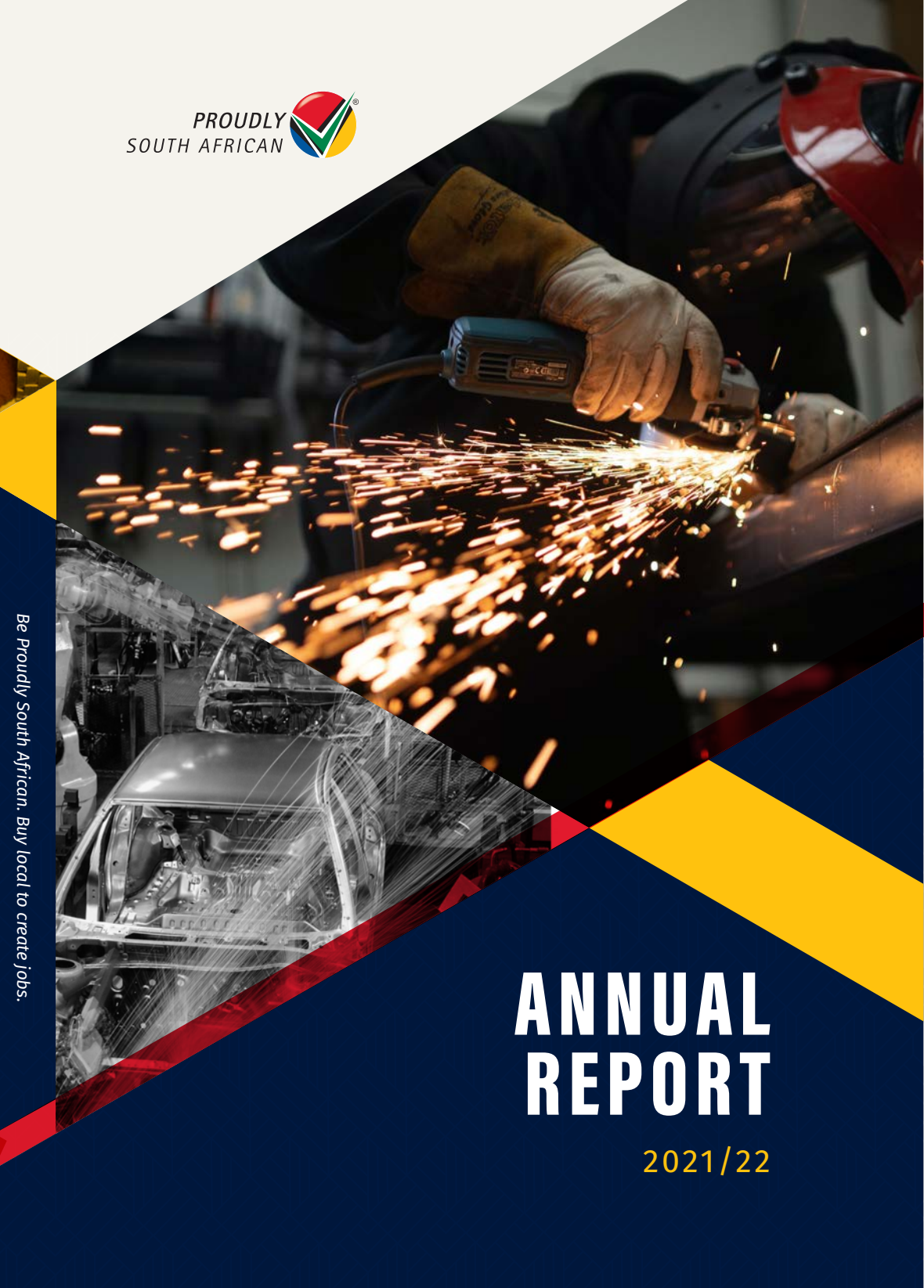


PROUDLY
SOUTH AFRICAN



Be Proudly South African. Buy local to create jobs.

ANNUAL REPORT

2021/22

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01

Introduction

About Proudly SA

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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.

Our 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.



Our 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.



Our 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.



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.

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.

Proudly South African 4 Pillars



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.

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



QUALITY

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



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.



FAIR LABOUR PRACTICE

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



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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.

”

Howard Gabriels
Chair of the Proudly SA Board

CHAIRMAN'S FOREWORD

Proudly South African emerged from the COVID-19 period as a resilient and much stronger organization. Over the last two years it has shown the ability to adapt and effectively use technology to continue to build and improve the localization campaign in South Africa.

In March 2022 we again hosted a very successful BUY LOCAL SUMMIT as a hybrid event. President Ramaphosa in his address to the summit again emphasized the importance of the Proudly South African Buy Local campaign.

He said: "Our message at this annual Buy Local Summit and Expo is that whether we are individuals or businesses, we can and should all choose to buy local. By buying locally-produced goods we are supporting livelihoods, small business development and job creation."

The Summit was well attended by 852 and 731 participants on day one and two respectively. There were 220 exhibitors in the virtual exhibition. There were also more than 80 pre-qualified buyers who participated in the Summit. Exhibitors recorded 961 meetings, 686 booth visits, 951 match up table meetings and 1 014 handouts were downloaded.

During the year under review our membership grew significantly to 2 288 members and we recruited 327 new members. The database of locally made products has registered a total of 20 488 products. We continued to provide our members with a myriad of opportunities to gain access to local markets and to a lesser extent, global markets. We participate in the Sectoral Master Plans initiated and

led by the DTIC in partnership with the social partners. We continue to participate with the relevant industry bodies in the Clothing, Leather and Textile; the Poultry; the Sugar; the Furniture and the Automotive sectoral masterplans. Proudly South African also supported the DTIC at the Dubai 2020 expo and many members' product offerings were showcased on this global platform.

We launched the Market Access Platform (MAP) in August 2021. MAP is a new online portal which supports localisation and transformation. MAP offers procurement professionals in corporates, a one-stop-shop to find, rate and buy from vetted high performing suppliers and local service providers and manufacturers across all industries. MAP creates new market access opportunities for our members and mitigates the risks associated with sourcing from unfamiliar companies.

Our consumer awareness campaigns reached new heights over the past year. This was driven by two advertising campaigns on television. The first was the flighting of our "Game Time" advert and secondly a new campaign on "Living Lekker Locally." We thank our media partners who contributed significantly to these campaigns – SABC, Multichoice and e-TV. We rolled out our campaigns over the festive season and back to school period as well as during heritage month in September. Our social media campaigns and presence have also continued to grow rapidly, augmented by our increasing digital marketing campaigns. Our PR campaigns during the year under review generated more than R30.7 million in advertising value equivalency (AVE).

During the year, there were many workshops and events that helped spread the “Buy Local” narrative and call to action to all constituencies. One of the highlights was the participation in the workshops hosted by the community constituency in NEDLAC in all nine provinces, which had excellent participation of various organisations in this sector.

During the second half of the year, we conducted a research project to determine the impact as well as effectiveness of the activities and programmes of the Proudly SA campaign on consumer awareness and uptake of locally made products by various sectors of society, to which our efforts are directed. The survey covered 3 274 respondents in all nine provinces. It is heartening to note that 77% of the respondents could identify the Proudly SA logo and this is an indication that our media campaigns have found traction amongst

consumers. More than 74% of retailers believed that the increasing quantity of the locally made products it procures, is as a result of the Proudly South African campaign. The report confirms that both radio and TV are the most effective way of creating awareness of Proudly South African and the Buy Local message and this is a satisfactory return on the minimal investment we continue to make on these platforms.

I want to express my appreciation to Minister Patel and the Department of Trade, Industry and Competition for his support of the Proudly South African campaign. The members of the Board of Directors provided invaluable strategic leadership over the past year and I thank them for this. Lastly, I want to thank the CEO, Mr Eustace Mashimbye, the executive management team and our staff for their continued dedication towards building the Proudly South African Buy Local campaign.



A man with a beard and short hair, wearing a dark suit, white shirt, and striped tie, is speaking at a clear podium. He is smiling and gesturing with his right hand. The background is a solid yellow color. There are decorative blue and red horizontal bars on the right and bottom edges of the image.

“

To the most important people in the campaign - the brilliant and committed Executive team that I lead this organisation with, as well as the amazing staff at Proudly SA campaign, I could never do this on my own and I appreciate the contribution made by each and everyone of you. Ours is a tough and demanding, yet fulfilling responsibility and I know that we are all up to it.

”

Eustace Mashimbye
CEO of Proudly South African

CEO'S MESSAGE

Having to pen a foreword during a period where the country is slowly emerging out of the Covid-19 pandemic, especially when it comes to the re-opening of the economy, where all sectors of the economy are almost fully operational, but where it seems that things are completely tough economically and are seemingly getting worse in many ways is a difficult exercise. This is mostly because, as opposed to just writing about our achievements and what we have been able to roll out during this second financial year that has been largely characterized by the effects of the pandemic, I am forced to reflect on whether as the national Buy Local campaign, we have been able to contribute effectively to the growth of the economy, the retention of existing jobs, the creation of much needed new job opportunities, and a shift in procurement patterns, in favour of locally made products, as required in our mandate.

The importance of the Proudly SA Buy Local campaign now supersedes that of many entities that have an economic mandate and role to play in our society. In fact as Proudly SA, we want to argue that maybe our importance has now reached a point where what we are advocating for, is probably, by far, the most practical way in which every citizen of our economy can make a contribution to the recovery of the economy by simply checking what they are buying and if a locally made alternative exists, to the imported one that is available to them, to choose the locally made option. All of us, make purchasing decisions, whether big or small, and this applies to individuals buying for their households, entrepreneurs or those employed to buy for those businesses and corporates, as well as public sector officials buying for the state (across all spheres of government, including public entities. This therefore means that we can all somehow use the spend at our

disposal, for our own benefit, as localisation and industrialisation are tried and tested ways of growing labour-intensive sectors as well as their respective contributions to the growth of the economy. That is all we ask as Proudly SA, for everyone to buy local, as best as possible and help us turn the tide.

What we have in turn done to help those that want to buy local to easily do so, is increased our activities that seek to grow the accessibility of locally made products and services, and a lot of these platforms and properties will grow significantly during the next financial year and beyond. This includes:

- Launching the Market Access Platform (MAP), in partnership with the business constituency, led by Nedlac and SAB Miller, which is a match-making platform that will enable buyers in the private sector to find suppliers (and producers) of locally made products and services. This platform is non-transactional, however it will also allow large corporates and small businesses to also advertise their tenders and/or procurement opportunities on a platform that will only be visible to local producers, as vetted by Proudly South African. The process of populating the platform with suppliers representing almost every single sector where there are locally made products and services, is underway and will be completed during the second quarter of the next financial year. Corporates are also being engaged to make localisation commitments and to utilise this platform, for seeing through those commitments to commence with or grow their levels of local procurement.

- Maintaining and popularizing the procurement portals that are hosted on our website to purchasing decision makers and as many sectors of society as possible, so as to ensure that they still refer to our portals when looking to buy any of the items for which we have created portals, including medical as well non-medical PPE, and the latest portals showcasing locally made furniture and baby-wear. There is potential to launch additional portals and these will be grown over time and will be developed on a needs basis.
- Ensuring that members with consumer targeted products have an online shopping platform on which they can sell their products. During the year under review, Proudly SA continued with its partnership with RSA Made and through this platform, member companies could list and sell their products at no additional cost to them. There is a strategy being developed within the campaign that will see an increase in the number of platforms on which member products will be sold, including high traffic and sector specific e-commerce platforms.
- Rolling out the virtual Buy Local Expo, for the 2nd year running, which has now been positioned as a marketplace for showcasing locally made products to consumers across all sectors of society, and during this year's edition of the Expo, we increased the number of days for the Expo, from 2 to 3 and it proved to be a success for a lot of the companies that have found new customers, especially from the private sector.
- In addition to the above Expo, we continued to participate in and in some instances, partner with organisations hosting trade fairs and expos in order to secure exhibition space, for members to showcase their products (and services) to buyers and delegates attending the said expos or trade fairs.
- During the country under review, South Africa participated at the 2020 Dubai Expo which started on 1 October 2021 and ended on 31 March 2022. Proudly SA was requested to avail its online store for purposes of pairing it with a newly developed virtual Expo platform, with the intention of showcasing SA made products and services to delegates attending the Expo, both virtually and in person, so as to help these products to access other markets.
- The delayed process of integrating the Proudly SA database with National Treasury's Central Supplier Database (CSD) is nearing completion, with the integration set to happen during the next financial year. This process will see Proudly SA companies wanting to do business with government, listed on the CSD and flagged as priority suppliers for local procurement purposes and for ease of access by public sector procurement officials.
- For the festive season, an online shopping catalogue was developed, listing suppliers of the most sought locally made products (including gifts, clothing, footwear, wines, etc.) for that time of the year, as well as where to buy these.

The above are just some of the high-level strategic interventions put in place to increase the visibility and accessibility of locally made products and services. Over and above this, the campaign introduced a new campaign, titled "Living Lekker Locally" as a follow up to the 2020 developed Game Time consumer education TV advert. The aim of the campaign was to educate consumers on the ease of supporting locally made products and services, by showing them that it is easy to go through every aspect of your day, utilising locally made products, whilst showcasing these products. Broadcasting partnerships were secured with the 3 major broadcasters, namely SABC, eTV and Multichoice for the flighting of this TV advert and the Game Time advert, in order to continue to educate consumers on the importance and economic impact of buying local.

This approach was also informed by the campaign's current medium term strategic focus of increasing its consumer education efforts and was augmented through activations and campaigns throughout the financial year, but intensified at strategic times of the year, including a Heritage month activation focusing on the clothing, textiles, footwear and leather industry, titled "Local Fashion Police" which proved to be quite popular and attracted a huge response on social media platforms. Other activations, included those carried out for the Festive Season, Back-To-School and Valentine's Day where we urged consumers to show their love for their country by buying local.

An improvement brought about by the Covid-19 pandemic, which we continued with was the roll-out of a series of both virtual and hybrid events (and webinars), which are at times hosted solely by us, whilst some are hosted in partnership with other entities. The biggest benefit of hosting webinars and events that are streamed live to online audiences is the fact that we are now able to reach delegates across the country, and not only those based in the province(s) where the events are hosted. In the main, these events are targeted at the business sector and has helped us to start growing our reach of the business community across the country. Our flagship annual Women's month event was changed during the year under review, and it was converted into a 4-part series showcasing the role of women in 4 different industries, with a focus on one sector per week throughout the month of August. The industries showcased through these series of events were the sugar industry, automotive industry, clothing and textiles industry as well as the creative industry. This is in line with our strategy to support industries for which sectoral masterplans have been developed and our role in each of these masterplans is to drive up consumer demand for those locally made products coming out of each of these industries. In total, the campaign is supporting the following sectoral masterplans: Sugar, Furniture, CTFL, Automotive and the Poultry industry masterplans.

In an effort to contribute to the increased procurement of locally made products by the public sector, Proudly SA continued with the tender monitoring system, which tracks all tenders and/or procurement opportunities published by public sector entities for the procurement of items designated for local procurement. In total, the tender monitoring system tracks tenders of 760 entities. Online webinars, in the form of provincial procurement workshops targeted at public sector procurement officials and aimed at educating procurement officials on the local content regulations applicable in the private sector, were rolled out during the financial year and these were hosted in partnership with provincial Finance MECs, the DTIC, the SABS, the AGSA and National Treasury. A pilot project was undertaken in this regard where officials from metros and municipalities were also invited to these provincial public sector forums in order to grow the number of procurement officials reached in the public sector.

The continued rollout of these workshops will hopefully assist with increasing compliance with local content procurement regulations in the public sector.

The Proudly SA buy local campaign continues to grow and its impact as well as the effectiveness of all its activities and campaigns will be measured annually, starting with a study commissioned during the last quarter of the current financial year. It is hoped that the results of this study will help shape our thought process and give us a sense of areas where we are doing well, and will flag those areas that still need us to improve or build on. We are somewhat confident that the results of this study will point to the great strides made over the years and for this we thank the Chairman of the Board, Mr. Howard Gabriels and the entire Board for their leadership, guidance and unwavering support. I would also like to acknowledge the immeasurable support (financial and non-financial) that we continue to receive from Minister Patel and his team at the dtic. To the Nedlac Executive Director and all the social partners at Nedlac, we can never have a Buy Local campaign without each and every single one of these constituencies.

A heartfelt thank you to the members, sponsors and strategic partners of Proudly SA, that we are partnering with on this journey. We hope you will all continue to trust us as your partner in driving economic recovery, and that you will continue to support us, as we also improve on the value proposition from our side.

Lastly, to the most important people in the campaign - the brilliant and committed Executive team that I lead this organisation with, as well as the amazing staff at Proudly SA, I could never do this on my own and I appreciate the contribution made by each and everyone of you. Ours is a tough and demanding, yet fulfilling responsibility and I know that we are all up to it.

“
Local is Lekker - Be Proudly South African, Buy Local to Create Jobs!
 ”



02

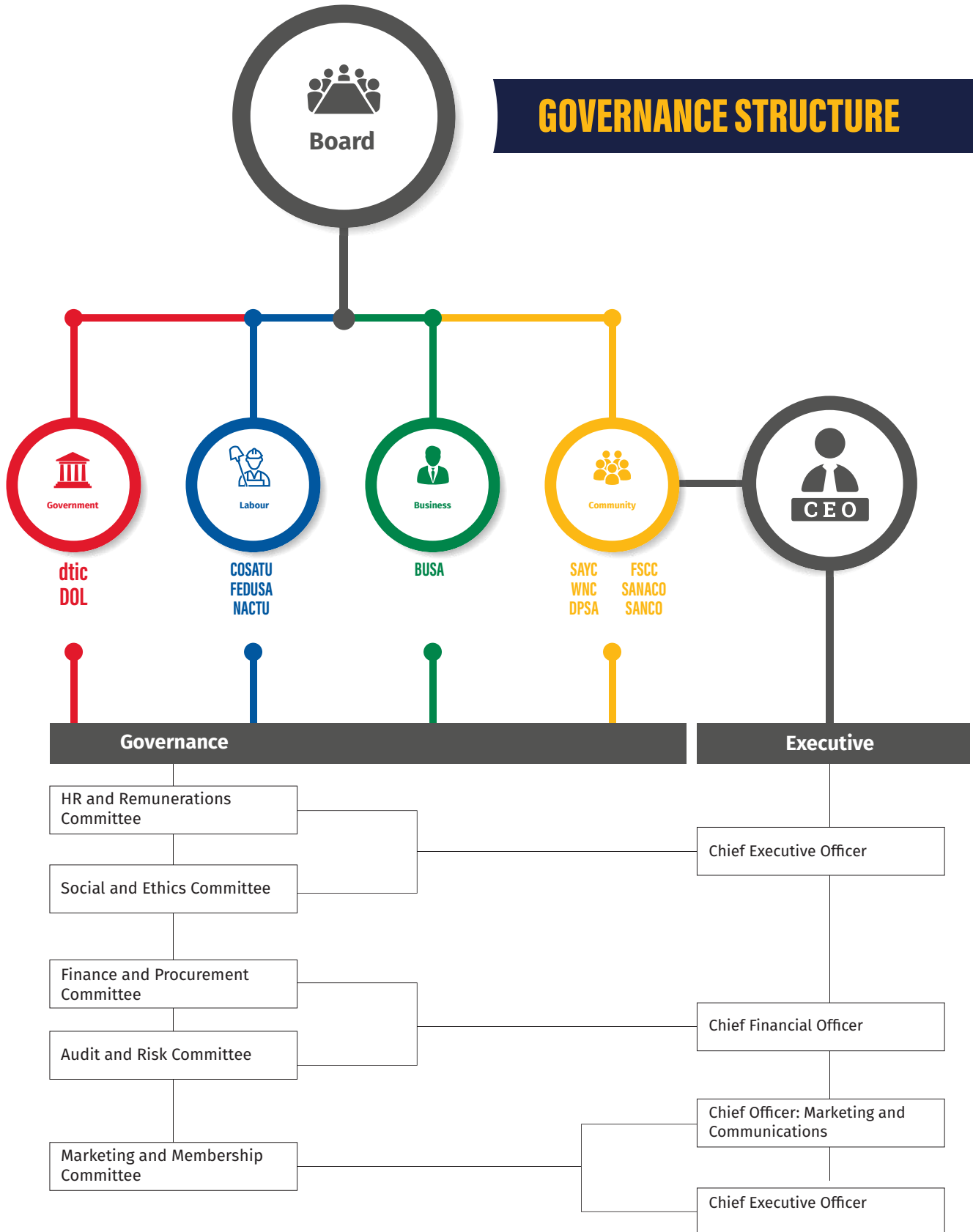
Our people & resources

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Governance Structure

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Board of Directors

02





Howard Gabriels

Chairperson

A senior executive with extensive experience at a strategic leadership level in the public sector, 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 Master's 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 the Ombudsperson at the Credit Ombud



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

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 has gone on to save hundreds of thousands of lives in South Africa and on the African Continent.

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 Vaccine Co-ordinating Committee (NCVCC) and the COVID 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 presently serves on the National Orders Advisory Council, appointed by the President of the Republic and 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 2 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 (BUSA). He was elected Chairman of the South African Pharmaceutical Producers Association (PHARMISA), he has been appointed by the Minister of Health to the Forum to Promote Transparency and Multi Stakeholder Engagement Regarding Medicine Availability, an advisory body assisting in finding solutions towards improving access to and availability of medicine through enhanced transparency, equity, efficiency, responsiveness and accountability in the supply chain 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 and a Certificate in Project Management from NMMU. Holds Honours in Media Studies from UNISA. Currently doing Master of International Public Administration, majoring in Public Policy with Tsinghua University, Beijing, China.

Masonwabe 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

Lisa Seftel is the Executive Director of Nedlac. Previously she has worked as a senior manager in the Department of Labour, the Office of the Premier in Gauteng, Gauteng Department of Roads and Transport, Sedibeng District Municipality and as Executive Director for Transport in the City of Johannesburg.



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

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, Hassan 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, Hassan initiated the “Winning in the Workplace” project- a programme with the aim of providing the 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.

Hassan 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 Hassan was recognised by the Durban Chamber of Commerce and Industry her role in maintaining business proficiency.

Hassan 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 Jes Foord Foundation, Board member: Advisory Board UKZN Extend Learning.



Jodi Scholtz

Board Member

Chairperson: Social and Ethics Committee

Ms. Jodi Scholtz, a seasoned public servant at executive level, has been the Chief Operating Officer (COO) of the National Department of Trade, Industry and Competition (the dtic) since November 2009. She is currently the Lead Administrator at the South African Bureau of Standards and serves as the accounting authority. She has developed and is currently implementing a revised turnaround strategy for SABS and is responsible for the strategic direction and operations at SABS.

Prior to her appointment as COO: the dtic, she was the Chief Operating Officer in the Trade Policy, Negotiations and Cooperation 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.

Ms. Scholtz holds a Bachelors 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.



Caroline Rakgotsoka

Board Member

Caroline Rakgotsoka is from PROTEA GLEN, Soweto and is married with 4 children. She is Working for the company called Tsebo Solution Group since 1988, she is a catering manager from 2015 today, and is an active trade unionist member. She started at HOTELICCA Trade Union and was selected as a president at HOTELICCA.

In 2012 she was then elected as an active shop steward, she then moved to NACTU therefore was selected as national treasure up to now. Currently she is still holding the same position till today.

She also serves at Women Gender Forum, She is a director on the board (OATU) Organisation of trade unit. She has been elected as a Chairperson of Local Church Development Committee and is a member of proudly South Africa therefore serves on the Board of Directors.HR Remuneration Committee and Audit and Risk Committee.



Ashley Benjamin

Board Member

Chairperson: HR and Remunerations Committee

Ashley Benjamin is the Acting Deputy General Secretary of FEDUSA. He is an experienced Trade Unionist with over twenty-five years involvement in the South African labour movement. He represents FEDUSA on various structures such as the Trade and Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development Portfolio within FEDUSA and represents the federation at international level at the Trade Union Advisory Committee to the OECD and Global Union Programmes for Economic Cooperation.

Mr. Benjamin is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the national Bargaining Council of the Leather Industry of South Africa. He also serves on the Executive Oversight Committee of the Retail Clothing Textiles Footwear & Leather Masterplan. Mr. Benjamin also represents Organised Labour on the Boards of the National Skills Authority (NSA) and South African Qualifications Authority (SAQA).

He's involvement includes representing the federation in the activities of the Southern Africa Trade Union Coordination Council (SATUCC) as well as the BRICS Organised Labour Grouping.



Thulani Tshefuta

Board Member

Chairperson: Audit and Risk Committee

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, Mr Tshefuta 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.

Mr Tshefuta 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 a 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 currently working as a Chief Director: Industrial Procurement & Development at the Department of Trade, Industry & Competition (the dtic). Before joining the dtic, he was the Programme Manager: Fiscal Policy at the Financial & Fiscal Commission (FFC); prior to that he was the Director: Provincial Infrastructure at the National Treasury. He has held research and management positions at the Gauteng Provincial Legislature, National Energy Regulator of South Africa (Nersa) and Nokusa Consulting. He is a Board Member at the Proudly South African (PSA) and Trade & Industrial Policy Strategies (TIPS). Dr Makube is an Admitted Advocate of the High Court of South Africa and holds a PhD in Energy Studies and other postgraduate 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.

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

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



Siphon Ndebele

Board Member

A committed public servant, 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. Siphon 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.

Mr Bale 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. Mr Bale 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 Mr Bale's 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 MOU's 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. Mr Bale is a member of the Ministerial Advisory Committee (MAC) advising the Minister of Health particularly in response to the COVID-19 pandemic.

Executive Managers

03





Happy MaKhumalo Ngidi

Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is a graduate in Comms and is in the middle of completing her Bachelor of Arts in International Relations. 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. She's also the former Head of PR and Communications for SABC radio station, Metro FM. She was the Official Spokesperson of the SABC for its flagship annual event as well as for ad hoc PR projects of national importance. Ngidi also has extensive experience in driving strategy development, turnaround 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.

Her 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 every task she undertakes both in the public and private sectors.

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.

Ms Ngidi is an active member of WECONA (Women Economic Assembly) an Assembly launched by President Cyril Ramaphosa in 2021, which comprises of Women from the private sector, civil society, women's organisations, businesswomen and government. This initiative serves to facilitate the participation of women-owned businesses in core areas of the economy. It also emphasizes the participation of women-owned enterprises on the entire value chain to foster sustainable economic development.

The work of the Assembly is also to enable businesswomen to identify entry points and opportunities for sustainable economic participation. Unlocking market access through preferential procurement.

Happy MaKhumalo Ngidi is also a proud owner of Bella Wines, her own personal wine brand which was launched in 2022.



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.



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.

Love BuyLocal

DELICIOUS FESTIVAL 2018



DELICIOUS FESTIVAL
CREW

#ProudlySA #BrandSA #LoveBuyLocal





Msebenzi Mtshali

Human Resources & Support Manager
Resigned: August 2021

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.



Veresh Ramkalawan

Human Resources & Support Manager
Appointed: September 2021

Veresh Ramkalawan completed a Degree in Human Resources and a Postgraduate in Industrial Relations and currently in his final year of completing a Bachelor of Law (LLB) Degree.

He is a seasoned and passionate HR Professional with vast knowledge skills and expertise with his career in human resources spanning over 15 years. He has worked across various industries.

His belief is that human capital is our most important asset and to he aims to ensure that Proudly South African has a happy and productive workplace where everyone works towards the mission and objectives with emphasis on promoting corporate values and shaping a positive culture.



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.



Brigette Simonsz,
Events & Activations Manager

Brigette 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. Brigette 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, Brigette 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.



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.

Human Resources Report

04



Human Resources Management Report 2021/2022

Human Capital is at the core of delivering on the Proudly South African mandate. 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 locally made products leading to the retention and 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 and maintaining 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 2022-MARCH 2022

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	1								1
Senior Management			1		1			1	3
Professionally Qualified and experienced specialist and mid-management	1		1		2		2	3	9
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	6	2			9	1	1	1	20
Semi-skilled and discretionary decision making	1				1				2
Unskilled and defined decision making					1				1
Temporary employee	2				2				4
TOTAL	11	02	02		16	01	03	05	40

Recruitment - April 2021 to March 2022

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									
Senior Management									
Professionally Qualified and experienced specialist and mid-management			1					1	2
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents		1							1
Semi-skilled and discretionary decision making									
Unskilled and defined decision making					1				1
Temporary employee	2								2
TOTAL	2	1	1	-	1	-	-	1	6

Promotions - April 2021 to March 2022

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					2				2
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
TOTAL	-	-	-	-	2	-	-	-	2

Terminations - April 2021 to March 2022

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	1								1
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	1								1
Semi-skilled and discretionary decision making									
Unskilled and defined decision making					1				1
TOTAL	2	-	-	-	1	-	-	-	3

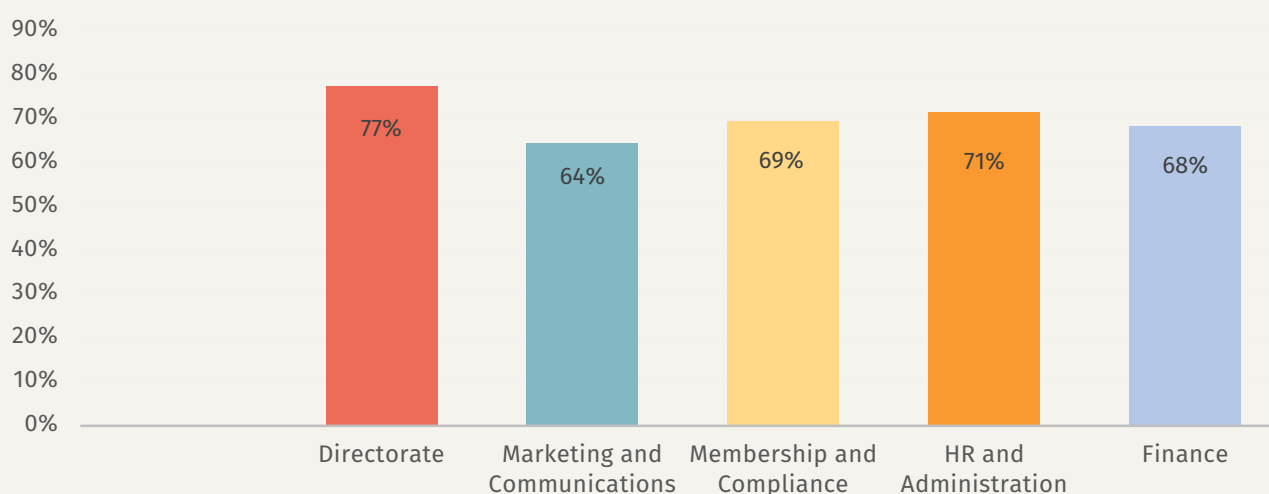
2. Staff performance, development and retention

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 Evaluations, concluded through a Performance Appraisal process during which annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting), subject to approval by the HR and Remunerations Committee (REMCO) and the Board;

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2021- MARCH 2022	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	77%
Marketing and Communications	64%
Membership, Legal and Compliance	69%
HR and Administration	71%
Finance	68%
AVERAGE PERFORMANCE	70%

Departmental Performance in %



3. Staff training and development

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, Personal Development Plans 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 2021 – MARCH 2022

QUARTER 1 - APRIL 2021 – JUNE 2021 (INTERNAL)

Date	Department	Training intervention	Conducted by	Status/comment
24 March 2021	Proudly SA	Impact of Covid-19 On Mental Health	Workforce Health	Completed
30 March 2021	Proudly SA	Remote Working	Workforce Health	Completed
07 May 2021	Proudly SA	PSA Campaign Mandate	CEO	Completed
02 July 2021	Proudly SA	Campaign Mandate: Preferential Procurement Legislation on Local Content; PPPFA and Local Content; Local Procurement	CFO	Completed
23 July 2021	Proudly SA	Campaign Mandate: Sector/s Strategy	Executive: Strategy, Stakeholder Relations and Legal	Completed
6	Proudly SA	Membership: Induction (How Members are Recruited, Membership Categories)	Membership Manager	Completed

QUARTER 1 - APRIL 2021 – JUNE 2021 (EXTERNAL)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Directorate					
1	S. Nkosi	Directorate	Microsoft Teams and Zoom	Escon Consulting	Completed
2	S. Makua	Directorate	Microsoft Teams and Zoom	Escon Consulting	Completed
3	S. Makua	Directorate	Certificate Associate in Project Management Preparation Programme (Capm)	Pm. Ideas	In Progress
4	P. Keshav	Directorate	Microsoft Teams and Zoom	IEG Config	Completed
5	P. Keshav	Directorate	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress (Learnership Is 18 Months In Duration)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Membership					
6	K. Mokgejane	Membership	Microsoft Teams and Zoom	Escon Consulting	Completed
7	T. Mathebeng	Membership	Microsoft Teams and Zoom	Escon Consulting	Completed
8	T. Mathebula	Membership	Microsoft Teams and Zoom	IEG Config	Completed
9	T. Mathebula	Membership	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress <i>(Learnership Is 18 Months In Duration)</i>
10	P. Gqamane	Membership	Microsoft Teams and Zoom	ESCON Consulting	Completed
11	Alicia John	Membership	Microsoft Teams and Zoom	leg Config	Completed
12	L. Mekgwe	Membership	Microsoft Teams and Zoom	Ikusasa Technology Solutions	Completed
13	Odirile Matlala	Membership	Microsoft Teams and Zoom	Escon Consulting	In Progress
IT					
14	P. Mokhare	IT	IT System Development Learnership	Ikusasa Tech	In Progress
Finance					
15	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress <i>Learnership (Is 18 Months In Duration)</i>
Marketing					
16	P. Xaba	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
17	D. Graham	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
18	Bokamoso Ndhlovu	Marketing	Microsoft Teams and Zoom	IEG Config	In Progress
19	B. Xaba	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
20	T. Ndhlovu	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
21	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress <i>(Learnership Is 18 Months In Duration)</i>
22	K. Mosholi	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
23	N. Rousseau	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
24	O. Matlepeng	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
25	S. Zungu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress <i>(Learnership Is 18 Months In Duration)</i>
Human Resources					
26	R Hadebe	Human Resources	Higher Diploma in Human Resources (Study Subsidy)	Damelin	Not Completed. <i>Employee Repaying Study Subsidy</i>

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
27	Human Resources	Diploma in Human Resources	Microsoft Teams and Zoom	Damelin	<i>Not Completed. Employee Repaying Study Subsidy</i>
28	S. Mkhabela	Human Resources	Microsoft Teams and Zoom	IEG Config	Completed
29	M. Mtshali	Human Resources	Microsoft Teams and Zoom	IEG Config	Completed

QUARTER 2 - JULY TO SEPTEMBER 2021 (EXTERNAL)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress
2	P. Keshav	Directorate	Corporate Governance, Board Performance & Evaluation	Peakford Management Consultants	Completed
3	P. Keshav	Directorate	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
4	S. Nkosi	Directorate	MBA	University of The People	In Progress
	S. Makua	Directorate	Certificate Associate In Project Management Preparation Programme (CAPM)	PM Ideas	In Progress – Exam In October 2021
Membership					
5	T. Mathebula	Membership	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership Is 18 Months)
6	Odirile Matlala – Intern	Membership	Microsoft Teams And Zoom	Escon Consulting	Completed
IT					
7	P. Mokhare	IT	IT System Development Learnership	Ikusasa Tech	Completed
Finance					
8	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
Marketing					
9	B. Ndhlovu – Intern	Marketing	Microsoft Teams and Zoom	IEG Config	Completed
10	B. Xaba	Marketing	Business Skills Kit	SA Writers' College	In Progress
11	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
12	O. Matlepeng	Marketing	Business Skills Kit	SA Writers' College	In Progress
13	S. Zungu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
Human Resources					
14	R Hadebe	Human Resources	Higher Diploma In Human Resources (Study Subsidy)	Damelin	Not Completed Employee Repaying Study Subsidy
15	S. Mkhabela	Human Resources	Diploma in Human Resources (Study Subsidy)	Damelin	Not Completed Employee Repaying Study Subsidy
16	S. Zikalala	Human Resources	She Rep Training	NOSA	Completed

QUARTER 3 - OCTOBER TO DECEMBER 2021 (EXTERNAL)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress
2	P. Keshav	Directorate	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
3	S. Nkosi	Directorate	MBA	University Of The People	In Progress
4	S. Makua	Directorate	Certificate Associate in Project Management Preparation Programme (CAPM)	PM Ideas	In Progress
Membership					
5	T. Mathebula	Membership	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
IT					
6	P. Mokhare	IT	SHE Rep Training	NOSA	Completed
Finance					
7	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
Marketing					
8	B. Xaba	Marketing	Business Skills Kit	SA Writers' College	Completed
9	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
10	O. Matlepeng	Marketing	Business Skills Kit	SA Writers' College	Completed
11	S. Zungu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress (Learnership is 18 Months)
Human Resources					
12	V. Ramkalawan	Human Resources	Sage – SSS Training	LSP INC	Completed
13	R. Hadebe	Human Resources	Sage – SSS Training	LSP INC	Completed
14	R. Hadebe	Human Resources	Basic Fire Fighting	NOSA	Completed
15	R. Hadebe	Human Resources	She Rep Training	NOSA	Completed
16	S. Mkhabela	Human Resources	Sage – SSS Training	LSP INC	Completed
17	S. Mkhabela	Human Resources	SHE Rep Training	NOSA	Completed
18	S. Zikalala	Human Resources	First Aid – Level 1 Training	NOSA	Completed
19	S. Zikalala	Human Resources	Basic Fire Fighting	NOSA	Completed
20	S. Zikalala	Human Resources	Introduction To Samtrac	NOSA	Completed

QUARTER 4 - JAN TO MAR 2022 (EXTERNAL)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress
2	E. Mashimbye	Directorate	Disciplinary Management Workshop	WHM HR Academy	Completed
3	E. Mashimbye	Directorate	Vaccine Mandate – Training	JP Executive Training	Completed
4	J. Van Straaten	Directorate	Disciplinary Management Workshop	WHM HR Academy	Completed
5	P. Keshav	Directorate	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress- Learnership is 18 Months
6	S. Nkosi	Directorate	MBA	University Of The People	In Progress
7	S. Makua	Directorate	Certificate Associate In Project Management Preparation Programme (CAPM)	Pm Ideas	In Progress
Membership					
8	T. Mathebula	Membership	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress- Learnership is 18 Months
9	A Logan	Membership	Disciplinary Management Workshop	WHM HR Academy	Completed
10	A Logan	Membership	CRM – Training	Rock Lilly	Completed

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
11	L. Mekgwe	Membership	CRM – Training	Rock Lilly	Completed
12	A Gqamane	Membership	CRM – Training	Rock Lilly	Completed
13	T. Mathebula	Membership	CRM – Training	Rock Lilly	Completed
14	K. Mokgejane	Membership	CRM – Training	Rock Lilly	Completed
15	L. Chalken	Membership	CRM – Training	Rock Lilly	Completed
16	A Logan	Membership	Telephone Etiquette Training	Rock Lilly	Completed
17	L. Mekgwe	Membership	Telephone Etiquette Training	Rock Lilly	Completed
18	A Gqamane	Membership	Telephone Etiquette Training	Rock Lilly	Completed
19	T. Mathebula	Membership	Telephone Etiquette Training	Rock Lilly	Completed
20	K. Mokgejane	Membership	Telephone Etiquette Training	Rock Lilly	Completed
21	L. Chalken	Membership	Telephone Etiquette Training	Rock Lilly	Completed
IT					
22	P. Mokhare	IT	SABS - QMS Training	SABS	Completed
Finance					
23	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress Learnership - 18 Months
24	B. Selatole	Finance	Banking Certificate	Unisa	In Progress
Marketing					
25	S. Zungu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress Learnership - 18 Months
26	S. Zungu	Marketing	Disciplinary Management Workshop	WHM HR Academy	Completed
27	H. Ngidi	Marketing	Disciplinary Management Workshop	WHM HR Academy	Completed
28	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress Learnership - 18 Months
29	O. Matlepeng	Marketing	Presentation Skills	Rock Lilly	Completed
30	L. Tholo	Marketing	Presentation Skills	Rock Lilly	Completed
31	N. Rousseau	Marketing	Presentation Skills	Rock Lilly	Completed
32	K. Mosholi	Marketing	Presentation Skills	Rock Lilly	Completed
33	K. Mosholi	Marketing	Business Management – N4	TECHNISA	In Progress
Human Resources					
34	V. Ramkalawan	Human Resources	Sage – SSS Workshop	LSP INC	Completed
35	V. Ramkalawan	Human Resources	Vaccine Mandate – Training	JP Executive Training	Completed
36	R. Hadebe	Human Resources	Sage – SSS Workshop	LSP Inc	Completed
37	R. Hadebe	Human Resources	Certificate in HR	Unisa	Course has been cancelled by Unisa – Refund in progress
38	R. Hadebe	Human Resources	First Aid – Level 1	NOSA	Completed
39	S. Mkhabela	Human Resources	Certificate in HR	Unisa	Course has been cancelled by Unisa – Refund in progress

Study Subsidiary Provided	4
Learnership	5 (Ledisa Leadership Development Programme)
Yes 4 Youth Internship Program	4 Interns



Leadership Development Programme

In line with Proudly SA’s succession and career pathing strategy, 5 employees were selected and enrolled on a Leadership Development Programme, a qualification registered and accredited by the South African Qualifications Framework. This programme has now been converted into a Learnership.

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

4. Internship Programme

The following students were earmarked for the internship programme for the year 2021/22 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 - Female	Public Relations Intern
03	Welby Kubayi	Marketing	Black - Male	Marketing Intern
04	Karabo Ntsioa	IT	Black - Male	IT Intern

5. Staff wellness and engagement

1. Staff Wellness Day - 22 October 2021

The Staff Wellness Day was held on the 22 October 2021 at the NEDLAC building. The following service providers were at the Staff Wellness Day:

- Virgin Active – rendered mediation exercises and had an Information Stall.
- Discovery Health Nurses - rendered wellness assessments
- Hand on Treatment rendered massages
- SANBS – rendered blood groupings
- DKMS Africa - Cancer Donor Awareness Information stall





2. Staff Wellness Day - 22 October 2021

Date: 18 February 2022

Venue: Southern Sun Rosebank

- 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
- Part of activities on the day includes Staff Awards in which outstanding performance is recognised through an Award with an incentive under the following:
 - II. Employee of the quarter for the past 3 quarters
 - III. Employee of the year (CEO's Discretionary Award)
- Rebecca Mofokeng went on retirement at the end of February 2022, Proudly South African held a farewell event for her in conjunction with the staff function.



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Supreme CHICKEN



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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 of organisations Proudly South African endeavour to build an organisation of the future that has at the core of its Human Resources Strategy, Digital HR. The aim is to change the HR function such that it operates digitally, uses digital tools and apps to deliver solutions, and continuously experiments and innovates. HR's focus has shifted towards building an organization 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 this.

The leave management process has been completely digitised:

- Employees apply for leave online via Sage Self Help Service
- Leave is approved online by the line managers
- In addition, employees can view (on their smartphones) and print their payslips 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 undergoes regular predetermined rigorous inspections to ensure that it adheres 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 continued 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 are in place to prevent contamination of contagious sicknesses/illnesses/diseases	As and when required
	Develop and implement Management/Contingency Plans 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	Head of Health and Safety First Aider Fire Fighter SHE Rep
Rosemary Hadebe	SHE Rep First Aider Fire Fighter
Pressly Mokhare	SHE Rep
Sarah Mkhabela	SHE Rep
Mala Pillay	First Aider

8. Employment Equity

The principle of empowerment and diversity is entrenched in the Proudly SA ethos. The table below reflects our equity for 2021/22 and strategy for 2021/22 (including people with disabilities).

The organisation's Employment Equity Plan for 2021/22 was achieved and approved targets exceeded, and was 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 the Workplace Skills Report and the Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy and for achievement of this strategy during 2022/2023, 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 and 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 implement under-study programmes for the selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously considered.
- There must be equal opportunities for training and development of 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 Employment Equity Committee and Skills Committee is fully established and functional.

Employment & Skills Committee Members:

Name	Department	Race	Gender
Eustace Mashimbye	CEO	African	Male
Jeannine Van Straaten	Senior Management	White	Female
Veresh Ramkalawan	HR and Skills and Equity Manager	Indian	Male
Rosemary Hadebe	HR and Administration	African	Female
Alicia Logan	Membership	Indian	Female
Sinah Makua	Directorate and IT	African	Female
Tshiamo Ndlovu	Marketing and Communication	African	Male
Nathan Butler	Finance	Coloured	Male

Employment Equity

The table below shows PSA's employee numbers by Employment Equity classification as of 31 March 2022:

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	0	0	1	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	1	0	1	0	2	0	2	3	0	0	9
Skilled technical and academically qualified workers, junior management, supervisors, foremen, and superintendents	6	2	0	0	7	1	1	1	0	0	18
Semi-skilled and discretionary decision making	1	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
TOTAL PERMANENT	9	2	2	0	14	1	3	5	0	0	36
Temporary employees	2	0	0	0	2	0	0	0	0	0	4
GRAND TOTAL	9	2	2	0	16	1	3	5	0	0	40

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

There are no employees with disabilities in Proudly SA as of 31 March 2022.

The employment equity representation of the entity as of 31 March 2022 is further reflected below:

Total Staff Complement Representation	Actual					
	Male		Female		Total	
	No	% Of Total	No	% Of Total	No	%
African	11	27,5%	16	40%	27	67.5%
Indian	2	5%	3	7.5%	5	12.5%
Coloured	2	5%	1	2.5%	3	7.5%
White (designated)	0	0%	5	13.15%	5	12.5%
Non-Designated	0	0%	0	0%	0	0%
TOTAL	15	37.5%	25	62.5%	40	100.00%

Total Management Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	% of Total
African	2	15.38%	3	23.07%	5	38.46%
Indian	2	15.38%	2	15.38%	4	30.76%
Coloured	0	0%	0	0%	0	0%
White (designated)	0	0%	4	30.76%	4	30.76%
Non-Designated	0	0%	0	0%	0	0%
TOTAL	4	30.76%	9	69.23%	13	100%

*Total Management include the following levels: Top Management, Senior Management, Professionally qualified and experienced specialist and Mid-management

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 and 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.

The Management of Proudly SA resolved to document and maintain a Quality Management System to enhance customer satisfaction. The SABS surveillance audit took place on the 02-03 March 2022, we had 3 non-conformance which have been closed and SABS issued a report for the audit.

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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. Overview of the membership base in the current period 2021/2022
 - 3.1 Highlights of the current period 2021/2022
 - 3.2 Newly Recruited Members for 2021/2022
 - 3.3 Year on Year Comparison 2013/2014 to 2021/2022
4. Newly Recruited Member Companies by Sector
 - 4.1 Quarterly comparison of the number of newly recruited members for the period 2021/2022
 - 4.2 Member companies recruited for the period 2021/2022 by sector
 - 4.3 Member companies recruited for the period 2020/2021 by sector
 - 4.4 Member companies recruited for the period 2021/2022 by province
 - 4.4. Member companies recruited for the period 2021/2022 by classification
 - 4.5. Member companies recruited for the period 2021/2022 by lead origin
5. Renewing members for 2021/2022
 - 5.1 Renewal rate for 2021/2022
 - 5.2 Quarterly comparison of renewing members in 2021/2022
 - 5.3 Comparison by sector of renewing members in 2021/2022
 - 5.4 Comparison by province of renewing members in 2021/2022
 - 5.5 Comparison by classification of renewing members in 2021/2022
6. Database of local products and services
 - 6.1 Highlights of the database of local products and services for 2021/2022
 - 6.2 Growth of the database of local products and services in terms of items added in 2020/2021 and 2021/2022
 - 6.3 Quarterly comparison of local products and services added in 2021/2022 to the database
 - 6.4 Quarterly comparison of local products and services added in 2021/2022 to the database in percentages

Member Benefits

01



1. Value Proposition For Proudly South African Member Companies

1. The use of the **Proudly SA logo** – a recognised endorsement of local content and quality.
2. Access to market platforms:
 - Free listing on **RSAMADE** – Proudly SA’s official online store for Business-to-Consumer (B2C) and Business-to-Business (B2B) transactions;
 - Inclusion in Proudly SA’s **database of locally made products and services**, 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, Tourism Business Council of South Africa, and private sector entities that continue to make localisation commitments;
 - Facilitation of **B2B opportunities** with other Proudly SA members; and
 - Market Access Platform (MAP)

Participation in & access to:

- the annual Flag Ship event, 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;
- recognition at the annual SA Premier Business Awards; and
- special packages and pricing between other members.

Terms utilised in the report

02



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

Classification of members		
Category	SMMEs 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
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000.00
	Silver Companies turning over between R10 million and R30 million per annum	R10,000.00
	Gold Companies turning over between R30 million and R50 million per annum	R20,000.00
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000.00
	Diamond 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

03



3. Overview of the membership base in the current period 2021/2022

3.1 Highlights of the current period 2021/2022

New members	
Target	300
Achievement	327
Renewal rate (in percentage)	
Target	80%
Achievement	78%
Database of local products and services	
Target	740
Items added	854
Number currently listed	20,488
Exceeded target (in percentage)	15%

The Proudly South African membership base is growing at a steady pace with 327 companies joining the Campaign in 2021/2022 contributing to the total base of 2,288.

A notable point is the growth of the base in the Manufacturing sector by 156 new members. This is one of the most important sectors that drives localisation. The link between a thriving manufacturing industry and a prosperous economy is strong and direct.

The membership footprint continues to grow nationally with the three major metros still dominating: Gauteng grew by 203 new companies followed by KwaZulu-Natal with 76 and Western Cape with 28 new members, respectively.

By classification, a total of 5 high-value members in the Diamond category, along with their subsidiaries joined the campaign this financial year. The Diamond members that joined the campaign were: PPC, HTH Pool Care, Turner Travel Group, Maximum Profit Recovery and Zensar IT.

The renewal rate for 2021/2022 was below the target of 80%, and stood at 78%. This is predominantly due to the first and second quarter, which was adversely affected by the Covid-19 levels and regulations. While the renewals did grow in Q3 and Q4, it was not enough to counteract the impact of Q1 and Q2. Strategic measures have been put in place to ensure positive growth for renewals in the new financial year.

Proudly SA's database of locally made products and services continues to grow steadily: the target of 740 new items was exceeded by 15%, with the addition of 854 items.

Newly Recruited Members

04



4. Newly-recruited members for 2021/2022

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

- Companies must manufacture locally or render services locally utilising locally sourced material and/or equipment, as best as possible.
- Prove that the products/services are of a high-quality nature, by submitting industry-related certification including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies etc.
- The company should adhere to the Basic Conditions of Employment Act when it employs people, and
- When operating, the company practices environmental standards as per industry regulations.
- Companies that comply with all four criteria are then eligible for Proudly SA membership.

**Year-On-Year Comparison: Newly Recruited Members By Month
Period: 2013/2014 To 2021/2022**

Month	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
April	13	11	7	16	11	26	5	6	44
May	17	19	17	8	16	8	10	23	11
June	12	9	18	15	11	20	43	26	31
July	16	16	20	20	15	16	31	22	25
August	8	10	27	11	18	20	28	33	25
September	27	21	6	18	17	21	26	17	30
October	7	16	11	17	17	43	14	24	29
November	9	11	17	18	26	13	18	26	25
December	4	0	6	9	6	5	24	13	10
January	8	9	19	5	1	16	6	11	15
February	20	16	27	8	49	17	21	16	25
March	11	12	13	8	15	19	17	24	57
Total	152	150	188	153	202	224	243	241	327

4.1 Quarterly Comparison: Newly Recruited Members Period 2021/2022

	Month 1	Month 2	Month 3	TOTAL
Q1	44	11	31	86
Q2	25	25	30	80
Q3	29	25	10	64
Q4	15	25	57	97

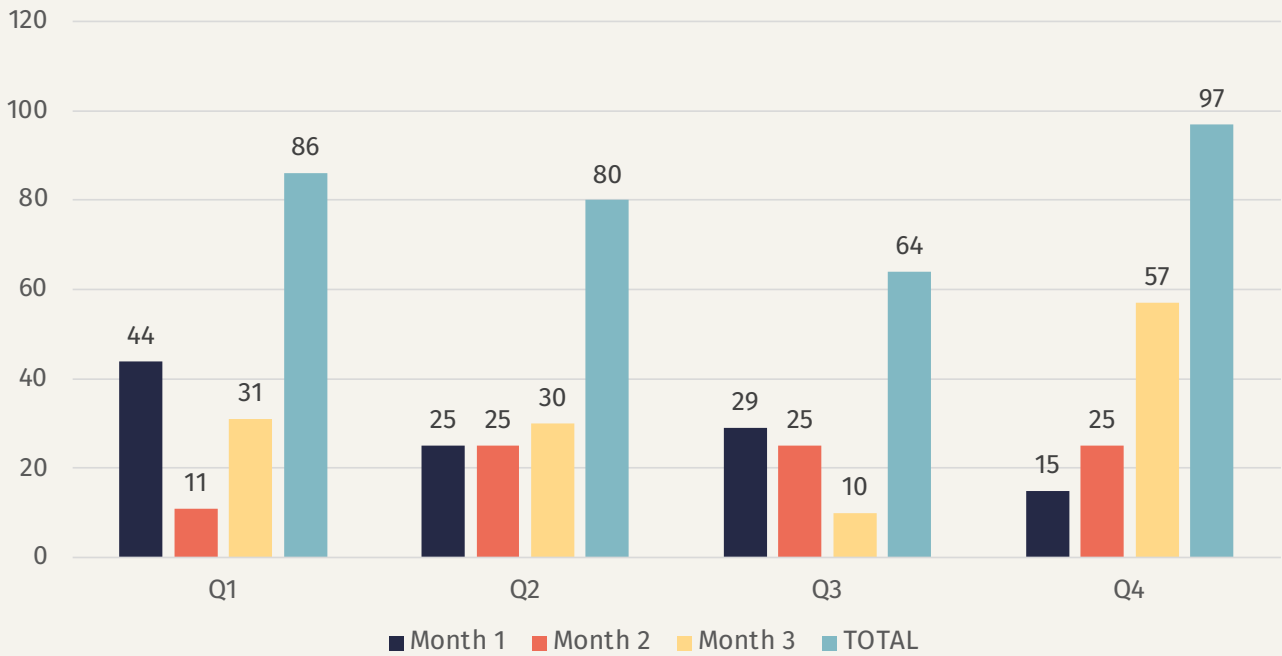
Q1: April, May, June

Q2: July, August, September

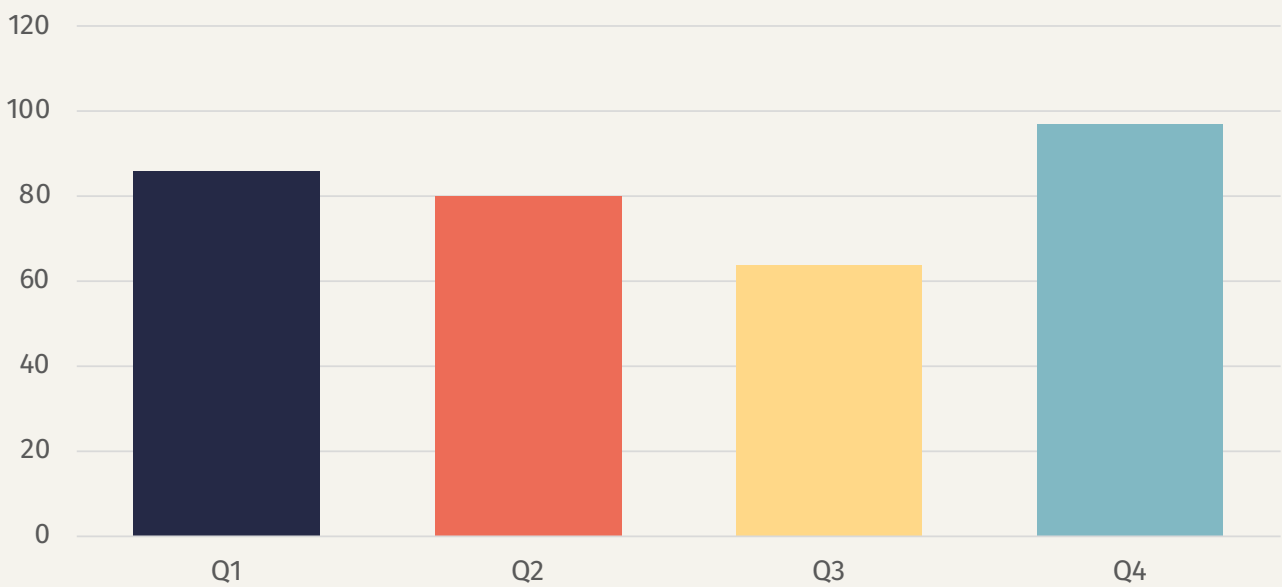
Q3: October, November, December

Q4: January, February, March

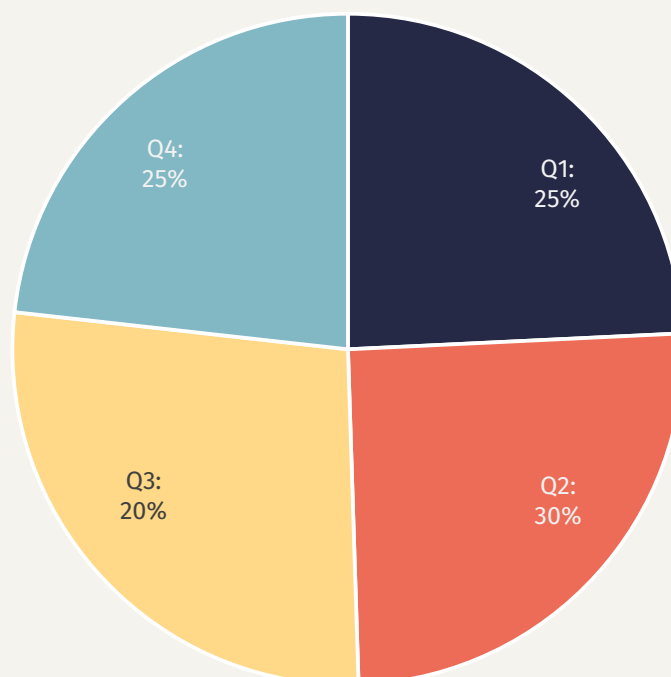
NEWLY RECRUITED MEMBERS: QUARTERLY COMPARISON BY MONTH 2021/2022



NEWLY RECRUITED MEMBERS COMPARISON BY QUARTER 2021/2022



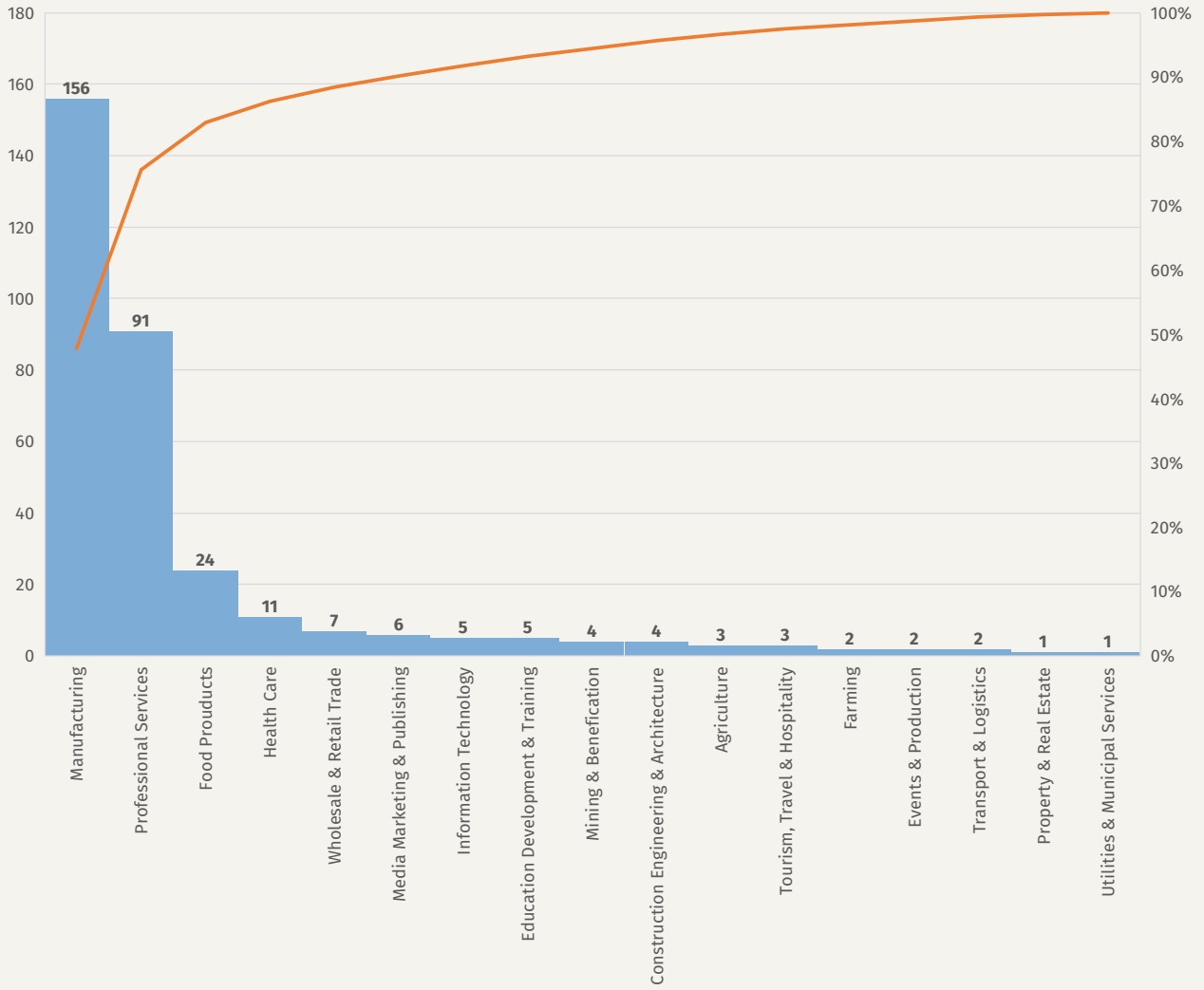
NEWLY RECRUITED MEMBERS QUARTERLY COMPARISON BY PERCENTAGE 2021/2022



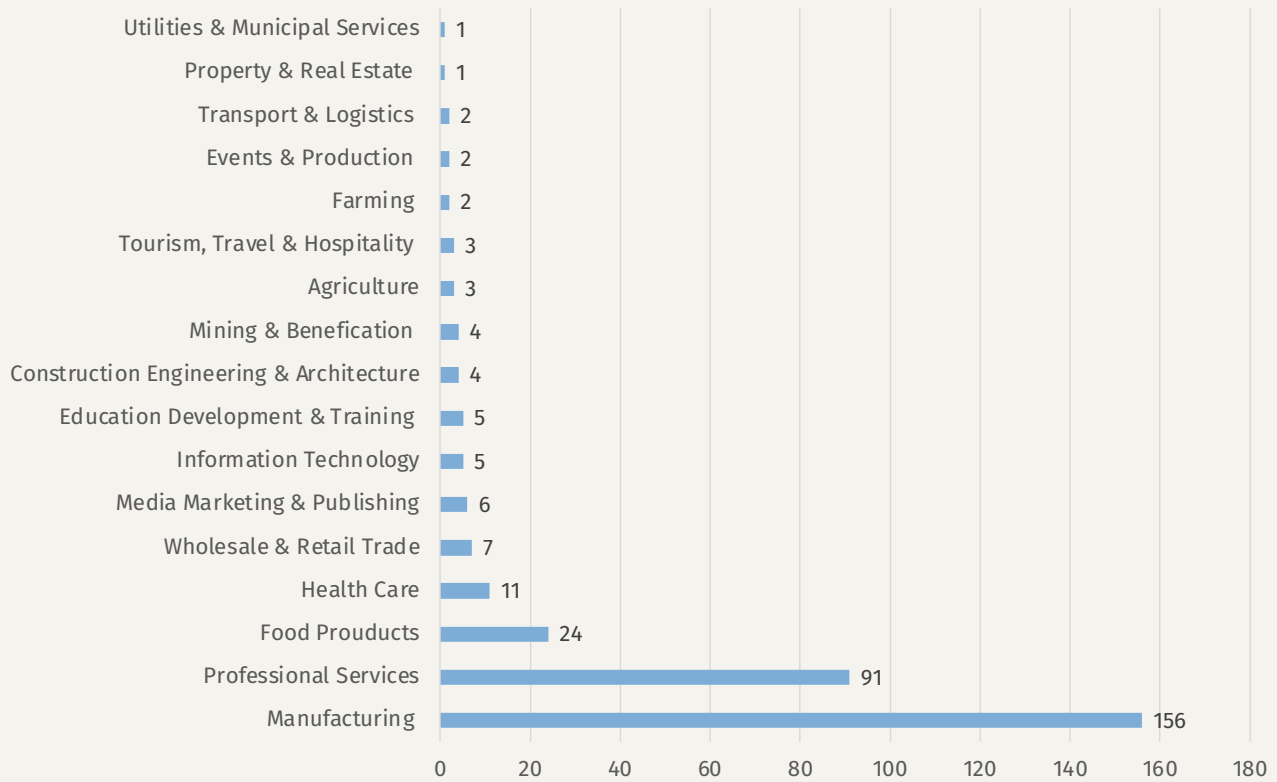
4.2 Member companies recruited for the period 2021/2022 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Manufacturing	49	41	34	32	156
Professional Services	45	10	19	17	91
Food Products	6	8	5	5	24
Health Care	3	3	4	1	11
Information Technology	0	5	0	5	10
Wholesale & Retail Trade	3	2	2	0	7
Media Marketing & Publishing	1	4	0	1	6
Education Development & Training	0	2	1	2	5
Mining & Beneficiation	3	0	1	0	4
Agriculture	2	0	0	1	3
Tourism, Travel & Hospitality	0	2	0	1	3
Farming	2	0	0	0	2
Construction Engineering & Architecture	0	2	2	0	4
Events & Production	0	0	0	2	2
Transport & Logistics	0	2	0	2	4
Property & Real Estate	1	0	0	0	1
Utilities & Municipal Services	1	0	0	0	1
TOTAL	116	81	68	69	327

NEWLY RECRUITED MEMBERS: COMPARISON BY SECTOR 2021/2022



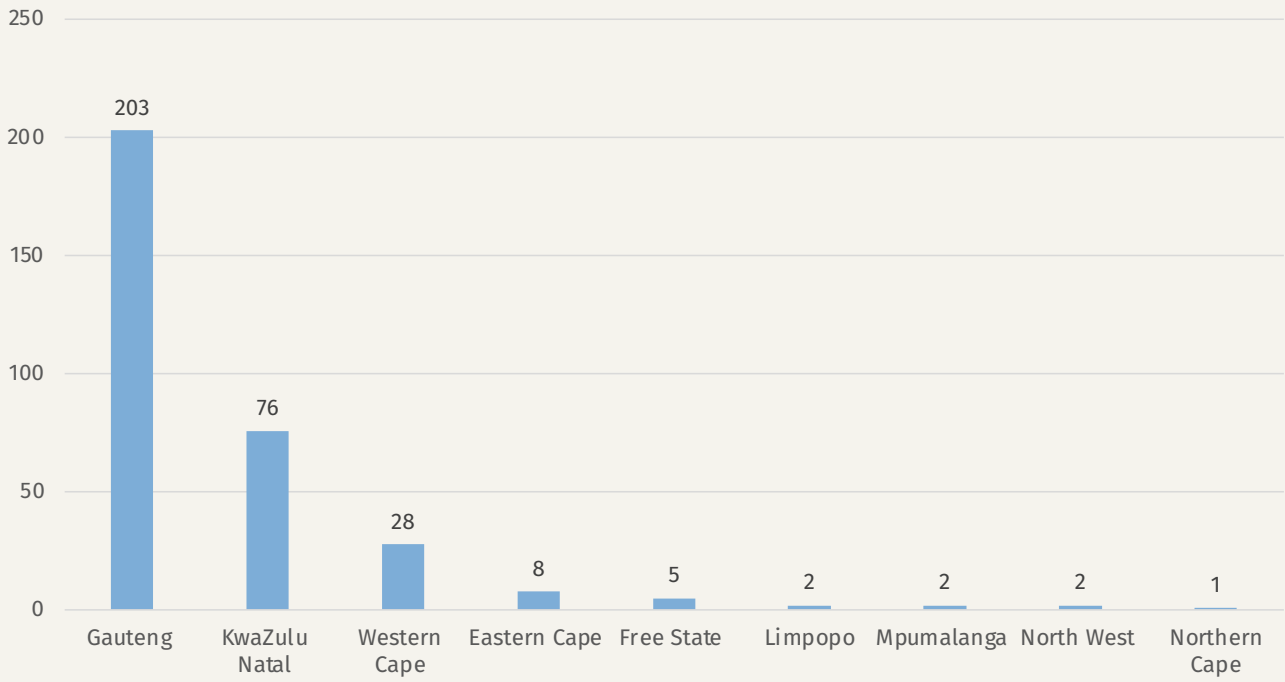
NEWLY RECRUITED MEMBERS: COMPARISON BY SECTOR 2021/2022



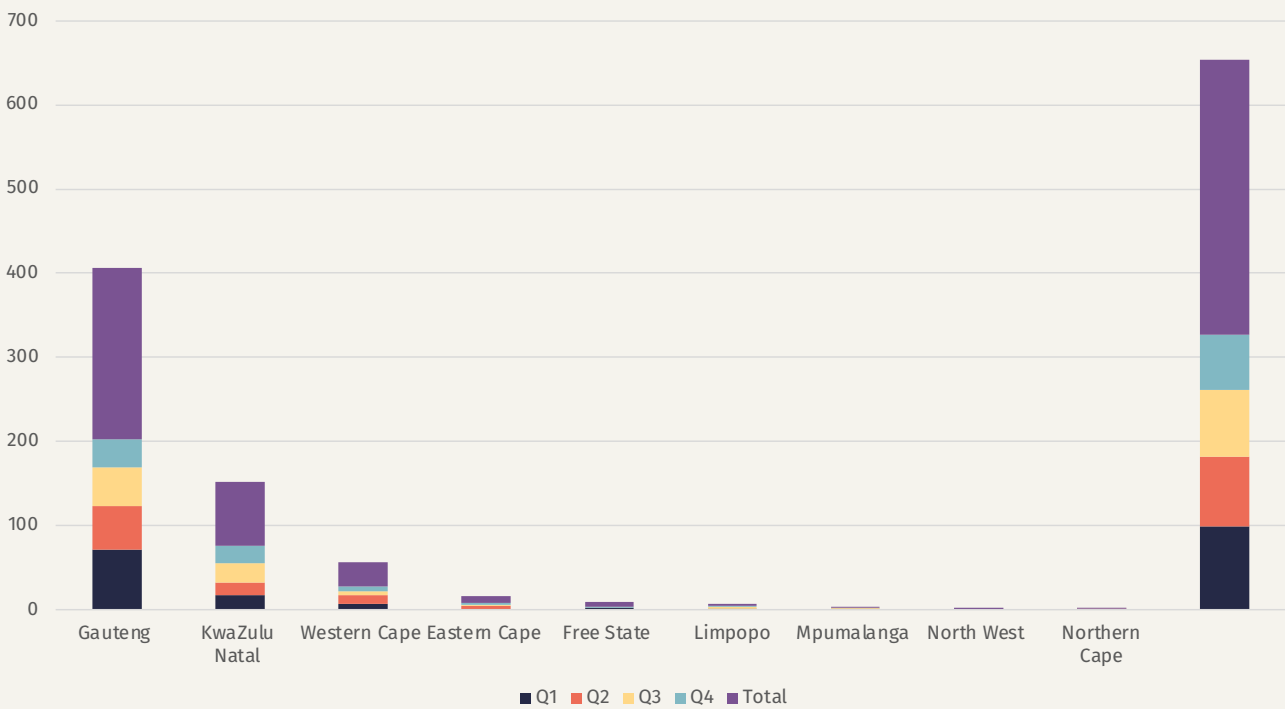
4.3 Member companies recruited for the period 2021/2022 by province

PROVINCE	Q1	Q2	Q3	Q4	TOTAL
Gauteng	71	52	46	34	203
KwaZulu Natal	17	15	23	21	76
Western Cape	7	10	5	6	28
Eastern Cape	0	5	1	2	8
Free State	2	0	0	2	5
Limpopo	1	0	3	1	2
Mpumalanga	1	0	1	0	2
North-West	0	0	0	0	2
Northern Cape	0	1	0	0	1
TOTAL	99	88	79	66	327

NEWLY RECRUITED MEMBERS BY PROVINCE 2021/2022



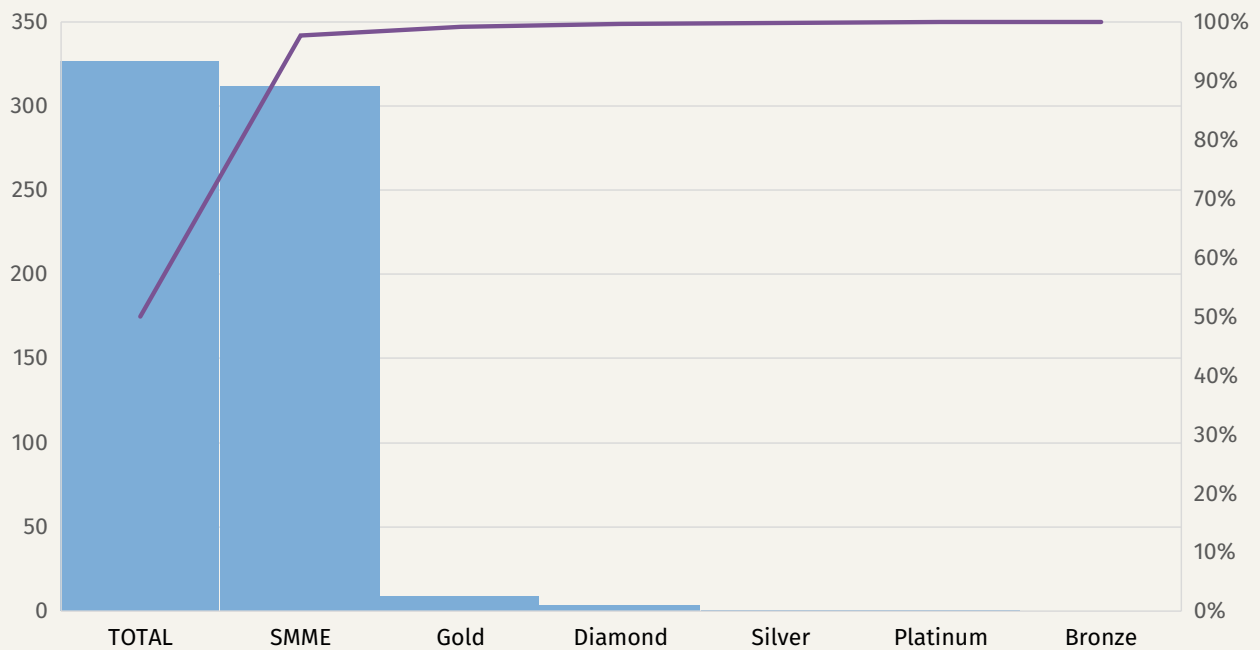
NEWLY RECRUITED MEMBERS BY PROVINCE QUARTERLY VIEW 2021/2022



4.4 Member companies recruited for the period 2021/2022 by classification

CLASSIFICATION	Q1	Q2	Q3	Q4	TOTAL
SMME	84	75	63	90	312
Silver	1	0	0	0	1
Bronze	0	0	0	0	0
Gold	0	4	0	5	9
Platinum	0	0	0	1	1
Diamond	1	1	1	1	4
TOTAL	86	80	64	97	327

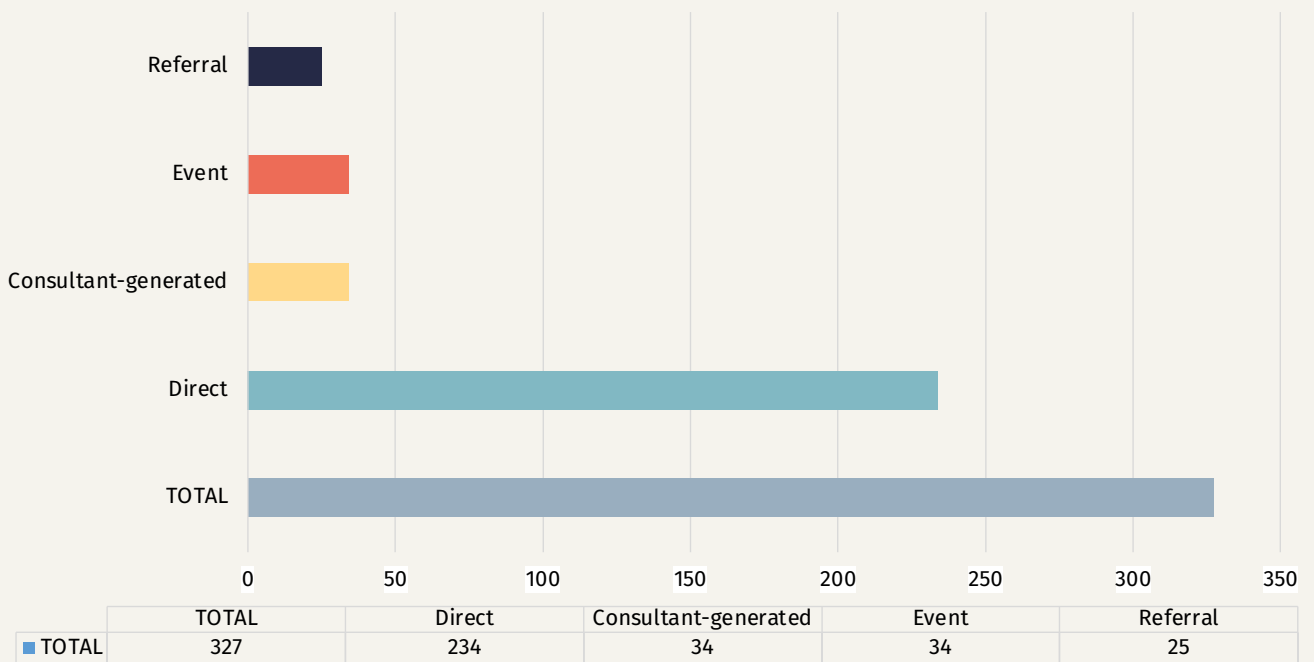
NEWLY RECRUITED MEMBERS: COMPARISON BY CLASSIFICATION 2021/2022



4.5 Member companies recruited for the period 2021/2022 by lead origin

LEAD ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	1	4	15	5	25
Consultant-generated	30	1	0	3	34
Direct	55	75	48	56	234
Event	0	0	1	33	34
TOTAL	86	80	64	97	327

NEWLY RECRUITED MEMBERS COMPARISON BY LEAD ORIGIN 2021/2022





PROUDLY SOUTH AFRICAN

Renewing Members

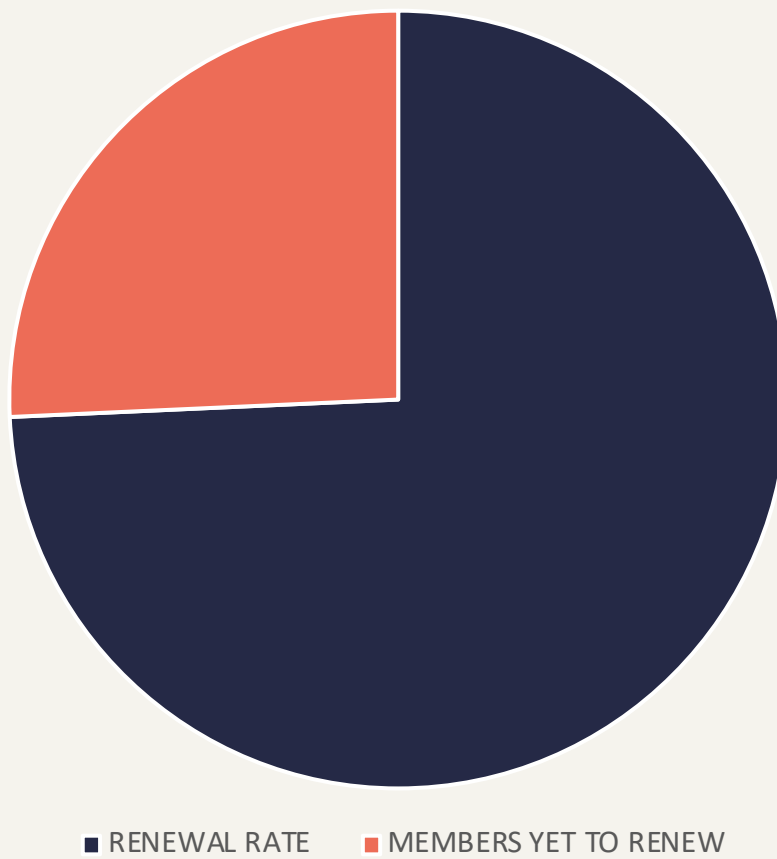
05



5. Renewing members for 2021/2022

	Q1	Q2	Q3	Q4
Renewal rate	72%	73%	82%	85%
Renewal rate for the year = 78%				

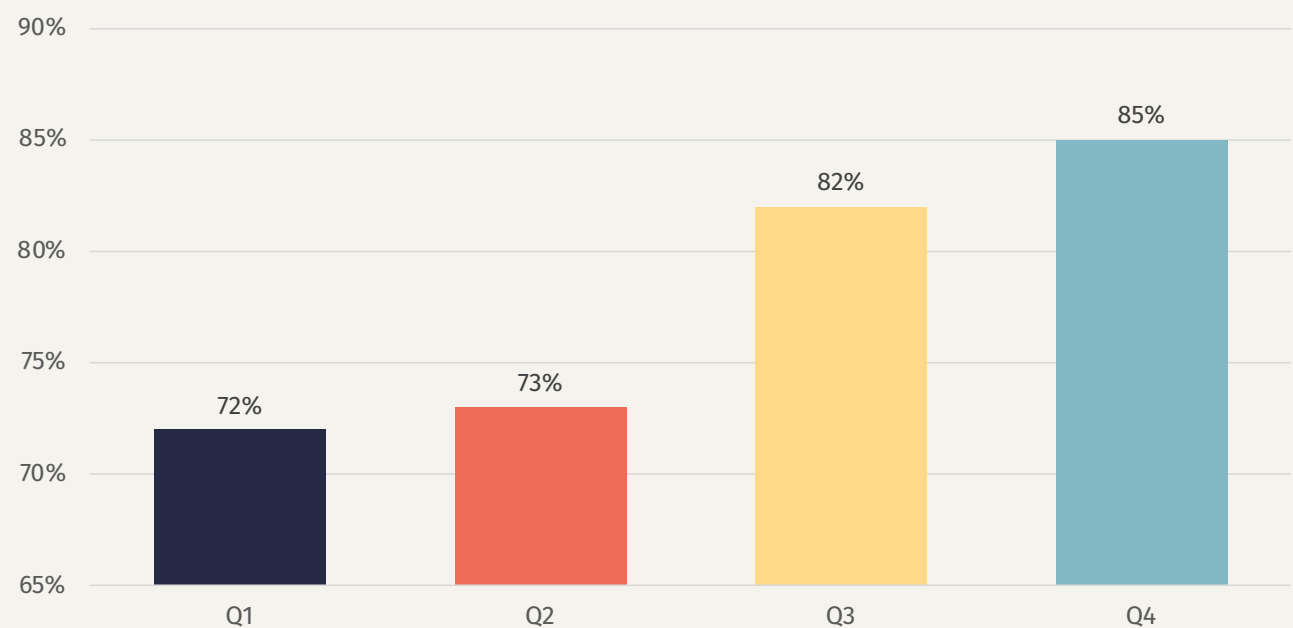
RENEWING MEMBERS RENEWAL RATE FOR 2021/2022





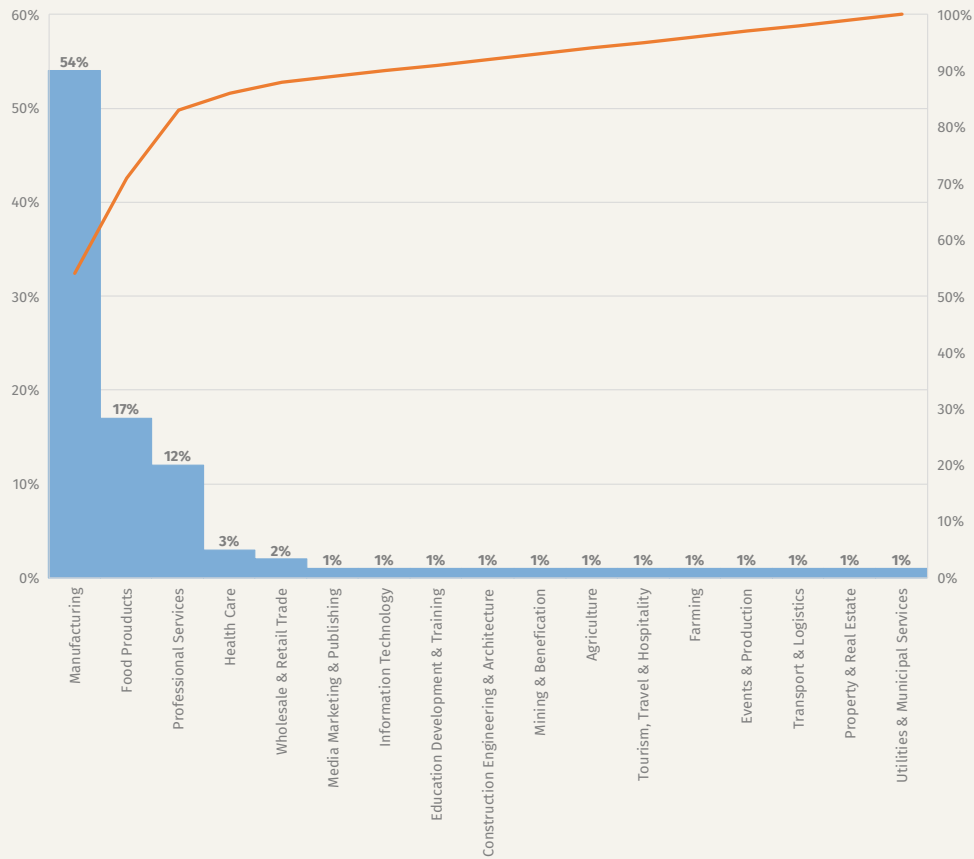
5.1 Quarterly comparison of renewing members in 2021/2022

RENEWING MEMBERS QUARTERLY COMPARISON 2021/2022

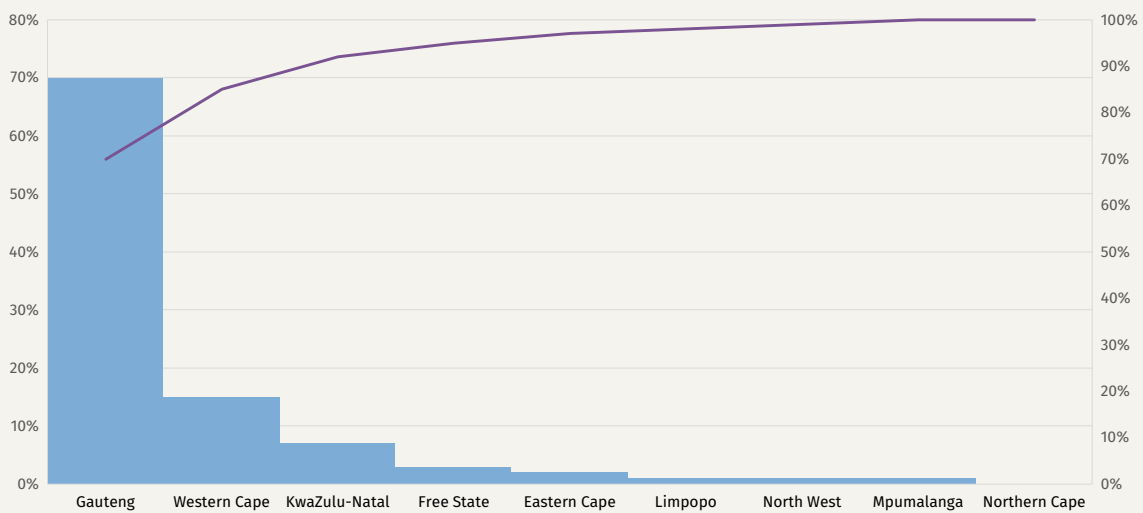


5.2 Comparison of renewing members by sector in 2021/2022

RENEWING MEMBERS COMPARISON BY SECTOR 2021/2022

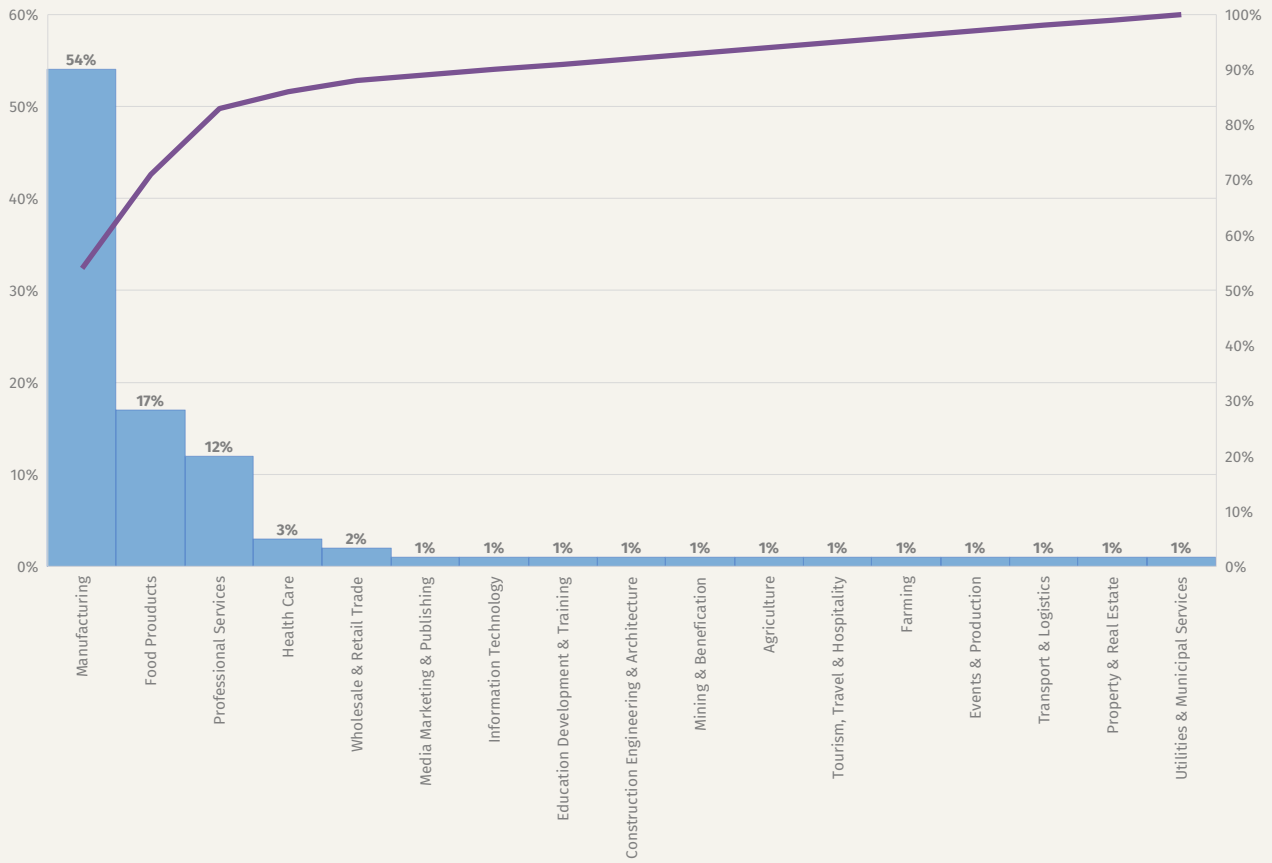


RENEWING MEMBERS: COMPARISON BY PROVINCE 2021/2022

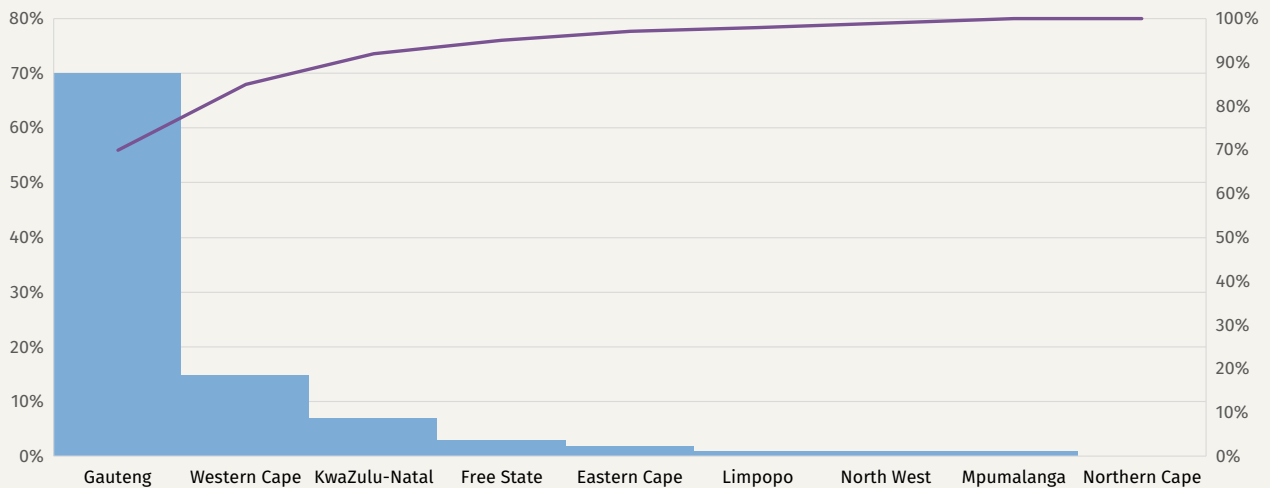


5.3 Comparison of renewing members by sector in 2021/2022

RENEWING MEMBERS COMPARISON BY SECTOR 2021/2022

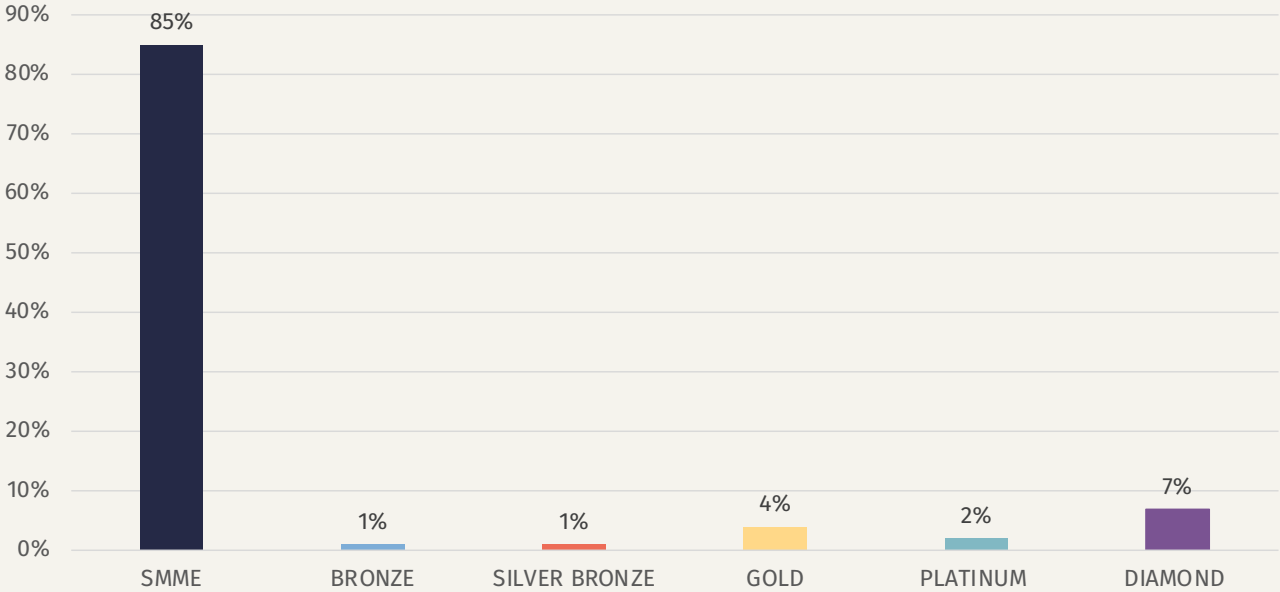


5.4 Comparison by province of renewing members in 2021/2022



5.5 Comparison by classification of renewing members in 2021/2022

RENEWING MEMBERS COMPARISON BY CLASSIFICATION 2021/2022



Database of local products & services

06



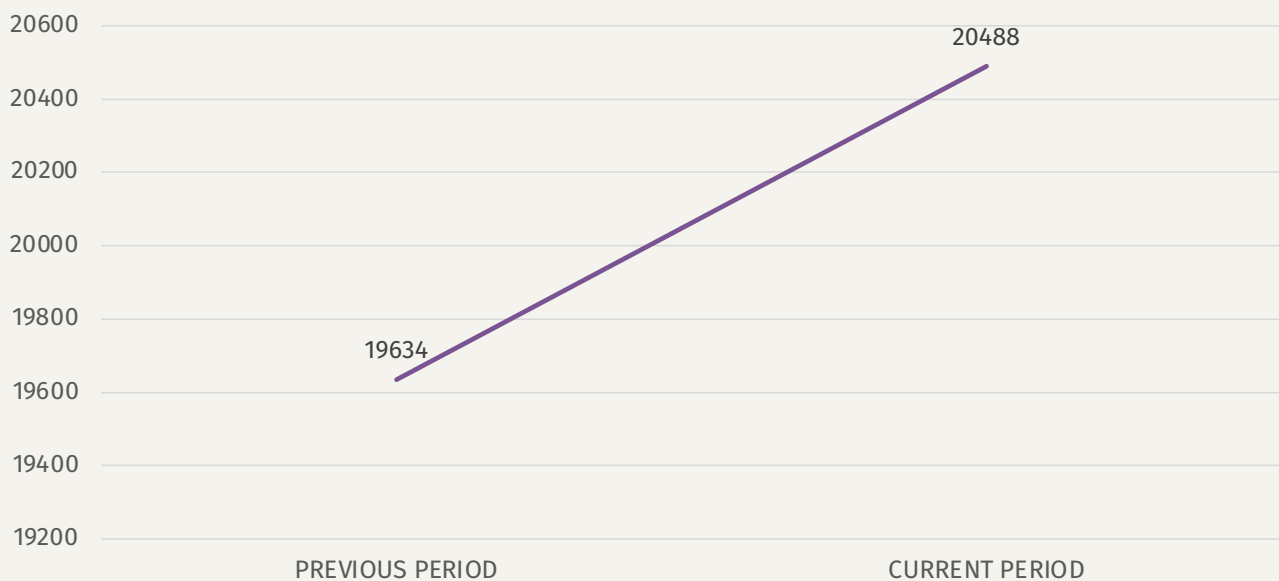
6. Database of local products and services

6.1 Highlights of the database of locally made products and services for 2021/2022

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
2020/2021	19,634
2021/2022	20,488
2021/2022	
Target	740
Items added	854
Target exceeded by 15%	

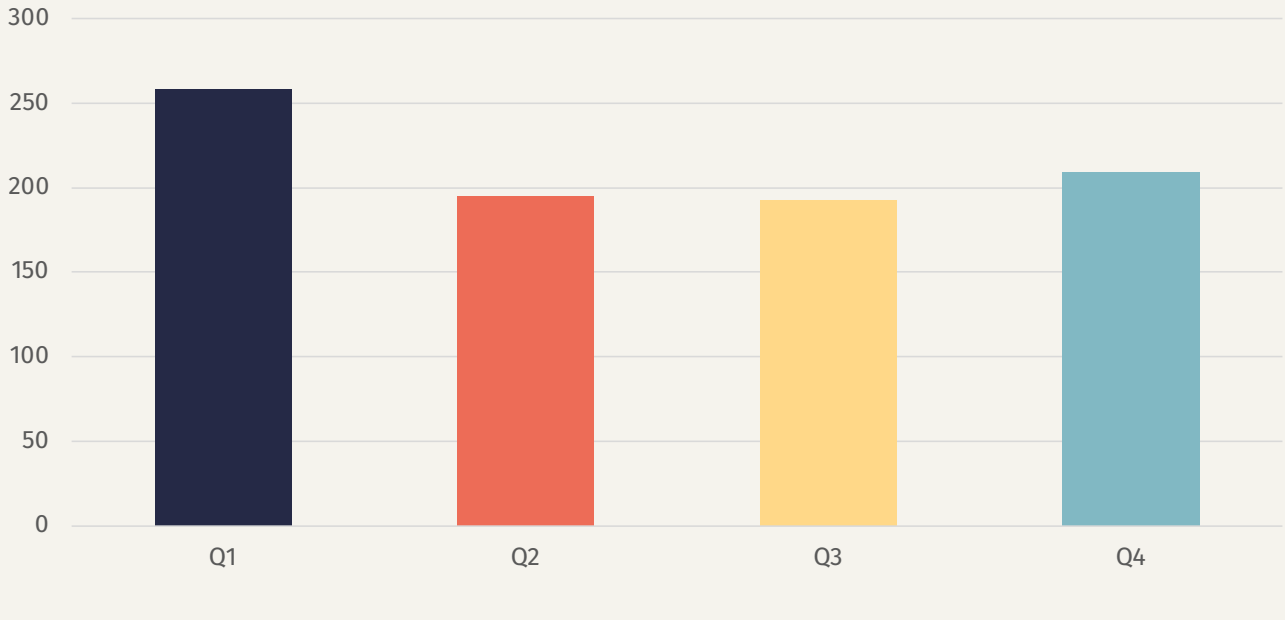
6.2 Growth of the database of locally made products and services in terms of items added in 2020/2021 and 2021/2022

2021/2022 DATABASE OF LOCAL PRODUCTS AND SERVICES PREVIOUS PERIOD VS CURRENT



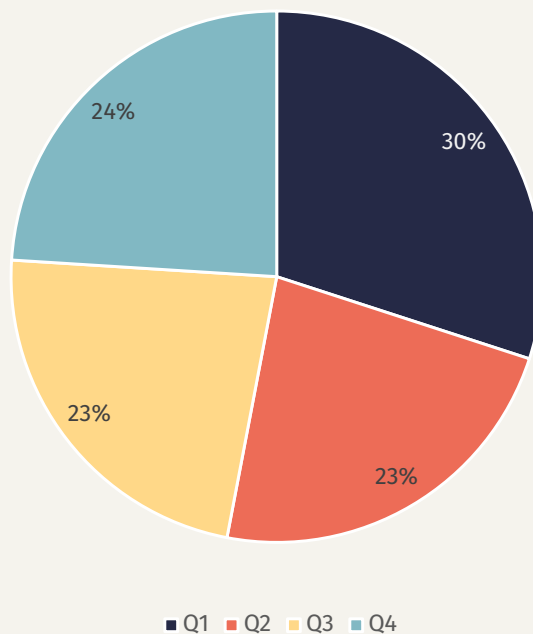
6.3 Quarterly comparison of locally made products and services added in 2021/2022 to the database

DATABASE OF LOCAL PRODUCTS AND SERVICES QUARTERLY COMPARISON OF ITEMS ADDED 2021/2022



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

DATABASE OF LOCAL PRODUCTS AND SERVICES QUARTERLY COMPARISON BY PERCENTAGE 2021/2022





CERTIFICATE OF MEMBERSHIP

THIS IS TO CERTIFY THAT

Nungu Diamonds (Pty) Ltd

has satisfied the criteria for membership and has therefore been accepted as a

Member

of Proudly South African, which is owned by the representatives of working professionals and workers in Proudly South Africa

16 Feb 2022 16 Feb 2023

Member C04491

[Signatures]

Proudly South African Buy



04

Our activities

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

Key Activations & Events

01





PROUDLY SOUTH AFRICAN

HOSTED WEBINARS

Given the restriction on physical events, Proudly SA has been running several online webinars since lockdown in 2020. Moving away from the Business Forum model, we have hosted a series of webinars with different topics, but all designed to communicate our mandate in an engaging and relevant way, using panel discussions and presentations by experts/stakeholders in the respective fields.

Proudly SA Furniture Portal Launch, 28 April 2021

The online furniture portal is an access to market platform for small & large skilled manufacturers and is a resource where relevant government departments and all other buyers can find and potentially engage with as well as buy furniture items from those businesses. The portal provides information on location, website, image of product and is also accessible to consumers.

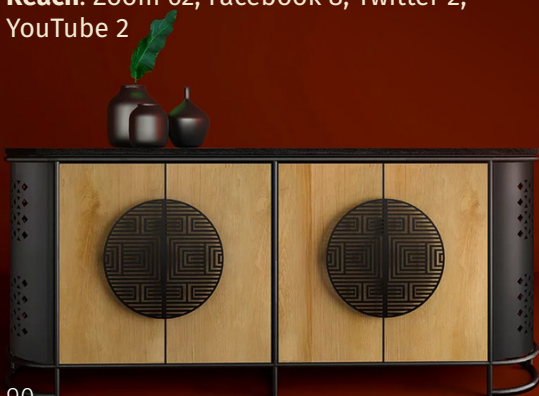
The panellists for this webinar included Mrs Happy Ngidi, Chief Marketing Office of Proudly South African as MC and programme director, Ms Tafadzwa Nyanzunda, Director Forest Based Industries Agro-Processing and Forest Based Industries Unit Industrial Competitiveness & Growth Division at the dtic who gave the keynote address. The department is especially pleased regarding the launch of the portal, following the adoption of the Furniture Sector Master Plan on 29 March 2021, along with the recent launch of the Furniture Design Competition on 10 March 2021.

Ms Tsholofelo Motaung, Project Manager for the Furniture Design Competition at the dtic explained that the competition seeks to raise and nurture design capabilities in the country, raise the image of South African Furniture Manufacturing Industry, and grow the industry's competitiveness.

Mr Dave Govender, Group CEO at Bravo Group and a Proudly SA member expressed his pleasure at seeing the growth of the furniture sector and the many opportunities it has created.

Lastly, Mr Eustace Mashimbye, CEO of Proudly SA elaborated on how Proudly SA supports the furniture sector, which has seen a decline in jobs over the past two years.

Reach: Zoom 62, Facebook 8, Twitter 2, YouTube 2



Pivot your Business: Strategies for creating new income streams, 27 May 2021

The Covid-19 pandemic and the ensuing lockdown have disrupted how we do business across all industries. Proudly South African showcased to the audience how this crisis could be an opportunity for business owners and managers to view the disruption/ constraint of production and supply lines as an incentive to add more flexibility into operations and perhaps even exit a recovery period in a stronger position.

The panellists for this webinar included:

- Mrs Happy Ngidi, CMO of Proudly South African, MC and moderator
- Mr Eustace Mashimbye, CEO of Proudly South African
- Ms Evelien Griffioen, Head of Customer Insights and Experience at Yoco
- Mr Ronnie Krüger, Group CEO of Akacia Medical & Healthcare Group
- Ms Yolanda Kubeka, Marketing & Communication Executive.

They discussed how Akacia Medical seized the opportunity to pivot the business to embrace new sectors, as well as how the business took advantage of newly created gaps in the market to explore alternate income streams, and Mr Shaun Rosenstein from CGI (Creative Graphics International), a NAACAM member and Regional Vice Chairman for the NAACAM Western Cape region. CGI is a Tier 1 supplier to OEMs in the automotive space and was one of the first suppliers to pivot their production to face shield manufacturing and PPE.

Reach: Zoom 70, YouTube 8, Facebook 141, Twitter 86



National Wine Day, 28 May 2021

Proudly South African celebrated National Wine Day by hosting a webinar focusing on the wine industry in South Africa, its supply, highlight its respective value chains and job creation element. We wanted to acknowledge the role that South African wine has to play in our lives and our economy and illustrate that local wine is more than just a drink, it offers a livelihood to many.

The panellists for this webinar included Mrs Happy Ngidi, CMO of Proudly South African, MC and moderator, Mr Eustace Mashimbye, CEO of Proudly South African who spoke about the Proudly South African campaign, Maryna Calow, Communications Manager at Wines of South Africa, who spoke about the structure of the SA wine industry, Denzel Swarts, Brand Ambassador of Simonsig wine estate and director on the board of the VinPro Foundation, who spoke about the importance of buying South African produced beverages as an investment into our own country, Nondumiso Pikashe, owner Ses'fikile Wines, (a Proudly South African member), who spoke about the different career opportunities in the wine-making industry.

Reach: Zoom 20, You Tube 1, Twitter 3, Facebook 7

SA Youth - are you job market ready? 10 June 2021

Unemployment in South Africa has had a particularly hard impact on young people, therefore, Proudly South African hosted a webinar designed to educate the youth on the role they can play to ensure that the economy creates much needed jobs. The webinar also had content aimed at assisting learners make good study choices for the current job market and sought to also illustrate how job seekers can better equip themselves to find work.

The panel of speakers included Mr. Eustace Mashimbye, CEO of Proudly SA, Ms Allegro Dinkwanyane, Founder and CEO of Orgella Group, Ms. Belinda Francis, Managing Director, Tych Business Solutions (Proudly SA member company), Ms. Losh Pather, Chairperson, South Africa's Employers with Disability, Mr. Siphon Mamize, Deputy COO, Afrika Tikkun and Ms. Kristal Duncan- Williams, Project Lead, Youth Capital.

Reach: Zoom 57, Facebook 96, Twitter 18, YouTube 123





The importance of entrepreneurship as the country battles with unemployment. What is the solution, SA? 31 May 2021

The entrepreneurial sector represents the most potential for job creation, but in the current COVID-19 environment is it able to make a meaningful difference to unemployment levels or is it in survival mode?

The panellists for this webinar included Mrs. Happy Ngidi, CMO of Proudly South African, MC and moderator, Ms. Bridgit Evans, Director at the SAB Foundation, Ms. Mahlatse, Ecosystem Enabler @ 22 ON Sloane, a start-up campus located in Bryanston which focuses on nurturing the entrepreneurial concepts, Mr. Eustace Mashimbye, CEO of Proudly South African, who addressed the audience on the Proudly South African campaign, Ms. Khayakazi Keep, Founder & CEO of Khaya's Kitchen who was introduced to the campaign during the President's keynote address at our Buy Local Summit & Expo 2021. We also had a presentation from Mr. Sammy Mhaule, founder of Kicks Sportswear and a Proudly South African member.

Reach: Zoom 55, Facebook 15, Twitter 7, YouTube 2

Sustaining Jobs: Together we can all play a part, 22 July 2021

This webinar explored ways to pivot businesses to sustain jobs incurring minimal additional costs, using the restaurant and hospitality sector as a case study. The restaurant industry is one of the most thriving industries in South Africa and has played a significant role in creating jobs through an extensive value chain. The sector has been affected badly, and it has tried to adjust during various phases of the global pandemic to survive.

In September 2019 there were more than 330 000 people working in the hotels and restaurants in South Africa. This represented a total growth in employment in this industry of 78 734 employees or 41,27% is employment in the last 10 years. It was a growing sector which is now slowly recovering.

Panellists included Eustace Mashimbye, CEO of Proudly SA, Stewart Jones, Channel Marketing Executive for RCL Foods, Wendy Alberts, CEO of Restaurant Association of South Africa, Terence Leluma, CEO of Makhamsa Foods (a Proudly SA member) and Simele Shange of Jozi Cloud Kitchens each of whom shared their account on how to survive, the precarious situation the COVID-19 pandemic has caused for their respective businesses and how they have tried to remain focused on business survival. The CEO of Proudly SA unpacked our mandate and set a tone to the entire discussion.

Attendance: Zoom: 34 Facebook: 4, Twitter: 3, YouTube: 2

Re-Building, Re-Setting, Re-Newing – The prospects for economic growth and job creation post – civil unrest, 29 July 2021



The panellists for this webinar included:

- Eustace Mashimbye, CEO of Proudly South African
- Dr. Mike Nkuna, Founder & Executive Chairman at Masingita Property Investment Holdings whose company owns 15 shopping malls around the country
- Mr. Kgomotso Motshegoa, Founding Director of Corner Dladla Pizzeria
- SASRIA's Executive Manager: Stakeholder Management, Muzi Dladla
- Ms. Philippa Rodseth, Executive Director at The Manufacturing Circle
- Mrs. Happy Ngidi, CMO of Proudly South African

Attendance: Zoom: 50, Facebook: 9

The recent riots and looting wreaked havoc on many businesses, destroying lives and livelihoods. But out of every crisis comes an opportunity and South Africans, as always rose to the occasion in the aftermath of the devastation. People came together to clean up, repair, and restore as much as possible.

Now we need a long term, sustained look at growth and job creation to put our country back on the path of economic recovery. This was the focus of the webinar.

Women in Leadership: #FixHerCrown, Series of four Women's Month Webinars, in support of the Sectoral Masterplans.

Proudly South African places great importance on the role of women in the workplace and every year during Women's Month in August, highlights women in business with a flagship event.

To mark the 20th anniversary of the Proudly South African campaign, this year we hosted a four-part series of Women's Day events based around this milestone and on a number of industry sectors that have sectoral Master Plans dedicated to them. These sectors were the clothing, textile, footwear and leather (CTFL) industry, the sugar sector, the creative arts sector and lastly the automotive industry.

Each of the four webinars consisted of a panel of women from each of the chosen sectors, drawn from member companies or organisations with whom we work closely. Giving members including Huletts, Nestle, CCBSA, TFG, Multichoice, Sizwe IT, NAACAM and SA Sugar Association such a platform speaks to the value proposition of membership of the campaign. Ms. Happy Ngidi, Chief Marketing Officer of Proudly South African facilitated each session.

Clothing, Textile, Footwear & Leather Sector, 11th August 2021

The panel included Ms. Jacqui Sussmann, Head of Design and Merchandise at TFG Local Merchandise Supply Chain, Ms. Wendy Gamiet, Head of Manufacturing Operations, Prestige Caledon at TFG Design & Manufacturing, Ms. Tanya Aucamp, Independent Communication Manager at Cotton SA, Ms. Marthie Raphael, Chief Executive Officer at Pep Clothing and lastly hosted in-studio Ms. Ouma Tema, Founding Director and Proudly South African member company, Plus Fab. We also saw a special guest appearance from well-known South African musician and member of Mafikizolo, Ms. Nhlanhla Nciza, who has her own fashion label.

Special guest, Nhlanhla Nciza spoke about how fashion was a very close part of the band's identity. Marthie Raphael is part of the Pepkor team focusing on local sourcing, supplier development, and represents Pepkor at national government level and in several industry forums and was part of the team that developed the R-CTFL Masterplan.

Attendance – Zoom: 74, Periscope: 1, YouTube: 4, Facebook: 4





The Sugar Sector, 18th August 2021

The second session focussing on the sugar value chain included panellists Anne-Marié De Beer, Nutrition Health and Wellness Manager at Nestlé South Africa, Ms. Nkondo Mhlongo, Corporate Affairs Executive SA at Huletts Ms. Busi Thusi, Head of Procurement Transformation at Coca-Cola Beverages South Africa, Ms. Joanmariae Fubbs, Vice-Chairperson of the South African Sugar Association and Ms. Matlhogonolo Ledwaba, Managing Director at the Bread Box Bakery. The Bread Box created a display of baked goods in studio in an effort to demonstrate to viewers how they could utilise sugar, in moderation, in their respective homes.

Ms. Joan Fubbs applauded SASA for being able to recognise the need for diversity in the sugar industry, and their work to transfer more than 21% of freehold land without inciting any violence.

Ms. Busi Thusi is Head of Procurement Transformation at Coca-Cola Beverages South Africa who in 2018 committed to transforming 3.9 billion of their procurement supply chain to black-owned suppliers.

Attendance: Zoom: 116, Facebook: 9



Creative Arts Sector, 25th August 2021

This session's panel included Ms. Desiree Markgraaff, Managing Director & Executive Producer at The Bomb Shelter Productions, Ms. Nomsa Philiso, Multichoice Channel Director: Local Entertainment Mnet, Ms. Expresso Sishi, Art Director at The Bomb Shelter Productions, Ms Thandi Davids, Executive Producer: StoryScope and Co-Chairperson at the Independent Producers' Organisation and Ms. Kerry Chapman, Principal at Helen O'Grady Drama Academy Jo'burg North West.

The Creative arts industry contributes around R90 billion to the economy or almost 2% of GDP and the sector grew at an average rate of 2.4% per year between 2016 - 2018, compared to the whole South African economy, which grew at only 1.1% per year in this period. The creative economy employment accounted for 7% of all the jobs in South Africa in 2017. This means that 1.14 million jobs in South Africa were directly related in some way to cultural and creative activities.

A competition awarded one lucky winner with a locally manufactured Hisense TV sponsored by Proudly SA, as well as a DSTV decoder sponsored by MultiChoice.

Attendance: Zoom: 121, Periscope: 1, YouTube: 3, Facebook: 6

Automotive Sector, 31st August 2021

The final session in the series included panelists, Ms. Shivani Singh, Commercial Director at the National Association of Automotive Component and Allied Manufacturers, Ms. Avhaathu Rathogwa, Chief Revenue Officer at Sizwe IT, Ms Clare Matthes, The Gadget Gal, Ms. Charissa Hector, Corporate Human Resources at BMW South Africa, Ms. Nthabiseng Byrne, Production Team Leader at BMW South Africa and Ms. Janine Van der Post, Editor at Wheels24.

Ms. Charissa Hector, Director, Human Resources at BMW was the first black female to be elected as Chairperson of the Automotive Manufacturers Employers Organisation in 2020, and she noted that she was passionate about transformation in all its forms, organisation, business, people and personal transformation. She stated that she works closely with NAACAM to drive local content in a sustainable manner.



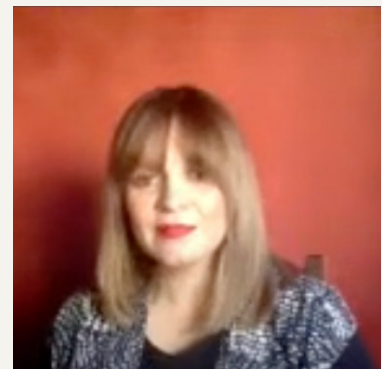
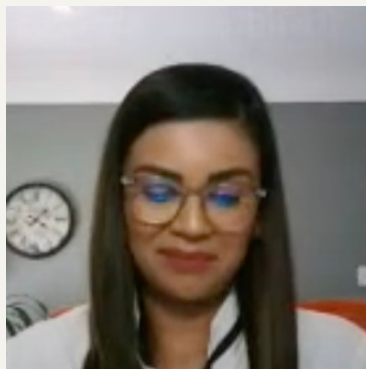
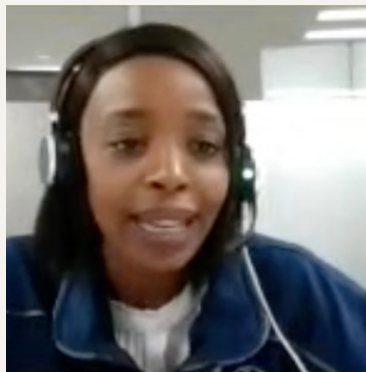
Ms. Nthabiseng Byrne was the first female assembly production manager at BMW's Rosslyn plant in Pretoria where she's responsible for planning production. Ms. Shivani Singh's role with NAACAM is to conceive and implement strategic interventions to deliver high impact and value-adding projects to the NAACAM membership. She leads several automotive sector initiatives to support localisation, transformation and business development for South African component manufacturers.

Wheels 24 is the country's largest motoring website and Ms Janine Van Der Post is their first female editor and is one of the pioneers for female journalists in South Africa. She carved her way out in this very male-dominated industry and helped pioneer the industry for many other female journalists.

Ms. Clare Matthes, The Gadget Gal, specialises in product reviews and news. She has co-hosted the Talking Tech show on CliffCentral, chatted about tech news on SAfm and MixFM.

The prize for this week's competition was a BMW Driving Experience Voucher for the Off-Road Driving Xperience at the brand new BMW xDrive Park in Waterfall valued at R3 500.

Attendance: Zoom: 33, Periscope: 1, YouTube: 4, Facebook: 7



Market Access Platform Launch, 17 August 2021

Proudly SA invited businesses to attend the launch of our Market Access Platform (MAP) which is an exciting online portal which supports and influences both localisation and transformation. It offers corporates, including colleagues in procurement, a one stop shop to refer, find and rate, vetted high performing transformed suppliers, local service providers and manufacturers across industries. The platform has created much needed market access for suppliers while mitigating the risks associated with sourcing from unfamiliar companies.

In assisting with the MAP process, the localisation technical working committee developed the Market Access Platform (MAP), a tool that will assist in achieving the set targets. Additional functions of the platform include allowing corporates to refer suppliers making them visible to other corporates, rating suppliers once goods are delivered, and publishing tender opportunities.

The session was facilitated by Mr Cas Coovadia from BUSA.

Attendance: Zoom: 77, YouTube 33



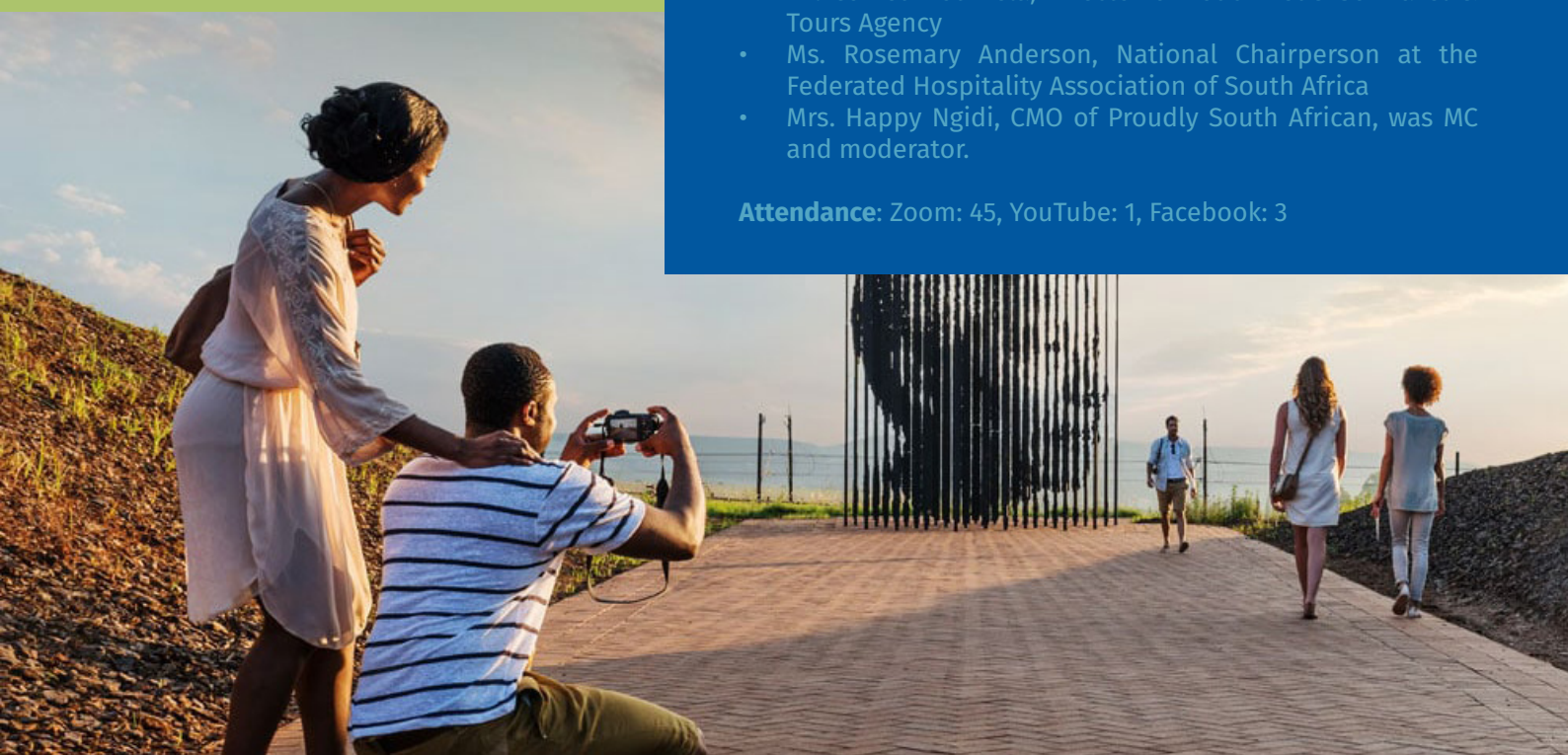
Building a transformed, resilient and sustainable tourism sector through localisation, 28 September 2021

International and domestic tourism is a key driver of economic growth and job creation in South Africa with an extensive value chain across many different sectors. It has the potential to create prosperity for individuals, businesses and communities across the country, but it is also one of the sectors worst hit by the consequences of the coronavirus pandemic. During this webinar, we took a closer look at how it impacts the economy.

The panellists for this webinar included:

- Ms. Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal for Proudly South African
- Ms. Phakamile Hlazo, award-winning founder of two travel brands, Zulu Nomad and in Africa Travel and Co-Chair of the SATSA Access, Inclusivity and Diversity Committee
- Ms. Wendy Alberts, provides a dynamic, professional and valuable service to the industry bringing progressive change, growth and constructive development to the restaurant sector.
- Mr. Nhlanhla Khumalo, General Manager for Tourism Development at Tourism KwaZulu Natal
- Mr. Comet Motimela, Director of Touch Let's Go Travel & Tours Agency
- Ms. Rosemary Anderson, National Chairperson at the Federated Hospitality Association of South Africa
- Mrs. Happy Ngidi, CMO of Proudly South African, was MC and moderator.

Attendance: Zoom: 45, YouTube: 1, Facebook: 3

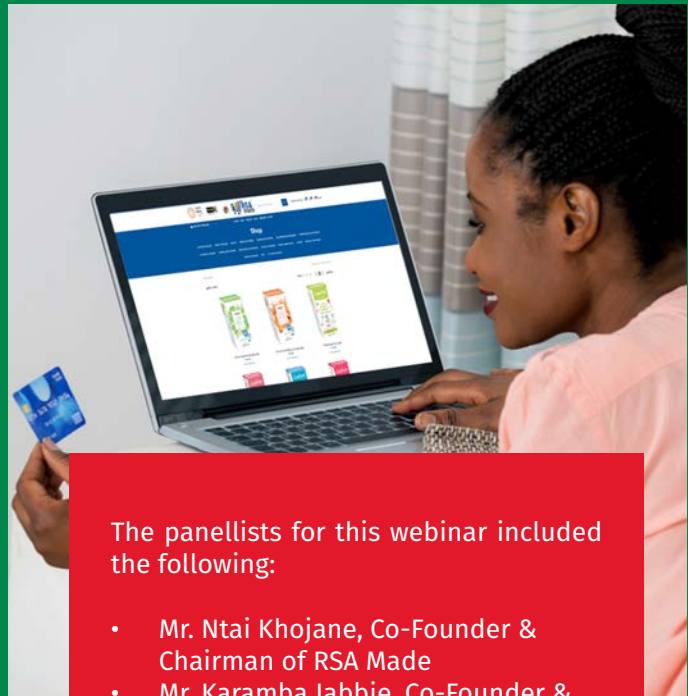


RSA Made Masterclass, 29 October 2021

RSA Made was launched in 2018 and remains Proudly South African's exclusive online shopping and B2B portal. It was also recently chosen as the platform on which the country is showcasing South African vendors as part of the Dubai 2020 Expo. The e-commerce site is one of Proudly South African's membership benefits which many existing members have nevertheless not yet taken up.

This webinar aimed to (re) educate members on the benefits and functions of RSA Made as an access to market trading opportunity available to them.

Ms. Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African was the Programme Director and also presented an overview of Proudly South African membership, the structure, benefits, and gave an introduction to the RSA Made platform.



The panellists for this webinar included the following:

- Mr. Ntai Khojane, Co-Founder & Chairman of RSA Made
- Mr. Karamba Jabbe, Co-Founder & CEO of RSA Made
- Ms. Taryn Collister, Manager: RSAMade & Dubai Platform Expo at Proudly South African
- Mr. Martin Spautz, Managing Director at Southern Sons Group
- Nqobile Nkosi of NQ Jewellers
- Ms. Jeannine van Straaten gave the Vote of Thanks.

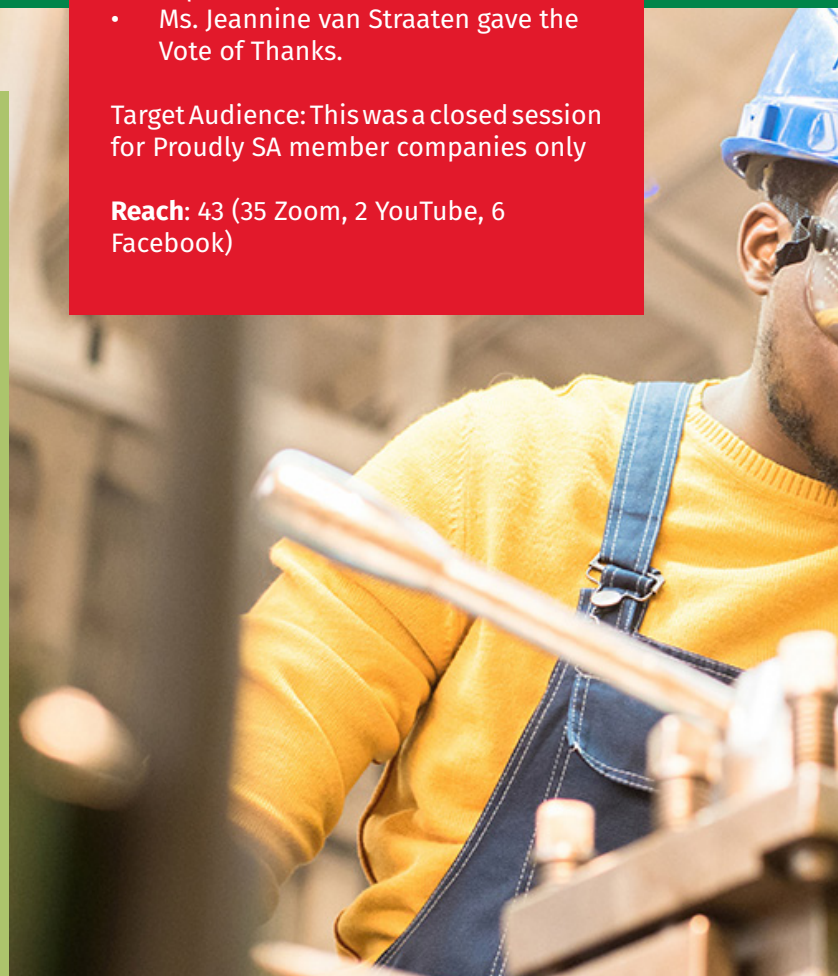
Target Audience: This was a closed session for Proudly SA member companies only

Reach: 43 (35 Zoom, 2 YouTube, 6 Facebook)

Rebuilding Local in the Private Sector: Heeding the call for increased localisation in SCM, 16 November 2021

Proudly South African together with the Nelson Mandela Foundation hosted a dialogue to address the private sector in respect of efforts to drive the Economic Reconstruction & Recovery Plan.

The conversation addressed how we can use local procurement as a stimulus for job creation and how our everyday decisions as corporate buyers and consumers have the power to change the economic future of the country, with each of us having a role to play.



Should entrepreneurship be part of the curriculum in South Africa? 23 November 2021

The source of many employment opportunities in our country lies within the vibrant entrepreneurship sector. In most cases, entrepreneurs are self-taught and learn through a process of trial and error.

This webinar brought together Proudly SA, educators, education policy makers and entrepreneurs to discuss how we can best equip and teach our young people how to be job creators of the future, and if the subject of entrepreneurial endeavour and localisation should be introduced into the school curriculum.

Speakers included:

- Ms. Happy Ngidi Chief Marketing Officer for Proudly South Africa
- Mr. Eustace Mashimbye, Chief Executive Officer of Proudly South African
- Mr. Martin Sweet, CEO of Primestars
- Ms. Chipo Hamukoma, Research Manager at Harambee Youth Employment Accelerator

- Ms. Gamuchirai Mutezo, Chief Operations Officer at 22 On Sloane
- Ms. Percy Moleke, CEO of the Gauteng City Region Academy (GCRA)
- Ms. Nadine Pote, Chief Director for the Coordination of Curriculum Implementation within the Gauteng Department of Education
- Ms. Waheeda Carvello is the Director for the E-cubed programme (E3)

Hosted on: Zoom and live streamed on YouTube, Facebook and Twitter

Reach: 54 (Zoom 31, 9 YouTube, 14 Facebook)



The panellists included:

- Mr. Eustace Mashimbye, Chief Executive Officer of Proudly South African
- Ms. Yolanda Kubeka, Marketing & Communications Executive from Akacia Medical & Healthcare
- Mr. Martin Kingston, Executive Chairman Rothschild & Co and Chair of the Steering CTE, B4SA.
- Dr. Stavros Nicolaou, Aspen Pharmacare Group's Senior Executive responsible for Strategic Trade Development and Chairperson of the B4SA Health Workgroup.
- Ms. Happy Ngidi, Chief Officer: Marketing & Communications at Proudly South African

Target audience: Business leaders, CEOs, Supply Chain Managers, business organisations, institutions and corporates, trade union shop stewards as a route to employers.

Hosted on: Zoom and live streamed on YouTube, Facebook and Twitter.

Reach: 89 (70 Zoom, 9 YouTube, 10 Facebook)



Proudly South African Active Members' Refresher Webinar, 6 December 2021

Proudly South African's membership value proposition has evolved significantly in the last four years and has been enhanced even more since the advent of the COVID-19 pandemic. The organisation offers new market access opportunities in the public and private sectors and with consumers at large and multiple platforms on which members can showcase products and services.

This webinar was hosted with the objective of reminding members of all the offerings of the campaign.

Case studies by member companies on the value of membership were given by Jonathan Shapiro, CEO of Lesco Manufacturing and & Vee Tshuma, CEO of Sanath Trading.

Proudly SA department heads and managers presented on the benefits associated within membership under marketing, events, PR and branding. These were Alicia Logan, Membership Manager, Siyabonga Zungu, Branding Manager, Brigette Simonsz, Events Manager and Deryn Graham, PR Manager Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal focused on the importance of the Proudly South African Campaign access to market opportunities.

Reach: 22 (member companies)

Promotion of South African Wine, 08 December 2021

Together with the dtic, Proudly South African presented the case for the South African wine sector.

Facilitated by Proudly SA CMO, Happy MaKhumalo Ngidi, the webinar had presentations from Ms. Tsepiso Makgothi, Chief Director Strategic Partnerships and Customer Care at the dtic, who spoke about the work they are doing to assist up and coming wine makers, Matome Mbatha of Wines of South Africa spoke about that organisation's work to promote local wines, and Vivian Kleynhans of African Roots Wines- as well as wine makers Andrew Ing, Heinrich Venter and Sgaun Page all spoke about the growth of their respective businesses.

Proudly SA's CEO, Eustace Mashimbye spoke about the value chain within the sector and how it contributes to job creation.

Reach: 160



Empowering SA women in business: Access to markets, 18 January 2022 (Dubai Expo 2020 webinar)

The panel discussion was hosted on the Dubai Expo SA platform 10X, and speakers included Rashmee Ragaven, Senior Manager of Invest SA, Andrew Bam, Senior Manager: PAD & Learning at the Small Enterprise Development Agency (SEDA), Liz Letsoalo of Masodi Organics & Janine Peterson of J9 Wines. The latter two companies are Proudly SA members.

The speakers shared business case studies which were important in giving delegates motivation to push in this new year and positive testimonials on how Proudly SA has played an active role in providing new and viable access to markets opportunities.

Reach: 64



Clothing, Textile, Footwear & Leather Sector Webinar, 17 January 2022

Focusing on the CTFL sector, this webinar's panel of speakers included the CEO of Proudly SA, Eustace Mashimbye, and Mark Goliath, Head of Textile and Wood Products at the IDC, who spoke about the vast extent of the industry and its importance and impact on the economy.

The webinar promoted South Africa as a centre of local manufacturing excellence, which includes a vibrant cotton industry, represented in the discussion by Cotton SA's Tanya Aucamp, which makes significant inputs into the manufacturing of apparel.

The CTFL sector has a significant uptake from local retailers and is one which offers opportunities for companies wishing to find alternatives to Asian countries as a source of CTFL items. In addition, there are investment and export opportunities for an international audience to explore.

Two member companies gave testimonials of their brand and growth, as well as how being part of Proudly SA has assisted them with their exposure. These two companies were Lesela, represented by co-founder Tania Macalagh & Dumisani Mahlangu of Chepa Streetwear.

Reach: 39

SA School Uniform: Supply and Demand Dialogue, 26 January 2022



During the month of January, parents bear the cost of buying school uniform that has been outgrown, or for their children's start at an entirely new school. Every year, the cry is the same. The costs are prohibitive, schools control the number of suppliers, and the choices of outfitters are limited. Proudly SA, as the country's buy local advocacy campaign, hosted a dialogue that emphasised the importance to schools and parents of selecting as many local manufacturers as possible as suppliers of uniform items. In the current economic climate, there is little room for exclusivity and price controls.

Speakers included the Competition Commission's Karabo Motaung, The Federation of School Governing Bodies, represented by Mr. Ben Ferreira. Proudly

SA members Palm Footwear focussed on breaking into the school uniform market, finding shelf space with retailers and Freedom Stationery spoke about market access for local manufactured stationery and related items.

The webinar was facilitated by Mrs Happy MaKhumalo Ngidi Executive: Marketing and Communications at Proudly SA.

The webinar was hosted on the Proudly SA Zoom and social media platforms.

Reach: 35

Membership criteria for Proudly South African does not include the requirement that a company be South African owned, and this has caused some confusion with consumers in the past. As long as an international company has a local manufacturing base and is creating employment, and their products meet local content, labour legislation and safe environmental practices criteria, they can become a member of Proudly SA.

Multinationals: how they continue to create local jobs, 1 March 2022



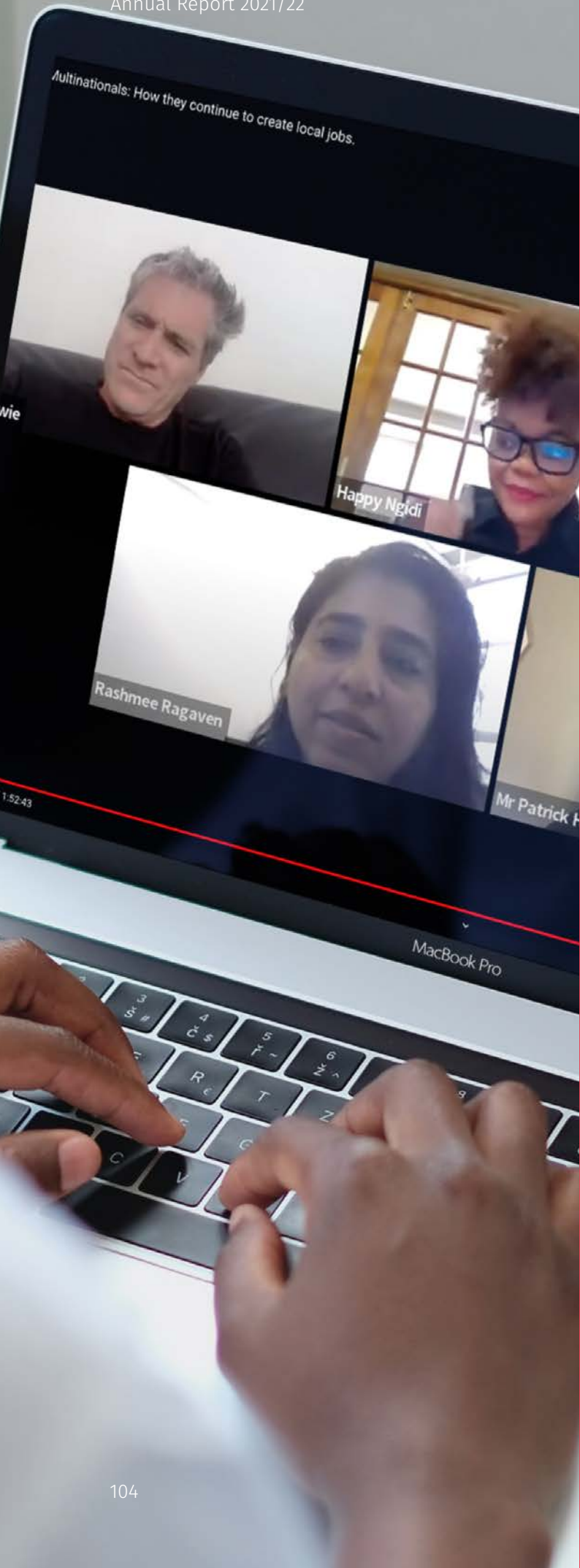
This webinar unpacked the work being done in respect of localisation and job creation by a number of multinational companies with bases in SA and included Mr. Eustace Mashimbye, Chief Executive Officer for Proudly South African, Mr. Patrick Hu, Marketing Director, Hisense SA who discussed how Hisense came to choose South Africa as the site for their manufacturing plant, the value chain and how many jobs they've created since first opening in this country, Ms Rashmee Ragaven, Director: Advanced Manufacturing, Invest SA who is responsible for the Advanced Manufacturing in the Inward Investment Attraction, Facilitation and Aftercare, a division within the **dtic**. Her role is primarily to facilitate, support and engage foreign investors in South Africa, and she is also responsible for implementation and re-

porting on the Presidential Investment Mobilisation Drive to attract \$100 billion over five years.

Mr Pete Howie, Director and Co-founder of the Seattle Coffee Company spoke about the journey of that business since arriving in SA in 1996. Today, Seattle continues to thrive as a family-owned South African company, with over 200 stores countrywide.

The webinar was facilitated by Proudly SA CMO, Happy Ngidi.

Reach: 32 on Zoom, You Tube 3, Facebook 14



**WEBINARS
HOSTED
TOGETHER WITH
STRATEGIC
PARTNERS**



Youth in Mining webinar, 30 June 2021

The webinar focused on participation of the youth in sectors related to mining, opportunities available in the different sub-sectors, localisation, how to take advantage of the different value chains within the sector, financial and non-financial support programmes and services offered by government.

The panelists for this webinar included Ms. Tshepiso Kadiaka, Deputy Director of Mining Equipment and Primary Mineral Processing in the dtic, Mr. Mica Davhana, Assistant Director: Small Scale Mining from the Department of Mineral Resources and Energy (DMRE), Ms. Bongiwe Mabusela, Director: Empowerment Transaction Assessment from the DMRE, Mr. Max Lichaba, CEO of Lichaba Mining. The session facilitator was Mr. Kondwani Banda, Vice-Chairperson of- the Young Professionals Council for the Southern African Institute for Mining and Metallurgy (SAIMM) and Project Engineer at Mintek.

This webinar was a partnership between The Department of Trade, Industry and Competition (the dtic), the Department of Mineral Resources (DMRE) and Proudly South African and was streamed live on our Zoom webinar platform as well as on Proudly SA's social media platforms.

Reach: Zoom 575, Twitter 352, Facebook 115

Youth in Manufacturing: Dialogue on Agro-Processing, 17 June 2021

This was a webinar aimed at outlining the different opportunities and support programmes available to encourage young people to enter the agricultural and agro-processing sector. Speakers included Proudly SA CEO, Eustace Mashimbye, Mr. Solly Molepo, Deputy Director: Agro-Processing, Mr. Donald Mabusela, Director: Strategic Partnerships and Customer Care and Mr Joseph Senona, Chief Director: Export Promotion & Marketing.

Audience: Youth, SME's, entrepreneurs' consumers who are not in the agro-processing industries but looking for opportunities/information about the industry.

Reach: Zoom 146, Facebook 469, Twitter 128, You Tube





The other panellists included Prof. Willem Boshoff, the Director of the Centre for Competition Law and Economics at Stellenbosch University who spoke about the impact the COVID-19 pandemic has had on pricing and the economy, Mr. Siphon Mtombeni, a Principal Analyst in the Advocacy Division of the Competition Commission who gave an overview of the three independent statutory bodies that were established in terms of the Competition Act, No. 89 of 1998, Mr. Joseph Selolo, Company Secretary of the National Consumer Commission who has successfully prosecuted matters in terms of the National Credit Act and Consumer Protection Act. Mr. Selolo spoke briefly on the kinds of cases that the commission received during the pandemic and what corrective measures they have taken, Ms. Magauta Mphahlele represented the Consumer Goods and Services Ombud (CGSO) which is one of two industry dispute resolution schemes accredited by the Minister of Trade, Industry and Competition in terms of section 82 of the CPA. Ms Mphahlele took the audience through detailed figures of the number of complaints, enquiries and complaints the CGSA has handled since its inception in particular complaints under a new category created to reflect complaints related specifically to the lockdown/pandemic.

Attendance: Zoom: 275

Proudly SA Twitter: 2, Proudly SA FB: 5, Proudly SA YouTube: 3, Competition Commission SA YouTube: 41

The **dtic** YouTube: 3

Stakeholder Dialogue on Pricing Regulations, 7 July 2021

The Department of Trade, Industry & Competition (the **dtic**), in partnership with the National Consumer Commission and Proudly South African, hosted a dialogue aimed at educating consumers about laws and other measures relating to pricing regulations of goods and services sold in South Africa. The webinar gave an overview of the different government and public institutions which have a role in the pricing of goods and services.

The facilitator was Mr. Siyabulela Makunga, spokesperson at the Competition Commission. He spoke about minimum price thresholds as well as the issue of over inflated prices.



dtic Women in Mining Dialogue, 26 August

The Department of Mineral Resources and Energy (DMRE) in partnership with the Department of Trade, Industry and Competition (the dtic) and Proudly South African hosted a virtual Women in Mining Dialogue under the theme “Generation Equality: Realising Women’s Rights for Equal Future”.

The dialogue focused on opportunities for women in the mining and mineral value chain which amongst other benefits includes employment, ownership, procurement, manufacturing, construction, beneficiation, logistics and communication.

Ms. Bridgette Mathebula from the Mining Communications Authority facilitated the session and shared how they advocate for transformation in the sector through skills development.

Ms. Elizabeth Marabwa: Chief Director for Programmes and Programmes Management Office – DMRE shared opportunities available in the mining sector, followed by Ms. Moipone Kgaboesele: Executive Manager, Investigation - B-BBEE Commission who spoke on the various transformation programmes in the mining sector.



Ms. Lebogang Motsepe: Senior Deal Maker, Mining and Metals at the IDC shared the different Support Programmes for women and Ms. Seara Mkhabela: Executive Director, Corporate Affairs - Anglo American SA advised on the various business opportunities in mining.

Ms Masikini Sithole: SAWIMA Secretary General & Ms. Zama Cele-Ndlovu: Chief Executive Officer - Basadi Ba Africa both shared their success stories as women who are already in the mining and minerals value chain.

Attendance: Zoom: 364, YouTube: 5

Proudly South African & Productivity SA knowledge sharing session, 14 October 2021

October marked Productivity month in South Africa, where efforts are ramped up to drive the productivity movement in South Africa and so Proudly South African partnered with Productivity SA to host a knowledge sharing session that focused on the productivity and sustainability of businesses under the theme of economic recovery and reconstruction, using business turnaround and recovery solutions.

Ms. Happy Ngidi, Chief Marketing Officer at Proudly South African was the Programme Director.

The panellists for this webinar included:

Mr. Eustace Mashimbye, CEO of Proudly South African who gave an overview of the localisation value chain, and the role that Proudly SA plays.

Mr. Mothunye Mothiba, CEO of Productivity SA gave an overview of Productivity SA including their vision to lead and inspire a productive and competitive South Africa and to improve productivity by diagnosing, advising, implementing, monitoring and evaluating solutions aimed at improving South Africa's sustainable growth, development and employment through increase competitiveness.

Mr. Justice Tshifularo, Executive Manager: Business Turnaround and Recovery, Productivity SA gave the



audience an overview of the Business Turnaround and Recovery Programme.

Ms. Chantell Beyers, Business Turnaround & Recovery Specialist at Productivity SA explained the BT&R qualifying criteria including a high-level assessment to understand the business challenges and to determine the eligibility of a company to participate in the BT&R Programme.

Ms. Sharna Johardien, Organisational Development Specialist at Productivity SA explained the future forum constitution which sessions are aimed at improving long-term viability and operational efficiency and to promote and encourage skills training in relation to productivity awareness and long-term sustainability.

Ms. Lufuno Tshikosi, Monitoring and Evaluation Specialist at Productivity SA presented on the monitoring & evaluation process of the programme.

Target audience: Proudly SA members, business owners, entrepreneurs, consumers, SMME's, manufacturers, delegates in the SCM space.

Reach: 63

Dubai Forestry, 12 November 2021

The South African forestry and forest products industry is an important, mature, and well-developed segment of the South African economy, particularly in the rural areas. Timber and wood products from professionally managed plantations are a renewable, sustainable resource that is carbon neutral.

The deputy Minister of Forestry, Fisheries and Environment introduced the webinar and spoke about the importance of the department and how much impact it has on the economy. Micheal Peter, Executive Director of Forestry South Africa added his points regarding investment in Forestry.

There was a discussion between Mpho Lethoko, General Manager of Sappi Southern Africa, Roy Southey Executive Director at Sawmilling SA, Prof. Bruce Sithol, Professor of Chemicals Engineering at UKZN, as well as Penwell Lunga, Chairperson of South African Furniture Initiative, around the sector and how it builds investment opportunities.

The closing remarks were made by CEO Proudly SA, Eustace Mashimbye.

Target Audience: Stakeholders, sponsors, international investors.

Reach: 100



Virtual Colloquium: Opportunities in mobile applications development market in South Africa, 24 November 2021

The Department of Trade, Industry and Competition (the dtic) in partnership with the Innovation Hub and Proudly South African hosted this event on Opportunities in the Mobile Applications Development Industry in South Africa with the objective of providing a platform for software developers, entrepreneurs, start-ups and companies in software development to:

- Engage with the relevant government departments on strategies to grow South Africa's mobile application ecosystem; and
- Share ideas on the support required by local developers for them to take advantage of the current trends and new developments in the industry.

Hosted on: Zoom

Target audience: Software developers, entrepreneurs, start-ups, software companies

Reach: 130



Fiscal policy options to promote economic growth, employment and industrialisation in South Africa, 2 December 2021

Run by the dtic, this webinar provided a platform for policy makers, researchers and experts on fiscal policy to share knowledge and expertise on the subject matter. Proudly SA provided the platform and technical assistance but did not present

Be Smart. Mind Your Money. Know your limits, 25 November 2021

The Department of Trade, Industry, and Competition (the dtic) in partnership with its entities, Proudly South African, National Credit Regulator (NCR), and the National Consumer Commission (NCC) hosted this event to assist consumers to manage their spending over the festive season and beyond.

The NCC'S Thobani Ncobo spoke about the NCC's awareness campaign around spending over Black Friday and the festive season, highlighting general consumer rights in terms of credit. Jimmy Golele, Senior Education and Communication officer at the National Credit Regulator, spoke on consumer rights and the importance of wise financial decision making during this festive season as traditionally consumers' debt increases during this period.

Verushka Gilbert, Director of Credit law and policy at the dtic spoke about the purpose of the National Credit Act, and the roles and responsibilities of credit providers.

Target audience: Consumers, financial institutions

Reach: 116



National Social Development Colloquium, 2-3 December 2021

In its endeavour to contribute towards a truly and fully integrated socio-economic development trajectory in South Africa, the SBDI Social Enterprise Development Management Corporation (SBDI) as a Social Impact Partner to key stakeholders in the socio-economic development community, and with vested interest in the welfare of the majority of its people, focuses on driving impactful socio-economic development programmes and projects especially in rural and township communities.

The discussions over the 2 days represented the overwhelming sentiments and desire for the Department of Social Development to take leadership in the crafting of the National Social Development and Social Entrepreneurship Development Colloquium.

Reach: 73 physical/206 virtual



Supply Chain Management Forum, 03 February 2022 (with Eastern Cape Provincial Treasury)

The Supply Chain Management forum focused on adherence to procurement plans as part of the Eastern Cape's strategy of eliminating irregular expenditure by identifying root causes and developing intervention plans as preventative measures. The main causes of irregular expenditure were identified as transgression of supply chain management prescripts which include unjustified deviations from normal procurement processes.

Mrs Jeannine Van Straaten, Executive of Strategy, Stakeholder Relations and Legal at Proudly SA was given a speaking slot during the webinar and outlined our role in respect of our tender monitoring system and public sector procurement forums.

Reach: 31

National Hospital Network webinar, 15 February 2022 (with National Hospital Network)

The National Hospital Network has joined the Proudly SA campaign as a member, to add value to our exemption granted by the Competition Commission in respect of collective or centralised procurement. The event launched a partnership that will add considerable value to the NHN central procurement initiative, whilst contributing to our country's economic growth.

CEO of NHN, Neil Nair introduced the partnership with Proudly South African. Proudly South African CEO, Eustace Mashimbye introduced the campaign to NHN members. The programme was facilitated by our Strategy, Stakeholder Relations & Legal Executive, Jeannine van Straaten.

Reach: 13

Maximum Profit Recovery (Pty) Ltd, Annual Golf Day, Pretoria Country Club, 25 March 2022 (with member company Max Prof)

Proudly SA member company Max profit's golf day fundraiser on the fourth hole, with Proudly SA branding. In addition, give aways and gifts including Nestle chocolates, Azure Water and other local confectionery were given to those attending the event.

The Proudly SA stand was interactive including a competition in which golfers were asked 'How old is Proudly SA turning in 2022?' The draw of correct answers gave 2 winners won a beautifully packaged hamper with local goodies which were presented by Proudly SA's Lesego Tholo during the evening cocktail event programme.

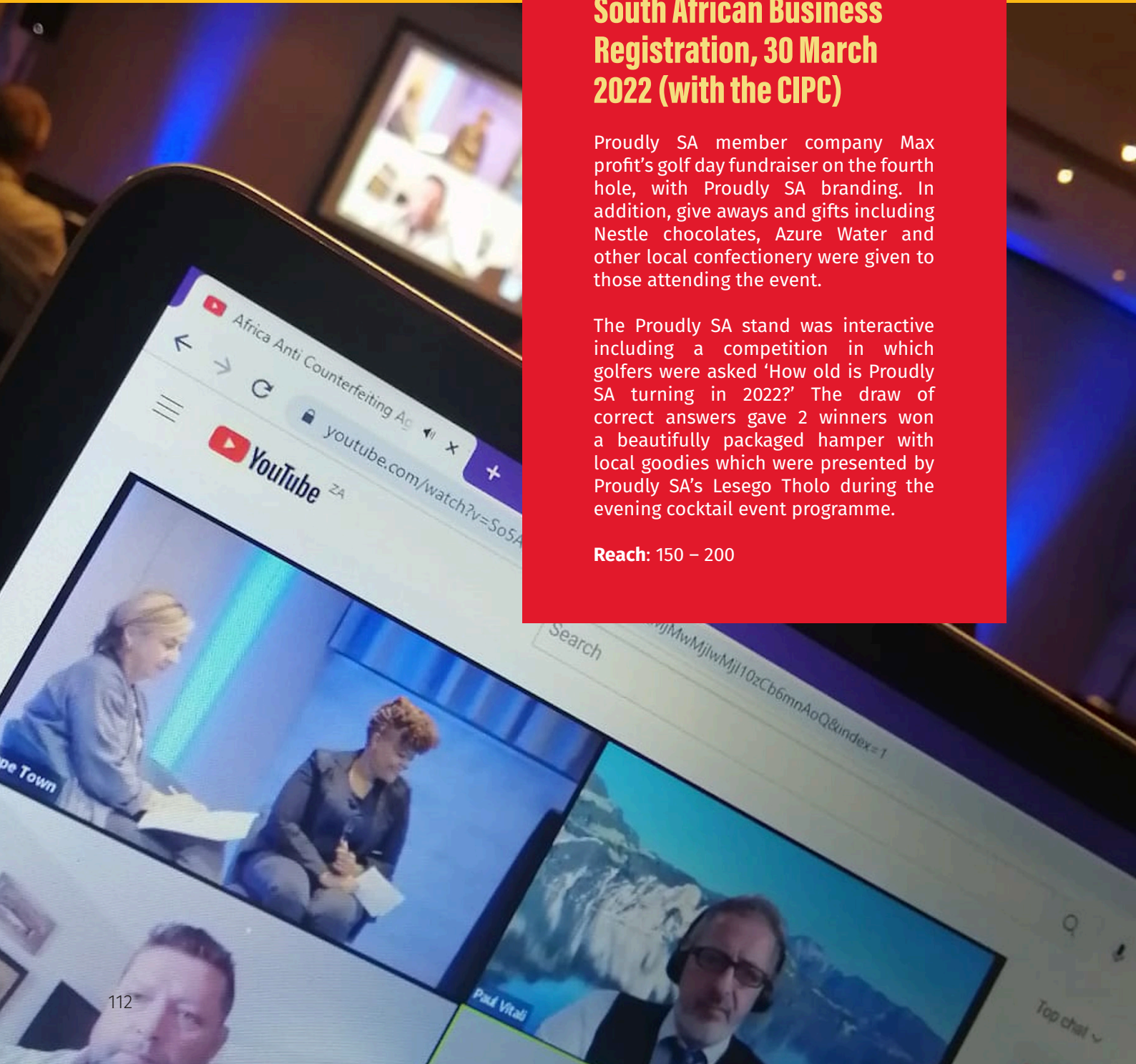
Reach: 150 – 200

South African Business Registration, 30 March 2022 (with the CIPC)

Proudly SA member company Max profit's golf day fundraiser on the fourth hole, with Proudly SA branding. In addition, give aways and gifts including Nestle chocolates, Azure Water and other local confectionery were given to those attending the event.

The Proudly SA stand was interactive including a competition in which golfers were asked 'How old is Proudly SA turning in 2022?' The draw of correct answers gave 2 winners won a beautifully packaged hamper with local goodies which were presented by Proudly SA's Lesego Tholo during the evening cocktail event programme.

Reach: 150 – 200





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





CEO Presentations

DATE	EVENT	VENUE
6 April 2021	KZN Public Procurement Forum	Virtual
15 April 2021	SEDA Poultry Sector Webinar	Virtual
20 April 2021	SA Chamber in Singapore	
7 May 2021	Presentation to FASA	Virtual
14 May 2021	Presentation to SACTWU	Virtual
20 May 2021	Presentation to FEDUSA	Virtual
27 May 2021	Pivot your Business Webinar	Virtual
28 May 2021	National Wine Day Webinar	Virtual
31 May 2021	Business Development Networking and Marketing	Virtual
7 June 2021	Council for Global Businesswomen Webinar: Business Development Networking & Marketing	Virtual
10 June 2021	Proudly SA Webinar: How to prepare for job market and entrepreneurship	Virtual
17 June 2021	dtic Webinar: Youth in Manufacturing and Agro-processing	Virtual
24 June 2021	eThekwini Buy Local Summit	Virtual
30 June 2021	Invest SA CEO Forum	Virtual
7 July 2021	Presentation of an award at the SA Music Awards	Virtual
22 July 2021	Sustaining Jobs Webinar	Virtual
22 July 2021	Presentation to the SA Poultry Association Board	Virtual
29 July 2021	Impact of Civil Unrest/ Rebuild campaign Webinar	Virtual
10 August 2021	Presentation to SA Screen Federation members	Virtual
17 August 2021	Market Access Platform (MAP) Launch	Virtual
19 August 2021	Gauteng Provincial Public Sector Forum	Virtual
25 August 2021	Presentation to National Hospital Networks Board	Virtual

8 September 2021	Presentation to Babywear manufacturers (partnership with SACTWU)	Virtual
9 September 2021	Limpopo Provincial Public Sector forum	Virtual
14 September 2021	Presentation to SEZ CEOs Forum	Virtual
30 September 2021	Launch of the Living Lekker Locally campaign	Virtual
7 October 2021	Productivity SA/ Proudly SA Forum	Virtual
12 October 2021	Owning a Business Webinar	Virtual
13 October 2021	SABS Local Content Scheme launch	Hybrid
14 October 2021	Productivity SA/ Proudly SA Forum	Virtual
20 October 2021	FEDUSA National Conference	Virtual
10 November 2021	Pathways to supporting South African Export Sector	Virtual
12 November 2021	Forestry Sector Webinar (Dubai 2020)	Virtual
16 November 2021	Community Constituency Roadshow - Gauteng	Reef Hotel, Johannesburg
16 November 2021	Proudly SA/Nelson Mandela Foundation Private Sector Local Procurement dialogue	Hybrid
19 November 2021	Community Constituency Roadshow – Eastern Cape	Virtual
23 November 2021	Community Constituency Roadshow - Mpumalanga	Virtual
23 November 2021	Should Entrepreneurship be included in the School Curriculum	Hybrid
24 November 2021	Colloquium on mobile applications development	Virtual
25 November 2021	NEDLAC Trade and Industry Chamber Meeting	Virtual
26 November 2021	Community Constituency Roadshow – North West	Virtual
30 November 2021	Northern Cape Public Sector Forum	Virtual
1 December 2021	Community Constituency Roadshow – Northern Cape	Virtual
3 December 2021	Community Constituency Roadshow – Free State	Virtual
3 December 2021	Small Business Development Initiative (SBDI Colloquium)	Hybrid
8 December 2021	Promotion of SA Wines Webinar (the dtic)	Virtual
9 December 2021	Mpumalanga Public Sector Forum	Virtual
10 December 2021	Annual Biashara conference promoting SA products	Virtual
18 January 2022	Dubai 2022 Expo Webinar	Virtual
15 February 2022	National Hospital Networks Presentation	Virtual
24 February 2022	BLSE Launch	Virtual
25 February 2022	National Hospital Networks Presentation	Virtual
1 March 2022	Webinar: Multinationals: How they continue to create local jobs	Virtual
2 March 2022	DSBD Ministry Roadshow targeting SMMEs	Bloemfontein
14 – 15 March 2022	Buy Local Summit and Expo	Hybrid event (IDC - Sandton)
23 March 2022	NAAMSA (Automotive Association of SA)'s Localisation Committee of OEMs	Virtual
25 March 2022	Kimberly Clark Product Launch	Virtual



PUBLIC SECTOR PROCUREMENT FORUMS

The public sector is the largest single procurer in the country, with the potential to make a significant difference in driving economic recovery and reversing unemployment, whilst, at the same time, setting an example to the private sector.

Proudly South African's Public Sector Forums engage 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 entities and/or agencies including the dtic, SABS, Office of the Auditor General and the respective Provincial Finance/Treasury departments.

The forums seek to clarify issues around sectors designated for local procurement, the applicability of the regulations thereof to all tenders and RFQs, as well as address challenges in this regard. These forums also assist us to understand how better to empower and equip small businesses and entrepreneurs to work successfully with government.



KwaZulu Natal, 6 April 2021

The panel of speakers included Mr. Eustace Mashimbye – Proudly SA, Dr. Tebogo Makube - **dtic**, Ms. Nomusa Dube-Ncube - MEC for Finance in the Province of KwaZulu-Natal, Mrs. Ntombifuthi Mhlongo - Auditor General South Africa and Mr. Zukisa Nkonzo – SAB. The programme director and facilitator was Mrs. Happy Ngidi, Proudly SA CMO.

MEC Nomusa Dube-Ncube called on the public sector to discuss ideas on how to translate political freedom into economic freedom and said that the emerging entrepreneurs, marginalised businesses, and those in the informal economy must benefit from the R133 billion Provincial Budget that her department has allocated to the other provincial departments. The KZN Department of Finance has identified procurement spend as a vehicle to transform their economy since the Covid-19 pandemic has destroyed other streams of the economy. KZN Department of Finance wants to ensure that locally manufactured products are available in major retail shops and overseas markets and will embark on a Buy KZN Campaign to encourage the buying of locally designed garments. In addition, the abundance of timber products, creativity and technical skills make KwaZulu-Natal a serious contender for a top slot in the furniture industry.

Platform: Zoom

Reach: 47

Western Cape, 7 April 2021

The panel of speakers included Ms. Cathrine Matidza from the dtic, Ms. Jeannine van Straaten from Proudly SA, Ms Nadia Ebrahim and Mr Isaac Smith from the Western Cape Treasury, Ms. Sharonne Adams from the Auditor General's office, Mr. Zukisa Nkonzo from the SABS, and Programme Director Ms. Happy Ngidi, Proudly SA CMO.

Ms. Ebrahim gave a particularly interesting presentation on the challenges faced by Provincial Departments and where their frustrations lie with the policies that lead to non-compliance and outlined the Western Cape Government's response to those challenges. Ms. Ebrahim provided a detailed snapshot of the Western Cape Government's local spending for 2019/20 to showcase the impact the Government's spending has on the economy. She worked through the statistics of the different businesses and where the money was being spent. As a result of this session the Western Cape sought our assistance for some of our members regarding procurement in the province.

Platform: Zoom

Reach: 45



Limpopo, 9 September 2021

Presenters included the Provincial Treasury MEC who spoke about the importance of procuring South African goods and services for the departments and local municipalities, Ms Cathrine Matidza, Director of Fleet Procurement at the dtic, Proudly South African CEO, Eustace Mashimbye, Mr. Zukisa Nkonzo who is the SABS & SAATCA Registered Auditor, Mr. Nhlanla Vilakazi, Director Client Support of the National Treasury and Mr. Stephen Kheleli who is the Business Unit Leader from the Auditor General.

Attendance: Zoom: 62

Mpumalanga, 09 December 2021

The panel of speakers for the Mpumalanga leg of public sector forums included Ms. Cathrine Matidza, dtic, Mr. Eustace Mashimbye, CEO, Proudly South African, Ms. Helen Thrush, CFO, Mpumalanga Department of Economic Development and Tourism, Mr. Zukisa Nkonzo (SABS & SAATCA Registered Auditor, SABS), and Programme Director Ms Happy Ngidi, Proudly SA CMO.

Attendance: 72

Gauteng Province, 19 August 2021

The speakers were Mr. Eustace Mashimbye, CEO of Proudly SA, Ms. Cathrine Matidza from the dtic, Ms. Nomantu Nkomo-Ralehoko, MEC: Finance & E-Government in the Province of Gauteng, Ms. Yolandi Haupt, Auditor General South Africa – Mr. Nhlanhla Vilakazi, from the National Treasury and Mr. Zukisa Nkonzo, from the SABS and Programme Director Mrs. Happy Ngidi, Proudly SA CMO.

Attendance: Zoom: 49

Northern Cape, 30 November 2021

Darryl Christians, Chief Director: Department of Finance, Economic Development and Tourism in the Province of Northern Cape, Ms. Cathrine Matidza of the dtic, Mr. Zukiso Nkonzo of SABS, National Treasury's Nhlanhla Vilakazi and Proudly SA CEO, Eustace Mashimbye presented on their respective roles in provincial audit, local content requirements in the public procurement system, procurement processes, local content verification and the Proudly South African mandate.

Attendance: 28

Free State & Mangaung, 25 January 2022

The panel of speakers for this webinar included Ms. Jeannine van Straaten Executive: Strategy, Stakeholder Relations & Legal at Proudly South African, Ms. Cathrine Matidza Industrial Development Division at the dtic, Ms. Gadija Abrahams Brown, MEC, Free State Provincial Treasury, Mr. Zukisa Nkonzo Auditor at the South African Bureau of Standards (SABS) & Sello More, Acting City Manager at the Mangaung Metropolitan Municipality.

The speakers presented on the work they do in provincial audit, local content requirements in the public procurement system, procurement processes, local content verification and the Proudly South African mandate and role in respect of public sector procurement. The webinar took place on the Proudly SA Zoom platform.

Reach: 31





**ACTIVATIONS
SUPPORTED BY**

**PROUDLY
SA**

Launch of David Tlale's Autumn/Winter 2021 collection, 13 May 2021

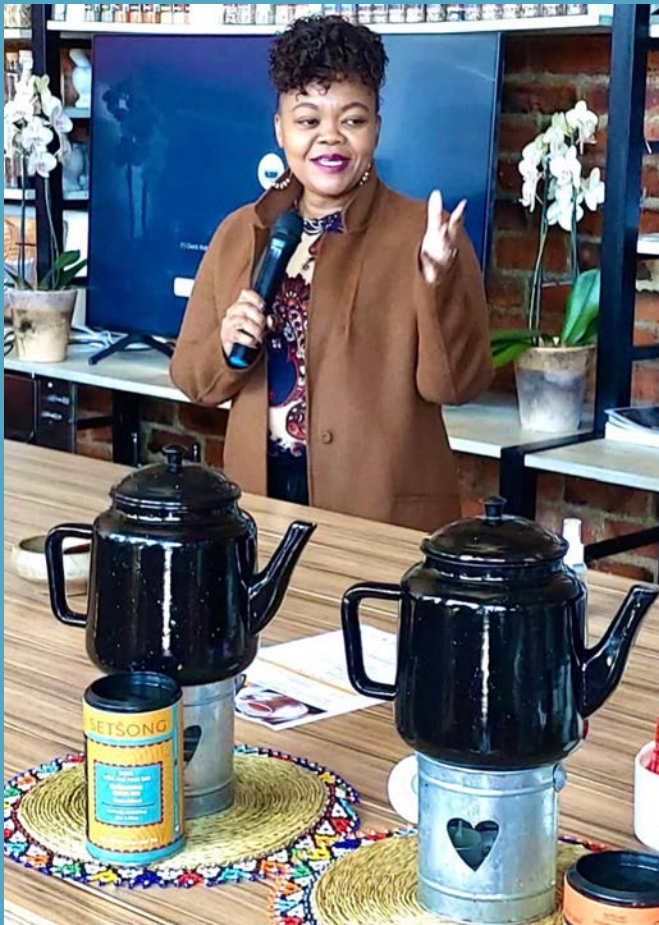
The launch of David Tlale's A/W '21 collection entitled "Veterans Pursuit" was hosted at his store followed by a catwalk show in a specially created space in the car park at Melrose Arch, Johannesburg.



Proudly South African partnered with David Tlale on this event to support the local fashion and textile industry and Ms Happy Ngidi presented David with his membership certificate at the opening of the show.

The co-branding between Proudly SA, David Tlale and other sponsors' branding was clearly visible at different key points of the event venue. This created brand awareness for Proudly SA to the audience amongst whom, was a lot of media. PR supported the event and David Tlale's own media release which featured Proudly SA ran in Times Live online. Audience: Global and local fashion circles, fashion media, David Tlale clients.

Reach: 200 invited guests and 986 via live streaming



International Tea Day, 21 May, The Bread Box Studio

Proudly South African collaborated with member company, The Bread Box Studio, to mark International Tea Day and support local tea producers.

The event hosted 25 women entrepreneurs for a high tea networking session and the presentations were designed to empower women in business who are going through challenges in their entrepreneurial journey.

The event exposed our South African made tea(s) to consumers, and the importance of the value chain the tea industry has in the South African economy.

Chief Marketing Officer of Proudly SA Mrs. Happy Ngidi along with Mrs. Matlhogonolo Ledwaba, owner of The Bread Box, Ms. Retang Phaahla, Ms. Thabiso Sikwane, Chef Nompumelelo Mgwebu and Ms. Nondumiso Phaahla were the female speakers who addressed the audience.

Proudly South African sponsored three hampers for a competition, consisting of member company products including tea sets and biscuits, sponsored by Continental China, Lady K, Indiza Tea, Rooibos Ltd, Magwa Tea and Huletts sugar. Retang Phaahla, Co-Founder of Setsong tea, addressed the audience in between speakers. She spoke about her company, which is an award-winning Agri-business for development of natural indigenous flora found in the natural landscapes of South Africa, more prominently within the rural areas of Limpopo.

Proudly SA member, Chef Nompumelelo Mgwebu spoke about how she used women for graphic design and layout and printing her book, Through the Eyes of an African Chef.

Reach: 25 guests and 236 via Instagram Live

Local Brands Expo, Ramkiki, Ruimsig, Johannesburg, 29 May 2021

The Blaq Daisy company organised the “Local Brands Exposé” which was curated with the primary objective to reconnect South African brands with their consumers and supporters on a common platform. This was an opportunity for Proudly South African to showcase the campaign to participating companies, and to educate consumers on the buy local movement.

The event took place at Ramkiki, Ruimsig, Roodepoort and was an opportunity for a range of companies to exhibit at a minimal fee. Examples included food, clothing, beer, gin, art, photography amongst others.

Proudly South African took a stand and also included 3 stalls for member companies, namely The Braai Guru, Jen-Til-Touch and Vuttomi liquids.

Reach: 1 500



Soweto Youth Golf Day, 21 June 2021

The event was hosted at the Soweto Country Club in Pimville and was attended by 72 caddy golfers, following a postponement from the original date and format on 16 June. Proudly SA partnered alongside sponsors including Nedbank, Brand SA, Johnnie Walker SA, NYDA, Braai Guru, Monate Coffee, Supa Bets, Boschendal Wines, Act Now Africa, Sesli Blankets, SDC Wealth Management, PDL Lifestyle, Melrose Arch, Tastic Rice, Kellogg's and Krispy Kreme.

Minister of Social Development Lindiwe Zulu attended to give her support to the community members. As part of our brand awareness drive, Proudly South African Endorsed Black Real Estate (a member company) at the event, by setting up branding on hole 11 and put together a locally produced goods filled hamper which was awarded as part of the first prize.

The Soweto Youth golf day was about making sure that Black Real Estate (which is a member of the campaign) brings the economy back to the township and encourages youth entrepreneurship by making the caddies the stars of the day.

The event supported 72 caddies, 10 student photographers, a local Sowetan coffee supplier, a local baker (scones & muffins), and a local videographer.

There was media coverage generated in the lead up, during and post event – including on radio, TV, digital and print.

Reach: 92



Grainfields Chicken Charity Golf Day, Clarens, Free State, 28th October 2021

This was Grainfields' 6th annual golf day which drew a lot of sponsors, donors, and players and is played to raise funds for charity. Their theme this year was 'Proudly South African' and so the day was filled with Proudly South African competitions, attire and food.

Proudly South African activated on the 2nd hole running a competition in which golfers had to guess how old the organisation is turning this year. The prize was a locally made Lasher Tool hamper which players were keen to compete for.

The day ended with a prize-giving and a Proudly South African braai and conversation with the golfers.

Target audience: Stakeholders, sponsor, donors, suppliers

Reach: 100





LGBTQI+ Network Conference, 14 October 2021

The Thami Dish Foundation seeks to support young, LGBTQI+ individuals from disadvantaged communities in South Africa. One of their core objectives is to encourage and motivate young LGBTI members to dream beyond their current circumstances and moreover, to equip them with the necessary tools to propel themselves forward.

The final workshop was designed to evaluate the level of inclusion in the private sector and public sector and studied good practices of inclusion and diversity in terms of LGBTQI+ representation and services available..

Target audience: Stakeholders, financial decision makers and municipality heads and leaders, activists

Reach: 100



Topics on the day included, meaningful representation & visibility of the LGBTQI+ community in the workplace, current labour legislation protecting LGBTQI+ employees and young LGBTQI+ entrepreneurs who are trying to break through the market. Happy Ngidi presented on localisation and the work of Proudly South African.







Local Brand Expose, Roodepoort, Gauteng, 31 October 2021

Proudly South African exhibited at the Local Brands expose organised by Blaq Daisy and was a consumer activation with a focus on providing an access to market opportunity for Proudly SA members.

We sponsored three of our members, namely LemmeChew Foods, Chuck Chilli Foods and Vuttommi Liquids as well as having a stand for Proudly SA to promote the campaign and recruit local businesses at the expo.

Target audience: Proudly SA members, business owners, entrepreneurs, consumers, public.

Reach: 500

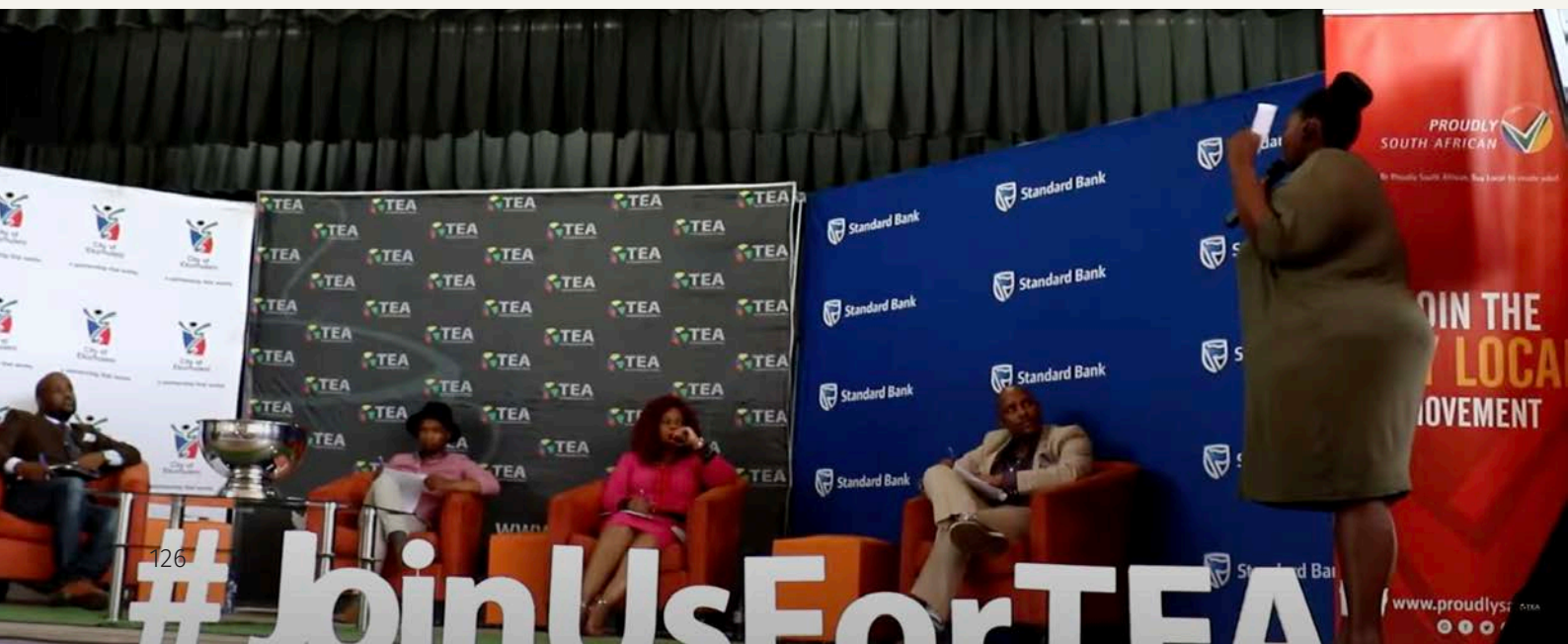
Township Entrepreneurs Alliance (TEA), Expo, Tembisa, Gauteng, 20 November 2021

TEA is a national township-based organisation which creates platforms for learning, information sharing, brand engagement and networking. TEA connects government, corporate SA and entrepreneurs and has a national footprint. TEA has been in operation for 6 years and has had a direct impact of 50 000 entrepreneurs.

The event was well attended by youth in the Ekurhuleni region and Proudly SA membership was present to source new prospective members.

Target audience: Consumers, buyers, SMME, entrepreneurs.

Reach: 50 – 100





NEDLAC COMMUNITY CONSTITUENCY WORKSHOPS / WEBINARS

Proudly South African worked with NEDLAC's community constituency to present a series of webinars/workshops.

These were hybrid events with delegates in attendance, but also streamed on Zoom and various other social media platforms.

The events aimed to address several socio-economic issues, not least of which is unemployment. The events spread the message that together we can assist to give effect to the country's Economic Reconstruction & Recovery Plan.

KZN, 17 November 2021

The KZN leg of the Nedlac roadshow followed the WC event above. Speakers included the NEDLAC Community Constituency Overall Convener Mr. Thulani Tshefuta, the National Organiser of SANCO, Mr Daluxolo Ntsinde, The National Lotteries Commission's Mr. Johannes Nkutshweu and Proudly SA CEO, Eustace Mashimbye, who spoke about the importance of localisation and the broader Buy Local Campaign.

There was a presentation by the EW SETA and by the Minister of Labour and Employment, Thulas Nxesi. In addition, APRM National Secretariat, Dr Patrick Sokhela, and Community Constituency Covid-19 Front, Mr. Mfundisi Mabalane both presented. The event was closed by Mr Nhlanhla Ndlovu, CEO of the Community Constituency Trust who presented on the ERRP and the National Skills Development Plan (2030).

Attendance: Physical 100, Zoom: 12

Gauteng, 16 November 2021

There was a message of support from the National Skills Authority (NSA) / National Skills Fund (NSF), presentation by the National Lotteries, presentation from Mr. Xolile Brukwe on State and CSO Partnership Model NDA. The opening address was given by NEDLAC Community Constituency Overall Convenor, Mr Thulani Tshefuta, and Proudly SA CEO, Eustace Mashimbye also presented on the Buy Local movement, its benefits and impact on job creation.

Target audience: Community leaders, municipal managers

Reach: 200

East London, 19 November 2021

The opening address was given by NEDLAC's Community Constituency Overall Governor, Thulani Tshefuta. There were presentations by the National Lotteries Commission (NLC) and from Mr. Mzikayise Mani, EC Provincial Manager, the State and CSO Partnership Model NDA Manager Mr. Xolile Brukwe, a presentation by the CEO of Proudly SA and Dr. Patrick Sokhela who spoke on understanding the APRM which is to foster the adoption of policies, standards, and practices that lead to political stability, high economic growth, sustainable development, and accelerated sub-regional and continental economic integration. He also spoke about the role of Civil Society and how it impacts communities.

Target audience: Community leaders, municipal managers

Reach: 100

East London, 19 November 2021

The opening address was given by NEDLAC's Community Constituency Overall Governor, Thulani Tshefuta. There were presentations by the National Lotteries Commission (NLC) and from Mr. Mzikayise Mani, EC Provincial Manager, the State and CSO Partnership Model NDA Manager Mr. Xolile Brukwe, a presentation by the CEO of Proudly SA and Dr. Patrick Sokhela who spoke on understanding the APRM which is to foster the adoption of policies, standards, and practices that lead to political stability, high economic growth, sustainable development, and accelerated sub-regional and continental economic integration. He also spoke about the role of Civil Society and how it impacts communities.

Target audience: Community leaders, municipal managers

Reach: 100

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Target audience: Community leaders, municipal managers

Reach: 100

Mpumalanga, 23 November 2021

Proudly South African, the country's official buy local advocacy campaign and a product of NEDLAC, worked with the organisation's community constituency to present a workshop Mpumalanga on the 23rd of November 2021. The events purpose is to spread the message that together we can assist to give effect to the country's Economic Reconstruction & Recovery Plan.

Opening Address and Purpose of the Workshop was done by NEDLAC's Community Constituency Overall Governor, Thulani Tshefuta. Presentation by the National Lotteries Commission (NLC) enlightened the delegates on the work they've done and what incentives the communities can access was done by Dimakatso Matloa. This was then followed by a presentation by the CEO of Proudly SA who spoke on the importance of producing and procuring Proudly South African goods and services. Ms. Tsholofelo Mokotedi from EWSETA spoke about the work their doing to facilitate and coordinate skills development programmes to respond to sectoral challenges.

The last presentation was done by Dr. Patrick Sokhela who spoke on understanding the APRM which is to foster the adoption of policies, standards, and practices that lead to political stability, high economic growth, sustainable development, and accelerated sub-regional and continental economic integration. The event was well attended with a dialogue and panel discussion at the end where community representatives had an opportunity to ask questions and get feedback from the speakers.

Target audience: Community leaders, municipal managers

Reach: 100

Mahikeng, Northwest, 26 November 2021

Some of the topics that were shared on the webinar included a message of support from National Skills Authority (NSA) / National Skills Fund (NSF), a presentation by the National Lotteries Commission (NLC) and one by Proudly SA CEO, Eustace Mashimbye.

Target audience: Community leaders, municipal managers

Reach: 100

Northern Cape, 1 December 2021

SANACO principal, Mr. Lawrence Bale opened the event and additional presentations were given by Mr. Thulani Tshefuta, Nedlac Community Constituency Overall Convenor, the National Lotteries Commission's Winniefred Louw, Dimakatso Matloa, a regulatory compliance and enforcement specialist, the NDA's Xolile Brukwe, EWSETA's Khetsiwe Dlamini as well as Proudly SA's CEO, Mr Eustace Mashimbye.

Reach: 93

Free State, 3 December 2021

Speakers/presenters at this NEDLAC workshop included SAYC Principal, Mr. Thembinkosi Josopu, Mr. Thulani Tshefuta of NEDLAC, Free State provincial manager, Thokozile Mandyu as well as messages of support from NSA and NSF. Proudly SA CEO, Eustace Mashimbye spoke about the organisation's efforts to drive greater levels of local procurement in both the public and private sectors.

Reach: 98



PROUDLY SA
ACTIVATIONS

TAKE A STUDENT TO THE WORKPLACE SERIES

In recognition of youth month and as part of our youth consumer education and localisation-entrepreneurship programme, Proudly South African organised a series of workplace visits for students in fields related to a number of chosen industries and we involved our member companies in the campaign. Companies were chosen to align with Sectoral Master Plans and calls to action were sent out via campus radio stations and to tertiary education institutions soliciting the interest of students. The visits were also supported by a strong PR presence.

A social media campaign promoted the student visits, making consumers aware of the additional work we are doing to expose member companies to the public and students to the members.

The students were given a factory/showroom tour followed by question-and-answer sessions, in an effort to give them first-hand experience of their chosen career field in a real workplace.



David Tlale Design Studio, 21 June 2021 (Clothing, Textile, Footwear, Leather industry)

Five students joined us for a visit to the David Tlale studio situated in Marshalltown, Johannesburg. They gained an insight into the realities of the workplace and David's own journey. Happy Ngidi, Chief Marketing Officer of Proudly SA welcomed the students with a video message.

David Tlale highlighted the highs and lows that he has faced in creating his now, highly successful fashion brand. David showed the students around the studio and explained how his designs come to life from the pattern making, cutting, sewing, beadwork, sorting and the final tailoring of the garments.



OBC Factory & Store, 28 June, 2021 (FMCG industry)

Selected students who are studying agriculture and farming at the University of Johannesburg and University of Pretoria were invited to apply and they visited the OBC factory, DC and a flagship store.

OBC host Crystal Myburgh unpacked information about the factory warehouse and what the process of running a factory like OBC requires. She also answered farming and agriculture processing questions that the students had. The Head Project Manager at OBC gave a guided tour of the head office, including a logistics overview and power sources for health and safety of the food.

The students were then taken to OBC's 1-month-old store in Soweto Protea Glen where they were shown food stations, the butchery, and the back of the factory including safety & hygiene measures in place around the store.

Attendees: 5 students

Sihle's Brew, 13th August 2021 (FMCG industry)

With the objective of exposing students in related fields to the job market, and to showcase the value chain in the sector, we took 5 students who responded to invitations sent via social media platforms and to barista schools around Johannesburg a member visit tour to Sihle's Brew's coffee plant and cafe in North-riding.

Sihle gave the students a brief history of his journey as well as the history of coffee and its origin. He then spoke about the coffee-making techniques and the students got a chance to blend coffee themselves using his machines and beans.

The session was very informative and interactive, the students had an extremely insightful experience and the feedback from the students was positive.

The entire visit was posted on social media in order to reach a larger consumer audience

Attendance: 5 students and one member of the media



Multichoice/Ferguson Films, 27 January 2022 (Creative Industry)

Six creative arts students and three media representatives were selected to visit Ferguson Films' set of telenovel, The Queen. The visitors were welcomed by Proudly SA's Chief Marketing Officer, Mrs. Happy Ngidi as well as head of Ferguson films and The Queen's lead character, Mrs. Connie Ferguson.

Students were shown recording and editing studios behind the scenes and were given the opportunity to be part of the recording process of a number of scenes in the sound and camera departments as well as directing. The students loved the hospitality they received from the Proudly SA team and Ferguson Films and appreciated the jobs behind such a large production.

Reach: 6 Students & 3 Media





Proudly SA Local Fashion Police, 3 September – 28 September 2021

In a social media consumer activation which spoke to the CTFL sector, consumers were encouraged to post pictures of themselves wearing locally designed and/or manufactured clothing and tag Proudly South African via social media platforms (Facebook, Twitter & Instagram).

This project aimed to increase the love and appreciation for local designers/clothing and to give the fashion business impetus to grow. Local fashion police David Tlale, Sandy Rogers, Ouma Tema and Paledi Segapo gave additional profile to the competition, as each of them is a high profile local fashion designer. They are proud members of the campaign and supported this project by sharing the competition and advertising via their personal social media platforms.

The entire campaign was supported by PR with press releases which resulted in radio interviews including on national SABC radio station Radio

2000. Press releases alone received coverage to the value of over R250 000. An extensive social media campaign ran daily throughout the duration of the competition and resulted in massive engagement with many more consumer than those that entered the competition. The most used phrase in all online interactions ahead of the announcement of winners was 'Crossing Fingers' from the hundreds of hopeful and expectant winners, which now has potential to be a spin-off to a massive campaign in the future.

Entries: over 491 - however the number of valid entries recorded do not reflect the amount of reach this campaign achieved online. We are in the process of sourcing this information using external service providers.

Shortlisted entries were submitted to the judges each of whom selected an outright winner.

David Tlale's Winner
Lovulwethu Tokwe

Palse Africa's Winner
Mangaliso Ngomane

Koop Studios' Winner
Pamella Nkosi

Plus Fab's Winner
Phiwokuhle Mbanda

The were 6 runners up. Winners met their designer and won outfit/s to the value of R10,000, each sponsored by Proudly SA.





International coffee day activation, 01 October 2021 (FMCG industry)

(Celebrated on 29 September at the launch of Living Lekker Locally)

International Coffee Day celebrates coffee as a beverage across the world. Proudly South African posted members in the coffee space on social media platforms with recipes sent by members Vuttomi Liquid, Sihle's Brew, Monate Coffee and Darling Sweet in order to promote the brands & create awareness around choosing locally made coffee.

International coffee day was also used to promote fair trade coffee and to raise awareness for the plight of the coffee growers and educate consumers on the value chain that goes into producing coffee.

Target audience: Followers on our social media platforms.

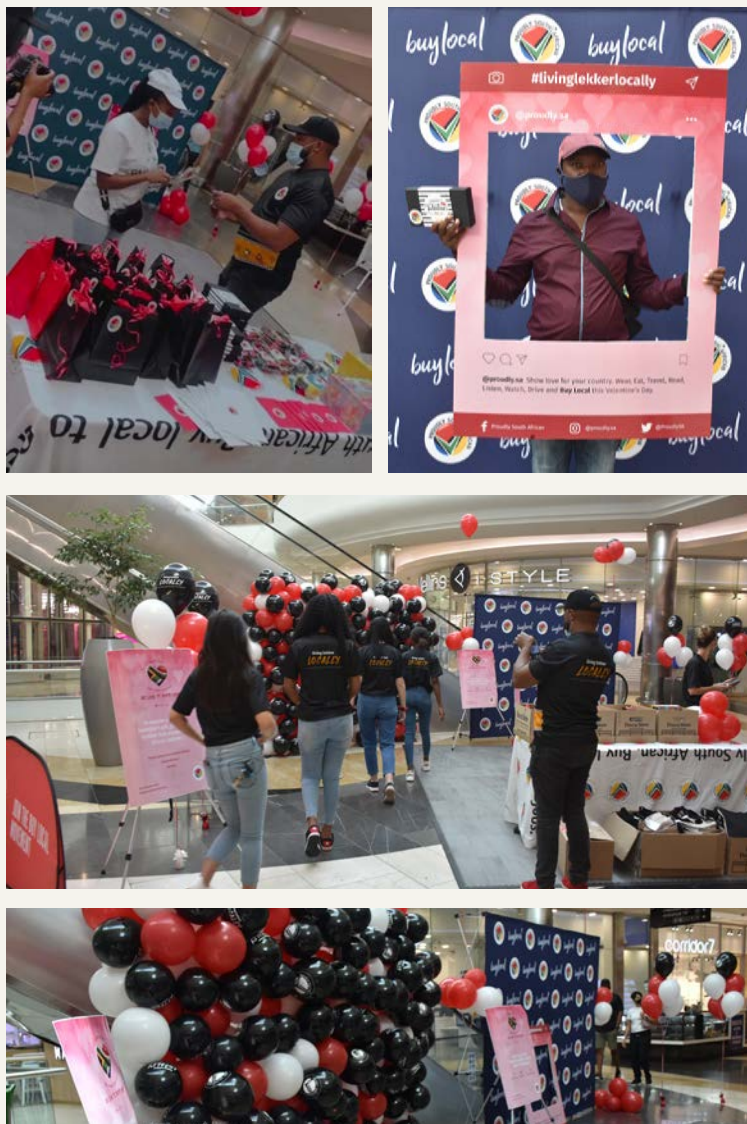
Valentine's Day Activation, 12 February 2022

Proudly South African hosted an onsite Valentine's Day activation at the Mall of Africa to promote and create awareness for the Proudly SA brand. This was a consumer driven activation which proved a massive draw for shoppers visiting the Mall.

Themed 'Show Love for our country: Buy local to create Jobs' the activation invited consumers to pop a balloon from a wall of balloons and win a prize corresponding to a number inside that balloon.

Prize winners were invited to use a selfie frame and take pictures of their prizes, tagging Proudly SA on their social media platforms.

Reach: 100 Shoppers (100 prizes), plus hundreds of onlookers

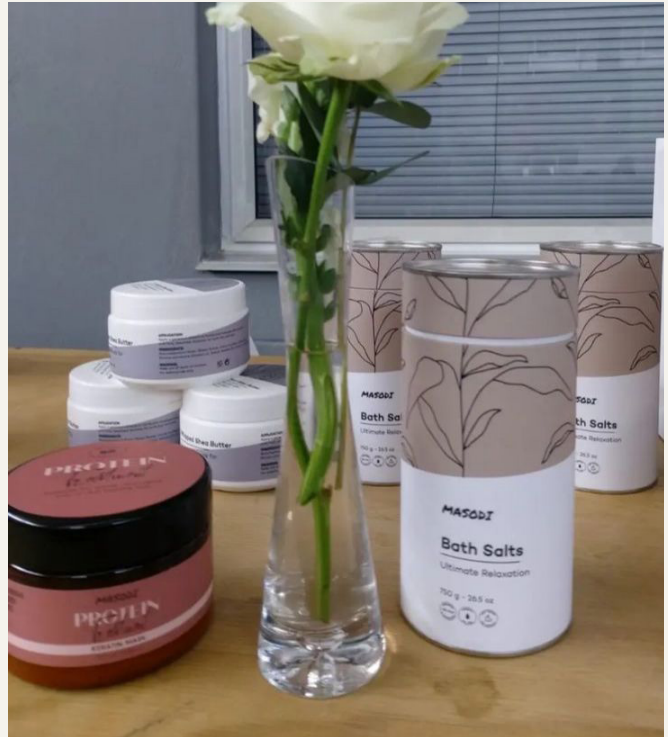


Buy Local Summit & Expo Media Launch, 24 February 2022

Hosted by 22 on Sloane, the launch of the 10th Buy Local Summit & Expo took the format of a mini market. Purchases and donations of member products were displayed on stands around the room, and after formal presentations by Proudly SA CEO, Eustace Mashimbye, the Gauteng Department of Economic Development, and member Masodi Organics, members of the media were invited to choose 12 items from the full range on offer to take as free goodies.

Proudly SA CEO highlighted the content of this year's event and also took the opportunity to award membership certificates to XL Turners Travel and Nungu Diamonds.

Reach: 11 Media, 21 stakeholders & members, 10 Zoom, 9 social media restream



TRADE SHOWS

Rand Show, Spring edition, 24 -27 September 2021

Proudly SA partnered with the dtic at The Rand Show - Spring Edition event at Fourways Mall. The dtic sponsored exhibition stands for Proudly SA and a four of our members (Sihle's Brew, Makhamisa Foods, Molly's Food Enterprises, Sheer Elegance Hair).

This is a key consumer event attracting a wide demographic. The event was marketed on radio, electronic billboards and digital platforms.

This was also a key platform for Proudly SA to source membership leads in the events, arts and business industries.

Attendance: Rand show stats: 320,000 visitors over 6 days, Visitors to Proudly SA exhibition stands: 1000 -2000





living lekker
LOCALLY

If you need it, if you use it, South Africa produces it

Wear, Eat, Travel, Read, Listen, Watch, Drive and Buy **Local**





10th ANNUAL BUY LOCAL SUMMIT & EXPO

14-16 MARCH 2022

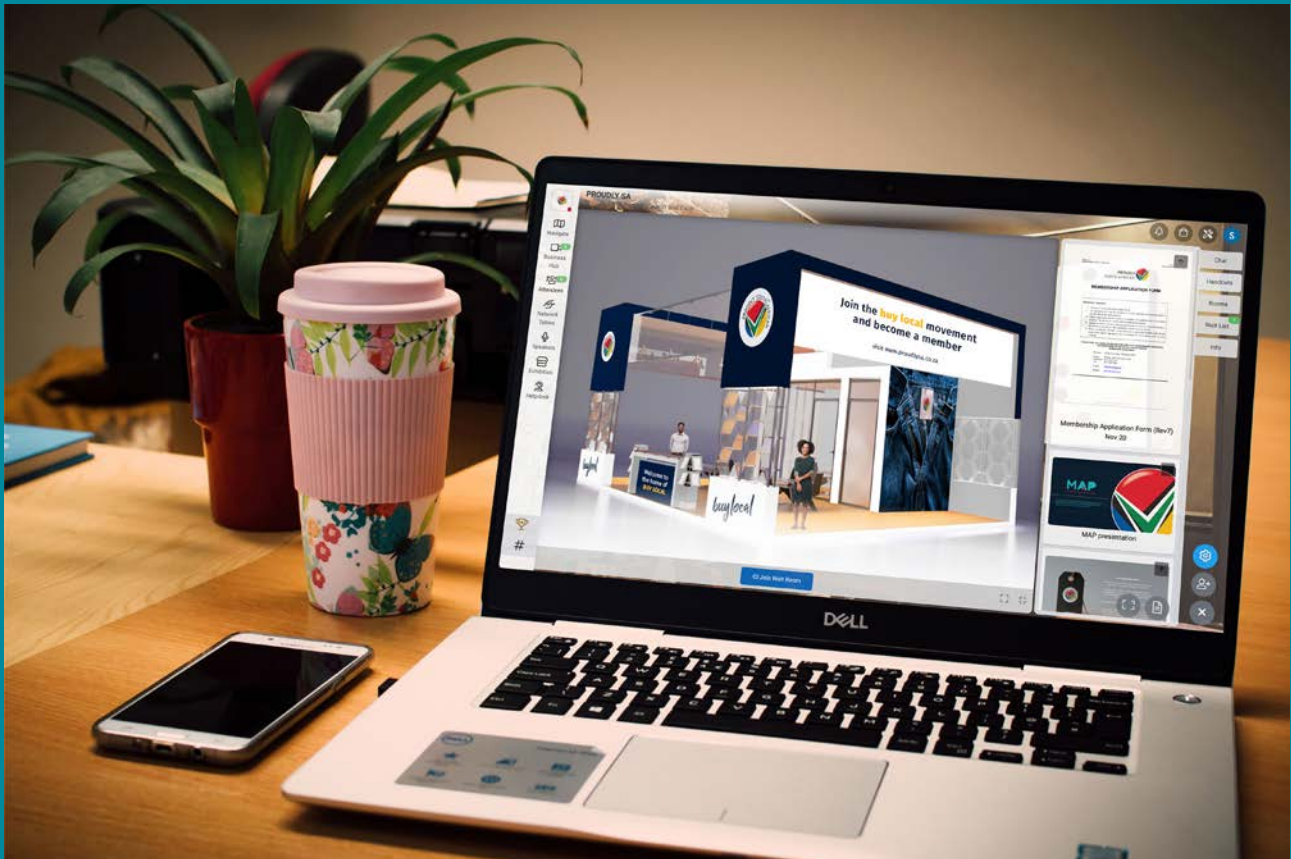
Proudly South African's annual Buy Local Summit & Expo this year was a hybrid event live streaming from the IDC's headquarters in Sandton.

The Summit & Expo seeks to educate, inform and assist anyone with an interest in creating jobs and re-building the economy using local procurement as a lever for growth. Its objective are multiple, namely to ensure that all tiers and agencies of government are aware of their roles and responsibilities relating to the PPPFA, to encourage corporate South Africa to increase its uptake of locally sourced and manufactured goods and services required for their day to day operations, and to educate consumers on labels of origin and their role in contributing to job creation by making buy local choices. In addition, the event creates access to market opportunities for member companies and enterprise and supplier development beneficiaries of our sponsors and large member companies and promotes locally made products and services through the exhibition.

Summit sessions, 14-15 March

A dynamic programme of panel discussions and individual presentations with a total of 101 speakers covered a range of topics over two days. Subjects included the role of SEZs in promoting access to market opportunities for SMMEs, a discussion amongst family members who have gone into business together to create local iconic brands and a lively debate on the imperative of localisation as a tool for economic growth and job creation. A total of 14 sessions attracted 852 viewers on Day 1 and 731 on Day 2. Amongst the most popular sessions was one on the fourth industrial revolution and its impact on job creation on day one, as well as the president's address on the second day.





Expo

With 220 exhibitors, this year's virtual Expo was significantly more successful as an access to market platform than last year. With more interactivity and a buyers' matchmaking programme, exhibitors recorded 961 meetings, 686 booth visits, 951 match up table meetings and 1014 handouts were downloaded.

Testimonials from exhibitors and buyers indicate that many linkages and introductions were made and new suppliers were found. Post event, all exhibitors were sent a detailed contact list of interested buyers and buyers were referred to the online exhibitor directory.



Workshops, 15 March 2022

A series of five workshops ran on 15 March on the Expo platform, increasing the flow of visitors to this part of the overall site. All sessions were facilitated by Rams Mabote, entrepreneur and broadcaster and were designed to assist SMMEs across a range of topics.

Workshop 1 : Practical solutions for business challenges (1 hour)

Ms Rene Rademeyer, Senior Business Development Manager at Harambee Youth Employment Accelerator focused on showcasing Harambee’s employment service offerings for youth and SMMEs. Mr Thula Mkhwanazi, KZN Manager at SEFA spoke about financial assistance available to SMMEs through his organisation. Miles Kubheka, CEO of Wakanda Food Accelerator spoke about the importance of entrepreneurship in the food and food-tech space. In addition, Nthonyana Kitsa, Regional Manager at Black Umbrellas spoke about her organisation’s programmes for SMMEs.



Workshop 2: Registration and Compliance & Intellectual Property (1 hour)

Speakers were Amanda Lothingen, Senior Manager: Copyright and IP Enforcement at the Companies And Intellectual Property Commission (CIPC) who spoke on legal rights, compliance issues and protecting intellectual property with the CIPC, and Lindiwe Madonsela, Senior Manager: Education, Advocacy and Awareness at the B BEE commission who spoke on the application of BEE codes and how they can have a positive impact on localisation.



Workshop 3: How to create a profitable business (1 hour)

Leigh Tobin, Founder & Director at Alphabet Social took a look at ways to support small businesses and marketers in the digital era, with a case study on two businesses, giving tips and tricks on how to implement better digital strategies. Proudly South African member companies were represented by Sanath Trading and Hanley Technology.



Workshop 4: Coaching and Mentorship (1 hour)

The speakers were Ellewane Pahlana, Certified Professional Coach and Managing Director at Nyamukara Advisory Services. She spoke to the delegates about the importance of nurturing, coaching and mentorship. Ms. Mahlatse Tolamo, Ecosystem Enabler at 22 on Sloane spoke on the largest start-up campus in Africa which offers disruptive start-ups and innovative SMEs a complete turnkey solution to scale, from the initial idea to commercialisation, funding opportunities and access to markets. It nurtures the entrepreneurial mindset, ensuring sustainability and the development of new industries which contribute towards job creation. Mr. Lolo Ndlovu, Founder & CEO of The Sneaker Shack spoke on his journey, life and business lessons of starting the Sneaker Shack, a phenomenal local success story and a testament to passion and hard work.



Workshop 5: Mental health in the workplace (45 minutes)

The speaker was Ms Tracy Feinstein, Call Centre Manager at SADAG. Taking care of our mental health and that of our employees and colleagues is imperative for maintaining a balanced work environment. She spoke about the warning signs of declining mental health and avenues delegates could use to find help and support.

Total 645 views



ACTIVATION VIDEOS

One of the elements of this year's Buy Local Summit was two consumer edutainment videos focusing on the local automotive space in South Africa and the furniture sector, both of which offer enormous potential for growth and job creation. The videos were broadcast in between Summit sessions and during breaks.



Automotive Sector in partnership with Nissan South Africa

Partnering with Nissan South Africa to showcase all-new, locally manufactured Nissan Navara this video shed light on Nissan's investment in South Africa, which has created thousands of jobs for community members around their plant in Rosslyn.

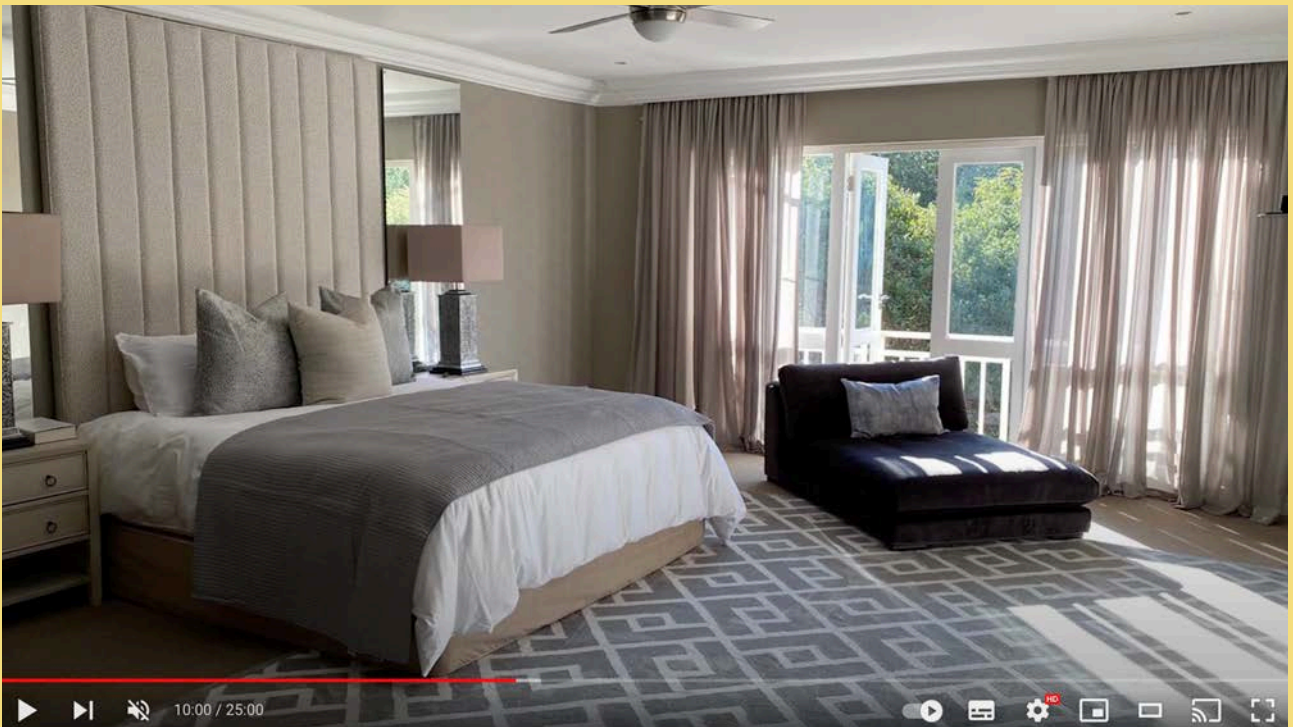
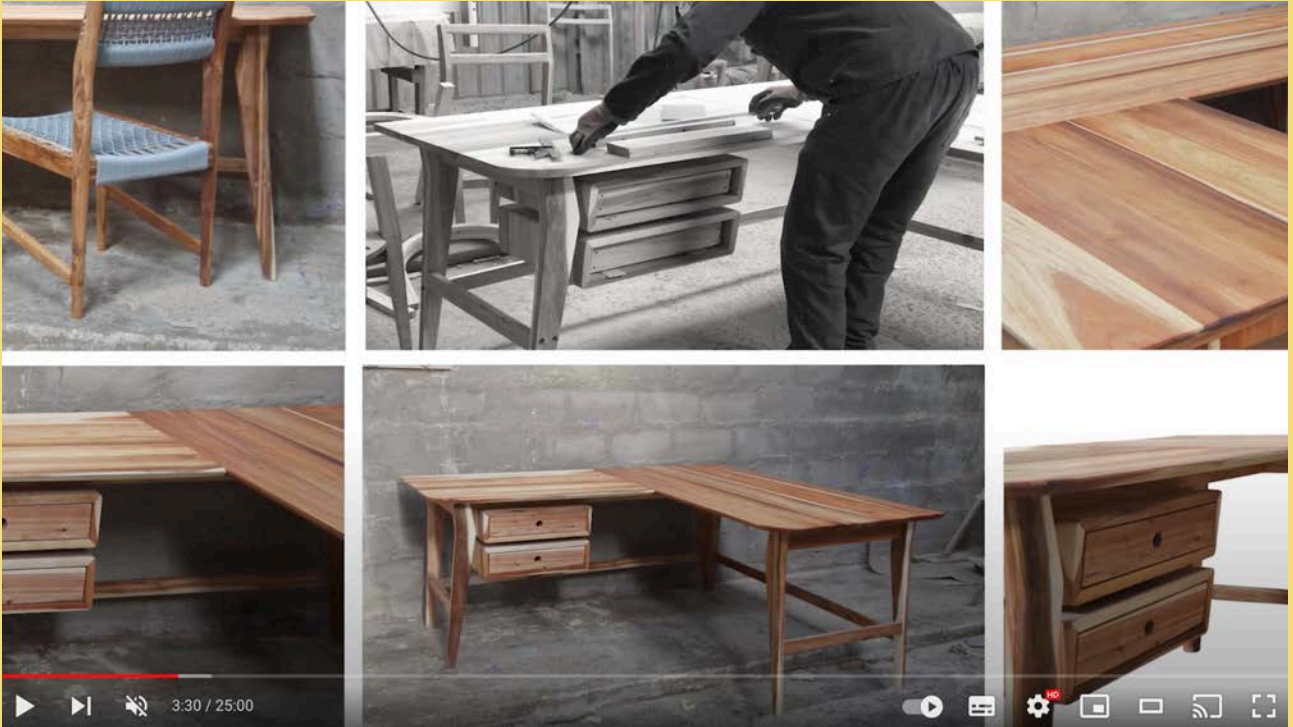
We hosted a dynamic panel at the Nissan Woodmead dealership to talk about the local automotive industry and its impact on South Africa's job creation efforts. Isobel Lamprecht, dealer principal at Bidvest McCarthy Nissan Woodmead, Clinton Carter and Sipehelele Mpomane, sales manager and sales consultant at the dealership respectively were joined by broadcaster and automotive enthusiast, Sasha Martinengo. Renai Moothilal, Executive Director at NAACAM represent other industry bodies.

The activation was pre-recorded and played on 14 March.

Furniture Sector in partnership with Proudly SA Member Companies

A series of interviews with member companies from the sector created an engaging and compelling story of the furniture industry and its wide value chain. Participants in the recording were Bravo Brands, PG Bison, Angel Shack, Amet Furnishing Pty Ltd, Homewood Manufacturing Pty Ltd, Jacoline S Designs, Eco Furniture Design, Real Inte Rea and Pavlion 35.

The video ran prior to the dtic Furniture Competition session on 15th March, Day 2 of the Summit.





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Business Solutions Hub

15 entities pre-recorded programmes and information relating to their service offering and then each had a slot to answer questions and queries live on line.

The Business Solutions Hub 2022 was hosted on a virtual platform, playing out on the Expo site. The Business Solutions Hub was supported by The Department of Small Business Development.

Fifteen different entities pre-recorded and submitted videos which were shared on the platform after which live two-way communication was invited between delegates and the entities' representatives who were online to respond to questions and queries. SARS Commissioner, Mr Edward Kieswetter, gave the introduction to the SARS video, illustrating the support the Commissioner has for the Business Solutions Hub.

Proudly SA Membership Manager, Alicia Logan provided information on how Proudly SA can assist companies with market access platforms, logo use and other benefits.

The following companies and representatives were part of the Business Solutions Hub 2022.

National Empowerment Fund (NEF)	Sizwe Dlodla, Acting Investment Principal, iMbewu Fund
Industrial Development Corporation of SA (IDC)	Mr. Ganief Bardien, Regional Manager Western Cape & Denise Reddy, Stakeholder Sponsorship Manager, Corporate Affairs
South African Revenue Service (SARS)	Tshidi Molala, Segment Lead: SMME & Mark Kingon, Head: Stakeholder Relations
Office of the Tax Ombud	Talitha Muade, Senior Manager Operations
Tshaya Mashabela Attorneys Inc	Tumelo Mashabela, Director, Patent Attorney
The Companies Tribunal	Selby Magwasha, Manager: Registry
RSA Made	Bellinda Khojane, Brand Manager
Department of Small Business Development	Mzwanele Memani
MerSETA	Siseko Sitole, Client Liaison Officer: Western Cape & Matshidiso Phala, Client Liaison Officer: Gauteng South
Harambee	René Rademeyer, Senior Business Development Manager
Maximum Profit Recovery (MaxProf)	Andiswa Matutu CA(SA), Director & Moratwe Mashao, Business Development Officer
South African Bureau of Standards (SABS)	Lungelo Ntobongwana, Divisional Head: Customer Partnering
Small Enterprise Development Agency (SEDA)	Colin Leshou, Acting Executive Manager: SEDA Technology programme
Proudly SA	Alicia Logan, Membership Manager & Tinyiko Mathebula, Membership Senior Consultant
Consumer Goods Council of South Africa (CGCSA)	Martin Kairu, Digital Marketing & Standards Lead Sue Rogers, Shared services Administrator

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations & Legal at Proudly South African gave the vote of thanks to all the stakeholders.

Reach: Audiences reached: 2369, Total sessions Likes: 328, Total sessions Held: 15, Most popular session: CGCSA

Competitions

In order to drive increased delegate engagement throughout the three days of the Buy Local Summit, we ran a number of competitions whose questions related to Summit content with polls running across different sessions.

Prizes included: R5000 Mr Price voucher, 5 X RSA Made vouchers, 10 X Nestle vouchers, a weekend drive in the new Nissan Navara made in South Africa and a Hisense TV.

The number of competition participants was 150, with 17 winners from all over South Africa. Prize sponsors and winners were announced on our social media pages.

This was a successful element of the event campaign and is something we can include in future events.

Reach: 150 participants, 17 winners

Register for the Buy Local Summit and stand a chance to drive the New Nissan Navara SD for a weekend



Register for the Buy Local Summit and stand a chance to win a Nestle Hamper valued at **R250**

free registration: www.buylocalsummit.co.za

Register for the Buy Local Summit and stand a chance to win a **R5000** mr price home voucher

free registration: www.buylocalsummit.co.za

Register for the Buy Local Summit and stand a chance to win a RSA Made Voucher valued at **R300**

free registration: www.buylocalsummit.co.za





Be Proudly South African. Buy local to cre

Media and Public Relations

02



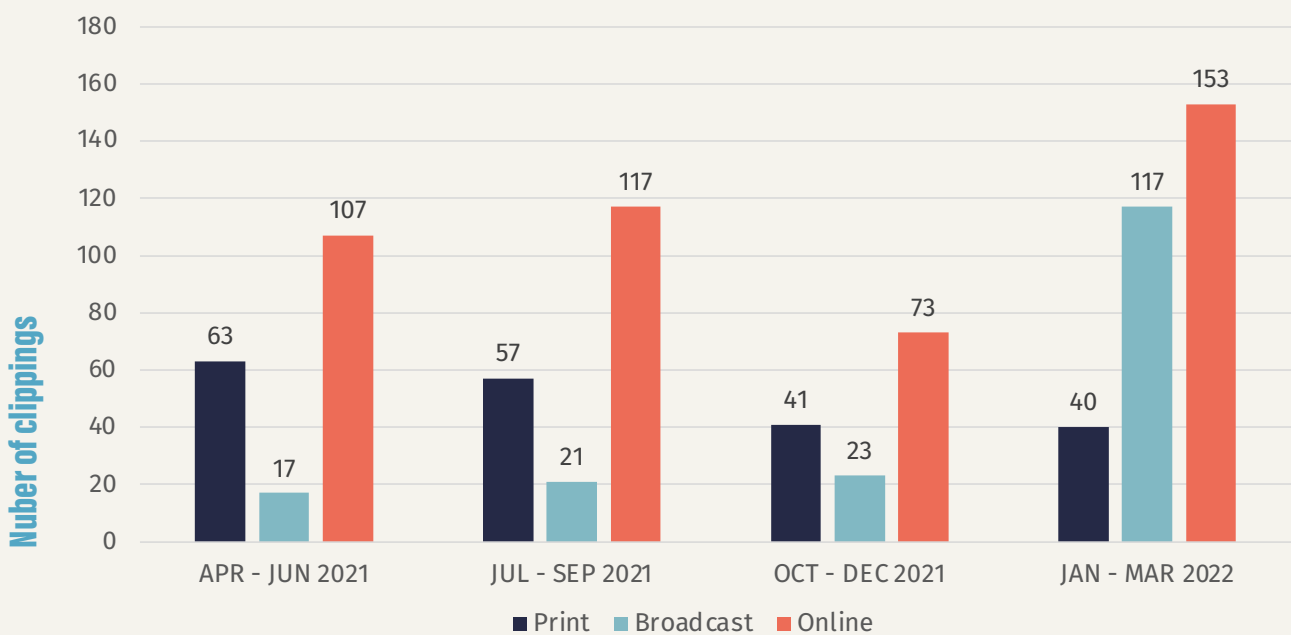
1.2. PR, Communications & Media

The reports below illustrates the total number of media clippings for each media platform i.e. print, broadcast and online presence for the period under review.

1.2.2. Clip Count Analysis

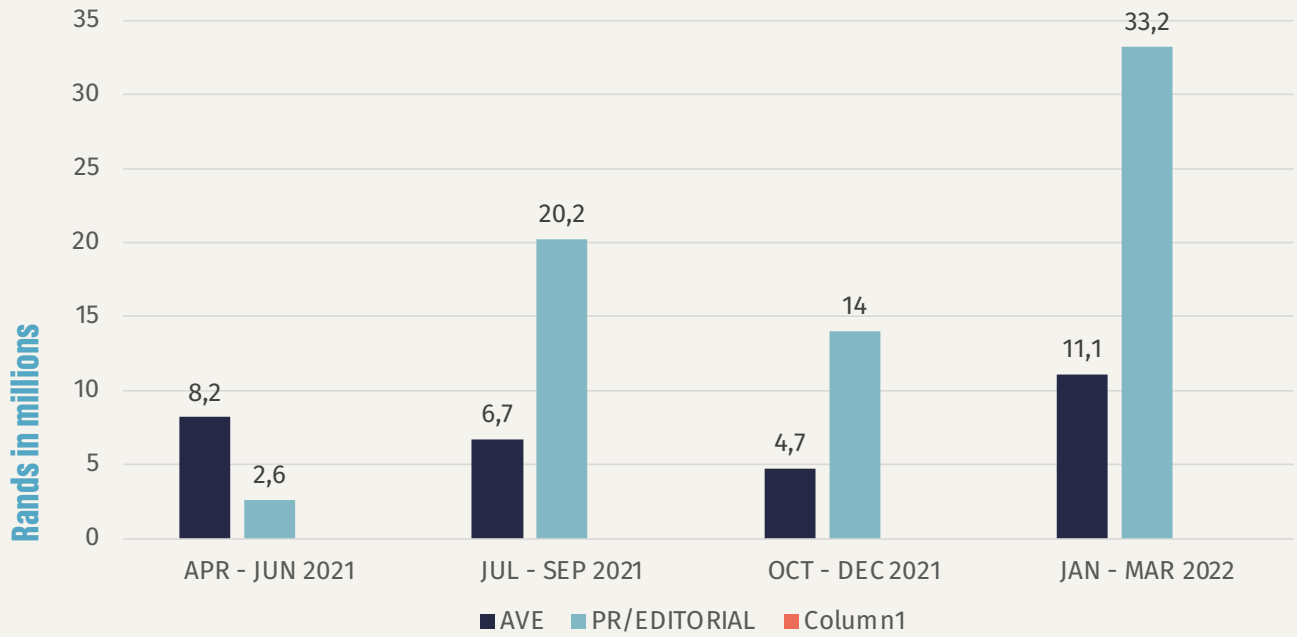
The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Apr 2021 – March 2022).

CLIP COUNT COMPARISON 2021/2022 financial year



1.2.3. AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between April and June 2021 is R7.5 million and the PR/editorial value translates to R22.9 million.



1.2.4. Press Releases/Op Eds/ Media Articles

The following were issued between April 2021 and March 2022

No.	Date	Release/Commission	Title
1	20 April	Release with PBF	A portal with its focus on local manufacturing
2	April	Commission	Border Kei Chamber of Commerce magazine
3	26 April	Release	Proudly SA and dtic to launch furniture portal
4	28 April	Release	Furniture portal goes live
5	29 April	Release with RISA/SAMAs	SAMAs, the era of #REDEFINE
6	10 June	Release with RISA/SAMAs	SAMAs announce top notch sponsors and partners
7	03 May	Business Report column	EveryONE EmployONE
8	10 May	Release with Cane Growers Assoc	Proudly SA joins Home Sweet Home campaign
9	11 May	Business Report Column	Saving Lives & Livelihoods/Akacia Medical
10	02 June	Business Report Column	SA Election funding has a moral duty to prioritise buying local
11	10 June	Commission	GEN NEXT native article -online
12	10 June	Business Report Column	Localisation opportunities even in the darkest times
13	June	Commission	Poultry Bulletin letter from CEO
14	June	Commission	Service Magazine interview with CEO
15	June	Commission	Business HiLite magazine piece
16	June	Commission	Leadership Magazine piece
17	June	Business Report Column	Women's Moth Guest: Thandeka Mali, Creative on Game Time tv
18	18 June	Release	Take a Student to the Workplace in Youth Month
19	22 June	Comment for Business Report	Proudly SA on PnP Clothing collaboration with local designers
20	23 June	Comment for Cape Argus	Proudly SA on Youth in Agriculture
21	30 June	Business Report Column	Master Plans' role in rebuilding local manufacturing

No.	Date	Release/Commission	Title
22	July	Commission	For Brandhill
23	July	Commission	Gen Next post event write up
24	13 July 2021	Statement & Press Release	Job Creation not Job Destruction
25	12 July	Release	Localisation in Mining Webinar
26	19 July	Release	Securing Jobs in the Restaurant & Associated Industries sectors
27	19 July	Business Report Column	On the recent looting
28	28 July	Press release	Rebuild webinar
29	05 August	Press Release	Women's Month #FixHerCrown
30	18 August	Comment	On published guidelines around localisation
31	18 Aug	Business Report Column	Flawed ARV tender process
32	7 September	Press Release	Local Fashion Police launch
33	13 September	Press Release	Local Fashion Police reminder
34	29 September	Press Release	Local Fashion Police winners announced
35	14 September	Press Release	Nedlac Community Constituency Events
36	23 September	Business Report Column	Let's collaborate on localisation
37	30 September	Press Release	Living Lekker Locally Launch
38	04 October	Press Release	Dubai Expo 2020 Opens
39	18 October	Business Report Column	TFG Opens Joburg Production facility/Threaded Together
40	08 November	Press release	Black Friday Must Buys
41	12 November	Commissioned	Fair Play magazine Q&A
42	15 November	Media Advisory	Nelson Mandela Foundation & Proudly SA host private sector dialogue
43	16 November	Joint Press release	NCR Be Smart Mind your Money webinar
44	19 November	Press Release	Choosing Local could be a Game Changer for South Africa
45	20 November	Commissioned	Fair Play 5th anniversary Op Ed

No.	Date	Release/Commission	Title
46	02 December	Business Report Column	LESCO Case study on import replacement
47	07 December	Press Release	Eating Local Food could gift billions to the SA economy this festive season
48	14 December	Press Release	SA Jewellery designers shine in festive season spotlight
49	17 December	Business Report Column	Proudly SA response to localisation naysayers
50	11 January	Press release	January is Proudly SA month at Dubai Expo
51	12 January	Press release	Back to school: Make buying local your new year's resolution
52	19 January	Press release	Job creation must be top of the agenda at the upcoming SONA
53	14 February	Press release	A very local State of the Nation Address
54	17 February	Joint press release	Lasher & Vicker Tools: Going far by going together
55	24 February	Press release	Launch of Buy Local Summit & Expo
56	04 March	Press release	Business leaders to share learnings and insights at Buy Local Summit.
57	07 March	Press release	Localisation as an economic imperative
58	08 March	Press release	Unathi Nkayi joins Proudly SA to celebrate SA fashion achievements
59	17 March	Joint press release	The best of Kimberly-Clark Professionals global quality and innovation is now proudly made in South Africa!
60	16 March	Press release	Localisation commitments
61	31 March	Business Report column	Is National Treasury serious about job creation?

1.2.5. Social media

Below is a table which illustrates Proudly South African's following on social media platforms.

	31 Mar 2021	31 Mar 2022	Financial year growth
Facebook likes	19 442	27 222	7 780 (40%)
Facebook follows	28 205	44 110	15 905 (56.4%)
Instagram	7 739	15 250	7 511 (97.1%)
LinkedIn	2 224	4 247	2 023 (91%)
Twitter	177 428	180 221	2 793 (1.6%)
YouTube	281	503	222 (79%)
TikTok	0	36	36 (N/A)
TOTALS	235 319	271 589	36 270 (15.4%)

#LocalFridays

Proudly SA started the #LocalFriday Instagram sessions – informal discussions between Proudly SA execs and prominent SA personalities – at the dawn of the coronavirus pandemic, in order to continue spreading the Buy Local message to consumers through social media. The following #LocalFriday Instagram sessions took place in this quarter:



SHAHAAN RAMKISSOON



BOSKASIE



EUSEBIUS MCKAISER



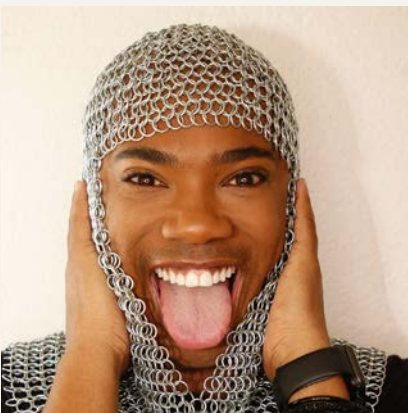
TBO TOUCH



CHEF SIBA MNTONGANA



ASHRAF GARDA



THAMI DISH



MZAWANDILE NGUBENI



TT MBHA



SIMPHIWE TSHABALALA



KGOMOTSO CHRISTOPHER

Twitter Spaces

The third quarter saw us engage on a new platform, namely Twitter Spaces, where we can have a live conversation with multiple guests and interact with the audience (audio only, no visual element). The following Spaces took place:



Nestlé South Africa, 14 December 2021



Fmcg with Sihle's Brew, Yamama Gemmer, 21 December 2021



Women-owned businesses with Masodi Organics and Portia M, 20 January 2022

1.2.6. 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 goal, we have managed to engage or interact with members of the media and/or advertising sales staff from the following media platforms (among others).

702	Kaya FM	RSG
Alex FM	Kyknet	SA FM
Algoa FM	Ligwalagwala FM	SABC News
Blouberg FM	Lotus FM	Singaliner
Business Report	Mafikeng FM	Smile FM
Capricorn FM	Makhado FM	Sunrise News
East Coast Radio	Meropa	The Star
eNCA	Morning Live	Thobela FM
eTV	Motheo FM	Ukhozi FM
EWN	Multichoice	Umhlobo Wenene
Ezweni News	Muchi Matters	Unisa Radio
GCIS	Munghana Lonene	Vow FM
Groot FM	Power FM	Y-FM
Ikwewezi FM	Radio 2000	YOU FM
JoburgToday.TV	Radio 786	Zibonele FM
John Fraser, SA Confidential	Radio Khwezi	
Jozi FM	Rise FM	

1.2.7. MEDIA COVERAGE SUMMARY

The table below is a summary of media coverage received during this quarter.

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/04/06 14:52	Polity	N/A	Online	198656.64
2021/04/07 04:30	Cape Argus	p.4	Print	23145.60
2021/04/07 04:49	The Mercury	p.1	Print	19503.12
2021/04/07 10:38	South African Government	N/A	Online	155832.66
2021/04/07 13:55	IOL	N/A	Online	45178.10

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/04/07 20:04	Bedfordview & Edenvale News	p.8	Print	10107.86
2021/04/08 00:01	Daily Maverick	N/A	Online	130154.20
2021/04/08 05:34	The Mercury	p.3	Print	14314.79
2021/04/08 09:09	IOL	N/A	Online	27932.30
2021/04/08 10:02	Khanyisa	p.1	Print	1585.22
2021/04/08 15:54	Sign Africa	N/A	Online	183231.44
2021/04/08 20:22	Kempton Express	p.4	Print	12804.48
2021/04/10 06:24	Bedfordview and Edenvale News	N/A	Online	9950.95
2021/04/11 07:59	Homeless Talk	p.5	Print	17586.87
2021/04/12 00:00	Daily Dispatch, Dispatch Careers	p.11	Print	31438.00
2021/04/12 12:46	Daily Maverick	p.14	Print	37041.30
2021/04/13 12:44	Dispatch Live	N/A	Online	9728.40
2021/04/13 14:56	Retail Brief Africa	N/A	Online	30268.40
2021/04/13 14:56	Retail Brief Africa	N/A	Online	30268.40
2021/04/13 17:02	Business Link	N/A	Online	25671.72
2021/04/13 18:42	Ekurhuleni Talk	N/A	Online	14585.40
2021/04/14 11:53	B2B Central	N/A	Online	424.85
2021/04/14 16:52	VOW 88.1 FM Mhz	Mugging Beats	Broadcast	25805.00
2021/04/15 04:07	GO! & Express	p.10	Print	13435.55
2021/04/15 10:14	StartUp Mag	N/A	Online	15124.52
2021/04/19 05:19	The Witness	p.4	Print	8705.86
2021/04/20 08:32	Bizcommunity	N/A	Online	273335.16
2021/04/20 00:00	e.TV	The Morning Show	Broadcast	110166.67
2021/04/22 21:13	The South African	N/A	Online	29037.80
2021/04/23 07:23	Sowetan Live	N/A	Online	60802.50
2021/04/23 09:42	South African Government News Agency	N/A	Online	9584.85
2021/04/23 10:19	My ZA	N/A	Online	29423.68
2021/04/23 15:51	The Home Handyman	p.61	Print	41923.00
2021/04/23 16:29	The Africa	N/A	Online	9602.12
2021/04/24 06:20	Main News	N/A	Online	2947.42
2021/04/24 14:14	Yaya Mavundla	N/A	Online	6291.00

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/04/25 04:05	Sign Africa (Journal for the Visual Communication Industries)	p.5	Print	52528.16
2021/04/25 04:07	Sign Africa (Journal for the Visual Communication Industries)	p.40	Print	20323.84
2021/04/26 19:23	Media Xpose	N/A	Online	26586.96
2021/04/26 21:38	Engineering News	N/A	Online	13327.16
2021/04/26 21:51	Research Channel	N/A	Online	1989.12
2021/04/27 00:31	Now in SA	N/A	Online	56334.11
2021/04/28 10:36	Business Link	N/A	Online	16574.46
2021/04/28 11:08	iAfrica	N/A	Online	1355.42
2021/04/28 12:06	Eyethu Northern	p.4	Print	4491.50
2021/04/28 13:31	South Cape Forum	N/A	Online	15270.00
2021/04/28 14:01	Oudtshoorn Courant	N/A	Online	18714.00
2021/04/28 14:02	South African Government News Agency	N/A	Online	9982.06
2021/04/28 14:19	Good Things Guy	N/A	Online	12589.83
2021/04/28 14:24	George Herald	N/A	Online	21492.00
2021/04/28 14:24	Graaff-Reinet Advertiser	N/A	Online	15448.15
2021/04/28 14:24	Mossel Bay Advertiser	N/A	Online	18932.33
2021/04/28 14:24	Knysna Plett Herald	N/A	Online	15448.15
2021/04/28 14:28	My ZA	N/A	Online	30658.24
2021/04/28 16:34	Bizcommunity	N/A	Online	181193.40
2021/04/28 17:18	SA Finance News	N/A	Online	7789.56
2021/04/28 17:46	The South African	N/A	Online	35154.90
2021/04/28 20:38	Main News	N/A	Online	3066.56
2021/04/29 00:19	Tech Talk	N/A	Online	44094.60
2021/04/29 06:28	AllAfrica	N/A	Online	11311.85
2021/04/29 09:13	South African Government	N/A	Online	27058.16
2021/04/29 09:43	Business Link	N/A	Online	16449.84
2021/04/29 10:05	iAfrica	N/A	Online	4026.00
2021/04/29 12:28	Freight & Trading Weekly	N/A	Online	25808.64
2021/04/29 16:21	South Africa Direct News	N/A	Online	1502.49
2021/04/30 13:38	South African Government	N/A	Online	26685.80
2021/04/30 14:07	AllAfrica	N/A	Online	7011.62

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/04/30 14:17	Good Things Guy	N/A	Online	10983.72
2021/04/30 15:37	Northern Natal News	p.2	Print	16860.48
2021/04/30 20:38	SA Chef	N/A	Online	62986.35
2021/05/03 04:06	Business Report (Pretoria News)	p.10	Print	68603.08
2021/05/03 04:07	Business Report (The Star)	p.10	Print	68603.08
2021/05/03 04:07	Business Report (Cape Times)	p.10	Print	32745.66
2021/05/03 04:07	Business Report (The Mercury)	p.10	Print	29313.10
2021/05/03 13:50	Accountancy SA	N/A	Online	10197.60
2021/05/03 14:58	Eminetra	N/A	Online	12693.45
2021/05/03 14:59	IOL	N/A	Online	56012.00
2021/05/03 15:02	Love Africa News	N/A	Online	12987.04
2021/05/03 21:40	News24	N/A	Online	38618.80
2021/05/04 04:07	Poultry Bulletin	p.7	Print	31092.15
2021/05/04 12:09	702	Clement Manyathela	Broadcast	144348.70
2021/05/04 21:44	702	N/A	Online	6532.32
2021/05/05 00:00	Cape Argus, Money	p.11	Print	64711.24
2021/05/05 00:00	Daily News, Money	p.7	Print	49044.56
2021/05/05 14:53	IOL	N/A	Online	71489.00
2021/05/05 19:33	Africa-Press	N/A	Online	16164.72
2021/05/06 11:45	iAfrica	N/A	Online	2469.28
2021/05/10 10:47	Analytical Reporter Africa	p.14	Print	21446.66
2021/05/10 14:02	Algoa FM	Main News @ 13:00	Broadcast	6275.00
2021/05/10 14:23	Algoa FM	News @ 14:00	Broadcast	4852.67
2021/05/10 15:13	Algoa FM	News @ 15:00	Broadcast	4558.67
2021/05/10 15:33	Farming Portal	N/A	Online	13137.77
2021/05/10 16:31	Maroela Media	N/A	Online	25352.80
2021/05/10 20:01	Algoa FM	News @ 18:00	Broadcast	4471.00
2021/05/11 02:36	Daily News, Money	p.10	Print	37884.72
2021/05/11 07:31	Pretoria FM	Klankkoerant Landbou	Broadcast	5866.67
2021/05/11 13:44	Eminetra	N/A	Online	11795.41
2021/05/11 13:55	Love Africa News	N/A	Online	12054.46

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/05/11 14:09	IOL	N/A	Online	52327.00
2021/05/11 20:10	My PE News	N/A	Online	9546.00
2021/05/12 04:40	My PE News	N/A	Online	10012.20
2021/05/12 05:23	Business Update	p.34	Print	29817.32
2021/05/12 11:45	Smile FM	News @ 10:00	Broadcast	7756.00
2021/05/12 14:20	Smile FM	Main News @ 13:00	Broadcast	6786.50
2021/05/12 19:03	Medical Brief	N/A	Online	18431.70
2021/05/12 21:56	Motsweding FM	Mabaleng A Dipapadi	Broadcast	9213.00
2021/05/13 00:22	Times Live	N/A	Online	30290.70
2021/05/13 05:42	Times Select	N/A	Online	7201.59
2021/05/14 01:53	Daily News, Money	p.7	Print	36636.58
2021/05/14 14:32	African Retail	N/A	Online	34271.64
2021/05/14 20:08	IOL	N/A	Online	44957.00
2021/05/14 20:26	Love Africa News	N/A	Online	10396.54
2021/05/14 22:11	Africa-Press	N/A	Online	10431.08
2021/05/18 09:04	NewsHorn Mpumalanga	p.6	Print	12184.83
2021/05/18 09:05	NewsHorn Mpumalanga	p.9	Print	10582.29
2021/05/18 17:30	Ikwekwezi FM	Amathunzi Anabile	Broadcast	19057.00
2021/05/19 19:26	AgriOrbit	N/A	Online	14768.41
2021/05/20 16:58	Business Live	N/A	Online	82574.50
2021/05/21 02:32	Business Day (Late Final)	p.2	Print	46642.56
2021/05/26 16:42	Wine	N/A	Online	9096.78
2021/05/28 00:00	Farmer's Weekly	p.24	Print	13342.40
2021/06/02 02:40	Business Report (The Star)	p.14	Print	88790.52
2021/06/02 02:41	Business Report (The Mercury)	p.12	Print	37938.90
2021/06/02 02:42	Business Report (Cape Times)	p.10	Print	42381.54
2021/06/02 02:44	Business Report (Pretoria News)	p.10	Print	88790.52
2021/06/03 00:52	IOL	N/A	Online	55275.00
2021/06/03 11:35	Business Hi-Lite	p.6	Print	9080.46
2021/06/09 04:10	Mail & Guardian	N/A	Online	81659.60
2021/06/18 14:14	IOL	N/A	Online	31101.40

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/06/03 11:35	Business Hi-Lite	p.6	Print	9080.46
2021/06/09 04:10	Mail & Guardian	N/A	Online	81659.60
2021/06/10 04:34	Business Report (Cape Times)	p.10	Print	37318.62
2021/06/10 04:37	Business Report (The Mercury)	p.12	Print	33406.70
2021/06/10 04:41	Business Report (Pretoria News)	p.14	Print	81776.24
2021/06/10 04:44	Business Report (The Star)	p.16	Print	76643.84
2021/06/10 12:07	News Portal ZA	N/A	Online	14351.37
2021/06/10 17:22	Leadership	p.56	Print	52017.85
2021/06/11 16:12	Building and Decor	N/A	Online	47077.80
2021/06/11 16:33	Showbiz Scope	N/A	Online	49534.32
2021/06/11 16:41	Parliamentary Monitoring Group	N/A	Online	343644.42
2021/06/11 17:04	IOL	N/A	Online	44146.30
2021/06/11 17:47	Yule Dark	N/A	Online	15925.55
2021/06/12 08:22	Ekurhuleni Talk	N/A	Online	28771.20
2021/06/14 07:21	PPM (Packaging & Print Media)	p.40	Print	32795.40
2021/06/14 19:08	Blue Cube Media	N/A	Online	15913.90
2021/06/18 00:00	True Love, Special Edition	p.44	Print	528997.93
2021/06/15 16:17	VOW 88.1 FM Mhz	That Lunch Show	Broadcast	9930.00
2021/06/15 16:45	702	The John Perlman Show	Broadcast	5531.87
2021/06/18 04:30	The Star	p.3	Print	46073.12
2021/06/18 10:15	Times Live	N/A	Online	39945.40
2021/06/18 14:14	IOL	N/A	Online	31101.40
2021/06/18 16:12	Poultry Bulletin	p.7	Print	26144.64
2021/06/20 00:00	Sunday Tribune (Final), Sunday Insider	p.6	Print	183560.68
2021/06/18 21:12	Poultry Bulletin	p.40	Print	160952.94
2021/06/20 13:21	IOL	N/A	Online	55496.10
2021/06/20 14:35	Love Africa News	N/A	Online	12468.94
2021/06/20 14:58	News Portal ZA	N/A	Online	16579.20
2021/06/20 19:16	Africa-Press	N/A	Online	12607.10
2021/06/21 05:46	Sunday Independent (First Edition), Sunday Insider	p.6	Print	183560.68
2021/06/21 05:46	Sunday Weekend Argus, Sunday Insider	p.6	Print	183560.68

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/06/21 12:13	Media Xpose	N/A	Online	34860.03
2021/06/21 12:14	SA Décor and Design	N/A	Online	38578.56
2021/06/21 16:52	Business Link	N/A	Online	14995.94
2021/06/22 02:55	Fast Company	N/A	Online	11295.15
2021/06/23 04:59	Daily News, Money	p.11	Print	47355.90
2021/06/23 05:13	Cape Argus, Money	p.11	Print	62493.12
2021/06/23 05:17	Cape Argus	p.3	Print	18902.24
2021/06/23 06:19	The Citizen (Gauteng), City	p.19	Print	19039.02
2021/06/23 07:14	The Citizen (Country Edition), City	p.19	Print	19039.02
2021/06/24 07:12	IOL Special Edition	p.8	Print	6332.55
2021/06/24 13:34	IOL	N/A	Online	41640.50
2021/06/24 14:40	Love Africa News	N/A	Online	9118.56
2021/06/24 16:13	Eminetra	N/A	Online	9273.99
2021/06/24 22:10	Channel Africa	N/A	Online	9066.75
2021/06/25 03:56	Daily News	p.3	Print	22393.10
2021/06/27 00:00	Sunday Times, Made in SA	p.3	Print	7052.76
2021/06/27 00:00	Sunday Times, Made in SA	p.7	Print	26267.01
2021/06/27 00:00	Sunday Times, Made in SA	p.8	Print	27984.99
2021/06/26 09:26	1 KZN TV	Main News @ 19:00	Broadcast	33450.00
2021/06/26 09:27	1 KZN TV	News @ 21:00	Broadcast	33450.00
2021/06/26 13:00	IOL	N/A	Online	25205.40
2021/06/26 19:07	Tech Talk	N/A	Online	36277.83
2021/06/28 15:27	702	Azania Mosaka Show	Broadcast	94451.00
2021/06/29 08:50	IOL	N/A	Online	35081.20
2021/06/29 14:10	IOL	N/A	Online	42230.10
2021/06/30 05:06	Business Report (The Star)	p.18	Print	88961.60
2021/06/30 05:28	Business Report (Pretoria News)	p.12	Print	88961.60
2021/06/30 05:47	Business Report (Cape Times)	p.12	Print	42463.20
2021/06/30 06:02	Business Report (The Mercury)	p.14	Print	38012.00
2021/06/30 15:00	iAfrica	N/A	Online	1570.14
2021/07/01 07:47	Show Me South Africa	N/A	Online	7594.47

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/07/01 15:24	IOL	N/A	Online	70088.70
2021/07/01 18:06	Africa-Press	N/A	Online	16406.50
2021/07/02 15:24	Business Live	N/A	Online	66800.50
2021/07/04 03:11	702	N/A	Online	2857.89
2021/07/06 13:16	South African Government	N/A	Online	27430.52
2021/07/06 13:22	International Independent Trader	p.16	Print	8613.60
2021/07/06 15:11	Knysna Plett Herald	N/A	Online	9543.75
2021/07/06 15:16	Mossel Bay Advertiser	N/A	Online	9543.75
2021/07/06 15:18	Oudtshoorn Courant	N/A	Online	9365.60
2021/07/06 15:18	George Herald	N/A	Online	11477.92
2021/07/06 15:43	South Cape Forum	N/A	Online	9365.60
2021/07/06 15:58	AllAfrica	N/A	Online	8531.38
2021/07/06 16:10	Graaff-Reinet Advertiser	N/A	Online	9543.75
2021/07/06 23:03	Times Live	N/A	Online	61318.40
2021/07/06 23:10	The Africa	N/A	Online	7253.40
2021/07/07 06:10	Times Select	N/A	Online	14489.53
2021/07/07 06:15	International Convenience Store Retailer	p.29	Print	10722.60
2021/07/08 15:47	Times Live	N/A	Online	42893.40
2021/07/13 17:00	Introducing SA	N/A	Online	19420.57
2021/07/13 17:36	Polity	N/A	Online	25604.05
2021/07/13 22:05	SABC News	The Globe	Broadcast	91666.67
2021/07/14 08:35	Bizcommunity	N/A	Online	135684.36
2021/07/14 09:45	Media Xpose	N/A	Online	26586.96
2021/07/14 11:31	Spotong	N/A	Online	40699.23
2021/07/14 13:41	Bizcommunity	N/A	Online	48318.24
2021/07/14 19:23	Newzroom Afrika	Newz@Prime	Broadcast	95333.33
2021/07/15 00:50	Eminetra	N/A	Online	7201.59
2021/07/15 12:19	Newzroom Afrika	Newzfeed AM	Broadcast	22333.33
2021/07/15 22:22	Business Media MAGS	N/A	Online	33799.38
2021/07/16 10:23	Vuk'uzenzele	N/A	Online	26757.43
2021/07/16 20:09	Government Publications: Vuk`Uzen- zele	p.15	Print	36675.70

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/07/16 23:42	CGTN News	Global Business	Broadcast	323494.17
2021/07/19 00:00	Daily Dispatch, Dispatch Careers	p.12	Print	18119.72
2021/07/19 10:04	NewsHorn Mpumalanga	p.4	Print	13621.59
2021/07/19 21:51	CGTN News	Africa Live	Broadcast	314631.32
2021/07/20 01:17	Media Xpose	N/A	Online	25879.86
2021/07/20 02:33	Sowetan (Late Final), Job Market	p.13	Print	56504.45
2021/07/20 07:06	Sowetan (Early Edition), Job Market	p.13	Print	56504.45
2021/07/20 07:10	Sowetan (Free State), Job Market	p.13	Print	23758.20
2021/07/20 07:10	Sowetan (KZN), Job Market	p.13	Print	23758.20
2021/07/20 12:18	Sowetan Live	N/A	Online	33607.20
2021/07/22 00:00	Business Report (The Star)	p.12	Print	116334.40
2021/07/22 00:00	Business Report (Cape Times)	p.10	Print	55528.80
2021/07/22 00:00	Business Report (The Mercury)	p.10	Print	49708.00
2021/07/22 00:00	Business Report (Pretoria News)	p.10	Print	116334.40
2021/07/22 15:26	IOL	N/A	Online	72152.30
2021/07/22 16:36	Eminetra	N/A	Online	17131.84
2021/07/26 10:41	The Small Business Site	N/A	Online	12187.72
2021/07/27 09:14	Good Things Guy	N/A	Online	7011.62
2021/07/28 13:24	Yaza	N/A	Online	33925.76
2021/07/28 17:40	The Africa	N/A	Online	6873.46
2021/07/29 09:20	Media Xpose	N/A	Online	27364.77
2021/07/29 11:19	South Africa Direct News	N/A	Online	1537.03
2021/07/29 14:49	Munghana Lonene	Tiko a xi etleri	Broadcast	33532.00
2021/07/29 17:36	News24	N/A	Online	43114.50
2021/07/29 17:43	How South Africa	N/A	Online	7736.96
2021/07/30 06:18	African Mirror	N/A	Online	5267.35
2021/07/30 13:52	Youth Village	N/A	Online	10106.20
2021/08/01 06:24	Imiesa	p.22	Print	45574.96
2021/08/01 12:55	Yule Dark	N/A	Online	18430.30
2021/08/02 04:37	Sparks Electrical News	p.1	Print	64416.30
2021/08/02 05:39	Sparks Electrical News	p.1	Print	22662.12

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/08/02 17:46	Ezweni News SA	N/A	Online	12150.95
2021/08/02 20:24	Power FM	Power Business	Broadcast	141680.00
2021/08/02 23:37	Running Wolf's Rant	N/A	Online	18302.15
2021/08/03 08:36	Crown Publications	N/A	Online	11631.36
2021/08/03 13:33	Blue Cube Media	N/A	Online	18674.95
2021/08/04 16:02	SAFM	Living Redefined	Broadcast	3484.00
2021/08/05 08:50	Poultry Bulletin	p.7	Print	3094.74
2021/08/05 10:43	SABC 1	South African Music Awards	Broadcast	51200.00
2021/08/06 02:23	The Herald, Your Business	p.9	Print	21040.56
2021/08/06 04:41	Herald Live	N/A	Online	5003.64
2021/08/09 18:53	Iono.fm	N/A	Online	1415.92
2021/08/10 17:10	Media Xpose	N/A	Online	22369.92
2021/08/11 04:53	The Herald, Your Business	p.9	Print	26820.22
2021/08/11 15:59	Herald Live	N/A	Online	4759.56
2021/08/17 16:14	Power FM	Power Lunch	Broadcast	74831.67
2021/08/18 03:28	Business Report (Pretoria News)	p.10	Print	38321.92
2021/08/18 03:28	Business Report (Pretoria News)	p.10	Print	38493.00
2021/08/18 03:30	Business Report (The Star)	p.12	Print	38493.00
2021/08/18 04:05	Business Report (Cape Times)	p.10	Print	20088.36
2021/08/18 04:40	Business Report (The Mercury)	p.10	Print	16447.50
2021/08/18 14:51	Power FM	N/A	Online	6612.99
2021/08/18 17:20	IOL	N/A	Online	26299.62
2021/08/19 01:59	Business Report (Pretoria News)	p.10	Print	107267.16
2021/08/19 02:03	Business Report (The Star)	p.12	Print	107267.16
2021/08/19 02:04	Business Report (Cape Times)	p.10	Print	51200.82
2021/08/19 02:07	Business Report (The Mercury)	p.10	Print	45833.70
2021/08/19 03:30	Daily Sun	p.11	Print	25116.00
2021/08/19 08:45	Daily Sun (Limpopo/Mpumalanga/ North-West)	p.11	Print	31245.76
2021/08/19 11:26	NewsHorn Mpumalanga	p.4	Print	8620.56
2021/08/19 15:19	Netwerk 24	N/A	Online	31303.26
2021/08/19 19:49	IOL	N/A	Online	57114.72

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/08/20 00:00	The Star, Daily Insider	p.6	Print	68353.04
2021/08/20 12:11	Weekly SA Mirror	p.10	Print	8408.40
2021/08/20 15:07	Cape Argus, Daily Insider	p.6	Print	68353.04
2021/08/20 15:10	Daily News, Daily Insider	p.6	Print	68353.04
2021/08/23 12:06	IOL	N/A	Online	29960.82
2021/08/23 14:22	Iono.fm	N/A	Online	1367.65
2021/08/24 11:38	Home Dzine	N/A	Online	24334.38
2021/08/25 15:05	Iono.fm	N/A	Online	1367.65
2021/08/26 07:43	Sharenet	N/A	Online	150222.90
2021/08/26 07:44	Sharenet	N/A	Online	150222.90
2021/08/26 07:46	Sharenet	N/A	Online	150222.90
2021/08/26 08:21	Moneyweb	N/A	Online	188113.98
2021/08/26 09:03	INCE Connect	N/A	Online	82408.94
2021/08/27 09:21	Cliff Central	Gareth's Guests	Broadcast	61500.00
2021/08/30 12:40	Power FM	Power Lunch	Broadcast	8438.33
2021/08/30 16:46	Power FM	Power Lunch	Broadcast	138945.00
2021/08/30 16:48	Power FM	Power Lunch	Broadcast	70210.00
2021/08/30 17:21	SABC News	N/A	Online	35269.56
2021/08/31 11:32	Power FM	N/A	Online	6580.81
2021/09/03 00:00	You	p.32	Print	182879.54
2021/09/08 14:52	Kaya FM 95.9	Main News @ 13:00	Broadcast	11107.00
2021/09/09 17:29	360 News	N/A	Online	914.27
2021/09/09 17:30	News24	N/A	Online	31303.26
2021/09/09 17:42	Eminetra	N/A	Online	9958.13
2021/09/09 19:17	South African Government News Agency	N/A	Online	10427.62
2021/09/09 19:33	Free State News Online	N/A	Online	9087.15
2021/09/09 19:54	My ZA	N/A	Online	501.60
2021/09/10 19:17	Radio 2000	The Glenzito Superdrive	Broadcast	52689.00
2021/09/11 04:29	Saturday Citizen (Gauteng)	p.6	Print	10512.48
2021/09/11 08:33	Saturday Citizen (Country Edition)	p.6	Print	10512.48
2021/09/13 15:59	Cosmo City Chronicle	p.4	Print	3627.75

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/09/14 16:34	East Coast Radio	Vic Naidoo	Broadcast	8448.00
2021/09/16 09:07	RSG	Monitor	Broadcast	46000.00
2021/09/15 00:00	RSG	Monitor	Broadcast	102120.00
2021/09/17 14:08	VOW 88.1 FM Mhz	Mugging Beats	Broadcast	8236.67
2021/09/21 11:54	Engineering News	N/A	Online	42332.50
2021/09/24 00:00	Gemsbok	p.9	Print	19152.96
2021/09/22 09:20	Maritzburg Sun	p.12	Print	17406.52
2021/09/22 13:00	Germiston City News	p.5	Print	17201.25
2021/09/24 00:00	Eyethu Ugu	p.23	Print	11915.81
2021/09/23 01:31	Business Report (Pretoria News)	p.12	Print	80920.84
2021/09/23 01:32	Business Report (The Mercury)	p.16	Print	34941.80
2021/09/23 01:33	Business Report (The Star)	p.18	Print	79552.20
2021/09/23 01:34	Business Report (Cape Times)	p.14	Print	38135.22
2021/09/24 00:00	Public Eye (KZN)	p.12	Print	9627.50
2021/09/23 08:52	IOL	N/A	Online	54551.88
2021/09/23 09:47	Bloemfontein Courant	p.4	Print	12026.07
2021/09/24 00:00	Vryheid Herald	p.4	Print	7489.08
2021/09/23 10:21	Bloemfontein Courant	N/A	Online	8406.00
2021/09/23 11:16	Midrand Reporter	p.4	Print	23270.24
2021/09/23 11:51	Eyethu Sisonke Mphithi	p.10	Print	18206.28
2021/09/24 08:06	SAFM	SAFM Sunrise	Broadcast	51336.00
2021/09/24 08:08	Rosebank Killarney Gazette	N/A	Online	11604.95
2021/09/24 08:09	Benoni City Times	N/A	Online	11348.10
2021/09/24 08:13	Rising Sun (Mid South Coast)	N/A	Online	12609.00
2021/09/24 08:15	Kempton Express	N/A	Online	13578.04
2021/09/24 08:16	Berea Mail	N/A	Online	11604.95
2021/09/24 08:21	KZN Eyethu	N/A	Online	10486.78
2021/09/24 08:25	Vaalweekblad	N/A	Online	13578.04
2021/09/24 08:27	Middelburg Observer	N/A	Online	13578.04
2021/09/24 08:27	North Coast Rising Sun	N/A	Online	11604.95
2021/09/24 08:28	Rekord East/Oos	N/A	Online	16023.28
2021/09/24 08:32	Heidelberg Nigel Heraut	N/A	Online	11721.70
2021/09/24 08:36	Capital Newspapers	N/A	Online	11604.95

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2021/09/24 09:13	African Reporter	N/A	Online	11394.80
2021/09/24 09:18	Springs Advertiser	N/A	Online	11604.95
2021/09/24 09:24	South Coast Sun	N/A	Online	11604.95
2021/09/24 09:29	Midrand Reporter	N/A	Online	11604.95
2021/09/24 09:32	Northcliff & Melville Times	N/A	Online	11604.95
2021/09/24 09:36	South Coast Herald	N/A	Online	11604.95
2021/09/24 09:40	Zululand Observer	N/A	Online	11721.70
2021/09/24 09:40	Ridge Times	N/A	Online	11278.05
2021/09/24 09:42	Boksburg Advertiser	N/A	Online	12609.00
2021/09/24 09:45	Review	N/A	Online	11604.95
2021/09/24 09:46	Southern Courier	N/A	Online	11604.95
2021/09/24 09:47	Krugersdorp News	N/A	Online	13714.64
2021/09/24 09:48	Lowvelder	N/A	Online	13578.04
2021/09/24 09:53	Mpumalanga News	N/A	Online	11604.95
2021/09/24 09:56	Soweto Urban	N/A	Online	11604.95
2021/09/25 06:21	Mahikeng Mail	p.20	Print	13944.42
2021/09/28 18:07	South African Government News Agency	N/A	Online	8030.75
2021/09/28 18:19	Eminetra	N/A	Online	8549.66
2021/09/28 18:48	My ZA	N/A	Online	389.88
2021/09/28 19:16	Free State News Online	N/A	Online	6998.15
2021/09/29 07:47	Graaff-Reinet Advertiser	N/A	Online	8919.70
2021/09/29 07:49	Mossel Bay Advertiser	N/A	Online	8919.70
2021/09/29 08:04	Oudtshoorn Courant	N/A	Online	8756.25
2021/09/29 08:09	South Cape Forum	N/A	Online	8756.25
2021/09/29 08:10	Knysna Plett Herald	N/A	Online	8919.70
2021/09/29 08:16	George Herald	N/A	Online	10245.00
2021/09/29 08:25	Kormorant	p.10	Print	6041.35
2021/09/29 12:37	Business Link	N/A	Online	5674.50
2021/09/29 12:58	Rising Sun (Mid South Coast)	N/A	Online	9083.15
2021/09/29 15:16	Media Xpose	N/A	Online	17420.90
2021/09/30 15:02	Spice4Life	N/A	Online	20266.30

Publication Date	Media	Headline	AVE (Rands)
2021/10/01 00:00	iAfrica	SA Moves To Lockdown Alert Level 1	2078.55
2021/10/01 00:00	Sign Africa	FUJIFILM Graphic Systems Hosts Webinar On The New Blueprint For The Rebuilding And Recovery Of The Printing Industry	107767.04
2021/10/02 00:00	Soweto Sunrise News	Proudly SA launches its Living Lekker locally Campaign	5807.42
2021/10/04 00:00	Media Xpose	Proudly SA launches its Living Lekker Locally campaign	14206.50
2021/10/04 00:00	Media Xpose	Proudly SA Announces its participation in Dubai 2020 Trade Expo as part of South African Pavilion	14005.60
2021/10/01 00:00	Highveld Chronicle	Buying Locally increases job opportunities	7055.36
2021/10/06 00:00	ENS Africa	Labels - Green is the new Black	11591.52
2021/10/06 00:00	More than Food	Supporting Local Is Lekker	2713.89
2021/10/07 00:00	Retail Listings	TFG opens Prestige Clothing factory in Joburg designed for hearing-impaired workforce	36588.51
2021/10/08 00:00	Xando Blogs	Film set to positively position South Africa at the Dubai Expo 2020	16001.57
2021/10/11 00:00	Retail Brief Africa	Proudly SA launches its Living Lekker Locally campaign	10298.88
2021/10/05 08:40	VOW 88.1 FM Mhz	Keeping local with Lekao Sehoane	9120.00
2021/10/12 00:00	Tutone Communications	LGBTIQ+ WORKSHOPS SET TO EMPOWER THIS PRIDE MONTH	85334.60
2021/10/12 00:00	Hypress Live	LGBTIQ+ WORKSHOPS SET TO EMPOWER THIS PRIDE MONTH	13989.32
2021/10/14 00:00	Social TV	Film set to positively position South Africa at the Dubai Expo	14381.22
2021/10/18 00:00	Business Report (Pretoria News)	The Foschini Group opens a HearingImpaired Threaded Together facility	58851.52
2021/10/18 00:00	Business Report (The Star)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	56627.48
2021/10/18 00:00	Business Report (The Mercury)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	23976.80
2021/10/18 00:00	Business Report (Cape Times)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	27192.78
2021/10/18 00:00	IOL	The Foschini Group opens a Hearing Impaired Threaded Together facility	46375.20
2021/11/01 00:00	Foschini Club Magazine	Foschini Club Magazine	120260.16
2021/10/01 00:00	Sunday Times, Made in SA	LOCAL IS LEKKER AND SUCCESSFUL TOO	6284.19
2021/10/01 00:00	Sunday Times, Made in SA	GOING LOCAL IS NOW A MATTER OF SURVIVAL	30290.70

Publication Date	Media	Headline	AVE (Rands)
2021/10/26 08:43	VOW 88.1 FM Mhz	Local is Lekker - Nomngenge Duo (ND) clothing brand	15215.00
2021/10/12 08:39	VOW 88.1 FM Mhz	Local Lekker campaign - Young Minds in Business	18360.00
2021/10/19 08:40	VOW 88.1 FM Mhz	Local Lekker campaign - Young Minds in Business - Elegante	12325.00
2021/10/27 19:09	Lotus FM	Endorphin Global aims to help Entrepreneurs and SMMEs	11520.00
2021/10/27 19:23	Lotus FM	Continue -- 1 of 1 -- Endorphin Global aims to help Entrepreneurs and SMMEs	17712.00
2021/10/27 19:42	Lotus FM	Continue -- 2 of 2 -- Endorphin Global aims to help Entrepreneurs and SMMEs	15840.00
2021/09/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	42739.84
2021/09/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	32876.80
2021/11/03 00:00	ITC-SA	Watch team SA's Forestry & Fibre gurus at expo 2020 Dubai	4727.80
2021/09/01 00:00	Dealmakers, Supplement	Labels - Green is the new Black	30645.00
2021/11/09 19:13	702/Cape Talk Simulcast	Heroes and zeros in the advertising and branding industry.	149103.93
2021/11/09 00:00	702	[WATCH] Sorry 'Proudly South African', we're not proud of that advert at all!	12426.00
2021/11/09 00:00	Cape Talk	[WATCH] Sorry 'Proudly South African', we're not proud of that advert at all!	11804.70
2021/11/11 00:00	ABR (Automotive Business Review)	Top 10 local must-buys for Black Friday	14909.03
2021/11/15 00:00	Polity	Proudly South African and the Nelson Mandela Foundation to host localisation dialogue	17240.04
2021/11/15 00:00	Gauteng Online Lifestyle Magazine	Top 10 local must-buys for Black Friday	25725.96
2021/11/16 00:00	Women Stuff	Unmissable Black Friday Deals from Local Brands	50844.95
2021/11/16 00:00	The Cape Robyn	Shopping: HUGIO – SA brand launches -with Sugar Cane and Poinsettia pyjamas	17840.49
2021/11/16 13:44	SAFM	Proudly South African Encourages South Africans To Buy Local This Black Friday	27537.00
2021/11/16 00:00	Gauteng Online Lifestyle Magazine	SUPPORT LOCAL THIS BLACK FRIDAY – BOOST OUR ECONOMY	25757.03

Publication Date	Media	Headline	AVE (Rands)
2021/11/16 00:00	Smart Africa Media	SMART MARKETPLACE: Proudly South African: Support local this black Friday – boost our economy	20732.12
2021/11/17 00:00	South African Government News Agency	Sewing for change	23647.47
2021/11/17 00:00	My ZA	Sewing for change	1108.08
2021/11/17 00:00	Good Things Guy	Operating a business in the time of a pandemic is no easy feat, but companies like the one Lelly Mntungwa founded are helping to create a tapestry that is changing the landscape from one of unemployment and despair to one where skills are imparted, and jobs are created.	28540.05
2021/11/17 17:31	Newzroom Afrika	Local is lekker	121333.33
2021/11/17 00:00	Daily Maverick	The benefits of localisation are overstated while the costs are dramatically understated	105015.42
2021/11/17 00:00	Eminetra	Sew to change SAnews	23005.01
2021/11/19 00:00	Arena Events	Platforms, integration, and the multi-channel approach for driving consumer spend	20623.14
2021/10/01 00:00	PPM (Packaging & Print Media)	Two SABS milestones	19096.44
2021/11/23 00:00	Social TV	Choosing local could be a game changer for SA economy, says Proudly SA	14405.93
2021/11/23 00:00	Iono.fm	Listen to this before you spend any money on Black Friday	1834.26
2021/11/24 00:00	South African Government News Agency	Buying locally manufactured products adds to economy	14232.96
2021/11/24 00:00	My ZA	Buying locally manufactured products adds to economy	678.30
2021/11/24 06:35	East Coast Radio	Proudly SA launches RSA Made	38517.50
2021/11/24 00:00	Knysna Plett Herald	Buying locally manufactured products adds to economy	14360.25
2021/11/24 00:00	Oudtshoorn Courant	Buying locally manufactured products adds to economy	14196.80
2021/11/24 00:00	Mossel Bay Advertiser	Buying locally manufactured products adds to economy	16801.80
2021/11/24 00:00	Graaff-Reinet Advertiser	Buying locally manufactured products adds to economy	14360.25
2021/11/24 00:00	George Herald	Buying locally manufactured products adds to economy	16610.56
2021/11/24 00:00	South Cape Forum	Buying locally manufactured products adds to economy	14196.80

Publication Date	Media	Headline	AVE (Rands)
2021/11/24 00:00	Free State News Online	Buying locally manufactured products adds to economy.	12262.43
2021/11/24 00:00	South African Government	Trade, Industry and Competition hosts educational webinar on consumer's rights and responsibilities, 25 Nov	26164.62
2021/11/24 00:00	Cosmo City Chronicle	Buying locally manufactured products adds to economy	12116.20
2021/11/24 00:00	Eminetra	Buying locally made products contributes to the economy	14801.29
2021/11/25 00:00	The Citizen (Gauteng)	Choosing local is way to go	19877.76
2021/11/24 18:30	East Coast Radio	Proudly South African	17356.50
2021/11/25 00:00	The Citizen (Country Edition)	Choosing local is way to go	19877.76
2021/11/24 14:12	Ikwewezi FM	Buying locally made products contributes to the economy	29610.00
2021/11/19 06:09	Kyknet	Show line up on Die Groot Ontbyt	4666.67
2021/11/19 07:34	Kyknet	Proudly South African	68016.67
2021/11/24 19:55	You FM	Proudly SA calls on consumers to buy local this Black Friday	29500.00
2021/11/26 00:00	Lentswe	Choose local this black friday	13053.60
2021/11/25 19:36	Jozi FM	Proudly SA urges shoppers to buy local on Black Friday	65472.67
2021/11/25 00:00	Wander Luxury	Choosing local could be a game changer for SA economy	29776.16
2021/11/25 00:00	Klerksdorp Record	Choose local this BLACK FRIDAY	15038.65
2021/11/26 00:00	East Coast Radio	Business Watch	15042.00
2021/11/27 00:00	Eminetra	A video of a living turkey watching one baked goods causes a fuss	8549.66
2021/11/29 10:33	Groot FM 90.5	Proudly South African urges public to boost local economy by buying local	15864.67
2021/11/29 10:27	Groot FM 90.5	Proudly South African Jeannine van Straaten	508.87
2021/12/01 00:00	SA Jewellery News	Reflections on a different year, and looking ahead	55245.54
2021/11/30 00:00	Green Family Guide	Pampering Gifts Should do No Harm!	30334.00
2021/12/02 00:00	The Star, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38
2021/12/02 00:00	Cape Argus, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38
2021/12/02 00:00	Daily News, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38

Publication Date	Media	Headline	AVE (Rands)
2021/12/02 14:56	VCR 90.6 FM	Proudly SA	653.93
2021/12/02 00:00	IOL	Lesco is a good case study on locally produced goods, says Proudly SA	55833.30
2021/12/02 00:00	Africa-Press	Lesco is a good case study on locally produced goods, says Proudly SA	22288.42
2021/12/03 00:00	Sake (Volksblad)	Eet 'Trots Suid-Afrikaanse' hoender die Kerstyd	4903.90
2021/12/03 00:00	Sake (Beeld)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	25715.52
2021/12/03 00:00	Sake (Burger Oos Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	1946.88
2021/12/03 00:00	Sake (Burger Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	20764.64
2021/12/03 00:00	Sake (Beeld), Pretoria	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	25715.52
2021/12/03 00:00	Sake (Burger Suid Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	20764.64
2021/12/01 00:00	Poultry Bulletin	In defence of importers	33497.82
2021/12/05 00:00	Sunday World, Life	From a garage lab to two Proudly SA cosmetic brands	63498.40
2021/12/06 00:00	Leading Architecture & Design	ITALTILE LAUNCHES SEMPLICE	7719.68
2021/12/06 00:00	Apex Architect Africa	Italtile launches Semplice	7902.24
2021/12/03 00:00	Weekly SA Mirror	CREATING THE SOCIAL ENTREPRENEURSHIP MASTER PLAN FRAMEWORK	13237.84
2021/12/01 00:00	Parliamentary Monitoring Group	Department of Small Business Development, SEFA and SEDA 2021/22 Quarter One and Two Performance Reports with Deputy Minister	243193.86
2021/12/08 08:21	YFM	Continue -- 1 of 1 -- Boston Media House Media Focus Forum Roundtable	141041.67
2021/12/08 08:40	YFM	Continue -- 2 of 2 -- Boston Media House Media Focus Forum Roundtable	177083.33
2021/12/31 00:00	New Agenda	South Africa's longterm economic policy options beyond 2021	121619.94
2021/12/01 00:00	JZA (Your Jewellery Magazine)	BORN IN THE Z OF A	3008.10
2021/11/25 00:00	Media Update	Three reasons why local is 'lekkerder' this Black Friday	39468.90
2021/12/13 00:00	Smile 90.4 FM	Support local tourism businesses this festive season	3089.28
2021/12/13 00:00	Daily Maverick	Capitalism's recalibration: From globalisation to deglobalisation to onshoring	182693.88
2021/12/14 00:00	Food Focus	Indulge with home-grown and give the gift of jobs this festive season	47160.96

Publication Date	Media	Headline	AVE (Rands)
2021/12/14 00:00	Show Me South Africa	SA jewellery designers shine in festive season spotlight	27956.80
2021/12/15 00:00	The Citizen (Gauteng), Buy in Bulk	Buy local to boost economy	20852.26
2021/12/15 00:00	The Citizen (Country Edition), Buy in Bulk	Buy local to boost economy	20852.26
2021/12/15 00:00	Safrica 24	Sascoc names Nozipho Jafta as new CEO	5955.11
2021/12/15 00:00	Herald Live	Sascoc names Nozipho Jafta as new CEO	16841.52
2021/12/15 00:00	GSport	Nozipho Jafta Appointed SASCOCEO	10620.60
2021/12/15 00:00	Times Live	Sascoc names Nozipho Jafta as new CEO	15438.06
2021/12/15 00:00	Sowetan Live	Sascoc names Nozipho Jafta as new CEO	17512.74
2021/12/16 00:00	My Pressportal	Repurposing mine waste a winning idea for teen team	18853.73
2021/12/16 00:00	Free-Mail	Repurposing mine waste a winning idea for teen team	19076.12
2021/12/17 06:41	Lotus FM	Calls for people to support local	13703.00
2021/12/18 00:00	Novus Press Bulletin	Repurposing mine waste a winning idea for teen team	52741.92
2021/12/17 00:00	Sandton Central	Repurposing mine waste a winning idea for teen team	9513.00
2021/11/01 00:00	Undercover Farming	GREENHOUSES SHADE NET HYDROPONICS AQUAPONICS	8973.24
2021/12/21 00:00	Business Report (The Mercury)	Localisation naysayers have got it all wrong	46345.40
2021/12/21 00:00	Business Report (Cape Times)	Localisation naysayers have got it all wrong	52099.08
2021/12/21 00:00	Cape Argus, Sport	Let's hope new Sascoc boss puts athletes first for Paris 2024	54199.28
2021/12/21 00:00	The Mercury, Sport	Let's hope new Sascoc CEO puts athletes first	27566.91
2021/12/21 00:00	Daily News, Sport	Let's hope new Sascoc boss puts athletes first	34433.98
2021/12/21 00:00	The Star, Sport	Let's hope new Sascoc boss puts athletes first for Paris 2024	68804.56
2021/12/22 00:00	IOL	Let's hope new Sascoc CEO puts athletes first for 2024 Paris Olympics	42225.84
2021/12/24 00:00	Mahikeng Mail	New CEO of SASCOCEO Nozipho Jafta	7175.47
2021/12/22 00:00	IOL	Let's hope new Sascoc CEO puts athletes first for 2024 Paris Olympics	42286.86
2021/12/25 00:00	IOL	SA jewellery designers to support when popping the big question	21662.10

Publication Date	Media	Headline	AVE (Rands)
2021/12/25 00:00	IOL	SA jewellery designers to support when popping the big question	21662.10
2021/12/31 00:00	IOL	A year in review: What South Africans craved in 2021 and the top food trends for 2022	56321.46
2021/12/31 00:00	IOL	A year in review: What South Africans craved in 2021 and the top food trends for 2022	56321.46
2022/01/06 00:00	Pretoria News	Parents dig deep in pockets for children	26631.54
2022/01/06 00:00	IOL	Parents dig deep in pockets for uniforms, stationery as children head back to school	39540.96
2022/01/06 00:00	IOL	Parents dig deep in pockets for uniforms, stationery as children head back to school	39540.96
2022/01/09 07:32	SAFM	Proudly SA has launched Back to school shopping	20160.00
2022/01/10 00:00	CAJ News Africa	Proudly South African call for new school year	7907.20
2022/01/10 00:00	Vaal Today	Proudly South African call for new school year	7808.36
2022/01/10 00:00	Mpumalanga Guardian	Proudly South African call for new school year	7709.52
2022/01/10 00:00	Limpopo Post	Proudly South African call for new school year	14067.90
2022/01/10 00:00	FinNews Africa	Proudly South African call for new school year	12142.05
2022/01/10 00:00	Gauteng Guardian	Proudly South African call for new school year	9513.35
2021/12/01 00:00	ASA (Accountancy SA)	JARRED NOCHE	48111.70
2022/01/11 00:00	Cape Argus	Buy local, urges Proudly South African campaign	20638.16
2022/01/11 00:00	Daily News	Consumers urged to buy locally made goods in 2022	19015.78
2022/01/10 00:00	IOL	Proudly South African urges consumers to make buying local stationery and school-wear their New Year's resolution as back-to-school spending ramps up	21295.98
2022/01/11 00:00	News24	Back to school shopping: Make buying local your New Year's resolution, says Proudly SA	31608.36
2022/01/11 18:31	East Coast Radio	Proudly South African	18183.00
2022/01/12 00:00	Media Xpose	January is Proudly SA month at Dubai Expo 2020	8860.80
2022/01/14 00:00	Regional Herald - Mopani District News	Make buying local your New Year's resolution, says Proudly SA	18846.20
2022/01/13 00:00	Daily News	Celebrate what SA has to offer and win	14463.74
2022/01/12 00:00	IOL	Proudly South African uses competition to encourage SA pupils to design posters influencing consumers to buy local goods	21234.96

Publication Date	Media	Headline	AVE (Rands)
2022/01/12 00:00	IOL	Proudly South African uses competition to encourage SA pupils to design posters influencing consumers to buy local goods	21234.96
2022/01/11 00:00	Rosebank Killarney Gazette	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/11 00:00	Midrand Reporter	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/10 00:00	Northcliff & Melville Times	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/20 00:00	My Broadband	Proudly SA gets R42 million from taxpayers – website down for a month	20432.70
2022/01/18 00:00	Rising Sun (Chatsworth)	Back to school shopping: Make buying local your New Year's resolution	10401.30
2022/01/19 00:00	Rising Sun (North Coast)	Back to school shopping: make buying local your New Year's resolution	23016.24
2022/01/18 04:12	Power FM	Show Line Up - Power Up	2417.33
2022/01/17 00:00	Benoni City Times	WIN: Proudly SA urges consumers to buy local	16719.84
2022/01/18 00:00	Cover	Back to school shopping: Make buying local your New Year's resolution, says Proudly SA	13705.96
2022/01/20 00:00	Good Things Guy	A South African semi-retired engineer has designed a beautiful home for his employee and then donated R100,000 to help get it built!	11564.28
2022/01/20 00:00	Business Tech Africa	Proudly SA gets R42 million cash injection from taxpayers	10514.50
2022/01/21 09:28	Channel Africa	Proudly SA urges consumers to buy local	12078.00
2021/12/01 00:00	Pharmacy Retailer	Parents dig deep in pockets for uniforms, stationery as children head back to school	8902.20
2022/01/28 00:00	Good Things Guy	The key to my emancipation was to permit myself to not wait for external validation and approval but to give voice to my mind. Vocal Mentality is a mindset – one that is expressive, confident and unapologetic.	17222.87
2022/01/28 00:00	East Coast Radio	Pick 'n Pay rolls out car licence disc renewal service to all stores	29495.40
2022/01/28 00:00	East Coast Radio	Massive increase in electric appliances prices expected	31326.60
2022/02/01 00:00	Careers Magazine	Careers Magazine	293302.40
2022/01/31 20:34	SAFM	Focus on creating jobs	10076.00
2022/02/01 00:00	Conferencing South Africa	About Thyme Caterers & Deli	25265.79

Publication Date	Media	Headline	AVE (Rands)
2022/02/01 00:00	Polity	Finalists for the Furniture Design Competition announced	29296.80
2022/02/01 00:00	South Africa Restaurants	About Thyme Caterers & Online Deli	17021.44
2022/02/01 00:00	Ima Media Africa	FINALISTS FOR THE FURNITURE DESIGN COMPETITION ANNOUNCED	3571.62
2022/01/28 00:00	East Coast Radio	PODCAST: What happened to OLX?	30476.40
2022/02/02 00:00	Business Link	Finalists for the Furniture Design Competition announced	8206.20
2022/02/03 00:00	Daily Sun	Celebrate your Valentine with the gift of bespoke local jewellery	33255.90
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/07 18:38	Kaya FM 95.9	Proudly SA	156862.00
2022/02/08 00:00	East Coast Radio	SEE: Royal Canin's Reverse Vending Machine at Cornubia Mall	32340.30
2022/02/09 00:00	Minara Chamber of Commerce	Proudly SA - Job creation webinar	366.72
2022/02/09 00:00	Polity	Sugar Crisis: President Ramaphosa must put government's money where its mouth is on localisation	36677.34
2022/01/28 12:40	RSG	Proudly South African Jeannine van Straaten	43811.00
2022/01/06 11:37	Rainbow FM 90.7	Buying local as children go back to school	4546.67
2022/02/09 00:00	Engineering News	Sugar organisation calls on government to honour local commitments	30562.40
2022/02/09 00:00	Farming Portal	Sugar Crisis: President Ramaphosa must put government's money where its mouth is on localisation	18318.72
2022/02/09 14:30	ENCA	Sugar cane industry master plan	154000.00
2022/02/09 00:00	Politics Web	President, put govt's money where its mouth is on localization – SA Canegrowers	64289.92
2022/02/09 00:00	OFM	#OFMBusinessHour - Are Saffas buying more local goods?	6189.48
2022/02/10 00:00	Business Report (Pretoria News)	SA business unveils its economic wish list demands ahead of Sona	141825.32
2022/02/10 00:00	Business Report (Cape Times)	SA business unveils its economic wish list demands ahead of Sona	67941.12

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2022/02/10 00:00	Business Report (The Mercury)	SA business unveils its economic wish list demands ahead of Sona	60965.40
2022/02/10 00:00	Business Report (The Star)	SA business unveils its economic wish list demands ahead of Sona	141825.32
2022/02/10 00:00	Maroela Media	Doen voornemens in staatsrede gestand, sê suikerbedryf	32340.60
2022/02/10 00:00	IOL	Business sector in the country unveils its economic wish list demands ahead of Sona	44056.44
2022/02/10 08:02	Fine Music Radio	Sugar cane industry master plan	886.67
2022/02/11 00:00	Mail & Guardian	Building a sustainable future by promoting eco inclusive youth entrepreneurship	122512.74
2022/02/11 00:00	Mail & Guardian	Building a sustainable future by promoting eco-inclusive youth entrepreneurship	97204.86
2022/02/11 18:18	OFM	Proudly South African says there is shift to support local brands	18069.67
2022/02/13 00:00	That Queer Mom	MY TOUR OF THE FERGUSON FILMS' 'THE QUEEN' STUDIOS	5279.48
2022/02/14 00:00	Bizcommunity	Sustained localisation focus welcomed	37623.80
2022/02/14 00:00	Bizcommunity	Sustained localisation focus welcomed	37623.80
2022/02/08 00:00	East Coast Radio	Thula ESV and Brandt BRV partner up for Electric 4x4	34335.00
2022/01/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	53051.20
2022/02/17 00:00	East Coast Radio	LISTEN: Last chance to experience Gateway's World Of Illusions	41267.40
2022/02/21 00:00	East Coast Radio	LISTEN: Massive stakes increases & Durban July has a new sponsor!	45616.50
2022/02/22 00:00	Arena Events	Platforms, integration, and the multi-channel approach for driving consumer spend	20720.88
2022/02/23 00:00	East Coast Radio	LISTEN: Everything you need to know about this year's Budget Speech	47513.10
2022/02/24 00:00	East Coast Radio	PODCAST: This is how the Ukraine and Russia conflict will heavily impact SA	50194.50
2022/02/25 00:00	Full View	Proudly South African shares line-up for 2022 Buy Local Summit and Expo.	15863.82
2022/02/26 18:41	Via	Proudly SA	25300.00
2022/02/27 06:41	Via	Proudly SA	16866.67
2022/02/28 00:00	Daily News	Summit to rebuild the economy	31790.86

Publication Date	Media	Headline	AVE (Rands)
2022/02/28 00:00	Sandton Chronicle	Opening doors for local businesses	8779.60
2022/02/28 00:00	Gauteng Online Lifestyle Magazine	Proudly South African shares line-up for 2022 Buy Local Summit and Expo	18859.49
2022/03/01 00:00	Rosebank Killarney Gazette	Opening doors for local businesses	8546.10
2022/03/01 00:00	Inflight	VAT COMPLIANCE CAN INCREASE TOUR REVENUE	33583.86
2022/03/02 00:00	Arena Events	The Future of media – energising our biggest brand by Proudly SA	24728.22
2022/03/04 00:00	Sandton Chronicle	Open doors for local businesses	11818.62
2022/03/04 09:08	Channel Africa	Proudly South African Buy Local Summit and Expo media launch	6426.00
2022/03/04 00:00	News Ghana	CAPE TOWN: South Africa should strongly consider reviving the Proudly South African campaign	48728.12
2022/03/07 14:20	SABC News	Proudly South African 2022 Buy Local Summit and Expo	61333.33
2022/02/01 00:00	Inside Mining	PROUDLY SOUTH AFRICAN Safety footwear by workers for workers	21618.22
2022/03/08 07:03	Link FM	10th Annual Buy Local Summit and Expo 2022	1504.80
2022/03/08 07:06	Radio Laeveld	10th Annual Buy Local Summit and Expo 2022	970.13
2022/03/08 15:47	Ikwekwezi FM	Proudly SA 10th Annual Buy Local Summit & Expo	50799.00
2022/03/09 08:42	Power FM	Proudly South African Buy Local Summit and Expo	159264.00
2022/03/09 08:56	Power FM	Proudly SA campaign	35136.00
2022/03/09 08:11	Impact Radio	Proudly South Africa 2022 Buy Local Summit	10256.33
2022/03/09 15:20	Power FM	Proudly South African Live Read	7030.00
2022/03/09 00:00	IT-Online	Proudly South African calls for localisation	21194.36
2022/03/09 00:00	Retail Brief Africa	Proudly South African calls on South Africans to rally behind localisation	16640.32
2022/03/09 16:46	Radio 2000	Proudly South African Buy Local Summit and Expo	68432.00
2022/03/10 06:50	Lotus FM	Buy Local Summit and Expo	14484.00
2022/03/10 08:08	Zibonele FM	Show line up on Breakfast Show	706.27
2022/03/10 00:00	SA Wine Farms	About Thyme Caterers & Deli	4201.20
2022/03/10 12:22	Radio Khwezi	Buy Local Summit and Expo	5066.80

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2022/03/10 11:21	Rise FM	Proudly SA- Buy Local Summit	16858.33
2022/03/10 15:22	Energy FM	Buy Local Summit and Expo	36666.67
2022/03/10 19:22	Power FM	Proudly South African Live Read	8880.00
2022/03/10 15:43	Thobela FM	Proudly South African to host 10th annual Buy Local Summit & Expo	160454.00
2022/03/11 00:00	The Star	Proudly SA punts localisation	87416.88
2022/03/10 00:00	Full View	Unathi Nkayi joins Proudly South African to celebrate SA fashion achievements.	16728.67
2022/03/11 00:00	Gauteng Online Lifestyle Magazine	Unathi Nkayi joins Proudly South African to celebrate SA fashion achievements	19946.94
2022/03/11 09:22	Power FM	Proudly South African Live Read	5446.67
2022/03/11 13:02	Algoa FM	Proudly South African CEO Eustace Mashimbye	8068.67
2022/03/11 11:13	Radio Khwezi	Show line up on Radio Khwezi Kwelethu Ikhaya	1912.00
2022/03/11 11:33	Radio Khwezi	Buy Local Summit and Expo	20721.30
2022/03/11 13:53	Power FM	Proudly South African Live Read	4200.00
2022/03/11 00:00	Dealer Floor	Automotive industry to play part in Proudly South African event	7445.63
2022/03/09 16:09	Radio NFM	Proudly South African	42987.10
2022/03/11 15:02	Algoa FM	Proudly SA 2022 Virtual Buy Local and Expo	7998.00
2022/03/11 00:00	We Can Change Our World	Proudly South African calls on South Africans to rally behind localisation	54619.02
2022/03/12 11:25	Newzroom Afrika	Local trade opportunities	117133.33
2022/03/12 19:31	ENCA	Proudly SA supports localization	82333.33
2022/03/12 19:31	e.TV	Proudly SA supports localization	790400.00
2022/03/13 15:15	SABC News	Proudly South African to host 10th annual Buy Local Summit & Expo	74933.33
2022/03/13 00:00	Polity	MEC TAU TO LAUNCH GAUTENG PROVINCE'S LOCAL CONTENT FRAMEWORK	13915.98
2022/03/11 17:30	Vukani Community Radio	Proudly South African Buy Local Summit & Expo	7252.00
2022/03/11 17:34	Vukani Community Radio	Continue -- 1 of 1 -- Proudly South African Buy Local Summit & Expo	20351.33
2022/03/12 15:34	Radio Khwezi	Buy Local Summit and Expo	762.00
2022/03/14 08:38	Newzroom Afrika	Proudly South African Buy Local Summit & Expo	70233.33
2022/03/14 08:51	SAFM	Proudly South African Live Read	5589.00

Publication Date	Media	Headline	AVE (Rands)
2022/03/14 08:41	SABC News	2022 Proudly SA Buy Local Summit and Expo taking place in Sandton	69300.00
2022/03/14 08:48	702	Proudly South African 10th annual buy local summit and expo	206210.67
2022/03/14 09:17	SABC News	2022 Proudly SA Buy Local Summit and Expo taking place in Sandton	65800.00
2022/03/14 10:28	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	65700.00
2022/03/14 12:16	Newzroom Afrika	Proudly South African is kicking off the 10th Buy Local Summit today	35233.33
2022/03/14 13:11	SAFM	Proudly South African Live Read	2144.00
2022/03/14 05:37	702/Cape Talk Simulcast	Show lineup	14768.07
2022/03/14 14:10	SABC News	Charity begins at home	14533.33
2022/03/14 14:38	RSG	Buy Local Expo	4994.00
2022/03/14 14:43	RSG	Buy Local Expo	122580.00
2022/03/14 15:55	SAFM	Proudly South African CEO	50318.00
2022/03/14 15:30	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	48533.33
2022/03/14 13:46	Channel Africa	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	1350.00
2022/03/14 00:00	The Presidency of the Republic of South Africa	President endorses Proudly SA Buy Local Summit and Expo	14513.58
2022/03/14 16:07	Thobela FM	Proudly South Africa live read	6123.00
2022/03/14 18:35	Power FM	Buy Local Summit and Expo	240960.00
2022/03/14 18:07	Munghana Lonene	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	13230.00
2022/03/14 18:24	Munghana Lonene	Proudly SA- Buy Local Summit	30492.00
2022/03/14 18:24	Munghana Lonene	Proudly SA- Buy Local Summit	30492.00
2022/03/14 18:06	Ligwalagwala FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	11275.00
2022/03/14 17:40	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	84466.67
2022/03/14 00:00	East Coast Radio	Agri economist explains Russia-Ukraine war's effect on SA food prices	53987.70
2022/03/14 18:06	SABC News	Local content framework to guide Gauteng GOVT on local manufacturing	103600.00
2022/03/14 18:45	Lesedi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	26593.00

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2022/03/14 18:35	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	40600.00
2022/03/14 19:06	SABC 1	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	328000.00
2022/03/14 16:41	Motsweding FM	Proudly South Africa live read	9163.00
2022/03/14 21:27	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	23733.33
2022/03/14 20:02	Newzroom Afrika	Proudly SA- Buy Local Summit	50633.33
2022/03/14 18:46	Motsweding FM	Proudly SA- Buy Local Summit	18900.00
2022/03/14 21:30	SABC News	Small business development Department Merging SEDA, SEFA, CBDA	118400.00
2022/03/14 18:15	Tru FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	6480.00
2022/03/14 18:15	Tru FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	6480.00
2022/03/14 15:00	Ukhozi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	31920.00
2022/03/14 18:11	Ikwekwezi FM	Proudly SA Buy Local Summit	1599.00
2022/03/14 18:37	Ukhozi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	60172.00
2022/03/14 19:08	You FM	Proudly South African 10th annual Buy Local Summit	1666.67
2022/03/15 06:02	Jozi FM	President endorses Proudly SA Buy Local Summit and Expo	5928.00
2022/03/14 19:30	You FM	Proudly South African's annual Buy Local Summit & Expo	53583.33
2022/03/15 07:09	SAFM	Proudly SA Buy Local Summit	5589.00
2022/03/15 08:37	Newzroom Afrika	Day two Buy Local Summit	37566.67
2022/03/15 09:28	SABC News	Proudly SA Buy Local Summit & Expo underway	120700.00
2022/03/15 09:28	Ukhozi FM	Proudly South Africa live read	24416.00
2022/03/15 05:42	Umhlobo Wenene	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	68973.00
2022/03/15 10:14	SABC News	President Cyril Ramaphosa addresses Buy Local Summit	52100.00
2022/03/15 00:00	Times Live	Buy local and help create jobs, says Ramaphosa	20624.76
2022/03/15 07:40	Channel Africa	SMMEs should be cornerstone of SA's economic recovery	2080.00
2022/03/15 11:15	SABC News	President Cyril Ramaphosa addresses Buy Local Summit	52000.00

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2022/03/15 00:00	South African Government News Agency	Choose to buy local: President Ramaphosa	18927.86
2022/03/15 10:40	Ikwekwezi FM	Proudly South Africa live read	2475.00
2022/03/15 00:00	Eminetra	Ramaphosa highlights the importance of producing and purchasing local goods to boost SA's economy – SABC News	9538.06
2022/03/15 09:12	Motsweding FM	Proudly SA Buy Local Summit	12264.00
2022/03/15 12:20	Lesedi FM	President Cyril Ramaphosa addresses Buy Local Summit	93564.00
2022/03/15 00:00	Sowetan Live	Buy local and help create jobs, says Ramaphosa	22455.36
2022/03/15 00:00	The Presidency of the Republic of South Africa	President Cyril Ramaphosa's pre-recorded message to the Proudly SA Buy Local Summit and Expo	42636.78
2022/03/15 06:11	Motsweding FM	Ramaphosa will today deliver a pre-recorded message to the Proudly SA Buy Local Summit and Expo	14308.00
2022/03/15 12:19	SABC News	The 10th Annual Buy Local Summit and Expo	10666.67
2022/03/15 00:00	Jacaranda FM	Ramaphosa says pandemic revealed SA's capacity for innovation, adaptation	7717.20
2022/03/15 06:17	Motsweding FM	SMMEs should be cornerstone of SA's economic recovery	52852.00
2022/03/15 00:00	South African Government	Deputy Minister Nomalungelo Gina announces Furniture Design Competition winners, 15 Mar	25913.52
2022/03/15 00:00	South African Government	President Cyril Ramaphosa delivers pre-recorded message to Proudly SA Buy Local Summit and Expo, 15 Mar	15668.64
2022/03/15 11:02	Newzroom Afrika	Proudly SA Buy Local Summit and Expo	52266.67
2022/03/15 00:00	Herald Live	Buy local and help create jobs, says Ramaphosa	22028.22
2022/03/15 00:00	Full View	Ramaphosa urges corporate South Africa to use locally made goods.	19916.26
2022/03/15 00:00	Southern Africa's Freight News	Don't be a yokel, buy local	23811.90
2022/03/15 13:25	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/15 13:43	Umhlobo Wenene	Day two Buy Local Summit	7682.00
2022/03/15 13:25	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/15 00:00	Power FM	Ramaphosa urges corporate South Africa to use locally made goods and services	3700.70
2022/03/15 13:41	SABC News	The 10th Annual Buy Local Summit and Expo	10000.00
2022/03/15 14:53	Radio 2000	Proudly South Africa live read	2394.00
2022/03/15 14:19	SAFM	Proudly South Africa live read	2412.00

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2022/03/15 15:37	5FM	Proudly South Africa live read	8646.00
2022/03/15 00:00	Rise FM	Buy local and help create jobs, says Ramaphosa	5213.16
2022/03/15 13:41	S3	The 10th Annual Buy Local Summit and Expo	7500.00
2022/03/15 00:00	Dispatch Live	Buy local and help create jobs, says Ramaphosa	10922.58
2022/03/15 10:46	Channel Africa	The 10th Annual Buy Local Summit and Expo	1458.00
2022/03/15 00:00	Eyewitness News (EWN)	Ramaphosa urges S.Africans to buy local as country tries to recover from COVID	15377.04
2022/03/15 00:00	News 365	Cyril Ramaphosa urges South Africans to buy local as country tries to recover from COVID	2907.84
2022/03/15 16:03	Vuma FM	Buy Local Summit	5750.00
2022/03/15 15:27	Thobela FM	Proudly South Africa live read	6594.00
2022/03/15 12:42	Channel Africa	Ramaphosa at Proudly SA Buy Local Summit and Expo	1656.00
2022/03/15 11:46	Channel Africa	The 10th Annual Buy Local Summit and Expo	1660.00
2022/03/15 16:43	SABC News	Choose to Buy Local	11333.33
2022/03/15 16:37	Newzroom Afrika	Proudly SA Buy Local Summit and Expo	27533.33
2022/03/15 16:12	Lesedi FM	Proudly South Africa live read	7854.00
2022/03/15 17:41	Lesedi FM	Proudly South Africa live read	7480.00
2022/03/15 18:43	SAFM	Nissan South Africa on Buy Local Summit	48093.00
2022/03/15 18:43	Thobela FM	Ramaphosa at Proudly SA Buy Local Summit and Expo	35178.00
2022/03/15 00:00	Free State News Online	Choose to buy local: President Ramaphosa.	16231.53
2022/03/15 19:43	ENCA	Proudly South African	138800.00
2022/03/15 18:21	Energy FM	Proudly South Africa live read	3960.00
2022/03/15 19:25	Kaya FM 95.9	Buy Local Summit & Expo	329117.00
2022/03/15 19:22	Rise FM	Ramaphosa at Proudly SA Buy Local Summit and Expo	6524.00
2022/03/15 00:00	Eyewitness News (EWN)	'Govt must create support for local businesses' - Ramaphosa at Proudly SA Buy Local Summit and Expo	4088.34
2022/03/15 18:13	Tru FM	Choose to Buy Local	9900.00
2022/03/16 00:00	Sowetan (Late Final)	Buy local and help create jobs, urges Ramaphosa	63925.93
2022/03/16 00:00	Daily Sun (Limpopo/Mpumalanga/North-West)	Cyril: Buy local to create jobs!	23449.50
2022/03/16 00:00	Daily Sun	Cyril: Buy local to create jobs!	18813.00

Publication Date	Media	Headline	AVE (Rands)
2022/03/18 00:00	Maritzburg Sun	Province targets unemployment in KZN	7369.20
2022/03/15 22:39	Newzroom Afrika	Buy Local Summit - Reset, Rebuild, Recover	55066.67
2022/03/16 00:00	Sowetan (Early Edition)	Buy local and help create jobs, urges Ramaphosa	63925.93
2022/03/16 00:00	Sowetan (Free State)	Buy local and help create jobs, urges Ramaphosa	26878.68
2022/03/16 00:00	Sowetan (KZN)	Buy local and help create jobs, urges Ramaphosa	26878.68
2022/03/18 00:00	Village Talk	PROVINCE TARGETS UNEMPLOYMENT IN KZN	5478.48
2022/03/15 15:26	Zibonele FM	Buy Local Summit & Expo	16886.35
2022/03/16 00:00	Eyewitness News (EWN)	Ramaphosa urges South Africans to buy local and support homegrown artists	15193.98
2022/03/16 08:32	SAFM	Proudly South Africa live read	5382.00
2022/03/16 08:32	SAFM	Proudly South Africa live read	5382.00
2022/02/01 00:00	International Hardware Retailer	LESCO Manufacturing Switch to a Proudly South African Product	9546.00
2022/03/16 00:00	Rising Sun (Mid South Coast)	Choose to buy local to support livelihoods: President Ramaphosa	19847.50
2022/03/16 00:00	Capital Newspapers	Province targets unemployment in KZN	7705.50
2022/03/16 00:00	94.7 (Highveld Stereo)	Ramaphosa urges South Africans to buy local and support homegrown artists	8632.80
2022/03/16 00:00	KZN Industrial & Business News	Buy local, Ramaphosa urges	26997.60
2022/03/16 07:11	Motsweding FM	Proudly South Africa live read	13140.00
2022/03/14 13:38	Newzroom Afrika	Buy Local Summit	62300.00
2022/03/16 10:20	Ikwekwezi FM	Proudly South Africa live read	2475.00
2022/03/16 11:46	Ikwekwezi FM	Proudly South Africa live read	2310.00
2022/03/16 13:22	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/16 00:00	94.7 (Highveld Stereo)	Ramaphosa urges South Africans to buy local and support homegrown artists	8632.80
2022/03/16 00:00	Head Topics	Ramaphosa urges South Africans to buy local and support homegrown artists	5189.10
2022/03/16 15:11	Lesedi FM	Proudly South Africa live read	7854.00
2022/03/16 00:00	Smile 90.4 FM	SA manufacturing sector has shown a lot of resilience over the past 2 years	2896.20
2022/03/16 00:00	Smile 90.4 FM	Ramaphosa: Buying local now more important than ever	3008.83
2022/03/16 15:12	SAFM	Proudly South Africa live read	5004.00
2022/03/16 17:47	SAFM	Proudly South Africa live read	5004.00

Publication Date	Media	Headline	AVE (Rands)
2022/03/16 16:09	Thobela FM	Proudly South Africa live read	5495.00
2022/03/16 17:51	Lesedi FM	Proudly South Africa live read	7667.00
2022/03/16 00:00	Daily Sun	Cyril: Buy local to create ispani	13729.50
2022/03/16 07:54	Energy FM	Proudly South Africa live read	4928.00
2022/03/16 19:01	Rise FM	Taking Care of Business show line up	672.00
2022/03/16 19:10	Rise FM	Proudly South African 10th Buy Local Summit and Expo	10724.00
2022/03/16 15:41	Ligwalagwala FM	Proudly South Africa live read	4725.00
2022/03/16 16:41	Ligwalagwala FM	Proudly South Africa live read	4650.00
2022/03/16 21:40	SABC News	How can the automotive sector help with SA's economic recovery.	80400.00
2022/03/17 00:00	Daily Sun On the Go (Free State Edition)	Ramaphosa: Let's buy local to create jobs!	13092.64
2022/03/17 00:00	Daily Sun On the Go (Western Cape Edition)	Ramaphosa: Let's buy local to create jobs!	13018.25
2022/03/17 00:00	Daily Sun On the Go (Eastern Cape Edition)	Ramaphosa: Let's buy local to create jobs!	13464.59
2022/03/17 00:00	Daily Sun On the Go (Kwazulu-Natal Edition)	Ramaphosa: Let's buy local to create jobs!	13985.32
2022/03/16 00:00	Whale Tales Blog	Unique New Proudly SA Cape St Blaize launched in Mossel Bay, named after lighthouse!	4157.16
2022/03/16 00:00	Whale Tales Blog	Corona Virus: Lockdown Journey Journal, Day 167 of Level 1, 16 March 2022	5175.24
2022/03/16 00:00	Business Link	Choose to buy local: President Ramaphosa	13374.36
2022/03/18 00:00	Public Eye (KZN)	Province targets unemployment in KZN	9491.85
2022/03/14 14:37	Newzroom Afrika	Buy Local Summit	39433.33
2022/03/11 00:00	Government Communications and Information System	Government activities for the week, 20 to 26 Aug	21192.84
2022/03/17 13:23	Lotus FM	Proudly South African Buy Local Campaign	9761.00
2022/03/17 00:00	AllAfrica	South Africa: What's Happening In South African News - March 17, 2022	8846.18
2022/03/17 00:00	J Afriq Radio Online	South Africa: What's Happening In South African News – March 17, 2022	5422.33
2022/03/17 00:00	Whale Tales Blog	SA Lockdown extended until 15 April, new regulations introduced!	2799.72
2022/03/18 00:00	The Africa	Deputy Minister Nomalungelo Gina announces Furniture Design Competition winners, 15 Mar	12231.45

Publication Date	Media	Headline	AVE (Rands)
2022/03/18 00:00	The Africa	President Cyril Ramaphosa delivers pre-recorded message to Proudly SA Buy Local Summit and Expo, 15 Mar	7116.48
2022/03/18 00:00	The Africa	Choose to buy local: President Ramaphosa	18557.21
2022/03/18 00:00	Bizcommunity	'Buy local' message more important than ever - Ramaphosa	63762.44
2022/03/18 00:00	Bizcommunity	'Buy local' message more important than ever - Ramaphosa	63762.44
2022/03/22 05:24	Channel Africa	Proudly South African 10th Buy Local Summit and Expo	8160.00
2022/03/19 00:00	Times of Eswatini	Buyine: local is also cool	24203.55
2022/03/23 00:00	iAfrica	SA's COVID-19 Regulations Further Eased	6883.80
2022/03/24 10:08	SABC News	Crossing live to the fourth South African Investment Conference	72200.00
2022/03/24 10:25	SABC News	Continue -- 1 of 1 -- Crossing live to the fourth South African Investment Conference	62900.00
2022/03/15 00:00	Limitless Beliefs News	Ramaphosa urges S.Africans to purchase native as nation tries to get well from COVID	4010.79
2022/03/25 00:00	Good Things Guy	Of the R774 billion committed, around R316 billion has so far been invested. Of the 152 investment pledges, 45 projects have been completed. A further 57 are under construction.	34025.67
2022/03/17 00:00	Afro 360	South Africa: What's Happening In South African News – March 17, 2022	45960.60
2022/03/28 11:22	Mafikeng FM	Focus on African Poncho	6656.00
2022/03/10 00:00	Sunday World	Unathi scoops new gig from Proudly South African	17030.70
2022/03/30 14:42	SAFM	Profile on Lesela Fashion	27001.00
2022/03/30 00:00	HVACR Online	South African businesses commit billions towards localisation to grow the economy	41927.04
2022/03/31 00:00	Business Report (Cape Times)	Is the National Treasury serious about job creation and campaign to buy local?	43688.10
2022/03/31 00:00	Business Report (The Mercury)	Is the National Treasury serious about job creation and campaign to buy local?	40131.90
2022/03/31 00:00	Business Report (Pretoria News)	Is the National Treasury serious about job creation and campaign to buy local?	93922.92
2022/03/31 00:00	Business Report (The Star)	Is the National Treasury serious about job creation and campaign to buy local?	93922.92
2022/03/15 17:47	E.TV News	Proudly South Africa	4533.33

Publication Date	Media	Headline	AVE (Rands)
2022/03/10 00:00	Engineering News	PSA summit to focus on localisation as a driver of economic recovery	26312.00
2022/02/28 00:00	IOL	Proudly South African 2022 Buy Local Summit and Expo to rebuild the economy	30143.88
2022/03/15 16:55	Radio 786	Proudly South African	4173.33
2022/03/11 08:12	Kaya FM 95.9	10th Annual Proudly SA Buy Local Summit and Expo	256727.50
2022/03/11 08:23	Kaya FM 95.9	Continue -- 1 of 1 -- 10th Annual Proudly SA Buy Local Summit and Expo	81255.50
2022/03/15 16:55	Radio 786	Proudly South African	4173.33
GRAND TOTAL			R29 686 855.00



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.

We have worked with more members to collaborate in sharing our “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.





DARLING[®]
SWEET
HANDCRAFTED
VIE



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;

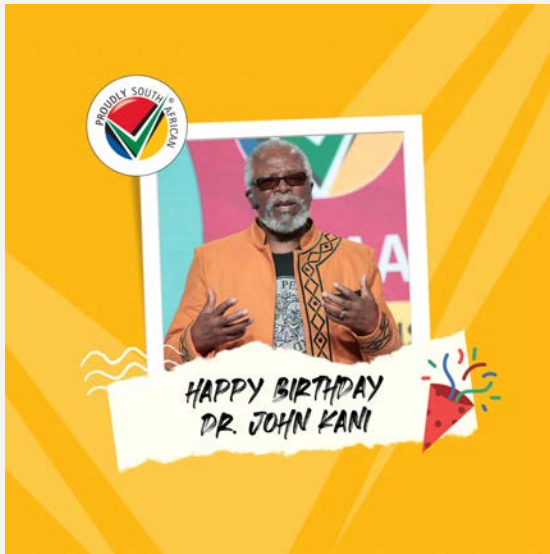
Illegal use of the logo results in a cease and desist letter sent by Proudly SA. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams. Cases are monitored with the law firm through monthly meetings, updates on open cases as well as new infringement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



Social Media E-cards

Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote events, special days, and honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand. Using social media platforms to engage a large audience group. Using the e-cards on platforms including LinkedIn, Twitter, Facebook, Instagram.





Celebrating local legends/ icons

We use this campaign to celebrate legends that have impacted the economy in various sectors.



Public Service Ombudsman

CELEBRATING LOCAL LEGENDS

LUCAS RADEBE

Support LOCAL soccer to create jobs

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL LEGENDS" is written in a bold, black, hand-drawn font. Below the text are two images: a soccer player in a white jersey and a man in a light blue suit. The name "LUCAS RADEBE" is printed below the images, and a black box at the bottom contains the text "Support LOCAL soccer to create jobs".

Public Service Ombudsman

CELEBRATING LOCAL LEGENDS

PI POWERS

Support local music to create jobs

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL LEGENDS" is written in a bold, black, hand-drawn font. Below the text are two images of women. The name "PI POWERS" is printed below the images, and a black box at the bottom contains the text "Support local music to create jobs".

Public Service Ombudsman

CELEBRATING LOCAL LEGENDS

ARCHBISHOP DESMOND TUTU

Supporting local communities

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL LEGENDS" is written in a bold, black, hand-drawn font. Below the text are two images of Archbishop Desmond Tutu. The name "ARCHBISHOP DESMOND TUTU" is printed below the images, and a black box at the bottom contains the text "Supporting local communities".

Public Service Ombudsman

CELEBRATING LOCAL ICONS

RIA LEDWABA

Support local soccer to create jobs

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL ICONS" is written in a bold, black, hand-drawn font. Below the text are two images of women. The name "RIA LEDWABA" is printed below the images, and a black box at the bottom contains the text "Support local soccer to create jobs".

Public Service Ombudsman

CELEBRATING LOCAL ICONS

YUSUF ABRAMJEE

Supporting local communities

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL ICONS" is written in a bold, black, hand-drawn font. Below the text are two images of men. The name "YUSUF ABRAMJEE" is printed below the images, and a black box at the bottom contains the text "Supporting local communities".

Public Service Ombudsman

CELEBRATING LOCAL ICONS

WENDY LUHABE

Support local businesses to create jobs

A poster with a yellow background and a torn paper effect. It features the Public Service Ombudsman logo in the top left. The text "CELEBRATING LOCAL ICONS" is written in a bold, black, hand-drawn font. Below the text are two images of women. The name "WENDY LUHABE" is printed below the images, and a black box at the bottom contains the text "Support local businesses to create jobs".

Local Fridays

A Proudly South African Instagram show that is designed to engage popular people to discuss local procurement topics





LOCAL FASHION POLICE

In a social media consumer activation which spoke to the CTFL sector, consumers were encouraged to post pictures of themselves wearing locally designed and/or manufactured clothing and tag Proudly South African via social media platforms (Facebook, Twitter & Instagram). This project aimed to increase the love and appreciation for local designers/clothing and to give the fashion business impetus to grow. Local fashion police David Tlale, Sandy Rogers, Ouma Tema and Paledi Segapo gave additional profile to the competition, as each of them is a high profile local fashion designer.

They are proud members of the campaign and supported this project by sharing the competition and advertising via their personal social media platforms.









REBUILD CAMPAIGN

In the wake of the civil unrest and looting in July, Proudly SA joined with SABC to create a campaign focussing on rebuilding our economy together. We created an ad as well as squeeze backs which ran on ALL SABC TV CHANNELS and radio stations.

Our goal was to design messaging that united a nation to support local and rebuild the economy.

LET US WALK THIS JOURNEY
HAND IN HAND.
LET'S REBUILD!

SABC

SA HAS BEEN TAKEN
TOO MANY STEPS BACK
LET'S REBUILD OUR ECONOMY NOW!

SABC

MZANSI
WE HAVE STOOD IN
SOLIDARITY BEFORE
WE CAN DO IT AGAIN!

SABC

Nkosi sikelel' iAfrica

SABC

LET'S REBUILD
OUR ECONOMY
TOGETHER

SABC

OUR UNITY
WILL PROTECT
JOBS IN
SOUTH AFRICA

SABC

Shop Local this BLACK FRIDAY



www.rsamade.co.za

BLACK FRIDAY

One of the biggest shopping days in the country's retail calendar, Black Friday has over the past few years captured the imagination of consumers. In response, more retailers and manufacturers offer significant discounts on their products to entice even greater levels of spending. With the advent of Covid-19, business have moved some of these deals online. Proudly SA's own online shopping platform, RSA Made has benefitted from this move and is an additional exposure and access to market platform for our members, especially valuable at this time of year. Proudly South African designed ecards as well as an electronic catalogue to encourage consumers to shop for Black Friday bargains on the RSAMade platform. #Support local during this festive buying season.

STAY CONNECTED ON A LOCAL NETWORK WITH A LOCAL CELLPHONE

mobitel SHOP LOCAL THIS BLACK FRIDAY

FOR BEER LOVERS

Mamelodi Lager is a superior lager inspired by its people's love and passion for their home. A perfectly balanced lager that is brewed with quality in mind.

MAMELODI LAGER

SHOP LOCAL THIS BLACK FRIDAY

THERE AND BACK

FOR THE LUGGAGE LOVER

SHOP LOCAL THIS BLACK FRIDAY

FIND YOUR DEALS, SPOIL YOURSELF

This year Black Friday belongs to you, not your partner, not your kids, this year is your year to spoil yourself and treat yourself with a little homecare.

Hisense SHOP LOCAL THIS BLACK FRIDAY

THE NEW XIAO PHONES

SOMETHING FOR EVERYONE

X Z S

xiaophones SHOP LOCAL THIS BLACK FRIDAY

WRAP YOURSELF UP WITH DUVIBUDDY

SHOP LOCAL THIS BLACK FRIDAY

duvibuddy

FESTIVE SEASON



In this campaign Proudly South African created artwork to highlight the upcoming festive season buying period, aiming to keep Proudly South African top of mind during this period and sway customers to purchase local groceries and gifts. Social media ecards were designed to promote the campaign as well as a festive season catalogue to showcase local member companies with gift ideas for everyone.

With increased usage of cell phones and consumers online for much of the day, the Campaign’s social media presence was maximized by creating a digital campaign for the festive season. Using Instagram, Facebook, Twitter & YouTube, the campaign reached a large audience which engaged with the content.






living lekker
LOCALLY

Shop local
wines this
festive season

www.rsamade.co.za

 **the dtic**
Department
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

 **RSA**
made

Be Proudly South African. Buy local to create jobs.



Shop local
wines this
festive season

www.rsamade.co.za

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Be Proudly South African. Buy local to create jobs.





2021

FESTIVE SEASON
gift guide

Be Proudly South African. Buy local to create jobs.



Festive Season



Black Friday

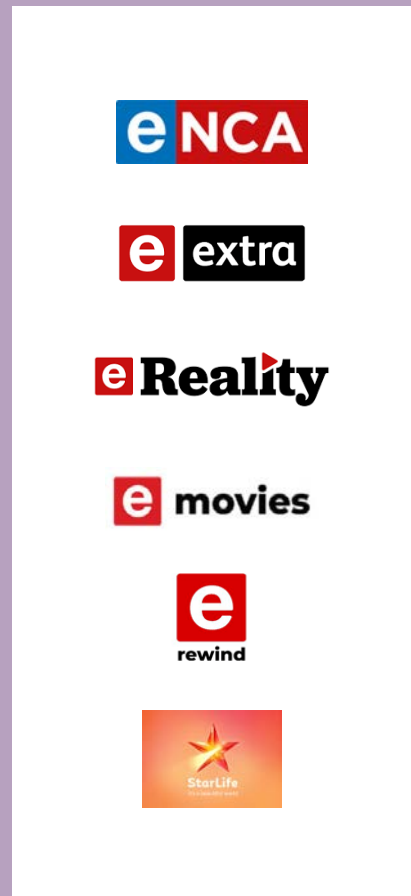
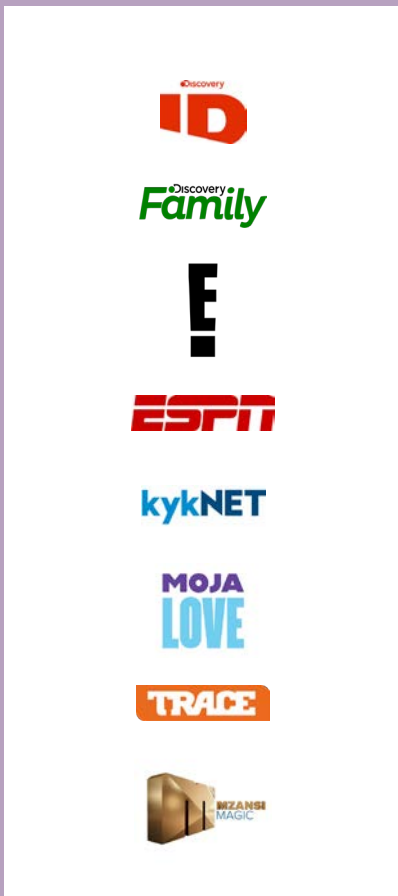


Back to School

TVC

Broadcaster channels

During this quarter Proudly South African ran a high impact, high reach above the line campaign to promote the buy local message. Proudly South African executed this through the creation of the Living Lekker Locally advert and ran that concurrently with the Game Time commercial. These ads ran through from November 2021 to January 2022 and were placed on various channels on Multichoice , SABC , and on the eTV bouquet, reaching millions of viewers.



DIGITAL MARKETING



Facebook campaign performed well with 5,529,717 impressions at a cost of R10.31 where the target was anything under R30.

We only received some of the Black Friday posts on Black Friday and therefore they did not gain the traction we would of liked, we need to receive the creative a few days before Black Friday.

One of our ads was disapproved as it was deemed to be about social issues, elections and politics and unfortunately with an appeal we still did not manage to get it live.

All the Facebook platforms performed within range of each other but audience network had the cheapest CPM with R9.84 followed by Facebook with R10,26 and lastly Instagram at R11.33.



On Twitter males and females performed within range of each other as males achieved a CPM of R23.22 and females R23.41

The Twitter campaign achieved 1,992,556 impressions at a cost of R23.32 where the benchmark was anything under R30.

The Tweets also achieved 286 likes, 53 retweets and 7 replies.

The video completion rates could be higher as some of the videos are deemed long for social media which leads to average play times that are only a couple of seconds long.



YouTube achieved over 1.6 million impressions (this is positively high above the KPI bought). Likewise, due to optimisations, the CPM target set has been reduced by almost 50%.

The campaign video achieved a CPV of R0.26. Over 1.9K users clicked on the ad after seeing it which illustrates campaign interest and engagement. The male audience is not only viewing the ad the most, but this audience is also engaging with and clicking on the ad the most. Users most engaged with the campaigns on a Monday, Thursday and Friday. The afternoon hours were also found to be the top performing hours of the day. Device performance indicates mobile as the top performing device platform. When it comes to impressions, the demographic who has most seen the ads is the 18-24 age group. However, the 25-34 and the 35-44 age group have mostly clicked on the ads to go through to the website. Ideally testing at least 3 video ads to target with different video lengths so we can see which ad length performs the best. Top performing ads can be cutt down to bumper ads Ads can have varying leangths

Based on the learning that the 35-44 audience interacts with the ads the most by clicking through to the website, we have increased bids on these audiences to see if we can serve even more impressions to them. We have increased bids on male audiences to test performance and have seen positive increases since.



SHOW LOVE

FOR YOUR COUNTRY

BUY LOCAL TO CREATE JOBS!

Join us at The Mall of Africa on the 12th of February for our *lovely* local activation!

100 prizes to be won!

Look out for the Proudly SA team at the Pick 'n Pay court

#livinglekkerlocally

PROUDLY SOUTH AFRICAN

#MatchMadeinMzansi *competition*

Tea and cake, cheese and wine
the *perfect* match!

Match more local items and win!

T's and C's apply

PROUDLY SOUTH AFRICAN

#MatchMadeinMzansi *competition*

WINNERS!

Tebogo Mokobori
Lisa Higginson
Mangaliso Ngomane

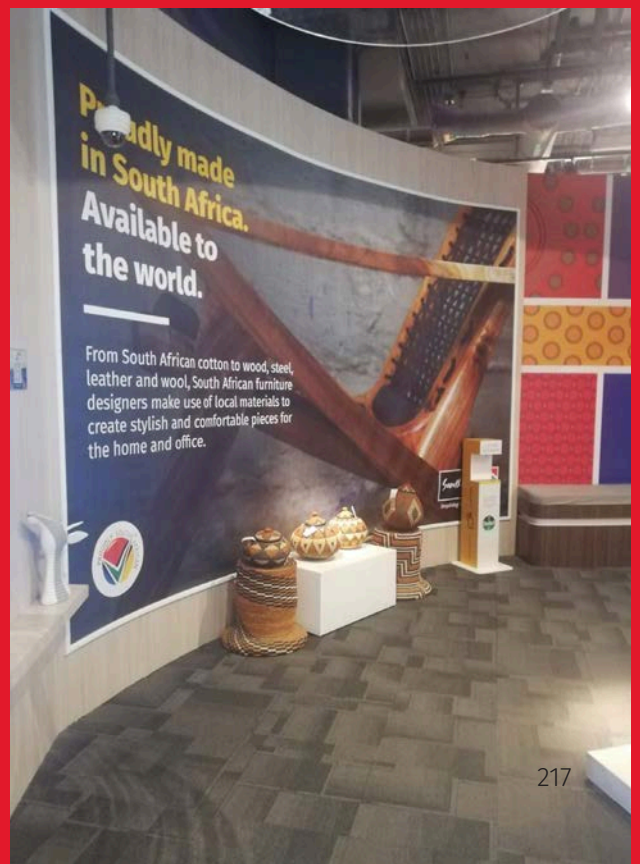
VALENTINE'S DAY

As part of our yearly Valentine's Day activation, the design team assisted the events team in the design work and branding of the event. Using a play on the special day as a play on the day to share love with south Africa and its brands.



**EXPO
2020
DUBAI
UAE**

We participated in the South African pavilion at the Dubai 2020 expo. We used the expo to showcase our local members and encourage investment in the South African brands and products.

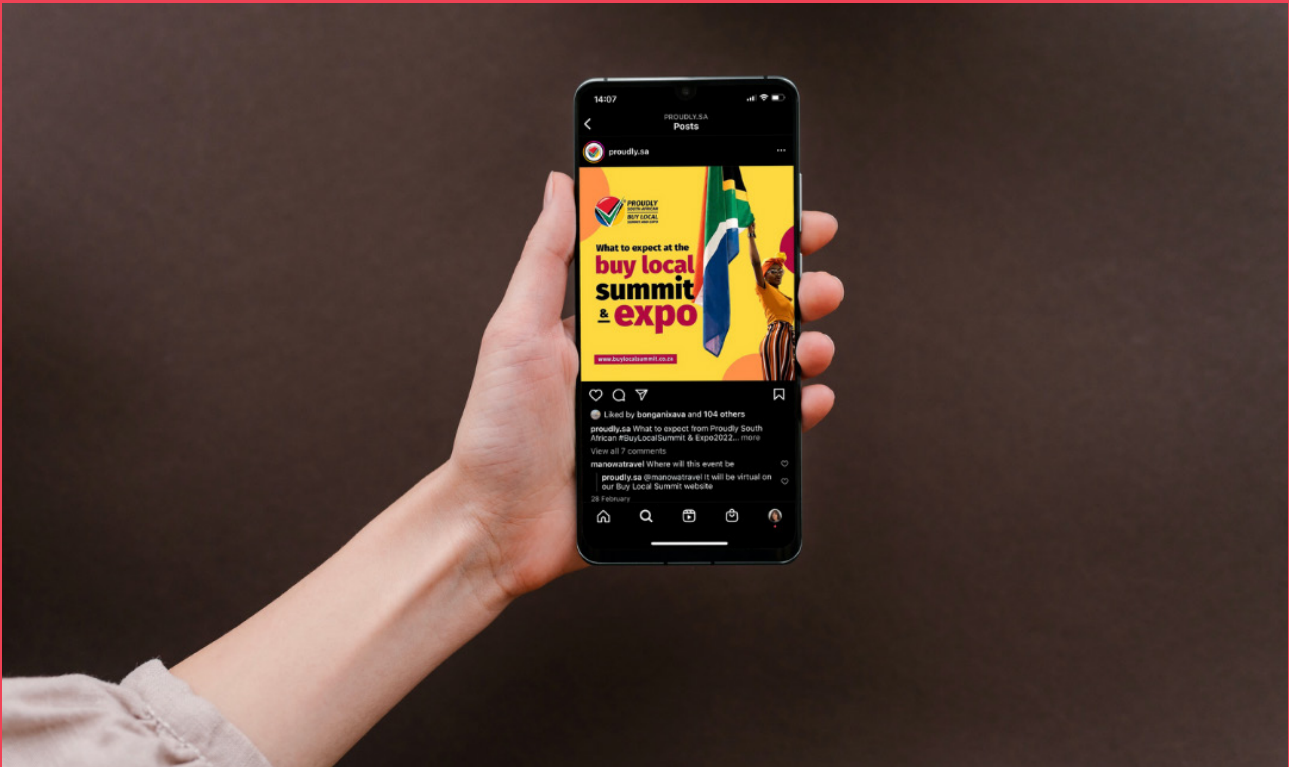


The Buy Local Summit & Expo 2022

All internal and external material and messaging was designed to promote the event and to amplify the buy local message. Both the above and below the line activities were used to promote the Summit. The design team worked on all the branding material and components for the Buy Local Summit including creating a new look and feel for the 9th annual event, the website, invitations, programmes, booklet and all other related material. The above the line campaign had a two-pronged message, to drive feet to the event and to create awareness about the campaign and its activities. There were two main drivers of advertising which included digital advertising as a billboard and mall advertising. Digital advertising extended across social media platforms including Twitter, Facebook, Instagram and LinkedIn as well as 3rd party advertising and programmatic. This fed into a targeted audience to whom we 'sold' attendance at the event. The results in terms of event registration were extremely good up until the point at which we halted registration and postponed the Summit. All branding channels performed well, including the digital billboards and mall advertising, generating registrations and awareness around the event and recognition of the Proudly South African brand on its own and of local brands by association.



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 SOUTH AFRICAN
virtual edition
buy local summit & expo
14 - 16 March 2022



PROUDLY SOUTH AFRICAN
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PROUDLY SOUTH AFRICAN
BUY LOCAL
SUMMIT AND EXPO

HAPPY NGIDI

SASHA MARTINENGO

South Africa's automotive industry is the largest manufacturing sector in our economy supporting approximately **457,000 jobs.**

14 March 2022 | Live online from 13:00

small business development
Department of Small Business Development
REPUBLIC OF SOUTH AFRICA

NISSAN

free registration: www.buylocalsummit.co.za



DON'T MISS!

The SA
Furniture Sector

Join us for a video on the SA Furniture sector and its importance to the local economy

showing on 15th March at 10:30 & 13:00

Free registration: www.buylocalsummit.co.za

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PROUDLY SOUTH AFRICAN
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Join us on the 15th March as we are entertained by comedian **Trevor Gumbi**, at the Buy Local Summit and Expo.

LOCAL FUNNY BUSINESS

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PROUDLY SOUTH AFRICAN
BUY LOCAL
SUMMIT AND EXPO

Mzansi, are you wearing LOCAL?

15 March 2022 | 16h30-17h30

GAVIN RAJAH
GAVIN RAJAH ATELIER

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PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

What every entrepreneur and business owner should know!

15 March 2022

RAMS MABOTE
ENTREPRENEUR AND BROADCASTER

small business development
Department of Small Business Development
REPUBLIC OF SOUTH AFRICA

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Register for the Buy Local Summit and stand a chance to win a

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Register for the Buy Local Summit and stand a chance to drive the New Nissan Navara SD for a weekend

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Register for the Buy Local Summit and stand a chance to win a RSA Made Voucher valued at

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PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

the business solutions hub is BACK!

Part of the Buy Local Summit and Expo 2022, this free programme on 16 March will allow you access to many local entities that can assist you with compliance, regulatory and finding issues related to your business.

These entities will share what role they play in the local business ecosystem and give expert advice that can benefit your business.

Look out for more information in the coming weeks.

www.buylocalsummit.co.za

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO





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.***





TFG

GIVING OUR FACTORIES A THUMBS UP

We manufactured and donated 300,000 face masks to help keep learners safe at school. The math is simple, more learners in the classroom equals a brighter future for our nation.

Visit tfglimited.co.za for more information.

TFG is made up of the following retail brands:

@home @homelivingspace AMERICANSWISS ARC+IVE clawa EXACT FABIANI L&L FOSCHINI GALAXY+CO G-STAR RAW hi Jet MARKHAM my world P&P RFO FACTORY S O D A sportscene STERNS XCALISPORTS

Made with love, in our TFG Prestige factories

ADVERTORIAL

TFG INVESTS IN THE FUTURE OF SOUTH AFRICA

TFG, a leading global retailer rooted in South Africa, is passionate about driving economic growth and prosperity through successful business practices. They are committed to investing in both the local retail and manufacturing infrastructure, as well as in skills development and job creation across the nation. This vision remains strong, even amid a challenging landscape.



The onset of the COVID-19 pandemic brought about profound global change, creating unprecedented uncertainty and placing tremendous strain on communities. TFG is well-positioned to do as much as possible to alleviate the fallout of this pandemic.

HOMEGROWN ADVANTAGE

More than a decade ago, as many retailers shifted to an off-shore supply chain, TFG swam against the tide and invested heavily in its local manufacturing capability. Over the past five years, TFG has worked with the South African government, the Department of Trade and Industry and Competition (DTIC) especially, to strategically create a diversified local supply chain. This investment reduced its reliance on China and other international suppliers and positively influenced local job creation and upskilling. This focused strategy has led to an increase in the contribution of their locally manufactured products. Five years ago, up to 80% of all TFG merchandise came from the East; today locally manufactured textiles has grown to a meaningful 35%, with the intent of significantly increasing this over the next few years.

TFG's Quick Response Manufacturing Innovation uses best of class manufacturing technology to create shorter lead times by using cutting edge production processes, lean manufacturing principles, IT systems and digitisation. This pioneering work has allowed the organisation to move away from the traditional 150 to 180 day international supply chain lead time to 35 to 40 days on average when locally produced. Further, it has the added benefit of protecting and insulating TFG margins in fast fashion apparel.

TFG's owned factories, within TFG Design and Manufacturing (TFGD&M), have seen significant growth due to retail demand for locally produced garments for Quick Response Manufacturing. The percentage of orders placed on Quick Response instead of other sourcing lead times has grown significantly over the last five years.




LOVE LOCAL

Supporting local means growing smaller businesses and empowering communities.



DUVET COVER BALE PACK EGYPTIAN COTTON 230 THREAD COUNT
R 1,549.00 - R 1,749.00

FITTED SHEET EGYPTIAN COTTON 230 THREAD COUNT
R 399.00 - R 589.00

FLAT SHEET EGYPTIAN COTTON 230 THREAD COUNT
R 429.00 - R 589.00



GRANNY GOOSE GOOSE DOWN STANDARD PILLOW INNER
R 1,999.00



GRANNY GOOSE BOX STITCH GOOSE DOWN DUVET INNER
R 4,499.00 - R 8,499.00



DUVET INNER GOOSE DOWN SUMMER SEASON
R 1,599.00 - R 2,599.00



LOVE LOCAL

DO YOUR PART TO UPLIFT OUR ECONOMY BY SUPPORTING THIS PROUDLY SOUTH AFRICAN BRAND





Hulett's[®]

Proudly South African Sugar

A little Hulett's sweetness goes a long way



**LOCALLY MADE
AND LOVED**

All of our most-loved
must-haves of the month
are made right here,
which is just one more
reason to love them.



Locally made and loved.



Your partner in
development finance

Your partner in
development finance



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nance

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You
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DC

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artner in
t finance

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South Africa's historic 360 year old winelands, are internationally renowned for its highest quality cultivars, aromas, flavours and tastes. This special unique wine Kit, brought to you by LaRicMal for your once in a lifetime experience, will give you the utmost pleasure in wine enjoyment, knowledge, taste and experience to fully appreciate South African Wines. Together, we grow the agricultural wine sector.

DESIGNED, DEVELOPED & PRODUCED BY LARICMAL WINES



**Proudly South
African Access
to Market
Localisation Tools**

03



PRIVATE SECTOR

Proudly SA is actively lobbying for localisation commitments from the private sector, and there are a number of tools in place to help facilitate offtake agreements:



1. Market Access Platform (MAP)
2. Proudly SA's Portals

1. Market Access Platform (MAP) www.mapcollaboration.com

Launched in August 2021, the main goal of the platform is to create a database of reliable local manufacturers and service providers from which businesses that have undertaken to increase their uptake of local products and services can procure. Businesses ("corporate buyers") utilising MAP will be able to rate listed suppliers, which means that the database is a source of local content and quality vetted companies. Members of Proudly SA are automatically eligible to be enlisted on MAP as "suppliers". This is yet another tool for matching supply and demand of locally-made goods and services for Proudly SA members.

Proudly SA has commenced with loading all willing Proudly SA member companies on MAP whilst it is constantly exploring ways to improve MAP in order to keep it current and to support Corporate Buyers' preferential procurement targets. Throughout the next financial year, efforts will be made to invite procurement officers from Corporate South Africa to enlist as Corporate Buyers on MAP.

Benefits of MAP:

Corporate Buyers will be able to:

- Find reliable and vetted localised and transformed suppliers
- Refer the participating Corporates' high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive
- Advertise procurement opportunities for the private sector
- Support the growth of their own high-performing suppliers
- Increase competitiveness in sourcing suppliers
- Reduce the cost of sourcing
- Rate services received from suppliers
- Record and monitor their localisation procurement commitments
- View the socioeconomic impact of their commercial activity with selected suppliers

Suppliers/member companies will be able to:

- Increase their visibility in a cross-industry marketplace – Access to Market
- Find other suppliers to procure from
- View tenders and RFQs when published for their specific industry
- Report on benefits derived from MAP

2. Proudly SA's Portals (www.proudlysa.co.za)

Background and Vision

In 2020, 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 housed on Proudly SA's website to heed the demand for locally-made PPEs in the pandemic. Developing industry and product-specific portals were also a mechanism for Proudly South African to support the Local Manufacturing Partnership that was created through the Business for South Africa Initiative by showcasing more than 60 manufacturers that were supported by this initiative to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

Purpose

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. Individuals interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country. 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.

Current Product Offerings

- face cloth masks
- face shields/visors
- sanitisers
- disinfectants and detergents

- medical PPEs vetted in accordance with the National Department of Health and SAHPRA/NRCS specifications:
 - disposable/plastic aprons
 - disposable/isolation gowns
 - surgical masks
 - FFP2 respirators
 - SAHPRA-licensed sanitisers
 - non-sterile examination, sterile and non-sterile surgical gloves
 - other textile PPEs that include scrubs, bonnets, boot covers, coveralls and shoe covers
- furniture

Stakeholders in Support of Proudly SA Portals

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 that formed a part of the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSU) and each body's membership base; the associations that form a part of the South African Revenue Services' industry-specific forums; as well as associations and industry bodies; Labour Unions; businesses that form part of the township economy; and Government Departments and Agencies including the dtic through its sector desks, Department of Small Business Development, the Eastern Cape Development Corporation, Special Economic Zones, and the Gauteng Growth and Development Agency, and National and Provincial Government, Local Municipalities, Metros and State-owned Enterprises.

Proudly SA will strengthen its reach in terms of advocating the support of these tools to the private sector at large. Association bodies such as the Franchise Association of South Africa, The National Association of Automobile Manufacturers of South Africa, the National Association of Automotive Component and Allied Manufacturers, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council and Mining Equipment Manufacturers of South Africa, the Agricultural Business Chamber of South Africa, the Institute of Plumbing South Africa and the National Hospital Network have committed to introduce these tools to their members to assist with their procurement choices.

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Stakeholders in the Private Sector

Proudly SA is participating in various activities to further drive localisation by presenting its localisation tools namely the Portals and MAP to obtain localisation commitments as the first step in securing offtake agreements:

1. Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies to make localisation commitments. Since then, Proudly SA has engaged the South African Petroleum Industry Association, Banking Association of South Africa, The National Association of Automobile Manufacturers of South Africa, National Association of Automotive Component and Allied Manufacturers, and the National Hospital Network to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders by industry to increase participation of this important and impactful initiative.

At Proudly SA's annual Buy Local Summit and Expo hosted at the Industrial Development Corporation in Gauteng 14 to 16 March 2022, localisation commitments were made by the following corporates:

- The Standard Bank
- OBC Retail
- Absa
- SAB (South African Breweries) Corporate
- TFG (The Foschini Group)
- PG Bison
- Nissan SA
- Aspen Pharmacare

On industry-level:

- NAAMSA (National Association of Automobile Manufacturers of South Africa)
- South African Canegrowers' Association

2. dtic Masterplans

Over and above Consumer Education, Proudly SA is working behind the scenes to lobby for localisation commitments from the private sector to drive demand (by securing offtake agreements).

Currently, Proudly SA is actively participating in:

- Retail-Clothing, Textiles, Footwear and Leather
- Sugar
- Poultry
- Furniture
- Creative Industries
- Steel

Through its partnerships, participation in the following masterplans will follow:

- Automotive through the National Association of Automobile Manufacturers of South Africa (NAAMSA)
- Plastics (through the dtic sector desk)
- Agriculture and Agro-processing Masterplan (through the Department of Agriculture, Land Reform and Rural Development)

3. dtic CEO Initiative and Localisation Support Fund Programmes

Proudly SA's Market Access Platform has been earmarked as a procurement tool for both the dtic CEO Initiative and the Localisation Support Fund Programmes. The dtic CEO Initiative seeks to drive import replacement of 42 products, whilst the Localisation Support Fund, funded by Coca-Cola Beverages South Africa, is identifying specific products to industrialise by unblocking hurdles from a technical viewpoint. Proudly SA is playing a supporting role in both endeavours by assisting the teams to earmark pilot projects and providing introductions to interested stakeholders (including labour, the private sector – including but not limited to retail, plastics, component manufacturers, the dtic).

4. Localisation Technical Working Committee (related to the work of the dtic CEO Initiative)

Participants of the Localisation Technical working Committee include Proudly SA (who initiated the forum following the 2018 Jobs Summit), Business Unity South Africa, the Manufacturing Circle, the Consumer Goods Council of South Africa, and Business Leadership South Africa. The team initially supported Proudly SA's Market Access Platform as the procurement tool of choice for localised and transformed suppliers, and three engagements were initially arranged to showcase MAP in 2020/2021 to the dtic Minister, BUSA (as the Nedlac business apex body) and the nominated CEO champions as part of the dtic CEO Initiative. With the appointment of a Project Manager by Business Unity South Africa, Proudly SA will continue to support this Committee in further driving import replacement.

Ask from Industry Champions (CEOs)

i) Delegate:

- Delegate responsibility for implementation to the Procurement Teams
- One identified point person to interact with PMO
- Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative

ii) Establish Supply and Demand:

- PMO will share the supply and demand template with all champions
- Champions should identify what internal / sectoral capacity they can mobilise
- Procurement teams to populate supply and demand template
- For each identified product, procurement teams should identify demand/supply data; manufacturing capacity/capability; opportunities; blockages; current initiatives

iii) Additional Support Required:

- Submit completed templates to the PMO
- Direct queries to the PMO

iv) Complete Template:

- Indicate support required. For example, sourcing of vetted localised and transformed suppliers
- The Market Access Platform (MAP) is available to Industry CEOs and Procurement Teams as a sourcing tool for localised and transformed suppliers

Agro-processing value chain	Health-care value-chains	Basic consumer goods
<ul style="list-style-type: none"> • Poultry • Sugar • Edible oils • Grains • Juice concentrates • Dairy products 	<ul style="list-style-type: none"> • Pharmaceuticals • Personal protective equipment • Ventilators • Other medical equipment 	<ul style="list-style-type: none"> • Clothing • Footwear • Home textiles • Televisions • Mobile phones • Other consumer electronics • Fridges, Stoves and Washing Machines • Household hardware products • Packaging material • Furniture
Capital goods	Construction-driven value-chains	Transport rolling stock
<ul style="list-style-type: none"> • Agriculture equipment • Mining equipment • Green economy inputs and components • Digital infrastructure inputs, components and equipment 	<ul style="list-style-type: none"> • Cement • Steel products • Plastic piping • Steel piping • Engineered products • Earth-moving equipment 	<ul style="list-style-type: none"> • Automobile assembly • Auto components • Rail assembly • Rail components

5. Localisation Partnerships

Proudly SA asks for Development Finance Institutions, entities/agencies such as the Special Economic Zones as well as State-Owned Enterprises to include a clause into loan/funding agreements that stipulates in some way a commitment to local procurement by the borrowing entity. Entities targeted include:

DFIs:

- Development Bank of Southern Africa
- Industrial Development Corporation
- Ithala Development Finance Corporation
- Land and Agricultural Development Bank of SA
- National Empowerment Fund
- SEFA Small Enterprise Finance Agency
- Independent Development Trust
- Gauteng Growth and Development Agency
- Northern Cape Economic Development, Trade and Investment Promotion Agency
- Cape Town and Western Cape Tourism, Trade and Investment Promotion Agency
- Eastern Cape Development Corporation
- Free State Development Corporation
- Limpopo Economic Development Agency
- SEDA Small Enterprise Development Agency
- Public Investment Corporation SOC Ltd
- Eastern Cape Parks and Tourism Agency

SEZs (through the SEZ CEO Forum):

- Dube TradePort
- OR Tambo
- Tshwane Automotive Special Economic Zone
- East London IDZ

SOEs:

- Eskom

Proudly SA is in the process of finalising agreements with the Industrial Development Corporation, the Eastern Cape Development Corporation and the Gauteng Growth and Development Agency.

6. Enterprise Supplier Development Localisation Initiative

In an effort to drive localisation, Proudly SA has become the access to market partner for various companies with ESD programmes. These partnerships seek to achieve:

- Prioritisation of local manufacturers/service providers for their ESD programmes
- Inclusion of localisation procurement commitments as a condition for beneficiaries
- Promote ESD programmes to the Proudly SA membership base
- Drive economic growth through joint localisation campaigns
- Award Proudly SA membership to qualifying beneficiaries in order for them to participate in other access to market opportunities (Proudly SA member benefits) to reduce reliance on a single corporate customer.

7. Department of Small Business Development (DSBD) Retail Programme

Proudly SA is supporting the DSBD in its retail programme:

- Collaboration to run joint Localisation Campaigns with DSBD, SEDA (Small Enterprise Development Agency) and SEFA (Small Enterprise Finance Agency)
- Beneficiary companies introduced to Proudly SA for membership
 - 18 out of 20 companies have taken up Proudly SA membership
 - 9 companies are already listed in retail stores namely, Dischem and Clicks
- Joint Campaigns are planned for the 9 companies now in retail stores in the next fiscal
 - through social media
 - through Proudly SA's Black Friday to Festive Season (social media and catalogue)
 - In-store launch of companies and their listed products
 - Others
- Department to Introduce Proudly SA to participating retailers to collaborate in terms of localisation
- Department to promote Proudly SA and its programmes, especially the Market Access Platform

8. External Stakeholder Forums**The South African Revenue Service Industry Stakeholder Forums**

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.

industries: alcohol, sugar and beverages, poultry, tyres, plastics, scrap metal, downstream steel, tobacco, petrol, furniture, clothing and textiles, and footwear and leather.

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 on the state of imports in the country with a view to decrease and eventually alleviate dumping of product on the shores of the country.

In 2020/2021, Proudly SA was 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 on industry-level. Efforts are currently underway to meet with the members of the associations present at these forums.

Similarly, Proudly SA is cultivating relationships with Harambee Youth Employment Accelerator, the Franchise Association of South Africa, and the Gauteng Department of Economic Development to participate in its stakeholder forums or other programmes in 2022/2023 and beyond.

9. Sector-specific engagements

Proudly SA hosted the National Hospital Network and its members at two procurement forums for medical PPE and other consumables in February 2022 to gain support for its portals and Market Access Platform.

At the Proudly SA Buy Local Summit and Expo held at the Industrial Development Corporation 14 to 16 March 2022, Proudly SA hosted three sector-specific events in Clothing, Textile, Footwear and Leather; Furniture; and Automotive to highlight the multiplier effect and the extensive value chains these sectors offer, and the vast number of jobs created by companies in this sector – all with a view to encourage the private and public sectors as well as consumers to procure locally-made equivalents to increase demand.

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities



Proudly SA is mandated to–

- advocate for the public sector to buy local in terms of the PPPFA through Designation; and
- influence for self-designation where possible.

Proudly SA is actively lobbying for localisation commitments from the public sector, and it has a number of tools and activities in place to help facilitate offtake agreements, or in the case of the State, self-designate:

1. Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation (within the public sector), Proudly SA has launched the Tender Monitoring Function in April 2017 which 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.

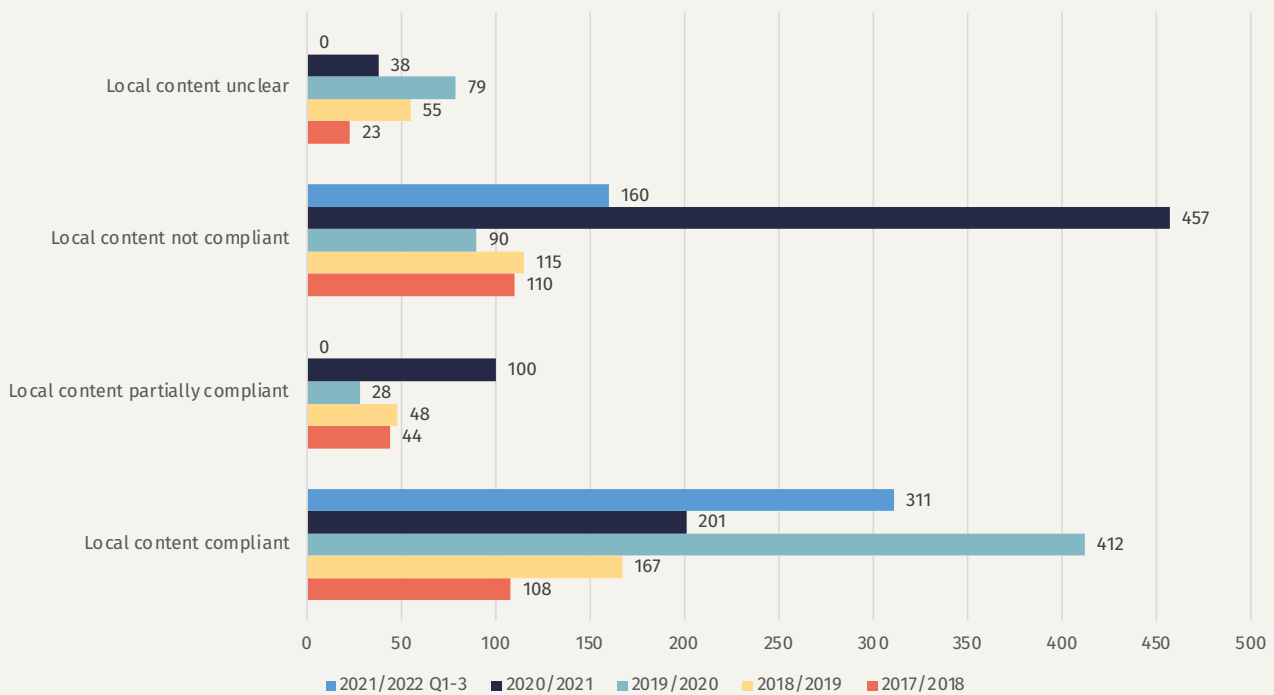
Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014
Working Vessels (Boats)	60%	01-08-2014
Residential Electrivity Meters and Water Meters	90%	01-08-2014
Steel Conveyance Pipes, Pipe Fittings and Special	80-100%	28-09-2015
Transformers and Shunt Reactors	10-90%	28-09-2015
Two Way Radio Terminals	60%	30-06-2016
Solar PV Components	15-90%	30-06-2016
Rail Signalling System	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar water Heaters	70%	19-07-2012
Fire Fighting Vehicle	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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		2021/2022 Q1-3
Local content compliant	108	167	412	201	Compliant	311
Local content partially compliant	44	48	28	100		
Local content not compliant	110	115	90	457	Not compliant	160
Local content unclear	23	55	79	38		
TOTAL	285	385	609	796		471
Percentage of tenders that are local content compliant	38%	43%	68%	25%		66%

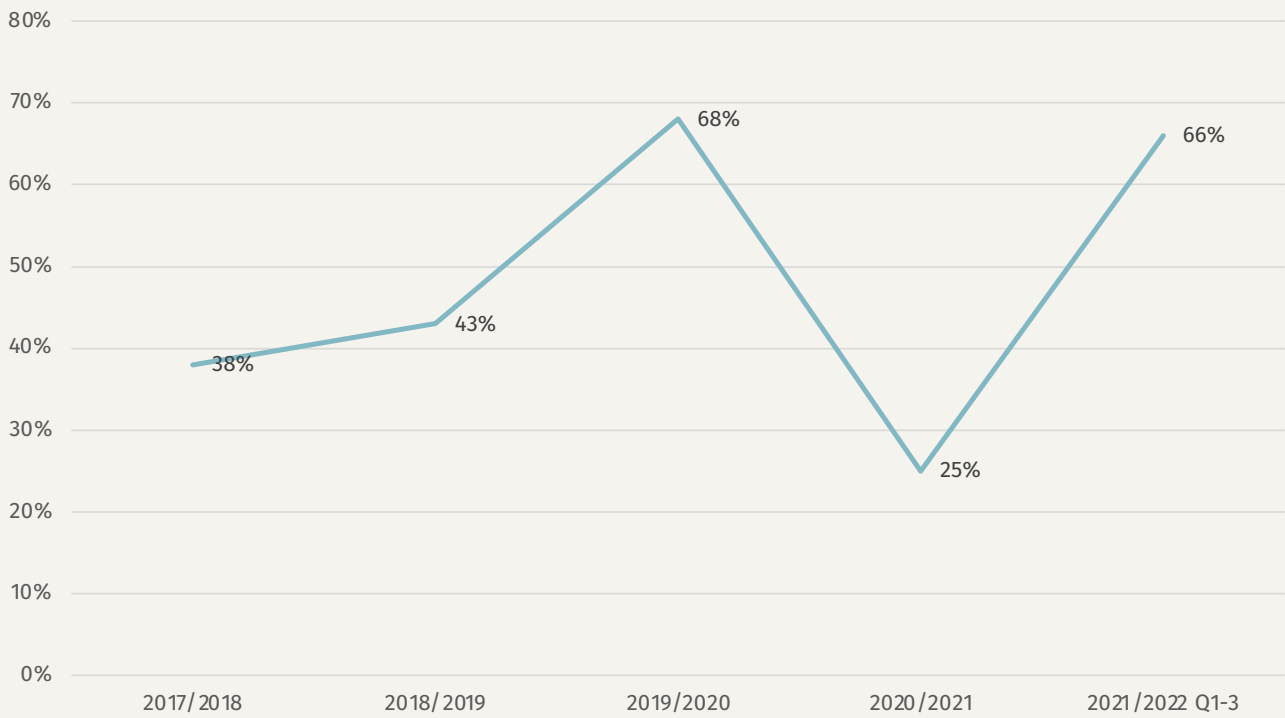
Comparison of the levels of compliance in tenders designated for local content between 2017/2018 and 2021/2022

TENDER MONITORING FUNCTION: COMPARISON OF LEVELS OF COMPLIANCE IN TENDERS DESIGNATED FOR LOCAL CONTENT FROM 2017/2018 TO 2021/2022



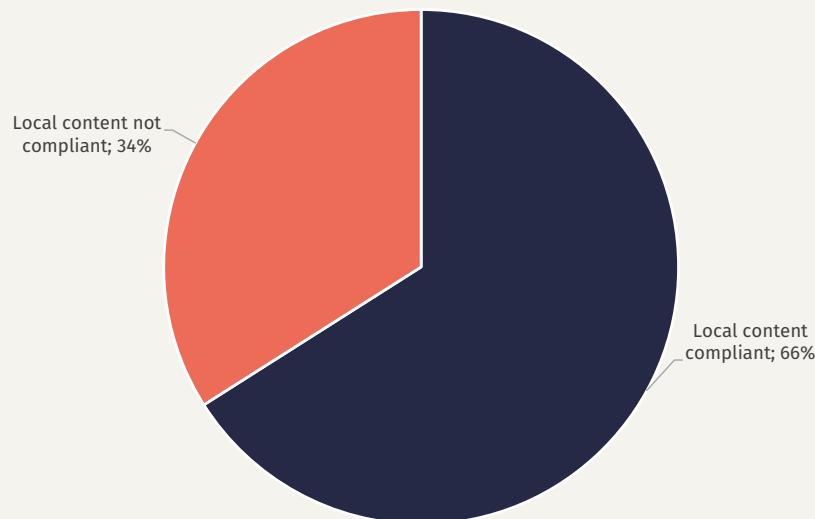
Comparison of levels of compliance of tenders designated for local content between 2017/2018 and 2021/2022

**TENDERS DESIGNATED FOR LOCAL CONTENT: COMPARISON OF LEVELS OF LOCAL CONTENT
BETWEEN 2017/2018 AND 2021/2022**



Local content compliance breakdown of tenders designated for local content in 2021/2022

TENDER MONITORING FUNCTION: LOCAL CONTENT COMPLIANCE BREAKDOWN OF TENDERS DESIGNATED FOR LOCAL CONTENT 2021/2022



1. Events – Public Sector Procurement Forums (education drive):

With the dtic Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA facilitates events to educate the public sector on the importance of localisation. Events are facilitate as per follows:

- 2.1 Provincial (all 9 provinces)
- 2.2 State-owned Enterprise Procurement Forum (one annually)
- 2.3 Metros (new activity)
- 2.4 Municipalities through SALGA (new activity)
- 2.5 National in partnership with National Treasury in 2022 (new activity)

2. Updating of Specifications

Piloting office furniture, Proudly SA is working with the dtic sector desk and industry to update specifications and revise the local content thresholds in designation to match what industry can supply.

3. SABS Local Content Verification

Proudly SA is participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform.



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
Committee
- 07 HR and Remunerations Committee
- 08 Social and Ethics Committee

Legislative & Governance Framework

01



Legislative and Governance Framework

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”), 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 a Non-Profit Company (NPC) which is substantially funded through the National Revenue Fund, via the Department of Trade, Industry and Competition (DTIC).

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, especially in so far as material matters such as Supply Chain Management, are concerned.

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 is 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 five (5) 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 in order 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

02



Relationship with the dtic

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.

About the Department of Trade, Industry and Competition

The Department of Trade, Industry and Competition (the dtic) was established after the merger of the Department of Trade and Industry and the Economic Development Department.

the dtic's Mandate

Vision

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

Mission

the **dtic's** Mission is to:

- Promote structural transformation, towards a dynamic industrial and globally competitive economy
- Provide a predictable, competitive, equitable and socially responsible environment, conducive to investment, trade and enterprise development
- Broaden participation in the economy to strengthen economic development
- 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
- Co-ordinate the contributions of government departments, state entities and civil society to effect economic development
- Improve alignment between economic policies, plans of the state, its agencies, government's political and economic objectives and mandate

Values

the **dtic's** Values are:

- Promotes the Constitution, with special reference to the chapters on human rights, cooperative governance and public administration
- It promotes decent work outcomes (more jobs as well as better jobs), industrialisation, equitable and inclusive growth and social inclusion
- Operational excellence – service delivery standards, international best practice, Batho Pele Principles, continuous improvement and ethical conduct
- Intellectual excellence – continuous shared learning, innovation, relevant knowledge and skills improvement and knowledge management
- Quality relationships – improved and continuous communication, honesty, respect, integrity, transparency, professionalism, ownership, leadership and teamwork

the dtic's Programmes

Programme 1: Administration

Purpose: Provide strategic leadership, management and support services to the department

Programme 2: Trade Policy

Purpose: Build an equitable global trading system that facilitates development by strengthening trade and investment links with key economies and fostering African development, including regional and continental integration and development cooperation in line with the African Union Agenda 2063.

Programme 3: Spatial Industrial Development

Purpose: Drive economic transformation and increase participation in industrialisation.

Programme 4: Industrial Policy

Purpose: Design and implement policies, strategies and programmes for the development of manufacturing and related economic sectors, and contribute to the direct and indirect creation of decent jobs, value addition and competitiveness, in both domestic and export markets.

Programme 5: Consumer and Corporate Regulation

Purpose: Develop and implement coherent, predictable and transparent regulatory solutions that facilitate easy access to redress and efficient regulation for economic citizens.

Programme 6: Industrial Financing

Purpose: Stimulate and facilitate the development of sustainable and competitive enterprises, through the efficient provision of effective and accessible incentive measures that support national priorities.

Programme 7: Trade and Investment South Africa

Purpose: Increase export capacity and support direct investment flows, through targeted strategies, and an effectively managed network of foreign trade office.

Programme 8: Invest South Africa

Purpose: Support foreign direct investment flows and promote domestic investment by providing a one-stop shop for investment promotion, investor facilitation and aftercare support for investors.

Programme 9: Competition Policy

Purpose: Develop and roll out policy interventions that promote competition issues, through effective economic planning, spatial implementation and aligned investment and development policy tools.

Programme 10: Economic Research

Purpose: Design and oversee socio-economic research, assess policy options and engage stakeholders to facilitate inclusive economic growth.

***The dtic_Proudly SA MoU key deliverables are as follows:**

The Policy Objectives contained in the Annual Performance Plan (APP) for Proudly South African for the financial year are as follows:

- To promote the buying of locally manufactured products and services and importance of country-of-origin labels.
- To roll out national campaigns and programmes to the public sector, the private sector, workers and consumers, to create awareness on the economy-wide benefits of local procurement, strategic sourcing and buying locally manufactured products;
- To develop a database listing locally produced products and services; and
- To promote the accessibility of locally made products and services, in order to increase the uptake thereof.

The roles and responsibilities of the dtic (as stipulated in the MoU):

- 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;
- Timely 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:

- 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;
- Subscribe to the principles of good governance and reassess its systems of governance on an ongoing basis;
- 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;
- Ensure that it has a code of ethics and code of conduct in place;
- 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
- Ensure that in determining the composition and functions of the Committees, Proudly South African will follow the guidelines of the King IV Report on Corporate Governance as well as the prescripts of the PFMA and the Act.
- Ensure that it implements an effective staff performance management system, and that any performance bonuses must be approved by the Board. In this 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.

Proudly SA Board & Board Committees' Reports

03



For the year ended 31 March 2022***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, being 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 five non-executive Board members, plus the Chief Executive Officer and Chief Financial Officer who attend by invitation. 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 had 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 had appointed the auditors, Vigil Chartered Accountants INC, to provide internal audit services, and their contract is ending on 31 March 2022. An RFP will be issued to start the process of appointing new internal auditors for a new 3-year period. 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. Siphon Ndebele
- Internal Audit Representatives – Vigil Chartered Accountants
- External Auditors – Rain Chartered Accountants
- Auditor General - Permanent Invitee
- Mr. Eustace Mashimbye: CEO - Permanent Invitee
- 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:

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

- Reduce the organisation's risks to an acceptable level;
- Meet the business objectives of the organisation;
- Ensure the organisation's assets are adequately safeguarded; and
- 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

04



The Finance and Procurement Committee provides strategic direction to the organisation by ensuring proper adherence to the 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

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

Procurement Function

- Ensure that Proudly SA's procurement policies are effective, efficient and that they are implemented and sustained;
- Recommend and approve procurement and sourcing strategies;
- Recommend the composition of Procurement Committees to the Board;
- Recommend to the Board any deviation or ratification that might be required from time to time in line with good governance;
- Recommend the appointment of any procurement structure as it deems necessary to the Board to perform a particular task; and
- 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
- Mr. Naresh Patel: Chief Financial Officer

Marketing Communications & Membership

05



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:

- Consider the Marketing and Communications strategies to be developed for the Campaign for recommendation to the Board;
- Recommend the appointment of any advertising or related agency enlisted to provide advertising and marketing related services to the Campaign;
- Monitor and ensure that the marketing activities, as approved for implementation, are implemented accordingly; and
- 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

06



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:

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

- Mr. Ashley Benjamin (Chairperson)
- Mr. Eustace Mashimbye: CEO
- Mr. Nndwakhulu Lawrence Bale
- Mr. Sipho Ndebele
- Adv. Priakumari Hassan
- Ms. Caroline Rakgotsoka
- Company Secretary - Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer
- Mr. Veresh Ramkalawan – Permanent Invitee

Social and Ethics Committee

07



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. Ndwakhulu Lawrence Bale
- Mr. Masonwabe Sokoyi
- Mr. Eustace Mashimbye: CEO
- Mr. Naresh Patel: Chief Financial Officer
- Ms. Jeannine van Straaten – Permanent Invitee
- Mr. Veresh Ramkalawan – Permanent Invitee



06

Performance information

01 Performance for the period 1 April 2021 to 31 March 2022



Performance for the period 1 April 2021 to 31 March 2022

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p>	<p>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:</p> <p>*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;</p>	<p>*Above-the-line – Buy Local/Buy Activism Campaign reaching at least 20 million consumers</p>	<p>*Reached in excess of 20 million consumers through:</p> <ul style="list-style-type: none"> Showcasing the Living Lekker Locally & Game Time campaigns on eTV platforms, SABC 1,2,3 as well as over 20 Multichoice platforms. A robust digital marketing plan that was rolled out to complement the TV campaigns. Implemented a robust PR roll-out plan. The Back-to-School campaign in January 2022. An extensive digital branding campaign for Proudly SA’s March 2022 Buy Local Summit & Expo. Utilization of external stakeholder platforms. 	
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p>	<p>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:</p> <p>*PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities;</p>	<p>PR & Below the Line Activities reaching at least 10 million consumers per annum;</p>	<p>*Reached in excess of 50 million consumers through</p> <ul style="list-style-type: none"> media releases, social media presence, media direct engagements, partnerships, e.g., SAMA’s, Media Monitoring analysis as well as external stakeholder engagements and/or events supported by Proudly SA. internal effort implemented by the PR department in support of the 10th Annual Buy Local Summit & Expo a robust PR presence throughout the festive season, Back-to-School Campaign and the 2022 Buy Local Summit and Expo. 	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	<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 targeted and hosted in tertiary institutions (in partnership with Wear SA and other organisations) and targeting basic education learners</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>*Increased awareness of the buy-local message in support of Heritage Month</p> <p>*Proudly SA CSI projects</p>	<p>*At least 6 Activations hosted annually</p> <p>*12 x Community and/or youth targeted Radio interviews/competitions or advertising campaigns per annum</p> <p>*8x campus Radio campaigns at tertiary institution (converted to Campus Radio interviews)</p> <p>Inclusion of Buy Local in the basic education syllabus</p> <p>*Participation in at least 4 virtual trade expos per annum;</p> <p>*Roll out of at least 1 Heritage month activities per annum</p> <p>*At least 1 CSI projects per annum</p>	<p>* 7 activations were conducted, i.e.: Local Fashion Police; 4-part series of Women in Leadership; Valentine's Day; Max Pro Golf Day; Furniture Activation at BLSE; Automotive Activation at BLSE and Ferguson Films/Multichoice visit.</p> <p>* Total of 11 Campaigns conducted with Boston Media House; VowFM for Factory visits and Youth Month; Rainbow FM; FMR; Link FM; Radio Laeveld; Impact Radio; Radio Zibonele; Radio Khwezi; Energy FM and 17 campaigns delivered for Vlack Friday and Festive Season.</p> <p>* Interviews conducted with VowFM; Unisa FM and Y-fm</p> <p>* Campaigns undertaken include: 1x competition campaign on VOWFM. 1x session with Boston Media House interviews. 1x radio interview on VOW FM. Drip Footwear, Monate Coffee, Elegante Jewellers and Nomganga Duo</p> <p>* A detailed letter from the CEO's office was sent to the Minister of Education accordingly. Discussions then took place followed by a Webinar on 23/11/2021 –Should Entrepreneurship be part of the curriculum in SA?</p> <p>* Participated in 6 expos: Local Brands, TEA Young & Creative; Rand Show Spring Edition in Fourways; Local Brands Expose; TEA Expo in Thembisa and Buy Local and Expo.</p> <p>* CTFL – Local Fashion Police in support of the Sectoral Masterplan</p> <p>Did not take place</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
<p>Increase procurement of local products and services in the public sector through increased engagements with the <u>public sector</u>.</p>	<p>Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through: *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with the dtic, EDD, SALGA, National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector *National, provincial and local departments visits – engagement with procurement officers *Presentation to officials in metropolitan councils—engage with local government on localisation *Presentation to officials in municipalities/district –engage with local government on localisation and utilizing it as part of district’s economic development *Proudly SA CSI projects *Tender Monitoring – Number of tenders/RFPs identified by Proudly SA’s system, issued for designated sectors/products by public sector entities *CSD Integration – an integration of the Proudly SA database with National Treasury’s CSD (Number of Proudly SA companies integrated with CSD)</p>	<p>*At least 1 presentation to SOEPF per annum *Presentation at 1 government’s SCM forum with Heads of procurement from various national government departments *At least 5 virtual Provincial Public Sector forums per annum *Presentation to at least 3 metropolitan council procurement forums per annum *At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum *At least 1 CSI projects per annum *At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum *Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2021/22)</p>	<p>*CEO attended and participated in SOEPF meeting. *A presentation took place in the Eastern Cape. *In excess of 7 Provincial Public Sector forums were conducted in KZN & Western Cape; Limpopo, Gauteng, Northern Cape, Mpumalanga and Mangaung, Bloemfontein *Two took place, namely Gauteng Metro and Ekurhuleni *1 took place with eThekweni Municipality Did not take place *2945 tenders/RFPs were identified and monitored *No member companies have been integrated with CSD to date *Development work has been finalised for both the CSD and Proudly SA systems to synchronise. National Treasury to confirm date of integration</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	<p>*Buy Local Summit – focusing on local procurement (consumers, private and public sectors)</p> <p>*Buy Local Expo – showing locally made products and services</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>*Virtual Buy Local Summit took place in March 2022</p> <p>*Virtual Buy Local Expo took place in March 2022</p>	
<p>Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA)</p>	<p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <p>*Presentations to BUSA, BBC and BLSA members plus Business Chambers;</p>	<p>*At least 1 presentation to the Apex business organisations e.g. BUSA, BBC and BLSA</p> <p>*Presentations to at least 8 business chambers, associations and/or industry events per annum</p>	<p>*Presented to the South African Sugar Association, Sasfed (South African Screen Federation), SEZ CEO forum – apex bodies and Harambee’s management team including all their stakeholder organisations (consisting of numerous associations). Also presented to BUSA Localisation Committee</p> <p>*Presented to the following:</p> <ul style="list-style-type: none"> • On 24th May 2021, as part of the TWC presented to the CEO Champions • The Franchise Association of SA • On 27th April 2021, presented to the SA Singapore Business Chamber • South African Poultry Association • 20 manufacturers of PPE ahead of a webinar with National Hospital Network • Harambee • National Association of Automobile Manufacturers of SA, and • SAFI and their members <p>*PPC Ltd (cement company) and Innovative Water Care SA Holdings and SAPPI joined as members of the campaign</p> <p>*Virtual Buy Local Summit took place in March 2022</p> <p>*Virtual Buy Local Expo took place in March 2022</p>	<p>*Presentations made to Ford, Dis-chem and Clocks for possible collaboration</p>
	<p>*Local Procurement Partnerships with large retailers and / or manufacturers;</p> <p>*Buy Local Summit – focusing on local procurement (consumers, private and public sectors)</p> <p>*Buy Local Expo – focusing on local procurement (consumers, private and public sectors)</p>	<p>*Partnerships with at least 2 major retailers/manufacturers per annum</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo to be held per annum (virtual or otherwise);</p>		

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	<p>*Sector Specific Workshops</p> <p>*Business Forums with dtic and other strategic partners</p> <p>*Business Forums with dtic and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose</p>	<p>*2 x sector specific engagements per annum</p> <p>*12 business forums (webinars) per annum, targeting the private sector</p> <p>*12 business forums (webinars) per annum, targeting the private sector</p> <p>*Participation in at least 4 virtual trade expos per annum</p> <p>*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p>	<p>*Hosted a furniture webinar to launch furniture portal. Participated at the Dubai Forestry Forum (webinar). Sector specific workshops were also hosted at the Buy Local Summit and Expo, namely, clothing, textile footwear and leather; automotive; and furniture. Another forum was hosted addressing locally-made school uniform.</p> <p>*Hosted a furniture webinar to launch furniture portal. Participated at the Dubai Forestry Forum (webinar). Sector specific workshops were also hosted at the Buy Local Summit and Expo, namely, clothing, textile footwear and leather; automotive; and furniture. Another forum was hosted addressing locally-made school uniform.</p> <p>*Total of 15 forums were held, namely:</p> <ul style="list-style-type: none"> • Pivot your business • Importance of Entrepreneurship • Youth in Manufacturing • Youth in Mining • National Wine Day value chain • Local value chain • Sustaining Jobs: Together we can all play a part • Re-Building, Re-Setting, Re-Newing • The prospects for economic growth & job creation post-civil unrest • How to revive the township economy • Building a transformed, resilient, and sustainable tourism sector through localisation • RSA Made masterclass • Rebuilding local in the private sector: Heeding the call for increased localisation in SCM • Should entrepreneurship be part of the curriculum in SA? • Clothing, Textile, Footwear and Leather webinar • SA School Uniform: Supply and Demand Dialogue • Multinationals: how they continue to create local jobs <p>*Participated in physical trade shows namely, Young & Creative TEA Expo and the Local Brands Expo, Rand Show Fourways, Spring Edition and Proudly SA's Buy Local Expo 2022</p> <p>*Successfully hosted a webinar to 60+ local PPE manufacturers to ensure their participation in MAP ahead of the webinar with the National Hospital Network to secure private sector support in their procurement processes with MAP.</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	<p>*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p>	<p>*Secure new localisation commitments from at least 4 major corporates per annum</p> <p>*Secure new localisation commitments from at least 4 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p> <p>*Implementation of Import Replacement in at least one key industry/product per annum</p>	<p>*National Hospital Network (using Proudly SA portals and MAP)</p> <p>*An industry localisation commitment was secured for the automotive industry at the Buy Local Summit and Expo by the National Association of Automobile Manufacturers</p> <p>*Localisation commitments were secured from 8 corporates namely: Standard Bank, ABSA, OBC Retail, SAB (South African Breweries) Corporate, TFG (The Foschini Group), PG Bison, Nissan SA & Aspen Pharmacare</p> <p>*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.</p> <p>* Worked with the task team and Technical Working Committee, shoes (components) have been identified.</p>	
<p>Brand Management Brand research - Development of a scientific basis for local procurement</p>	<p>*Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers;</p>	<p>*Brand or Consumer Research undertaken at least once per annum</p>	<p>*Did not take place</p>	<p>* A service provider was appointed in Q3 and the research is underway, to be completed by the end of Q4.</p>

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	*Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*At least 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	<ul style="list-style-type: none"> * Surveys done on the following forums (webinars): <ul style="list-style-type: none"> • Pivot your business • Importance of entrepreneurship as country battles unemployment • Is the South African Youth, Job market ready? • 4-part series of Women in Leadership Events & All 4 Webinars during the quarter in review. • Clothing, Textile, Footwear and Leather webinar • SA School Uniform: Supply and Demand Dialogue • Multinationals: how they continue to create local jobs webinar 	
Brand Compliance and IP. Effective management of Proudly SA intellectual property	*Percentage of successfully executed letters of demand and court actions against identified transgressors	<ul style="list-style-type: none"> * 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 	<ul style="list-style-type: none"> * 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 Growing the database of South African supplier products and services for local procurement	<ul style="list-style-type: none"> * To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products * Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders * Grow the number of companies registering on the database. 	<ul style="list-style-type: none"> * Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS * 750 new products and/or services registered 	<ul style="list-style-type: none"> * Participated in 28 Customs & Excise industry stakeholder forums including sugar, tobacco, downstream steel, tyre, scrap metal, beverage, alcohol, furniture, clothing and textiles. * 839 new products and/or services registered. 	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
<p>*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products</p>	<p>*Promotion of database to both the public and private sector through workshops / regular communiqué (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.</p>	<p>*Promotion of database to at least 5 virtual provincial public sector forums (engagements)</p>	<p>* Database was presented at the following Provincial Public Sector Forums: KZN, Western Cape, Limpopo, Gauteng, Mpumalanga, Northern Cape and Mangaung in Free State</p>	
<p>Strengthening Media relations, PR and social media</p>	<p>*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof</p> <p>*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)</p> <p>*Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media</p>	<p>*Promotion of database to at least 12 provincial business forums (webinars) targeted at the private sector per annum</p> <p>*Promotion of database to at least 8 business association or chambers or at industry specific events</p>	<p>*The database was presented at 15 virtual Business Forums (webinars)</p> <p>*Presented the database to the SA Singapore Business Chamber, members of the Franchise Association of South Africa, South African Poultry Association, South African Sugar Association and their members (SA Canegrowers, SA Millers Association, South African Farmers Development Association), SEZ CEO Forum, South African Screen Federation (and all their members), Automotive, Sugar, CTFL and Creative Industries through our Women's Day events, Harambee, Electoral Commission, NAAMSA, Eastern Cape Development Corporation and the National Hospital Network.</p> <p>*100% achieved</p> <p>*Total of 61 press releases issued</p>	
		<p>*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders</p> <p>*Press releases At least 36 press releases and or opinion pieces per annum</p> <p>*Media engagement *At least 48 media engagements per annum</p>	<p>*Total of 64 media engagement were achieved including SABC, Newzroom, 702, Kaya FM, eNCA, VOW, Ligwalagwala, RSG, Motheo, Algoa, VCR, GCIS.</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
	<p>*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p> <p>*Increase following on social media platforms and increase in publicity</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p> <p>*Number of members recruited and retained</p>	<p>*Social Media activities daily</p> <p>*Increase following on all social media platforms by 2% per annum</p> <p>*Valentine's Day activation 1x per year on Valentine's day</p>	<p>*Daily updates on Twitter, Facebook & Instagram resulted in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 180000 followers and Facebook has more than 44000 followers & Instagram has more than 15000 followers</p> <p>*Following grew 15.4% for the 2021/22 financial year</p> <p>*Valentine's Day activation hosted at Mall of Africa</p>	
Retention and Recruitment Members		<p>*Recruit at least 300 new members for the year</p> <p>*Retain at least 80% of all members due for renewal for the year</p>	<p>*Total of 327 fully paid-up new members recruited during the year</p> <p>*An annual average of 78% of all members due for renewal renewed membership.</p>	<p>*Slower renewal by members due to tough economic conditions</p>
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	<p>*Percentage of processing of all financial transactions done accurately and correctly at all times</p>	<p>*100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit report for 2020/21 financial year end audit – Annual Financial Statements</p>	<p>*Obtained unqualified audit report for 2020/21. All financial transactions correctly and accurately processed during each quarter</p>	
Risk Management	<p>*Approved annual strategic risk register and quarterly risk management reports</p>	<p>*100% compliance.</p>	<p>*Risk management quarterly reports submitted to all Audit and Risk Committee meetings</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	Reason for Variance
<p>*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)</p>	<p>*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually</p>	<p>*20% growth in number of products and/or services registered on the platform per annum</p>	<p>*Average of 19.6% year on year increase in number of products registered.</p>	
<p>*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans)</p>	<p>*Growth in sales of products on the online shopping platform (RSA Made)</p> <p>*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans</p>	<p>*20% growth in sales on the RSA Made platform year on year</p> <p>*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum*</p>	<p>*53,8% quarter on quarter decline</p> <p>*Supported clothing, textiles, footwear and leather masterplan, as well as poultry, sugar, forestry, furniture and automotive.</p>	
<p>*Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA</p>	<p>*Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries</p>	<p>*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries</p>	<p>*Participated in the Dubai 2020 Expo where member companies exhibited their products</p>	
<p>*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers</p>	<p>*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones</p>	<p>*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)</p>	<p>*Presented to the SEZ CEO forum whereby specific SEZs will be targeted as a pilot project. Approached the Saldanha Bay IDZ for a partnership –the first activation took place at the 2022 Buy Local Summit and Expo</p>	

Output	Performance Measure or Indicator	Annual Targets	Actual Achievement for 2021/22	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	*Organogram with positions informed by the organisational strategy and aligned completely	*Organogram fully aligned (100%) to the strategy	
Performance Management	*Percentage of critical positions filled Performance management system to set and evaluate performance targets and levels every 4 months	*All (100%) critical positions filled at all times *Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2020 to July 2021.	*All critical positions filled as at year end *100% Compliance	
Quality Management System in place	*ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	*QMS system based on ISO9001 of 2015 Standard in place 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	





07

Audited financial statements

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- 02 Directors' Responsibilities and Approval
- 03 Independent Auditors' Report
- 04 Directors' Report
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- 06 Statement of Financial Performance
- 07 Statement of Changes in Equity
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- 09 Accounting Policies
- 10 Notes to the Annual Financial Statements
- 11 Detailed Income Statement

General Information

01



Proudly South African
(Registration number 2001/021636/08)
Annual Financial statements
for the year ended 31 March 2022

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,
M. Lale – [BCom, MBL]

These Annual Financial Statements were authorised by the
Board of Directors on 5th August 2022

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2022

Company registration number	2001/021636/08
Country of incorporation and domicile	South Africa
Nature of business and principal activities	Buy Local Campaign
Directors	H. Gabriels (Chairperson) E. Mashimbye (CEO) M. Lawrence S. Eppel Dr S. Nicolaou Adv. P. Hassan Dr. T. Makube A. Benjamin N. Bale T. Tshefuta M. Sokoyi C. Rakgotsoka L. Seftel S. Ndebele J. Scholtz
Registered office	23 Sturdee Avenue Rosebank 2196
Business address	23 Sturdee Avenue Rosebank 2196
Postal address	P O Box 1062 Saxonwold 2132
Bankers	Nedbank
Auditors	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 and Approval	284
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Directors' Report	290-293
Statement of Financial Position	294
Statement of Financial performance	296
Statement of Changes in Equity	298
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The following supplementary information does not form part of the Annual Financial Statements and is unaudited:	
Detailed Income Statement	320

Directors' responsibilities & approval

02



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.

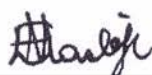
The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial 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.

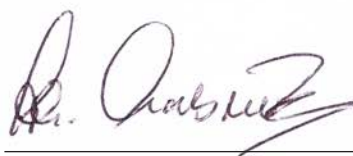
The external auditors are responsible for independently reviewing and reporting on the company's Annual Financial Statements.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 287 to 289.

The Annual Financial Statements set out on pages 295 to 321, which have been prepared on the going concern basis, were approved by the Board of Directors on the 5th August 2022 and signed on its behalf, by:



Mr. Eustace Mashimbye
(Chief Executive Officer)



Mr. Howard Gabriels
(Chairman)

Independent Auditor's Report

03





Independent auditor's report to the board of Proudly South African

Report on the audit of the financial statements

Opinion

1. We have audited the financial statements of Proudly South African set out on pages 11 to 27, which comprise the statement of financial position as at 31 March 2022, the statement of financial performance, statement of changes in equity and statement of cash flows for the year then ended, as well as notes to the financial statements, including a summary of significant accounting policies.
2. In our opinion, the financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2022, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act, 2008 (Act No. 71 of 2008).

Context for opinion

3. 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 of our report.
4. We are independent of Proudly South African in accordance with Independent Regulatory Board for Auditors' *Code of Professional Conduct for Auditors* (IRBA Code) and other independence requirements applicable to performing audits of financial statements in South Africa. We have fulfilled our other ethical responsibilities in accordance with the IRBA Code and in accordance with other ethical requirements applicable to performing audits in South Africa. The IRBA Code is consistent with the corresponding sections of the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (Including International Independence Standards)*.
5. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of management for the financial statements

6. Management is responsible for the preparation and fair presentation of the financial statements in accordance with the International Financial Reporting Standard on Small and Medium-sized Entities and the requirements of the Companies Act, No. 71 of 2008, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.
7. In preparing the financial statements, management is responsible for assessing Proudly South African'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 management either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

8. 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 ISAs 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.
9. 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

10. The entity is not required to prepare a report on its performance against predetermined objectives, as it does not fall within the ambit of the PFMA and such reporting is also not required in terms of the entity's specific legislation.

Report on the audit of compliance with legislation

11. In accordance with the PAA and the general notice issued in terms thereof, we have a responsibility to report material findings on the entity's compliance with specific matters in key legislation. We performed procedures to identify findings but not to gather evidence to express assurance.
12. We did not identify any material findings on compliance with the specific matters in key legislation set out in the general notice issued in terms of the PAA.

Other information

13. Management is responsible for the other information. The other information comprises the information included in the annual report, which includes the directors' report, the audit

committee's report and the company secretary's certificate as required by the Companies Act, 2008 (Act No. 71 of 2008) (Companies Act). The other information does not include the financial statements and the auditor's report.

14. Our opinion on the financial statements and compliance with legislation do not cover the other information and we do not express an audit opinion or any form of assurance conclusion on it.
15. In connection with our audit, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated.
16. After we receive and read the other information and if we conclude that there is a material inconsistency, we are required to communicate the matter to the accounting authority and request that the other information be corrected. If the other information is not corrected, we may have to retract the auditor's report and re-issue an amended report as appropriate. However, if it is corrected this will not be necessary.

Internal control deficiencies

17. We considered internal control relevant to our audit of the financial statements however, our objective was not to express any form of assurance on it.
18. We did not identify any significant deficiencies in internal control.

Auditor tenure

19. In terms of the IRBA rule published in Government gazette number 39475 dated 4 December 2015, we report that RAIN Chartered Accountants Incorporated has been the auditor of Proudly South African for three years.



RAIN Chartered Accountants Incorporated
Chartered Accountants (SA)
Registered Auditor
Per: I.E. Pierce
Johannesburg
11 August 2022

Directors' Report

04



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 2022 financial year was R5 763 771 (2020: R4 126 026).

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 R41,5m for the 2022/23 financial year, and increased allocations of R41,9m and R43,8m for the 2023/24 and 2024/25 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



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



www.proudlysa.co.za | [@ProudlySA](https://www.instagram.com/ProudlySA)

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)	2022	2021
Assets			
Non-Current Assets			
Property, Plant and Equipment	2	1 335 981	891 418
Intangible Assets	3	1 608 344	78 344
		<u>2 944 325</u>	<u>969 762</u>
Current Assets			
Inventories	4	94 222	99 451
Trade and other receivables	5	1 828 681	3 659 157
Cash and cash equivalents	6	18 183 733	10 204 130
		<u>20 106 636</u>	<u>13 962 738</u>
Total Assets		<u>23 050 961</u>	<u>14 932 500</u>
Equity and Liabilities			
Equity			
Retained Income		<u>16 471 884</u>	<u>10 708 112</u>
Liabilities			
Non-Current Liabilities			
Deferred Income	9	1 154 095	238 761
Current Liabilities			
Trade and other payables	8	3 347 044	2 079 065
Deferred Income	9	1 256 415	1 365 115
Provisions	7	821 523	541 447
		<u>5 424 982</u>	<u>3 985 627</u>
Total Equity and Liabilities		<u>23 050 961</u>	<u>14 932 500</u>

Statement of Financial Performance

06



Figures in Rand	Note(s)	2022	2022
Revenue	10	50 148 709	42 123 789
Cost of sales	11	(5 229)	(2 676)
Gross Surplus		50 143 480	41 121 113
Operating Expenses		45 275 376	38 644 898
Operating surplus	12	4 868 104	3 476 215
Investment income	13	898 515	649 811
Finance costs	14	(2 848)	-
Surplus/(deficit) for the year		5 763 771	4 126 026
Other Comprehensive income		-	-
Total Comprehensive surplus/(deficit)		5 763 771	4 126 026

Statement of Changes in Equity

07



Figures in Rand	Accumulated Surplus	Total Equity
Balance at 01 April 2019	7 121 682	7 121 682
Changes in equity		
Total surplus for the year	4 126 026	4 126 026
Prior year adjustment	(539 596)	(539 596)
Total changes	3 586 430	3 586 430
Balance at 31 March 2020	10 708 112	10 708 112
Changes in equity		
Total surplus for the year	5 763 771	5 763 771
Total changes	5 763 771	5 763 771
Balance at 31 March 2021	16 471 884	16 471 884

Statement of Cash Flows

08



Figures in Rand	Note(s)	2022	2021
Cash flows from operating activities			
Cash used in operating activities	16	9 066 060	4 482 623
Interest income		898 515	649 811
Finance costs		(2 848)	-
Net cash in operating activities		9 961 727	5 132 433
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(1 982 124)	(299 819)
Net cash in investing activities		(1 982 124)	(299 819)
Total cash movement for the year		7 979 603	4 832 615
Cash at the beginning of the year		10 204 130	5 371 515
Total cash at end of the year		18 183 733	10 204 130

Accounting Policies

09



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.

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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

06



Figures in Rand

2022

2021

2. Property, plant and equipment

	2022			2022		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	522 225	(446 541)	75 684	503 665	(383 780)	119 884
Office equipment	37 445	(32 849)	4 597	38 585	(28 248)	10 337
IT equipment	1 581 987	(1 009 822)	572 165	1 488 139	(1 000 325)	487 814
Leasehold improvements	1 092 306	(539 629)	552 678	1 092 306	(962 694)	129 612
Sundry equipment	213 030	(102 380)	110 649	213 030	(73 469)	139 560
Motor vehicle	84 202	(63 993)	20 209	84 202	(79 991)	4 210
Total	3 531 195	(2 195 214)	1 335 981	3 419 927	(2 528 509)	891 418

The Company did not pledge any item of property, plant and equipment as security for borrowings during the year.(2022: Rnil)

Reconciliation of property, plant and equipment – 2022

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	119 884	(635)	21 310	4 180*	(69 056)	75 684
Office equipment	10 337	(228)		228*	(6 740)	4 597
IT equipment	487 814	(22 180)	260 807	148 156*	(302 433)	572 165
Leasehold improvements	129 612			662 792*	(239 726)	552 678
Sundry equipment	139 560				(28 911)	110 649
Motor vehicle	4 210			31 997*	(15 998)	20 209
Total	891 418	(23 043)	282 117	848 353	(662 864)	1 335 981

Reconciliation of property, plant & equipment – 2021

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	62 873	(464)	7 968	120 217*	(70 709)	119 884
Office equipment	10 308			6 975*	(6 944)	10 339
IT equipment	338 606	(1 111)	291 850	141 827*	(283 357)	487 814
Leasehold improvements	369 338				(239 726)	129 612
Sundry equipment	168 316			1 891*	(29 419)	139 560
Motor vehicle	20 208				(15 998)	4 210
Total	969 650	(23 043)	282 117	270 910	(646 153)	891 418

*Re-assessment of the useful lives of assets. The re-assessed amounts are informed by condition of the assets at revaluation date and the expected lead time from then until the assets no longer meet the business requirements. (See Note. 24)

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Figures in Rand

2022

2021

3. Intangible assets

	2022			2021		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	1 977 000	(368 656)	1 608 344	277 000	(198 656)	78 344

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2022

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	78 344	1 700 000	92 333*	(262 333)	1 608 344

Reconciliation of intangible assets – 2021

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

4. Inventories

	2022	2021
Promotional stock	94 222	99 451

None of the Promotional stock has been pledged as security.

Figures in Rand 2022 2021

5. Trade and other receivables

Trade receivables	433 774	636 454
Accrued income	-	1 554 480
Deposits	-	288 198
VAT	304 700	288 198
Staff loans	827 532	1 615 050
Prepayments	18 500	62 500
	1 828 681	3 659 157

6. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	-	5 068
Bank balances	18 183 733	10 199 061
	18 183 733	10 204 129

7. Provisions

Reconciliation of provisions - 2022

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	541 447	1 860 867	(1 580 791)	821 523

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

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.

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Figures in Rand

8. Trade and other payables

	2022	2021
Trade payables	2 866 571	2 077 473
Accruals (Provision for expenses)	476 937	-
Salaries clearing	-	-
Unallocated deposits	1 591	1 591
Other	1 945	-
	3 347 044	2 079 065

9. Deferred income

Current Liabilities	1 256 415	1 365 115
Non-Current Liabilities	1 154 095	238 761
	2 410 510	1 603 876

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

10. Revenue

Sale of promotional items	9 180	4 615
Government grant - the dtic	44 165 382	35 475 000
Sponsorship	3 237 391	2 097 826
Membership fees	2 712 855	4 540 065
Sundry Income	23 900	6 282
Total	50 148 709	42 123 789

11. Cost of sales

Sale of goods

Promotional items	5 229	2 676
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Figures in Rand

2022

2021

12. Operating surplus/ (deficit)

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

Operating lease charges

Premises

• Contractual amounts equipment	927 087	996 842
• Contractual Amounts	302 758	298 488
	1 229 846	1 295 330

Depreciation and Amortization	25	(14 920)	467 577
Key management emoluments		7 562 612	7 047 572
Employee costs		18 194 986	15 160 922

13. Investment revenue

Investment revenue

Interest received	898 515	649 811
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14. Finance costs

Interest paid – other	2 848	-
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15. Auditors remuneration

External audit fees	171 133	171 324
Internal audit fees	336 553	387 274
	507 686	558 599

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Figures in Rand

2022

2021

16. Cash generated from operations

Surplus/(Deficit) before taxation	5 763 771	4 126 026
Adjustments for:		
Depreciation and amortisation	(14 920)	467 577
(Profit)/ Loss on sale of assets	22 474	2 806
Interest received - investment	(898 515)	(649 811)
Finance costs	2 848	-
Movements in provisions	280 076	49 212
Changes in working capital:		
Inventories	5 229	2 676
Trade and other receivables	1 830 476	521 350
Trade and other payables	2 074 621	(37 214)
	9 066 060	4 482 623

17. Commitments

Operating leases – as lessee (expense)

Minimum lease payments due

- within one year	1 141 564	538 161
- in second to fifth year inclusive	1 835 284	-
	2 976 848	538 161

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises has an escalation of 6% in the final year of the lease. 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

2022

2021

19. Key Management Emoluments

2022

Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 113 386	89 135	2 202 521
Naresh Patel	1 600 745	52 849	1 653 594
Happy Ngidi	1 491 764	48 732	1 540 496
Jeannine van Straaten	1 269 083	48 095	1 317 178
Total Executive Emoluments	6 474 978	238 811	6 713 789
Non-Executive: Director's Fees			
Howard Gabriels	360 000	360 000	360 000
Ashley Benjamin	69 911		69 911
Adv Pria Hassan	-		-
Thulani Tshefuta	98 141		98 141
Dr Stavros Nicolaou	5 373		5 373
Michael Lawrence	75 228		75 228
Caroline Rakgotsoka	42 987		42 987
Lawrence Bale	80 425		80 425
Simon Eppel	62 710		62 710
Masonwabe Sokoyi	54 046		54 046
Total: Non-Executive Director's Fees	848 823		848 823
Total Emoluments	7 323 801		7 562 612

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Figures in Rand	2022	2021	
2021			
Executive	Emoluments	Bonuses	Total
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
Total Executive Emoluments	6 199 041	-	6 199 041
Non-Executive: Director's Fees			
Howard Gabriels	360 000		360 000
Dumisani Mthalane	87 869		87 869
Nondwe Kganyago	-		-
Ashley Benjamin	81 682		81 682
Adv. Pria Hassan	34 873		34 873
Thulani Tshefuta	99 179		99 179
Dr Stavros Nicolaou	45 566		45 566
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
Total: Non-Executive Director's Fees	848 531		848 531
Total Emoluments	7 047 572		7 047 572

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

2022

Financial Assets

	At amortised cost	Total
Trade and other receivables	1 828 681	1 828 681
Cash and cash equivalents	18 181 788	18 181 788
	<u>20 010 469</u>	<u>20 010 469</u>

Financial liabilities

	At amortised cost	Total
Trade and other payables	3 345 100	3 345 100

2021

Financial Assets

	At amortised cost	Total
Trade and other receivables	3 659 157	3 659 157
Cash and cash equivalents	10 204 130	10 204 130
	<u>13 863 287</u>	<u>13 863 287</u>

Financial liabilities

	At amortised cost	Total
Trade and other payables	2 079 065	2 079 065

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Figures in Rand 2022 2021

23. Prior period adjustment

Statement of Financial Position

Previously reported Trade and other receivables	3 698 753
Short payment on prior year (2017/18) vat return	-39 596
Restated Trade and other Receivables for 2020/21	3 659 157
Previously reported Trade and other payables	1 579 065
Omission of expense relating to sponsorship	500 000
Restated Trade and other Payables for 2020/21	2 079 065
Previously reported Retained Income	11 247 708
Omission of expense and VAT short payment	539 596
Restated Retained Income for 2020/21	10 708 112

24. Change in Accounting Estimates

Property, Plant and Equipment

Furniture and Fixtures

The useful life of Furniture and Fixtures was estimated to be up to 7 years. In the current financial year management revised their estimate on useful lives of some of the furniture and fixtures and have extended them by a maximum of two years. The effects of these revisions have decreased the total depreciation charge by R4 180 in the current financial year. The effect on future periods is an increase in the total depreciation expense on furniture and fixtures by R3 434.

Office Equipment

The useful life of Office Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Office Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R1 228 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

IT Equipment

The useful life of IT Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the IT Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R 148 156 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

Leasehold Improvements

The useful life of Leasehold Improvements was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Leasehold Improvements and have extended them by a maximum of three years. The effects of these revisions have decreased the total depreciation charge by R662 792 in the current financial year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by R220 931.

Motor Vehicles

The useful life of Motor vehicles was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the motor vehicles and have extended them by a maximum of two years. The effects of these revisions have decreased the total depreciation charge by R31 997 in the current financial year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by R15 998.

Detailed Income Statement

07



Figures in Rand	Note(s)	2022	2021
Revenue			
Sale of goods		9 180	4 615
Government grant - The dtic		44 165 382	35 475 000
Sundry Income		23 900	6 282
Sponsorship		3 237 391	2 097 826
Membership fees		2 712 855	4 540 065
	10	50 148 709	42 123 789
Opening stock		(99 451)	(102 127)
Purchases		10 458	5 352
Closing stock	11	94 222 (5 229)	99 451 (2 676)
Gross Surplus		50 143 480	42 121 113
Other income			
Interest Received	13	898 515	649 811
Operating expenses			
Advertising posts and tenders		(119 868)	(79 166)
Auditors remuneration	15	(507 686)	(558 599)
Bad debts		(17 365)	-
Bank charges		(19 726)	(16 931)
Depreciation, amortisation and impairments	24	(925 187)*	(738 486)
Assets re-assessment Adjustments	24	940 107*	270 909
Loss on disposal of fixed assets		(22 474)	(2 806)
Key management emoluments	19	(2 856 898)	(7 047 572)
Employee costs		(22 900 701)	(15 160 922)
Fines and penalties		(7 592)	(14 456)
IT expenses		(1 084 522)	(906 681)
Insurance		(179 053)	(132 718)
Lease rentals on operating lease		(1 229 846)	(1 295 330)
Legal and professional services		(816 416)	(197 387)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(10 030 914)	(8 106 604)
Membership costs		(19 093)	(18 220)
Proudly SA Buy Local Summit and Expo		(4 142 987)	(3 356 068)
Photocopier costs		(84 253)	(65 059)
Postage		(49 933)	(35 394)
Printing and stationery		(111 337)	(141 409)
Proudly South African CSI activities		-	(43 300)
Repairs and maintenance		(98 729)	(90 399)
Staff training		(163 738)	(130 997)
Staff welfare		(141 705)	(101 447)
Subscriptions		(68 976)	(112 630)
Telephone and fax		(117 207)	(112 281)
Travel local		(134 734)	(61 240)
Workshops and seminars		(19 275)	(21 223)
Utilities		(345 271)	(368 482)
		(45 275 376)	(38 644 898)
Operating surplus	12	5 766 619	4 126 026
Finance costs	14	(2 848)	-
Surplus/(Deficit) for the year		5 763 771	4 126 026

*The net effect of depreciation, amortization, and impairment with the effects of revised useful life of assets at the end of the financial year. Refer to Note 2



THANK YOU
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