference should be given to locally made goods over and above designation by including certain commitments made by the public sector in the Local Procurement Accord (agreement signed on 31 October 2011 by representatives of labour, government, communities and business to promote local procurement in the country in support of the New Growth Path) in the Bill: namely,

- i) The public sector to commit to actively expanding the list of (national) designated products (it is assumed that the Regulations on designation will be included in the Bill) by at least five products per annum. The list of items must be in consultation with all social partners.
- ii) The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national designation by developing and implementing a self-designation policy for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (see below for further discussion).
- iii) Centralised purchasing of all (national) designated items through commercialising local technology as per 26(2)(c). Proudly SA is of the view that a central point will advance local procurement to ensure aggregated spend, with advantages for economies of scale.
- iv) To further advance centralised purchasing, procurement officials must have access to product specifications in line with the needs of the Republic and the capabilities of local manufacturers. Therefore, product specifications must be revised and published in one central point to alleviate any confusion from the public sector in order to invite local companies to bid accordingly. Should procurement officials have a need for a product not yet made locally, the contract period should be shortened to ensure local manufacturers seek support from government and/or social partners to build capacity to start manufacturing locally.
- v) Development of resources, including people and IT structures, is of utmost importance to ensure that the objectives of the Bill are met.

Object of the Act in 2(c) highlights the need for “the development of economic capacity in the Republic, through the provision of opportunities for local suppliers to participate in procurement”. Historically, these systemic practices placed a focus on the category of person rather than the origin of the goods procured by the category of person. Placing focus on the latter suggestion, public procurement will be centred around procurement of locally manufactured goods whether directly from the manufacturer or by a “supplier” defined by preferential factors including the category of person identified in the Bill as previously disadvantaged by unfair discrimination and other determining factors such as the Broad-Based Black Economic Empowerment Act etc. (Should manufacturers not be able to fulfil the bids themselves for whatever reason), to ensure these “suppliers” procure from local manufacturers, Proudly SA recommends that a full list of qualifying local manufacturers be made available in each bid as well as in a centralised point (online). This list may also be updated regularly and published alongside the product specifications as detailed above.

The awarding of tenders and contracts should be done in a way that further advances industrialisation through promoting investment in the Republic. Therefore, as an incentive to investors, the public sector should conclude longer term (minimum five-year) procurement agreements, which will serve as off-take agreements in order to introduce a new locally manufactured product or manufacturer, or to capacitate existing manufacturers who wish to manufacture to scale in order to meet the procurement needs (in terms of volume) of the public sector.

To ensure the fluid implementation of the Bill and that its integrity be upheld, consequences for non-compliance must also be addressed. It is recommended that the Regulator (as envisaged by the Bill) works closely with the Office of the Auditor-General of South Africa to ensure procurement regulations including preferential procurement of locally made products be implemented accordingly. Should any party be found guilty of non-compliance, immediate action should be taken against the party, whether criminal or other, and that such culprit be held liable in their personal capacity (as per the latest amendments to the Public Audit Act). A whistle-blower telephone line/email address may be used to report non-complying parties anonymously.

## 2. Chapter 4: Preferential Procurement

26(1) See our general comments on preferential procurement in Part 1 above: The Bill itself must contain a proper framework for preferential procurement.

26(2)(a) The clause stipulated a concept of a preference point system and applicable thresholds. As iterated above, preferences should be given to local manufacturers, or locally made products procured by local suppliers. An entity may, for instance, give preference to bidders from a particular locality even if the bidder is not considered a top-ranking bidder. Reasonable flexibility must be given to price determination factored as a preference point when considering local manufacturers.

26(2)(d) The clause “measures regarding the participation of a manufacturer of goods in a bid to supply the goods it manufactures” is unclear. However, Proudly SA would like to reiterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise). Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation.





# 05

## Corporate governance

- 01 Legislative and Governance Framework
- 02 Relationship with the dtic
- 03 Board and Board Committees' Report
- 04 Finance and Procurement Committee
- 05 Marketing, Communications and Membership
- 06 Committee
- 07 HR and Remunerations Committee
- 08 Social and Ethics Committee



# Legislative & Governance Framework.

## Legislative and Governance Framework

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In addition to the provisions of the Companies Act 71 of 2008, Proudly South African is regulated in terms of its Memorandum of Incorporation and the provisions of the Shareholder Compact, the Public Finance Management Act, 1999 (Act No. 1 of 1999) ("PFMA") and the National Treasury Regulations, King Code on Governance Principles (King IV Report) and all other applicable laws of the Republic of South Africa.

### *Governance*

King IV sets out guidelines for the practice of good corporate governance for South African companies, embraced by the accompanying Code of Corporate Practices and Conduct ("King Code.") The King Code, inter alia, represents best practice in terms of governance framework within Proudly SA.

The directors of Proudly SA regard corporate governance as key and fundamental to the attainment of the strategic objectives of the organisation. Proudly SA is an NPO which is funded through the National Revenue Fund, via the Department of Trade, Industry & Competition.

Section 4(3) (b) of the Public Audit Act No. 25 of 2004, stipulates that: "The Auditor General may audit and report on the accounts, financial statements and financial management of... any other institution funded from the National Revenue Fund."

Notwithstanding the fact that Proudly SA is not a PFMA listed entity, the Board sought external legal advice regarding the applicability of the Public Finance Management Act ("PFMA") to Proudly SA.

The recommendation obtained through the legal opinion was that in as much as Proudly SA is not a PFMA listed entity, it would make for good corporate governance for Proudly SA to subscribe and comply with the spirit, purpose and object of the PFMA as it enlists transparency, sound management and accountability. It was therefore decided that Proudly SA would migrate towards complying with the requirements set out in the PFMA, which are applicable to public entities.



**Board's mandate and corporate goals**

The Board of Proudly SA is responsible for ensuring that the mandate of the Campaign is achieved. In this regard, the Board has adopted a number of programmes including the creation of a financially sound Campaign built on a sustainable business model and ensures that its assets are used in an effective and efficient way in line with the requirements of key legislation to which Proudly South African is subject.

This includes the establishment of a procurement framework that complies with the Constitution of the Republic 1996 (Act No. 108 of 1996), the PFMA, Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000) and promotes ownership and the participation of youth, women and persons with disabilities and all classes of historically disadvantaged individuals.

**The role of the Board**

The Board exercises leadership, integrity and judgment in directing the Campaign so as to achieve the goals of the Campaign and the objectives as set out in the founding documents of the Campaign. In this regard, the Board determines Proudly South African's purpose and values and sets the strategic direction of the Campaign, having regard to the objectives prescribed in the legislative and governance framework within which Proudly South African exists. Furthermore, at least once in each financial year, the Board oversees the development of, and approves, a budget to facilitate delivery of the approved strategy.

The Board also monitors Management's implementation of the business and operational plans and agreed financial objectives on an ongoing basis during each financial year. The Board also defines levels of materiality and relevance appropriate to the business of the Campaign, delegates appropriate authority for the running of the day-to-day business of the Campaign to Management in a written Schedule of Delegated Authorities which will be reviewed from time to time, and continually monitors the exercise of such delegated authority by Management.

In order to facilitate its work, the Board has established the following Board Committees:

- Audit and Risk Committee;
- Remunerations Committee;
- Finance and Procurement Committee;
- Social and Ethics Committee; and
- Marketing, Communications and Membership Committee.

**General principles of the Terms of Reference for Board Committees**

As a general rule:

1. Board Committees have no executive authority unless otherwise specifically resolved by the Board in respect of particular issues within a Committee's remit. Board Committees must discuss any matter referred to them and must present their recommendations to the Board for resolution;
2. Board Committees observe the same rules of conduct and procedures as the Board, unless the Board specifically determines otherwise in the Committee's terms of reference;
3. No non-executive director of the Board may serve on more than three (3) Board Committees. Board Committees will consist of a maximum of four (4) non-executive Board members, excluding invitees;
4. Board Committees are constituted having regard to the skills, expertise and experience of members apropos the respective Committees' mandates. Where appropriate or necessary, independent external professionals with relevant skills and expertise may be co-opted as permanent members of the Committees to assist or bolster the Committees where there is a shortage of such skills or expertise. Such co-opted professionals must have the status of invitees to the Committee, will not form part of the quorum for meetings and will have no voting rights.
5. Board Committees are entitled to seek independent professional guidance and advice at the cost of the Campaign where the Committee deems it appropriate for the proper discharge of its mandate;
6. A formal report back, either orally or in writing, is provided by the Chairman of each Committee to all Board meetings following the Committee meetings to keep the Board informed and to enable the Board to monitor the Committee's effectiveness;
7. Committees of the Board may consult with or receive advice from any person.



# Relationship with the dtic.

## Relationship with the dtic

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Proudly SA is funded by National Treasury via the **dtic** and accordingly the Board regards its relationship with the **dtic** as very key and strategic towards the attainment of the objectives of the Campaign. A three-year MOU has been entered into with the **dtic** in this regard.

### *The Vision of the dtic is to create:*

A dynamic industrial, globally competitive South African economy, characterised by inclusive growth and development, decent employment and equity, built on the full potential of all citizens.

### *The Mission of the dtic is to:*

1. Promote structural transformation towards a dynamic industrial and globally competitive economy which includes an emphasis on tradable, labour absorbing and diversified manufacturing growth characterised by the movement into non-traditional and tradable goods and services that compete in export markets and against imports;
2. Provide a predictable, competitive, equitable and socially responsible environment for investment, trade and enterprise development;
3. Broaden participation in the economy to strengthen economic development; and
4. Continually improve the skills and capabilities of the **dtic** to effectively deliver on its mandate and respond to the needs of South Africa's economic citizens.

### *the dtic's key strategic objectives are to:*

1. Facilitate transformation of the economy to promote industrial development, diversified manufacturing growth, investment, competitiveness and employment creation;
2. Build mutually beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives and to include regional African industrial integration and economic development;
3. Facilitate broad-based economic participation inclusive of BBB-EE and support for women's empowerment and empowerment of disabled citizens through targeted interventions to achieve more inclusive growth;
4. Create a fair regulatory environment that enables investment, trade and enterprise development in an equitable and socially responsible manner; and
5. Promote a professional, ethical, dynamic, competitive and customer-focused working environment that ensures effective and efficient service delivery.



***dtic MOU compact key deliverables***

The Policy Objectives contained in the Annual Performance Plan (APP) for Proudly South African for the financial year.

1. To promote the buying of locally manufactured products and services and importance of country of origin labels.
2. To roll out national campaigns to the public sector, the private sector, workers and consumers to create awareness on economy-wide benefits of local procurement, strategic sourcing and buying locally manufactured products;
3. To develop a database listing locally produced products and services; and
4. To provide support with regard to the roll out of the Local Procurement Accord in line with Proudly South African's mandate of local procurement, national pride and patriotism.

***The roles and responsibilities of the dtic***

- Monitor the voluntary and/or compulsory adherence by Proudly South African to the PFMA, Treasury Regulations, Corporate Governance Principles and the Act irrespective of whether or not such instruments are otherwise applicable to Proudly South African.
- Monitor compliance of the APP to corporate governance principles and ensure that same is submitted within the date presented by the Minister and subsequently prior to the beginning of the financial year;
- Review management accounts on a monthly basis;
- Review quarterly reports and provide feedback to Proudly South African;
- Ensure timely board appointments and/or re-appointment;
- Timeously attend to correspondence to and from Proudly South African;
- Provide inputs into the budgeting process;
- Recommend to the Minister the approval of the budget and APP;
- Review and recommend the Proudly South African's annual report to the Minister;
- Subject to prior reasonable notice, obtain walk-in rights (such as instituting forensic investigations and obtaining relevant information that may be important) to intervene as and when required or necessary;
- Step-in in case of crisis (crises in this regard will mean but not limited to, strikes, mismanagement of funds, internal conflicts etc.);
- Ensure that it keeps an eye on the Audit Committee through the participation of the GCFO in the Audit Committee as an ex-officio member.

***Proudly South African undertakes for the duration of this agreement with the dtic to:***

1. Maintain effective governance and the highest standards of ethics and continue to subscribe to the broad principles set out in the PFMA, the Act, and the latest applicable King Report;
2. Subscribe to the principles of good governance and reassess its systems of governance on an ongoing basis;
3. Ensure that it maintains appropriate participative structures with representatives of its staff, to ensure that its staff has an opportunity to meaningfully contribute to decision-making with respect to its administrative and managerial functions. The process shall include, but not be limited to, mechanisms for consultation and information sharing;
4. Ensure that it has a code of ethics and code of conduct in place;
5. Establish an Audit and Risk Management Committee to advise on the safeguarding of assets, the operation of adequate systems, control processes and the preparation of accurate financial reporting and statements, in compliance with all legal requirements and accounting standards; and
6. Ensure that in determining the composition and functions of the Committees, Proudly South African will follow the guidelines of the King III Report on Corporate Governance as well as the prescripts of the PFMA and the Act.
7. Ensure that it implements an effective staff performance management system, and that any performance bonuses must be approved by the Board. In the regard, the parties record that all bonuses shall be in line with a budget which shall be approved by the **dtic** prior to the commencement of the financial year



# PSA Board & Board Committees' Reports.



For the year ended 31 March 2021

### ***Board of Proudly South African***

The Board of Proudly South African consists of Executive and Non-Executive Directors who represent the interests of all the constituencies of NEDLAC. The majority of the representatives on the Board are Non-Executive with the CEO and CFO as the only Executive Directors.

### ***Audit and Risk Committee***

The Committee assists the Board through critically evaluating the Board's financial control measures, accounting practices, information systems and audit procedures. It performs this function continuously by way of close liaison with the Executive Management and with the Board's internal and external auditors. The Audit and Risk Committee consists of four non-executive Board members plus the Chief Executive Officer and Chief Financial Officer. The Committee may involve other members of Management or external specialists in meetings for specific purposes. The authority and mandate of the Audit and Risk Committee, its duties and functions, its composition and its operations have been approved by the Board in the form of a detailed charter and Terms of Reference.

### ***Risk Management***

Effective risk management is integral to the organisation's objective of consistently adding value to the business. Management is continuously developing and enhancing its risk and control procedures to improve the mechanisms for identifying and monitoring risks. Operating risk is the potential for loss to occur through a breakdown in control information, business processes and compliance systems. Key policies and procedures that have been developed to mitigate and manage operating risk involve segregation of duties, transaction authorisation, supervision and monitoring of financial and management reporting.

### ***Internal Control Systems***

In order to meet its responsibility of providing reliable financial information, Proudly South African maintains financial and operational systems for internal control. These controls are designed to provide reasonable assurance that transactions are concluded in accordance with management's delegated authority, that the assets are adequately protected against material loss of unauthorised acquisition, use or disposition and that transactions are properly authorised and recorded. A three year rolling internal audit plan has been completed by our Internal Auditors to ensure that risks identified in their risk assessment are adequately covered in their audit plan.



The system includes a documented organisational structure, division of responsibility and established policies and procedures. These include the careful selection, training and development of people as well as a code of ethics - which is communicated throughout the organisation - to foster a strong ethical climate.

Proudly South African has appointed the auditors, Vigil Chartered Accountants INC, to provide internal audit services. Internal auditors monitor the operation of the internal control system and report findings and recommendations to Management and the Audit Committee. Corrective actions are taken to address control deficiencies and other opportunities for improving the systems, as they are identified. The Board, operating through the Audit Committee, provides oversight of the financial reporting process and internal control systems. The Audit and Risk Committee Members are:

- Mr. Thulani Tshefuta (Chairperson)
- Mr. Howard Gabriels (Chairman of the Board, by special invitation)
- Dr. Tebogo Makube
- Mr. Michael Lawrence
- Ms. Caroline Rakgotsoka
- Mr. Sipho Ndebele
- Mr. Eustace Mashimbye: CEO (Permanent Invitee)
- Internal Audit Representatives – Vigil Chartered Accountants (By invitation)
- External Auditors – Rain Chartered Accountants (By invitation)
- Auditor General - Permanent Invitee (By invitation)
- Mr. Naresh Patel: Chief Financial Officer Permanent Invitee

The Audit and Risk Committee has adopted appropriate formal terms of reference, which have been confirmed by the Board and has performed its responsibilities as set out in the terms of reference. In performing its responsibilities the Audit and Risk Committee has reviewed the following:

1. The effectiveness of internal control systems;
2. The effectiveness of the internal audit function;
3. The risk areas of the organisation's operations to be covered by the scope of internal and external audits;
4. The adequacy, reliability and accuracy of financial information provided to management and other users of such information;
5. The accounting or auditing concerns identified as a result of the internal and external audits;
6. The organisation's compliance with legal and regulatory provisions;
7. The activities of the internal audit function, including its annual work programme, coordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations;
8. The independence and objectivity of the external auditors; and
9. The scope and results of the external audit function and its cost-effectiveness.

***The Audit and Risk Committee is also responsible for:***

1. Reporting to the Board and the Auditor General where a report implicates any members of the Board in fraud, corruption and/or gross negligence;
2. Communicating any concerns it deems necessary to the Board, the Auditor-General and if appropriate the external auditors;
3. Confirming the internal audit charter;
4. Conducting investigations within its terms of reference;
5. Concurring with the appointment and dismissal of internal audit;
6. Deciding whether or not an interim audit report should be subjected for review by the external auditors; and
7. Detailed study of the financial statements.

The Audit and Risk Committee is satisfied that internal controls and systems have been put in place and that these controls have functioned effectively during the period under review.

The Audit and Risk Committee considers the organisation's internal controls and systems appropriate in all material respects to:

1. Reduce the organisation's risks to an acceptable level;
2. Meet the business objectives of the organisation;
3. Ensure the organisation's assets are adequately safeguarded; and
4. Ensure that the transactions undertaken are recorded in the organisation's records.

The Audit and Risk Committee agrees that the adoption of the going concern status of Proudly South African is appropriate in preparing the annual financial statements.

The Audit and Risk Committee has accordingly recommended the adoption of the annual financial statements by the Board.



# Finance & Procurement Committee.

The Finance and Procurement Committee provides strategic direction to the organisation by ensuring proper adherence to fiscal discipline and compliance with legislation on procurement related matters. The role of the Proudly SA Finance and Procurement Standing Committee is to:

#### **Finance Function**

1. Recommend approval of budgets to the Board;
2. Ensure preparation of Annual Financial Statements;
3. Recommend the approval of Treasury management plans to the Board;
4. Have overview over internal controls and approve related policies and procedures and systems;
5. Review quarterly financial reports; and
6. Play an oversight role and monitor the utilisation of funds in line with the Business Plan.

#### **Procurement Function**

1. Ensure that Proudly SA's procurement policies are effective, efficient and that they are implemented and sustained;
2. Recommend and approve procurement and sourcing strategies;
3. Recommend the composition of Procurement Committees to the Board;
4. Recommend to the Board any deviation or ratification that might be required from time to time in line with good governance;
5. Recommend the appointment of any procurement structure as it deems necessary to the Board to perform a particular task; and
6. Monitor the procurement spend with the set targets within the BEE Codes.

#### **The members of the Committee are:**

- Adv. Priakumari Hassan: Chairperson
- Mr. Ashley Benjamin
- Mr. Masonwabe Sokoyi
- Mr. Stavros Nicolaou
- Ms. Lisa Seftel
- Mr. Eustace Mashimbye: CEO
- Company Secretary - Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer



# Marketing, Communications & Membership Committee.



The primary function of this Committee is to provide strategic direction and focus on matters involving marketing programmes of the organisation and the communications plan plus build a viable value proposition for the members of the Campaign.

**Primary function of the Committee is to:**

1. Consider the Marketing and Communications strategies to be developed for the Campaign for recommendation to the Board;
2. Recommend the appointment of any advertising or related agency enlisted to provide advertising and marketing related services to the Campaign;
3. Monitor and ensure that the marketing activities, as approved for implementation, are implemented accordingly; and
4. Ensure effective campaigns are carried out to ensure that the Campaign can meet its objectives.

**The members of the Committee are as follows:**

- Mr. Stavros Nicolaou: Chairperson
- Mr. Eustace Mashimbye: CEO
- Mr. Thulani Tshefuta
- Mr. Michael Lawrence
- Ms. Jodi Scholtz
- Mr. Simon Eppel
- Company Secretary - Permanent Invitee
- Ms. Happy Ngidi - Executive Manager: Marketing and Communications – Permanent Invitee
- Ms. Jeannine van Straaten - Executive Manager: Membership, Legal and Compliance- Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer



# HR & Remunerations Committee.



## HR and Remunerations Committee

The Committee provides strategic advice to the Board and Management on matters relating to Human Resources and Remuneration. The Committee formulates and reviews Human Resource and Remuneration policies as and when appropriate.

### Function of the Committee is to:

1. Review and provide recommended remuneration levels (including annual salary increases) for Chief Officers and Non-Executive Directors within Proudly SA;
2. Review and approve remuneration policy and salary bands for the organisation and approve annual salary increases or annual inflationary adjustments;
3. Play an integral part in the contingency planning of staff, the CEO and Executive Management;
4. Ensure that Proudly SA's Human Resources strategies are implemented and sustained;
5. Recommend the approval of related policies and procedures to the Board;
6. Review and recommend the appointment of the Chief Executive Officer; and
7. Make recommendations to the Board for the performance bonus of the CEO and approve performance bonuses for Chief Officers and staff.

### The members of the Committee are as follows:

- Mrs. Ashley Benjamin - Chairperson
- Mr. Eustace Mashimbye: CEO
- Mr. Nndwahkhulu Lawrence Bale
- Mr. Siphon Ndebele
- Adv. Priakumari Hassan
- Ms. Caroline Rakgotsoka
- Company Secretary - Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer
- Mr. Msebenzi Mtshali – Permanent Invitee



# Social & Ethics Committee.



## Social and Ethics Committee

### Role of the Committee

The role of the Committee is to monitor the Company's activities, with regard to any relevant legislation, other legal requirements or prevailing codes of best practice, with regard to matters relating to:

- Social and economic development including the Company's standing in terms of the goals and purposes of:
- The ten principles set out in the United Nations Global Compact Principles;
- The OECD recommendations regarding corruption;
- The Employment Equity Act and
- The Broad Based Black Economic Empowerment Act

The Committee monitors the good corporate citizenship including the Company's:

- Promotion of equality, prevention of unfair discrimination and the reduction of corruption;
- Contribution to the development of the communities in which its activities are predominantly conducted or wherein its products or services are predominantly marketed, and;
- Record of sponsorship, donations and charitable giving the environment, health and public safety, including the impact of the Company's activities and of its products and services;
- Consumer relationships including the Company's activities, public relations and compliance with consumer protection law. Labour and employment including the Company's standing in terms of the International Labour Organisation protocol on decent work and decent working conditions. The Company's employment relationships and its contribution toward the educational development of its employees.

### The members of the Committee are as follows:

- Ms. Jodi Scholtz (Chairperson)
- Adv. Priakumari Hassan
- Mr. Ashley Benjamin
- Mr. Nndwahkhulu Lawrence Bale
- Mr. Masonwabe Sokoyi
- Mr. Eustace Mashimbye: CEO
- Mr. Naresh Patel: Chief Financial Officer
- Ms. Jeannine van Straaten - Permanent Invitee
- Mr. Msebenzi Mtshali - Permanent Invitee





# 06

## Performance information

01 Performance for the period 1 April 2019 to 31 March 2020



# Performance information.

1 April 2019 to 31 March 2020



## Performance for the period 1 April 2020 to 31 March 2021

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	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 per annum.	*in excess of 20 million consumers reached during 2020/21 through: <ul style="list-style-type: none"> <li>A number of TV and Radio interviews as part of the roll-out plan for the Covid-19 PPE, hand sanitizer, face masks and disinfectant portals.</li> <li>The newly launched Game Time Mzansi campaign which lived on several platforms including TV, Radio and digital platforms.</li> <li>Flighted on SABC (TV and Radio), eTV and Multichoice stations for a period of 2 months.</li> <li>A massive Festive Season and Back to School campaign utilizing the 4 broadcast platforms (SABC, eTV, eNCA, Newzroom Africa)</li> <li>Extended Back to School campaign - a joint collaboration with SAFLEC.</li> <li>Extensive digital branding campaign for Proudly SA's 1st Virtual Buy Local Summit &amp; Expo 2021 edition</li> <li>Utilizing of external stakeholder platforms including Radio for generic consumer education campaign.</li> </ul>	
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;	*PR & Below the Line Activities reaching at least 10 million consumers per annum;	<ul style="list-style-type: none"> <li>In excess of 10 million consumers reached through:</li> <li>A number of media releases, opinion pieces and advertising in publications.</li> <li>The newly launched Game Time Mzansi campaign where PR activities, social media, digital platforms, radio and member platforms were used to intensify the buy local message.</li> <li>An extensive PR Media Blitz plan in support of Proudly SA's 1st Virtual Buy Local Summit &amp; Expo 2021 edition (incl. print exposure as well as TV and Radio interviews).</li> <li>Utilization of all Proudly SA's social media platforms including external stakeholder platforms.</li> <li>Media drop-offs and interviews aligned with the launch of the annual Buy Local Summit &amp; Expo.</li> </ul>	



Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
Increase procurement of local products and services in the public sector through increased engagements with the <b>public sector</b> .	<p>*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);</p> <p>*Youth targeted Campaign, with radio stations of Tertiary institutions and/or youth targeted commercial and community radio stations (programs)</p> <p>*Consumer education campaigns hosted in tertiary institutions (in partnership with Wear SA)</p> <p>*Increased awareness of the buy-local message in support of Heritage Month</p> <p>*Proudly SA CSI projects</p> <p><b>Educational roadshows</b> 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 &amp; local government departments and to monitor procurement within the public sector</p>	<p>*At least 3 Activations hosted annually</p> <p>*12 x Community and/or youth targeted Radio interviews/competitions or advertising campaigns per annum</p> <p>*8x campus consumer education activations at tertiary institutions (converted to Campus Radio interviews)</p> <p>*Roll out of at least 1 major Heritage month activities per annum</p> <p>*At least 1 CSI projects per annum</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>*4 consumer targeted activations undertaken: Valentine's Activation; Cooking (FMCG &amp; Poultry) Activation, Music Industry Activation and Clothing Industry Activation</p> <p>*Total of 18 Radio interviews undertaken include: VIA TV, Kaya FM, Radio Al-Ansaar, Cape Talk, Munghana Lonene, 702 Talk Radio, Voice of Wits fm, PE fm, Zibonele fm, Motheo fm, Univen fm, NFM Radio, Kangala fm, Mahikeng fm, VOW FM, Rhodes Radio station, Univen FM and Kopsie FM.</p> <p>*5 engagements and interviews undertaken: VOW FM (x2 platforms to reach a different audience) and interviews on Rhodes Radio station, Univen FM and Kopsie FM.</p> <p>*2 Activities undertaken: Humthem with some of Proudly SA's Member companies. Heritage Media Challenge</p> <p>*CSI activity done for Buhlebuzile Secondary School</p>	<p>*Engagements planned for Q1 and Q3 could not be conducted due to Covid-19 restrictions.</p> <p>Meetings changed and hosted virtually during the year</p>

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## Annual Report

2020/21

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
Increase procurement of local products and services in the <b>private sector</b> through engagements with Business (incl. BUSA, BBC and BLSA)	<p>*National, provincial and local departments visits – engagement with procurement officers</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 – Sandton Convention Centre – "Made in SA" Expo</p> <p><b>National Educational road shows:</b> Increased buy-in and support for local procurement by the <b>private sector</b>. 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>*At least 1 digital Provincial Public Sector 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 (2020/21)</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise)</p> <p>*1 presentation – 1 each to BUSA, BBC and BLSA per annum;</p>	<p>*Four (4) provincial virtual forums hosted with Limpopo, Gauteng, Free State and Eastern Cape provincial governments.</p> <p>*5 408 tenders/RFPs were identified and monitored</p> <p>*No member companies have been integrated with CSD to date</p> <p>*Virtual Buy Local Summit took place from 8 to 10 March 2021</p> <p>*Virtual Buy Local Expo took place from 8 to 10 March 2021</p> <p>*Proudly SA is a part of a localisation technical working committee (meeting weekly) whereby collaborative efforts &amp; focus on local procurement are underway with BUSA, Manufacturing Circle, BLSA, NBI</p>	<p>*Development work is being finalized in order for both the CSD and Proudly SA systems to synchronise. Once completed, an MOU will be finalised.</p>

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Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
		*Presentations to at least 8 business chambers, associations and/or industry events per annum	*Presentations made to: <ul style="list-style-type: none"> <li>B4SA which represents all apex business associations (incl. BBC and BUSA).</li> <li>Medical Devices Manufacturers of SA and its members, and associations.</li> <li>Members in both the Clothing/Textile as well as Leather/Footwear industries</li> <li>South African Petroleum Industry Association</li> <li>Agricultural Business Chamber (Agbiz)</li> <li>Banking Association of South Africa (BASA)</li> <li>Beverages SA executive</li> </ul>	
	*Local Procurement Partnerships with large retailers and / or manufacturers;	*Partnerships with at least 2 major retailers/manufacturers per annum	*12 Partnerships concluded with: British American Tobacco, Kimberly Clark, Tongaat-Hulett, Mr Price Group, Trellidor, Mobicel, Defy, Bravo Group, KAP, Chem Group, Noko Milling, PepClo.	
	*1-2 x Day Buy Local Summit – focusing on all state organs and business procurement	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)	*Virtual Buy Local Summit took place from 8 to 10 March 2021.	
	*1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo	*At least 1 Buy Local Expo held per annum (virtual or otherwise);	*Virtual Buy Local Summit took place from 8 to 10 March 2021.	
	*Sector Specific Workshops	*2 x sector specific forums per annum	2 forums conducted: <ul style="list-style-type: none"> <li>Furniture Forum with the dtic and PG Bison.</li> <li>Manufacturing focused forum took place where Proudly SA partnered with SEDA - Free State and Proudly SA CEO presented at this forum.</li> </ul>	
	*Business Forums with dtic and other strategic partners	*9 business forums per annum (virtual)	*10 virtual business forums took place, focusing on: <ul style="list-style-type: none"> <li>Packing your product: Price vs Value,</li> <li>Financial support and funding opportunities for businesses during COVID-19,</li> <li>Women in Leadership,</li> <li>Creating &amp; sustaining a local brand,</li> <li>Thriving in a COVID world,</li> <li>Brand Relevance, Technological Solutions to your business, Localization - keeping it close to home, Re-building your team after a crisis, Taking care of your employees so they can take care of your business.</li> </ul>	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
	*Proudly SA Events/ Exhibitions/ Expo s/ Villages at trade expos	*Participation in at least 0 major trade expos per annum	*No trade expos earmarked/scheduled for the year due to COVID-19 restrictions. However, Proudly SA hosted its annual trade expo virtually - Buy Local Summit & Expo.	
	*SA Premier Business Awards aimed at rewarding SA companies that achieve high levels of excellence in the course of doing business	*Co-hosting 1X annual SA Premier Business Awards event (as a partner to the dtic)	*The dtic did not host the event during this financial year.	
	*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Secure an industry commitment from at least two major sector/industry associations per annum	*Initial engagements held with SAPIA, Agbiz and BASA. However, no industry commitments secured.	*Awaiting on follow up presentations with the Banking Association South Africa and SA Petroleum Industry Association to confirm industry level commitments.
		*Secure new localisation commitments from at least 5 major corporates per annum	*A webinar to introduce the Market Access Platform was presented to the members of BLSA, NBI, BUSA, BBC with Minister Patel delivering the keynote address. Some of the major retailers that form part of the CGCSA have committed to localise some products on their shelves.	*The focus on local manufacturing of medical PPE with B4SA will yield commitments in Q1 2021/2022, due to the increased focus on demand challenges.
		*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop	*No corporate commitments secured however presentations were also made to the Banking Association of SA, Agbiz and SAPIA.	*Awaiting on follow up presentations with the Banking Association South Africa and SA Petroleum Industry Association to confirm industry level and corporate commitments.
	*Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*Implementation of Import Replacement in at least one key industry/product per annum	*Buyers from the private sector and from SOEs invited to attend the Expo and Summit, and exposed to locally made products (and services) and actual suppliers	
			*Some major retailers that form part of the CGCSA have committed to localise products on their shelves.	*Localisation champions identified (by dtic and BUSA) and process of import replacement of the 42 identified items to commence in Q1 Of 2021/22



Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
<b>Brand Management</b> Brand research - Development of a scientific basis for local procurement	*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; *Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand or Consumer Research undertaken at least once per annum  *At least 9 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	*Massmart research finalised and results thereof indicate clear growth in the awareness of the logo of the campaign, the Buy Local Movement and other relevant data.  *12 surveys were done: • Generation Next Webinar, • 10 virtual business forums • Virtual Buy Local Summit & Expo.	
<b>Brand Compliance and IP.</b> Effective management of Proudly SA intellectual property	*Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action / letters of demand to all (100%) irregular users of the Proudly SA logo identified  *Annual compliance reviews of all members  *Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*100% of all identified illegal users were sent letters.  *All members contacted as part of the new and renewals membership compliance process – 100%  *Monitoring done by Adams and Adams monthly – 100%.	
Partnership with enforcement agencies	*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; *Develop partnerships with intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders	*Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS  *500 new products and/or services registered	*Participated in 34 industry stakeholder forums including sugar, tobacco, plastics, downstream steel, tyre, scrap metal, beverage, footwear and leather, alcohol, furniture, clothing and textiles.  *5112 new products and/or services registered.	
Growing the database of South African supplier products and services for local procurement	*Promotion of Database – NATIONAL CAMAPAIN to grow the number of companies registering on the database.	*Promotion of database to at least 0 provincial public sector forums	*4 virtual provincial public sector forums took place namely Gauteng, Eastern Cape, Limpopo & Free State.	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	*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.	*Promotion of database to at least 9 provincial business forums	*The database was presented at • virtual Buy Local Summit • 10 virtual business forums	

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Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
<b>Strengthening Media relations, PR and social media</b>	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof  *Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)  *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	*Promotion of database to at least 8 business association or chambers or at industry specific events  *Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders  *Press releases At least 36 press releases and or opinion pieces per annum  *Media engagement *At least 40x individual media engagements per annum  * At least 3 x Media meet & greet networking sessions per annum (virtual)	*8 presentations made to the Medical Devices Manufacturers of SA, both the Clothing/Textile as well as Leather/Footwear industries sessions, South African Petroleum Industry Association, Agbiz, Banking Association South Africa (x2) and Beverages SA.  *Daily feed from media monitoring service  *49 press releases issued.  *Total of 68 media hybrid / online media engagements were achieved.  *2 X Media meet & greet networking sessions were conducted, i.e. Heritage Media Challenge hosted and a controlled meet & greet session was hosted for 10 media on the last day of the Summit & Expo.  *Media drops done to replace both the Festive season and Buy Local Summit media launch events, due to Covid-19 restrictions. Reached more media houses through this approach	
<b>Increased growth and awareness through Social Media platforms</b>	*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns	* Social Media activities daily	*Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 177,428 followers and Facebook has more than 28,205 followers & Instagram has more than 7,739 followers.	

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Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
	*Increase following on social media platforms and increase in publicity	*Increase following on all social media platforms by 2% per annum	*3.9% average increase in following across all social media platforms was achieved.	
	*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign	*Valentine's Day activation 1x per year on Valentine's day	*An online consumer education driven Valentine's activation took place in collaboration with a member company, Kulula / Comair	
Retention and Recruitment Members	*Number of members recruited and retained	*Recruit at least 220 new members for the year	*241 fully paid-up new members recruited during the year	*Difficult economic climate exacerbated by the Covid-19 pandemic; therefore members are renewing at a slower pace.
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 report for 2019/20 financial year end audit – Annual Financial Statements	*Obtained unqualified audit report for 2019/20. All financial transactions correctly and accurately processed during each quarter	
Annual Strategic Risk Register	*Approved annual strategic risk register and quarterly risk management reports	*100% compliance.	*Risk management quarterly reports submitted to all Audit and Risk Committee meetings	
*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	*20% growth in number of products and/or services registered on the platform per annum	*39% year on year increase in number of products registered.	
	*Growth in sales of products on the online shopping platform (RSA Made)	*50% growth in sales on the RSA Made platform year on year	*288% year on year growth in sales.	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2020/21	Reason for Variance
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.	*Organogram fully aligned (100%) to the strategy. *All critical positions filled as at year end.	
Performance Management	Performance management system to set and evaluate performance targets and levels every 4 months	*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 is not lesser than 70%	*100% Compliance, but performance across departments was below 70% for the 3 periods assessed	Due to Covid-19 disruptions
Quality Management System in place	*ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	*Migrate to ISO9001 of 2015 Standard and monitor continued compliance to the requirements	*100% Compliance.	
Compliance to Statutory Requirements	*Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*100% Compliance by end Q4, though there were some variances in Q1, Q2 & Q3.	*Variances were due to system challenges during Covid-19 lockdown. The resignation of the HR Manager led to some submissions being delayed. These were all corrected by year end.





# 07

## Audited financial statements

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# General information.

**Proudly South African**  
(Registration number 2001/021636/08)  
Annual Financial statements  
for the year ended 31 March 2021

The Company Annual Financial Statements were audited in  
terms of the Companies Act 71 of 2008

The preparation of the Company Annual Financial  
Statements  
was done by the Chief Financial Officer,  
N. Patel – [BCom (Hons), MBL]

These Annual Financial Statements were authorised by the  
Board of Directors on 26 August 2021





<b>Company registration number</b>	2001/021636/08
<b>Country of incorporation and domicile</b>	South Africa
<b>Nature of business and principal activities</b>	Buy Local Campaign
<b>Directors</b>	H. Gabriels (Chairperson) E. Mashimbye (CEO) M. Lawrence S. Eppel S. Nicolaou Adv. P. Hassan Dr. T. Makube A. Benjamin N. Bale T. Tshefuta M. Sokoyi C. Rakgotsoka L. Seftel S. Ndebele J. Scholtz
<b>Registered office</b>	23 Sturdee Avenue Rosebank 2196
<b>Business address</b>	23 Sturdee Avenue Rosebank 2196
<b>Postal address</b>	P O Box 1062 Saxonwold 2132
<b>Bankers</b>	Nedbank
<b>Auditors</b>	RAIN Chartered Accountants Inc Registered Auditors

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:	
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# Directors' responsibilities & approval.

The directors are required by the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the Annual Financial Statements and related financial information included in this report. It is the responsibility of the directors to ensure that the Annual Financial Statements fairly present the state of affairs of the company as at the end of the financial year and the results of its operations and cash flows for the period then ended, in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities. The external auditors are engaged to express an independent opinion on the Annual Financial Statements.

The Annual Financial Statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgments and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost-effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risks cannot be fully eliminated, the company endeavors to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behavior are applied and managed within predetermined procedures and constraints.

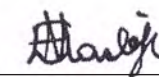
The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

The directors have reviewed the company's cash flow forecast as well as the Medium-Term Expenditure Framework (MTEF) allocation for the 3-year period commencing on 1 April 2021 and ending 31 March 2024 as contained in the 2020/21 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has access to adequate resources to continue in operational existence for the foreseeable future.

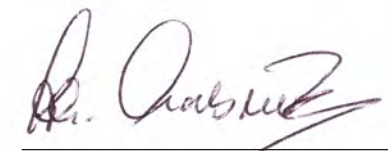
The external auditors are responsible for independently reviewing and reporting on the company's Annual Financial Statements.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 211 to 215.

The Annual Financial Statements set out on pages 221 to 245, which have been prepared on the going concern basis, were approved by the Board of Directors on 26 August 2021 and signed on its behalf, by:



Mr. Eustace Mashimbye  
(Chief Executive Officer)



Mr. Howard Gabriels  
(Chairman)





# Independent Auditor's Report.



## AUDITOR'S REPORT

Report to the board of directors of Proudly South African NPC for the year ended 31 March 2021

### Report on the audit of the financial statements

#### Opinion

We have audited the financial statements of Proudly South African NPC set out on pages 8 to 25, which comprise the Statement of Financial Position as at 31 March 2021, the Statement of Financial Performance, and Cash Flow Statement for the year then ended, as well as the notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of Proudly South African NPC as at 31 March 2021 and its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium-sized Enterprises and the requirements of the Companies Act of South Africa No. 71 of 2008.

#### Basis for opinion

We conducted our audit in accordance with the International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section (Annexure A) of this auditor's report.

We are independent of Proudly South African NPC in accordance with sections 290 and 291 of the Independent Regulatory Board for Auditors' Code of Professional Conduct for Registered Auditors (Revised January 2018), parts 1 and 3 of the Independent Regulatory Board of Auditors' Code of Professional Conduct for Registered Auditors (Revised November 2018) (together with the IRBA Codes) and other independence requirements applicable to performing audits of financial statements in South Africa.

We have fulfilled our other ethical responsibilities, as applicable, in accordance with the IRBA Codes and in accordance with other ethical requirements applicable to performing audits in South Africa. The IRBA codes are consistent with the corresponding sections of the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants and the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including International Independence Standards) respectively.

RAIN Chartered Accountants Inc.  
Director: Ian Pierce

Registration number : 2000/023955/21

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We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Responsibilities of the accounting authority for the financial statements

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards for Small and Medium-sized Enterprises and the requirements of the Companies Act of South Africa No. 71 of 2008, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing Proudly South African NPC's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless either intends to liquidate the company or to cease operations or have no realistic alternative but to do so.

#### Auditor responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the International Standards in Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is included in the annexure to this auditor's report.

### Report on the audit of the annual performance report

#### Introduction and scope

In accordance with the Public Audit Act of South Africa, 2004 (Act No. 25 of 2004) (PAA) and the general notice issued in terms thereof, we have a responsibility to report material findings on the reported performance information against predetermined objectives for selected programmes presented in the annual performance report. We performed procedures to identify findings but not to gather evidence to express assurance.

Our procedures address the reported performance information, which must be based on the approved performance planning documents of the entity. We have not evaluated the completeness and appropriateness of the performance indicators/measures included in the planning documents. Our procedures also did not extend to any disclosures or assertions relating to planned performance strategies and information in respect of future periods that may be included as part of the reported performance information. Accordingly, our findings do not extend to these matters.

We evaluated the usefulness and reliability of the reported performance information in accordance with the criteria developed from the performance management and reporting framework, as defined in the general notice, for the following selected programme presented in the annual performance report of the entity for the year ended 31 March 2021:

Programmes	Pages in the consolidated annual performance report	Conclusion
Programme 1 – Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing "Buy Local" purchase behaviour	1 – 3	Unqualified

We performed procedures to determine whether the reported performance information was properly presented and whether performance was consistent with the approved performance planning documents. We performed further procedures to determine whether the indicators and related targets were measurable and relevant, and assessed the reliability of the reported performance information to determine whether it was valid, accurate and complete.

We did not raise any material findings on the usefulness and reliability of the reported performance information for this programme.

### Report on the audit of compliance with legislation

#### Introduction and scope

In accordance with the Supply Chain Management Policy of Proudly South African NPC, we have a responsibility to report material findings on the compliance of the Proudly South African NPC with specific matters in the Supply Chain Management Policy. We performed procedures to identify findings but not to gather evidence to express assurance.

We have a responsibility to report material findings on the compliance of the Proudly South African NPC with specific matters in key legislation. We performed procedures to identify findings but not to gather evidence to express assurance.

We did not raise material findings on compliance with the specific matters in key legislation.

#### Other information

The directors are responsible for the other information. The other information comprises the information included in the document titles "Proudly South African NPC financial statements for the year ended 31 March 2021", which includes the Directors Report as required by the Companies Act of South Africa No. 71 of 2008 and the Detailed Income Statement, which we obtained prior to the date of this report, annual report, which includes the commissioner's report and the audit committee's report. The other information does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements and findings on the reported performance information and compliance with legislation do not cover the other information and we do not express an audit opinion or any form of assurance conclusion thereon.

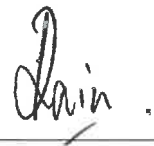


In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements and the selected programmes presented in the annual performance report, or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information that we obtained prior to the date of the auditor's report, we conclude that there is a material misstatement in this other information, we are required to report that fact.

After we receive and read the audit committee's report and if we conclude that there is a material misstatement, we are required to communicate the matter to those charged with governance and request that the other information be corrected. If the other information is not corrected, we may have to retract this auditor's report and re-issue an amended report as appropriate. However, if it is corrected this will not be necessary.

#### Internal control deficiencies

We considered internal control relevant to our audit of the financial statements, reported performance information and compliance with applicable legislation; however, our objective was not to express any form of assurance on it. We did not identify significant deficiencies in internal controls.



**RAiN Chartered Accountants Incorporated**  
**Per: I.E. Pierce**  
**Director**  
**Johannesburg**  
**02 August 2021**

#### Annexure A– Auditor's responsibility for the audit

1. As part of an audit in accordance with the ISAs, we exercise professional judgement and maintain professional scepticism throughout our audit of the financial statements, and the procedures performed on reported performance information for selected programmes and on the public entity's compliance with respect to the selected subject matters.

#### Financial statements

In addition to our responsibility for the audit of the financial statements as described in this auditor's report, we also:

- identified and assessed the risks of material misstatement of the financial statements whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery; intentional omissions, misrepresentations, or the override of internal control.
- obtained an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the public entity's internal control
- evaluated the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the accounting authority
- concluded on the appropriateness of accounting authority's use of the going concern basis of accounting in the preparation of the financial statements. We also concluded, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Proudly South African NPC ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements about the material uncertainty or, if such disclosures are inadequate, to modify the opinion on the financial statements. Our conclusions are based on the information available to us at the date of this auditor's report. However, future events or conditions may cause a public entity to cease continuing as a going concern
- evaluated the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation

#### Communication with those charged with governance

We communicated with the accounting authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also confirmed to the accounting authority that we have complied with relevant ethical requirements regarding independence and communicate all relationships and other matters that may reasonably be thought to have a bearing on our independence and, where applicable, related safeguards.



# Directors' report.



The directors submit their report for the year ended 31 March 2021.

## 1. Review of activities

### Main business and operations

Proudly South African is a campaign formed by the NEDLAC social partners namely, Government, organized business, organized labour and the community constituency to help sustain existing jobs and create new jobs through promoting South African companies as well as the procuring of their local products and services.

There are four qualifying criteria for organisations who want to use the Proudly South African logo to identify their companies or their products, namely:

- **Local content** – at least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.
- **Quality** – the product or service must be of a proven high quality.
- **Fair labour practice** – the company must practice fair labour standards comply with labour legislation.
- **Environmental standards** – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Economic Reconstruction and Recovery Plan (ERRP), which was a follow up to the localisation commitments contained in the Jobs Summit Framework Agreement signed on October 2018, which was preceded by the Local Procurement Accord concluded on 31 October 2011, all of which were signed by representatives of government, organised labour, business and community organisations, wherein the Social partners all committed to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services

The operating results and state of affairs of the company are fully set out in the attached Annual Financial Statements and do not in our opinion require any further comment.

Net surplus of the company for the 2021 financial year was R4 126 026 (2020: R7 187 004)

## 2. Going concern

The Annual Financial Statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

The Medium-Term Expenditure Framework (MTEF) allocation from the Department of Trade, Industry and Competition confirm allocations of R40,6m for the 2021/22 financial year, and increased allocations of R43,4m and R45,6m for the 2022/23 and 2023/24 financial years respectively. In addition to the current strengthened membership revenue model, some of our sponsorships have been successfully revived and will continue to contribute to the funding base of the organisation.

## 3. Subsequent events

The directors are not aware of any matter or circumstance arising since the end of the financial year up to date of this report.





# REBUILDING THE ECONOMY BY CHOOSING TO BUY LOCAL

#ItsGameTimeMzansi

#### 4. Directors

The directors of the company during the year and to the date of this report are as follows:

Name	Organisation	Changes
H. Gabriels (Chairperson)	Chairman	
E. Mashimbye (CEO)	CEO Proudly SA	
A. Benjamin	Labour	
T. Tshefuta	Community	
M. Sokoyi	Community	
L. Bali	Community	
S. Eppel	Labour	
Adv. P. Hassan	Business	
S. Nicolaou	Business	
Dr. T Makube	Government	
M. Lawrence	Business	
C. Rakgotsoka	Labour	
L. Seftel	NEDLAC	Appointed on 30 March 2020
S. Ndebele	Government	
J. Scholtz	Government	

#### 5. Taxation

Proudly South African has been granted an exemption from income tax and donation tax by the South African Revenue Services in terms of section 10(1)(d)(iii) of the Income Tax Act and section 56(1)(h) of the Donation Tax Act.

#### 6. Auditors

RAIN Chartered Accountants Inc was appointed for a 3-year period, which ends after conclusion of the 2021/22 financial year end audit.

#### 7. Secretary

The company secretary is Ms. Jeannine van Straaten and was appointed by the board of directors.



# Statement of Financial Position.

# 05

Figures in Rand	Note(s)	2021	2020
<b>Assets</b>			
Non-Current Assets			
Property, Plant and Equipment	2	891 418	969 650
Intangible Assets	3	78 344	170 677
		<u>969 762</u>	<u>1 140 327</u>
Current Assets			
Inventories	4	99 451	102 127
Trade and other receivables	5	3 698 753	4 220 103
Cash and cash equivalents	6	10 204 130	5 371 515
		<u>14 002 334</u>	<u>9 693 745</u>
<b>Total Assets</b>		<b><u>14 972 096</u></b>	<b><u>10 834 072</u></b>
Equity and Liabilities			
<b>Equity</b>			
Retained Income		<u>11 247 708</u>	<u>7 121 683</u>
<b>Liabilities</b>			
Non-Current Liabilities			
Deferred Income	9	238 761	97 667
Current Liabilities			
Trade and other payables	8	1 579 065	1 259 091
Deferred Income	9	1 365 115	1 863 396
Provisions	7	541 447	492 235
		<u>3 485 627</u>	<u>3 614 723</u>
<b>Total Equity and Liabilities</b>		<b><u>14 972 096</u></b>	<b><u>10 834 072</u></b>



# Statement of Financial Performance.

Figures in Rand	Note(s)	2021	2020
Revenue	10	42 123 789	41 502 285
Cost of sales	11	(2 676)	(3 828)
<b>Gross Surplus</b>		<b>42 121 113</b>	<b>41 498 457</b>
Operating Expenses		38 644 898	34 907 460
<b>Operating surplus</b>	12	<b>3 476 215</b>	<b>6 590 998</b>
Investment income	13	649 811	598 133
Finance costs	14	-	(2 126)
<b>Surplus/(deficit) for the year</b>		<b>4 126 026</b>	<b>7 187 004</b>
Other Comprehensive income		-	-
<b>Total Comprehensive surplus/(deficit)</b>		<b>4 126 026</b>	<b>7 187 004</b>



# Statement of Changes in Equity.

# 07

Figures in Rand	Accumulated Surplus	Total Equity
<b>Balance at 01 April 2019</b>	<b>(65 322)</b>	<b>(65 322)</b>
Changes in equity		
Total surplus for the year	7 213 680	7 213 680
Prior year adjustment	(26 676)	(26 676)
Total changes	7 187 004	7 187 004
<b>Balance at 31 March 2020</b>	<b>7 121 682</b>	<b>7 121 682</b>
Changes in equity		
Total surplus for the year	4 126 026	4 126 026
Total changes	4 126 026	4 126 026
<b>Balance at 31 March 2021</b>	<b>11 247 708</b>	<b>11 247 708</b>



# Statement of Cash flows.

Figures in Rand	Note(s)	2021	2020
<b>Cash flows from operating activities</b>			
Cash used in operating activities	16	4 482 623	4 722 480
Interest income		649 811	598 133
Finance costs		-	(2 126)
<b>Net cash in operating activities</b>		<b>5 132 433</b>	<b>5 318 486</b>
<b>Cash flows in investing activities</b>			
Purchase of property, plant and equipment	2	(299 819)	(448 688)
<b>Net cash in investing activities</b>		<b>(299 819)</b>	<b>(448 688)</b>
Total cash movement for the year		4 832 615	4 869 798
Cash at the beginning of the year		5 371 515	501 717
<b>Total cash at end of the year</b>		<b>10 204 130</b>	<b>5 371 515</b>



# Accounting Policies.

## 1. Presentation of Annual Financial Statements

The Annual Financial Statements have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities, and the Companies Act 71 of 2008. The Annual Financial Statements have been prepared on the historical cost basis, and incorporate the principal accounting policies set out below. They are presented in South African Rands.

These accounting policies are consistent with the previous period.

### 1.1. Significant judgements and sources of estimation uncertainty

In preparing the Annual Financial Statements, Management is required to make judgements, estimates and assumptions that affect the amounts represented in the Annual Financial Statements and related disclosures. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results in the future could differ from these estimates which may be material to the annual financial statements.

Critical judgements in applying accounting policies

The following are the critical judgements, apart from those involving estimations, that Management has made in the process of applying the company accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

- **Impairment testing**

The company reviews and tests the carrying value of assets when events or changes in circumstances suggest that the carrying amount may not be recoverable. When such indicators exist, Management determines the recoverable amount by performing value in use and fair value calculations. These calculations require the use of estimates and assumptions. When it is not possible to determine the recoverable amount for an individual asset, Management assesses the recoverable amount for the cash generating unit to which the asset belongs.

Expected future cash flows used to determine the value in use of tangible assets are inherently uncertain and could materially change over time. They are significantly affected by a number of factors, together with economic factors.

- **Provisions**

Provisions are inherently based on assumptions and estimates using the best information available. Additional disclosure of these estimates of provisions are included in note 7 - Provisions.

### 1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

- Are held for use in the production or supply of goods or services, for rental to others or for administrative purposes; and
- Are expected to be used during more than one period.



Property, plant and equipment is carried at cost less accumulated depreciation and accumulated impairment losses.

Cost includes all costs incurred to bring the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add to, replace part of, or service it. If a replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognized.

Depreciation is provided using the straight-line method to write down the cost, less estimated residual value over the useful life of the property, plant and equipment, which is as follows:

Item	Average useful life
Leasehold improvements	5 years
Furniture and fixtures	7 years
Office equipment	5 years
IT equipment	5 years
Sundry equipment	7 years

The residual value, depreciation method and useful life of each asset are reviewed at each annual reporting period if there are indicators present that there has been a significant change from the previous estimate. The residual values of Property, Plant & Equipment vary between 3% and 10% of the cost of the asset depending on the asset class.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in surplus or deficit in the period.

Property, Plant & Equipment are derecognised on disposal or when no future economic benefits are expected.

### 1.3. Intangible assets

An intangible asset is recognised when:

- it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity; and
- the cost of the asset can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

The amortisation period and the amortisation method for intangible assets are reviewed annually.

Intangible assets are derecognized on disposal or when no future economic benefits are expected.

Item	Average useful life
Computer Software	3

### 1.4. Financial instruments

#### Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

Debt instruments, as defined in the standard, are subsequently measured at amortised cost using the effective interest method. Debt instruments which are classified as current assets or current liabilities are measured at the undiscounted amount of the cash expected to be received or paid unless the arrangement effectively constitutes a financing transaction. At the end of each reporting date, the carrying amounts of assets held in this category are reviewed to determine whether there is any objective evidence of impairment. If so, an impairment loss is recognized.

### 1.5. Leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership to the lessee. A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incidental to ownership.

#### Operating leases - lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease term except in cases where another systematic basis is representative of the time pattern of the benefit from the leased asset, even if the receipt of payments is not on that basis, or where the payments are structured to increase in line with expected general inflation.

### 1.6. Inventories

Inventories are measured at the lower of cost and selling price less costs to complete and sell, on the first-in, first-out (FIFO) basis.

Inventories are derecognized on disposal or when no future economic benefits are expected.

### 1.7. Impairment of assets

The company assesses at each reporting date whether there is any indication that an asset may be impaired. If there is any indication that an asset may be impaired, the recoverable amount is estimated for the individual asset. If it is not possible to estimate the recoverable amount of the individual asset, the recoverable amount of the cash-generating unit to which the asset belongs is determined.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (or group of assets) in prior years. A reversal of impairment is recognised immediately in profit or loss.

#### 1.8. Employee benefits

##### Short-term employee benefits

The cost of short-term employee benefits, (those payable within 12 months after the service is rendered, such as paid vacation leave and sick leave, bonuses, and non-monetary benefits such as medical aid), are recognised in the period in which the service is rendered and are not discounted.

#### 1.9. Provisions and contingencies

Provisions are initially measured at the present value of the best estimate of the amount required to settle the obligation.

Provisions are recognised when:

- the company has an obligation at the reporting date as a result of a past event;
- it is probable that the company will be required to transfer economic benefits in settlement; and
- the amount of the obligation can be estimated reliably.

Contingent assets and contingent liabilities are not recognised.

#### 1.10. Government grants

Grants that do not impose specified future performance conditions are recognised in income when the grant proceeds are receivable.

Grants that impose specified future performance conditions are recognised in income only when the performance conditions are met.

Grants received before the revenue recognition criteria are satisfied are recognised as a liability. Grants are measured at the fair value of the asset received or receivable.

#### 1.11. Revenue

Revenue from the sale of goods is recognised when all the following conditions have been satisfied:

- the company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue for membership is recognised when the payment is received from the paying member, as at that point all the conditions for membership will have been satisfied and complied with by the paying member.

Revenue for sponsorship is recognised when the sponsorship contract is concluded with the contracting sponsor, after the goods and services to be exchanged for sponsorship have been determined and the value of the sponsorship has been agreed to.

Revenue is measured at the fair value of the consideration received or receivable and represents the amounts receivable for goods and services provided in the normal course of business, net of trade discounts and volume rebates, and value added tax. Interest is recognised, in profit or loss, using the effective interest rate method.

#### 1.12. Trade exchanges.

Trade exchanges are valued at market value and recorded as income with the corresponding amount reflected as a receivable. The receivable is reduced as and when the exchanged service or goods are utilized.

#### 1.13. Related Parties

The entity has processes and controls in place to aid in the identification of related parties. A related party is a person or an entity with the ability to control or jointly control the other party or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control. Related party relationships where control exists are disclosed regardless of whether any transactions took place between the parties during the reporting period.

Where transactions occurred between the entity any one or more related parties, and those transactions were not within:

- a) normal supplier and/or client/recipient relationships on terms and conditions no more or less favourable than those which it is reasonable to expect the entity to have adopted if dealing with that individual entity or person in the same circumstances; and
- b) terms and conditions within the normal operating parameters established by the reporting entity's legal mandate;

#### 1.14. Deferred income

Deferred income relates to membership fees received when the companies join Proudly South African. The revenue will be recognised over the period of the membership. Any such revenue which overlaps to future financial years are deferred and recognised as deferred income.



# Notes to the Annual Financial Statements.

# 10

Figures in Rand

2021

2020

## 2. Property, plant and equipment

	2021			2020		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	503 665	(383 780)	119 884	547 893	(485 021)	62 873
Office equipment	38 585	(28 248)	10 337	38 585	(28 276)	10 308
IT equipment	1 488 139	(1 000 325)	487 814	1 364 076	(1 025 470)	338 606
Leasehold improvements	1 092 306	(962 694)	129 612	1 092 306	(722 968)	369 338
Sundry equipment	213 030	(73 469)	139 560	216 887	(48 571)	168 316
Motor vehicle	84 202	(79 991)	4 210	84 202	(63 993)	20 208
<b>Total</b>	<b>3 419 927</b>	<b>(2 528 509)</b>	<b>891 418</b>	<b>3 343 949</b>	<b>(2 374 299)</b>	<b>969 650</b>

The Company did not pledge any item of property, plant and equipment as security for borrowings during the year. (2020: Rnil)

### Reconciliation of property, plant and equipment – 2021

	Opening balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	62 873	(464)	7 968	49 507*	119 884
Office equipment	10 308			30*	10 339
IT equipment	338 606	(1 111)	291 850	(141 532)*	487 814
Leasehold improvements	369 338			(239 726)	129 612
Sundry equipment	168 316	(1 228)		(27 528)*	139 560
Motor vehicle	20 208			(15 998)	4 210
<b>Total</b>	<b>969 650</b>	<b>(2 803)</b>	<b>299 819</b>	<b>(375 246)</b>	<b>891 419</b>

### Reconciliation of property, plant & equipment – 2020

	Opening balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	121 314		13 134	(71 575)	62 873
Office equipment	13 766			(3 457)	10 308
IT equipment	370 767		169 271	(201 432)	338 606
Leasehold improvements	485 705		105 729	(222 096)	369 338
Sundry equipment	32 591		160 554	(24 829)	168 316
Motor vehicle	36 207			(15 998)	20 208
<b>Total</b>	<b>1 060 350</b>		<b>448 688</b>	<b>(539 388)</b>	<b>969 650</b>

\*These amounts include the re-assessment of the useful lives of assets

Figures in Rand 2021 2020

### 3. Intangible assets

	2021			2020		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	277 000	(198 656)	78 344	277 000	(106 323)	170 677

None of the intangible assets have been pledged as security.

#### Reconciliation of intangible assets – 2021

	Opening balance	Additions	Amortization	Total
Computer software	170 677	-	(92 333)	78 344

#### Reconciliation of intangible assets – 2020

	Opening balance	Additions	Amortization	Total
Computer software	260 368	-	(89 690)	170 677

### 4. Inventories

	2021	2020
Promotional stock	99 451	102 127

None of the Promotional stock has been pledged as security.

Figures in Rand 2021 2020

### 5. Trade and other receivables

Trade receivables	1 594 076	636 454
Accrued income	-	-
Deposits	288 198	288 198
VAT	1 615 050	1 193 897
Staff loans	62 500	110 750
Prepayments	138 929	1 990 804
	<b>3 698 753</b>	<b>4 220 103</b>

### 6. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	5 068	5 606
Bank balances	10 199 062	5 365 909
	<b>10 204 130</b>	<b>5 371 515</b>

### 7. Provisions

#### Reconciliation of provisions - 2021

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	492 235	1 853 350	(1 804 138)	541 447

#### Reconciliation of provisions - 2020

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	533 814	1 553 350	(1 594 929)	492 235

Leave provision is calculated at current salary rate multiplied by number of available leave credits. There are no uncertainties envisaged that may affect the above provision.



Figures in Rand

**8. Trade and other payables**

	2021	2020
Trade payables	1 577 474	707 066
Accruals (Provision for expenses)	-	561 226
Salaries clearing	-	(10 217)
Unallocated deposits	1 591	1 016
	<u>1 579 065</u>	<u>1 259 091</u>

**9. Deferred income**

Current Liabilities	1 365 115	1 863 396
Non-Current Liabilities	238 761	97 667
	<u>1 603 876</u>	<u>1 961 063</u>

Deferred income represents membership fees received from members which relates to fees for the following financial year.

**10. Revenue**

Sale of promotional items	4 615	4 630
Government grant - the dtic	35 475 000	37 623 000
Sponsorship	2 097 826	200 000
Membership fees	4 540 065	3 655 266
Sundry Income	6 282	19 390
<b>Total</b>	<u>42 123 789</u>	<u>41 502 285</u>

**11. Cost of sales**

<b>Sale of goods</b>		
Promotional items	2 676	3 828

Figures in Rand

**12. Operating surplus/ (deficit)**

Operating surplus / (deficit) for the year is stated after accounting for the following:

**Operating lease charges**

Premises		
• Contractual amounts equipment	996 842	899 443
• Contractual Amounts	298 488	292 883
	<u>1 295 330</u>	<u>1 192 327</u>

Depreciation and Amortization	467 577	629 307
Key management emoluments	7 047 572	7 218 026
Employee costs	15 160 922	15 988 518

**13. Investment revenue**

**Investment revenue**

Interest received	<u>649 811</u>	<u>598 133</u>
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**14. Finance costs**

Interest paid – other	<u>-</u>	<u>2 126</u>
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**15. Auditors remuneration**

External audit fees	171 324	204 364
Internal audit fees	387 274	110 971
	<u>558 599</u>	<u>315 335</u>

Figures in Rand	2021	2020
<b>16. Cash generated from operations</b>		
Surplus/(Deficit) before taxation	4 126 026	7 187 004
<b>Adjustments for:</b>		
Depreciation and amortisation	467 577	629 307
(Profit)/ Loss on sale of assets	2 806	-
Interest received - investment	(649 811)	(598 133)
Finance costs	-	2 126
Movements in provisions	49 212	(41 579)
<b>Changes in working capital:</b>		
Inventories	2 676	3 325
Trade and other receivables	521 350	2 767 371
Trade and other payables	(37 214)	(5 226 941)
	<b>4 482 623</b>	<b>4 722 480</b>

#### 17. Commitments

Operating leases – as lessee (expense)		
Minimum lease payments due		
- within one year	538 161	1 290 472
- in second to fifth year inclusive	-	546 576
	<b>538 161</b>	<b>1 837 048</b>

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises have an escalation of 4%. The lease agreements do not carry option to purchase the assets at the end of lease terms.

#### 18. Related parties

##### Relationships

Proudly South African was a project initially launched through NEDLAC.

All related parties have been disclosed in note 19

Figures in Rand	2021	2020	
<b>19. Key Management Emoluments</b>			
<b>2021</b>			
<b>Executive</b>	<b>Emoluments</b>	<b>Bonuses</b>	<b>Total</b>
Eustace Mashimbye	2 008 075	-	2 008 075
Naresh Patel	1 497 253	-	1 497 253
Happy Ngidi	1 436 792	-	1 436 792
Jeannine van Straaten	1 256 921	-	1 256 921
<b>Total Executive Emoluments</b>	<b>6 199 041</b>	<b>-</b>	<b>6 199 041</b>
<b>Non-Executive: Director's Fees</b>			
Howard Gabriels	360 000	-	360 000
Ashley Benjamin	87 869	-	87 869
Adv Pria Hassan	-	-	-
Thulani Tshefuta	81 682	-	81 682
Dr Stavros Nicolaou	34 873	-	34 873
Michael Lawrence	71 148	-	71 148
Caroline Rakgotsoka	33 371	-	33 371
Lawrence Bale	56 952	-	56 952
Simon Eppel	55 889	-	55 889
Masonwabe Sokoyi	66 747	-	66 747
<b>Total: Non-Executive Director's Fees</b>	<b>848 531</b>	<b>-</b>	<b>848 531</b>
<b>Total Emoluments</b>	<b>7 047 572</b>	<b>-</b>	<b>7 047 572</b>



Figures in Rand	2021	2020	
<b>2020</b>			
<b>Executive</b>	<b>Emoluments</b>	<b>Bonuses</b>	<b>Total</b>
Eustace Mashimbye	1 942 587	127 358	2 069 945
Naresh Patel	1 470 178	79 032	1 549 210
Happy Ngidi	1 378 048	79 683	1 457 731
Jeannine van Straaten	1 161 249	65 333	1 226 582
<b>Total Executive Emoluments</b>	<b>5 952 062</b>	<b>351 406</b>	<b>6 303 468</b>
<b>Non-Executive: Director's Fees</b>			
Howard Gabriels	360 000		360 000
Dumisani Mthlale	42 419		42 419
Nondwe Kganyago	40 193		40 193
Ashley Benjamin	78 173		78 173
Adv. Pria Hassan	-		-
Thulani Tshefuta	99 179		99 179
Dr Stavros Nicolaou	45 566		45 566
Michael Lawrence	76 517		76 517
Solly Phetoe	10 747		10 747
Caroline Rakgotsoka	48 844		48 844
Lawrence Bale	53 212		53 212
Simon Eppel	32 563		32 563
Masonwabe Sokoyi	27 136		27 136
<b>Total: Non-Executive Director's Fees</b>	<b>914 549</b>		<b>914 549</b>
<b>Total Emoluments</b>	<b>6 866 620</b>	<b>351 406</b>	<b>7 218 026</b>

## 20. Events after the reporting date

The directors are not aware of any other material event which occurred after the reporting date and up to the date of this report.

## 21. Going concern

The annual financial statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

## 22. Financial instruments

Categories of financial instruments

### 2021

#### Financial Assets

	At amortised cost	Total
Trade and other receivables	3 698 753	3 698 753
Cash and cash equivalents	10 204 130	10 204 130
	<b>13 902 883</b>	<b>13 902 883</b>

#### Financial liabilities

	At amortised cost	Total
Trade and other payables	1 579 065	1 579 065

### 2020

#### Financial Assets

	At amortised cost	Total
Trade and other receivables	4 220 103	4 220 103
Cash and cash equivalents	5 371 515	5 371 515
	<b>9 591 618</b>	<b>9 591 618</b>

#### Financial liabilities

	At amortised cost	Total
Trade and other payables	1 259 091	1 259 091

# Detailed Income Statement.

Figures in Rand	Note(s)	2021	2020
<b>Revenue</b>			
Sale of goods		4 615	4 630
Government grant - The dti		35 475 000	37 623 000
Sundry Income		6 282	19 390
Sponsorship		2 097 826	200 000
Membership fees		4 540 065	3 655 266
	10	<b>42 123 789</b>	<b>41 502 285</b>
Opening stock		(102 127)	(105 452)
Purchases		5 352	7 153
Closing stock	11	99 451	102 127
		<b>(2 676)</b>	<b>(3 8328)</b>
Gross Surplus		42 121 113	41 498 457
<b>Other income</b>			
Interest Received	13	649 811	598 133
<b>Operating expenses</b>			
Advertising posts and tenders		(79 166)	(73 744)
Auditors remuneration	15	(558 599)	(315 335)
Bad debts		-	(265)
Bank charges		(16 931)	(25 813)
Depreciation, amortisation and impairments		(467 577)	(629 307)
Loss on disposal of fixed assets		(2 806)	-
Key management emoluments	19	(7 047 572)	(7 218 026)
Employee costs		(15 160 922)	(15 988 518)
Fines and penalties		(14 456)	-
IT expenses		(906 681)	(924 245)
Insurance		(132 718)	(125 082)
Lease rentals on operating lease		(1 295 330)	(1 192 327)
Legal and professional services		(197 387)	(458 219)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(8 106 604)	(5 056 479)
Membership costs		(18 220)	(16 881)
Proudly SA Buy Local Summit and Expo		(3 356 068)	(523 114)
Photocopier costs		(65 059)	(92 925)
Postage		(35 394)	(69 520)
Printing and stationery		(141 409)	(221 088)
Proudly South African CSI activities		(43 300)	(38 694)
Repairs and maintenance		(90 399)	(138 529)
Staff training		(130 997)	(202 649)
Staff welfare		(101 447)	(245 821)
Subscriptions		(112 630)	(128 121)
Telephone and fax		(112 281)	(106 711)
Travel local		(61 240)	(700 435)
Workshops and seminars		(21 223)	(75 707)
Utilities		(368 482)	(339 905)
		<b>(38 644 898)</b>	<b>(34 907 460)</b>
<b>Operating surplus</b>	12	<b>4 126 026</b>	<b>7 189 130</b>
Finance costs	14	-	(2 126)
<b>Surplus/(Deficit) for the year</b>		<b>4 126 026</b>	<b>7 187 004</b>





## PROUDLY SOUTH AFRICAN



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