

Proudly South African

ANNUAL REPORT 2018/19



Table of Contents

Page 2	Introduction
Page 3	About Proudly South African
Page 4	Vision, Mission, Values
	Strategy & Focus
Page 7	Chairman's Foreword
Page 11	CEO's Message
Page 14	Our people and resources
Page 15	Governance Structure
Page 16	Board of Directors
Page 24	Executive Managers
Page 30	Human Resources Management Report
Page 50	Our members
Page 78	Our activities
Page 80	Key Activations & Events
Page 126	Media and Public Relations
Page 132	Brand Management
Page 172	Corporate Governance
Page 186	Performance Information
Page 196	Audited Annual Financial Statements



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 and 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 reduce unemployment to 15% as per the National Development Plan.

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

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

VISION | MISSION | VALUES



Vision

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



Mission

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



Values

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



Local Content

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



Quality

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



Fair Labour Practice

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



Environmental Standards

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

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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.

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



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

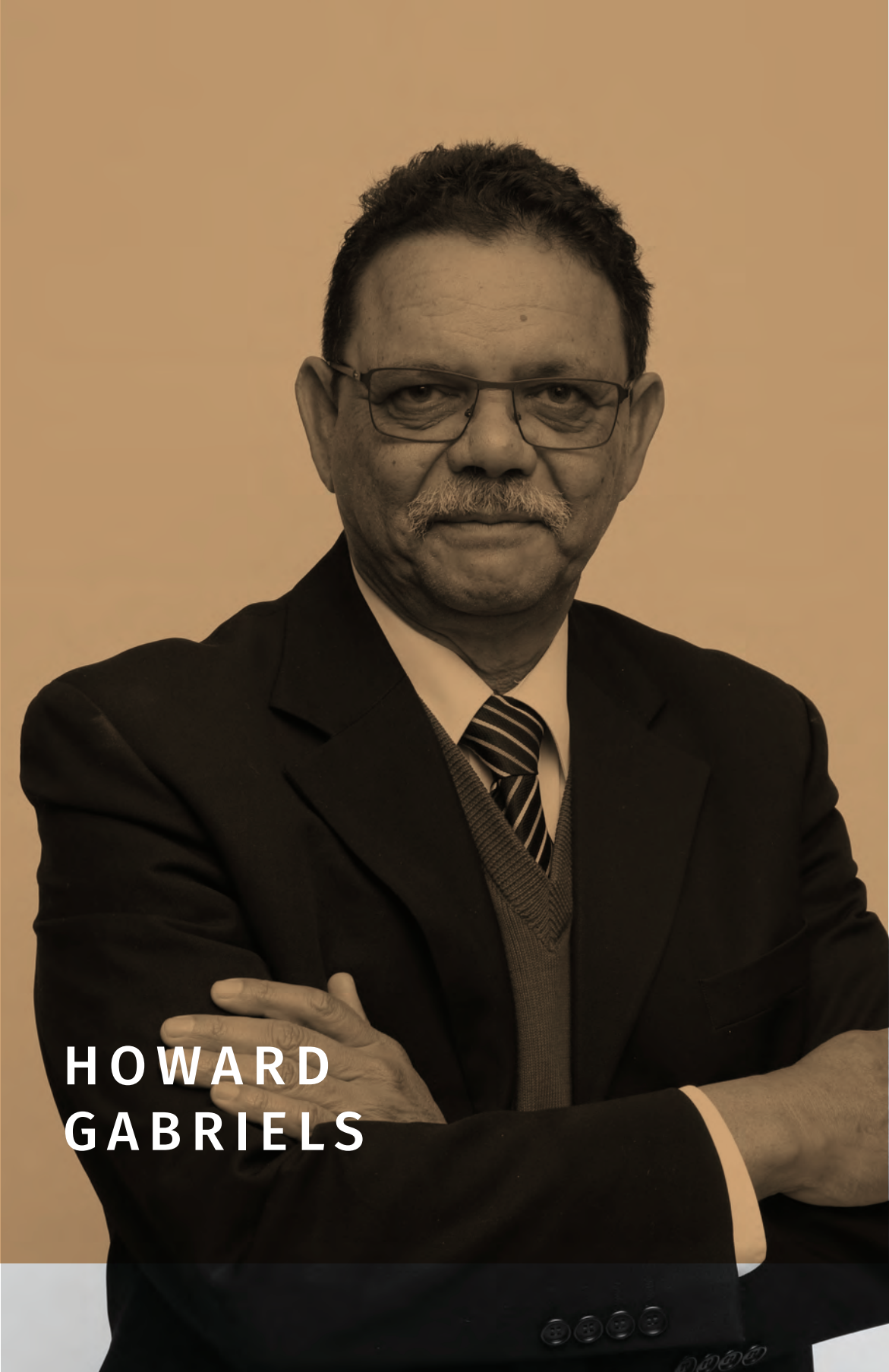
- Embarking on a national campaign to educate consumers, the private sector and all spheres of the public sector on the economy-wide benefits of buying locally manufactured products and services,
- Rolling out a national campaign to educate the public about the importance of labels of origin, and
- Developing a national supplier database of local products and services.



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

Be Proudly South African. Buy local to create jobs!





**HOWARD
GABRIELS**

CHAIRMAN'S FOREWORD

Although President Ramaphosa's second State of the Nation Address in June 2019 falls outside of the year in review, it was preceded by intense lobbying of his office by Proudly South African, and so we have to thank the President for heeding the call and supporting the Proudly South African campaign to buy locally manufactured goods and services.

On 20 June 2019 he said:

"We will stimulate local demand and grow South African manufacturing by making sure the 'Buy Local' campaign is everywhere and ever-present. We call on all South Africans to deliberately and consistently buy locally-made goods. The suit, the shirt and the tie I am wearing today was locally made by South African textile workers at the House of Monatic, here in Salt River, Cape Town. Let us all buy locally-made goods to drive up demand in our economy. Within this next year, we seek to conclude agreements with retailers to stock more South African goods on their shelves and to actively promote the great products made by South African workers. At the same time, we will promote our products more actively to the rest of the African continent and the world."

The biggest challenge facing the South African economy is the high level of unemployment. We need to create jobs on a large scale and so we applaud the effort of the President to drive investment

into the South African economy and the extraordinary measures he is taking to create employment opportunities, particularly for the youth and women. Support for the "Buy Local" campaign of Proudly South African is another important initiative that promotes job retention as well as job creation. Consumers must know that they should check the label of origin on items before they make a purchasing decision. If it says "Made in South Africa" then that is where the jobs are created. Buying imported goods exports jobs, it is as simple as that.

As well as persuading the President to wear a local suit, we have made significant gains on a broad range of fronts over the past year and I want to highlight a few of these achievements:

- Our membership is growing steadily and this past year we welcomed back a number of large members, including Unilever, Coca Cola Beverages SA, SAB and others. With the support of some of these members we were able to take concrete pledges to the October 2018 Presidential Jobs Summit detailing how we will play our part in the drive to create new job opportunities.

- This year we also welcomed The Foschini Group (TFG) amongst other retailers who joined the campaign. This is important as they provide access to market for our locally manufactured garments or foodstuffs, making them readily available to consumers and we are happy to report that significant progress has been made with retailers such as Edcon (Edgars and Jet) and TFG to put more locally made products on their shelves.
- One of the country's biggest procurers of goods and services is the government - this includes all departments at national and provincial level as well as the district municipalities, metros and SOEs. We are conducting a focussed campaign amongst their supply chain managers to commit to procure locally manufactured goods and services above and beyond those designated for local procurement by the Department of Trade and Industry, a campaign which of course we support. Our tender monitoring system monitors whether tenders for these items are compliant with these regulations.
- Similarly, we focus on procurement in the private sector to encourage supply chain managers to buy locally manufactured goods and services. We are working with a number of large members, as part of our access to market focus, in support of their enterprise development programmes which assist small and medium sized companies to become effective and efficient suppliers of high-quality products and services within the value chain. Already we are seeing the benefits of this campaign as many SMMEs are absorbed as suppliers and service providers to our larger member companies, offering growth and job opportunities
- We run a well-managed marketing and advertising campaign on both social media platforms and also in traditional media i.e. television, radio, print and outdoor. We do, however face the challenge of limited funding for an above the line campaign. I want to thank the Department of Trade Industry for their support over the festive season for our buy local campaign last year and also the partnership with DSTV and the many radio stations who supported our campaign.
- Our annual flagship event is the Proudly SA Buy Local Summit & Expo, which was held in March during the 2018/9 financial year. More than 3 000 visitors over two days made it a great success and we also received very favourable feedback from the media campaign conducted over the event. One of the initiatives that was launched during the event was the signature of a pledge between the South African Furniture Initiative, the dti and Proudly SA to promote locally manufactured furniture and this was undersigned by several companies who committed to buy locally manufactured items when they procure office furniture.

With respect to corporate governance – I want to thank the members of the Board of Directors, who have worked hard to guide the management and staff of Proudly SA. The Board meets every quarter and all meetings are well attended. We had a very well attended and fruitful strategic session with the Board from 8-9 October 2018, which laid the foundation for our work over the next year. This year we have again achieved a clean audit – the 12th year in a row.

During the year in review we have on two occasions made presentations to the Trade and Industry Chamber of NEDLAC. We thank the leadership of NEDLAC and the representatives of the social partners for their on-going support of Proudly SA.

I want to express a special word of thanks to Minister Davies, who proved to be one of the strongest supporters of the Proudly South African campaign over the past three years that I have been the chairperson of the Board of Directors. I also want to use this

opportunity to welcome Minister Patel – who is one of the founders of Proudly South African – as the Minister of Trade, Industry and Competition.

In conclusion, I want to thank the Director General, Mr Lionel October and the acting Deputy Director General, Ms Thandi Phele of the Department of Trade Industry.

Also, my sincere appreciation to the CEO of Proudly South African, Mr Eustace Mashimbye, the management team and staff of Proudly South African. I am always amazed at the dedication of our staff to the work of the organisation.

A professional portrait of Eustace Mashimbye, a Black man with a beard, wearing a dark suit, white shirt, and patterned tie. He is smiling and has his arms crossed. The background is a solid light brown color.

**EUSTACE
MASHIMBYE**

CEO'S MESSAGE

The year in review has been one in which we have put the emphasis on access to markets for our members, i.e. companies that produce high quality products and render high quality services locally, contributing greatly to the economy of South Africa. In providing different opportunities and platforms for the sale of their goods, we are also making their products and services accessible to the public and private sectors, as well as to consumers, closing the circle of supply and demand.

For the public sector this has included preparation for the interface of member companies who wish to do business with government with National Treasury's Central Supplier Database. Here, suppliers of any product or service are compliance vetted and listed, making them immediately visible to all government entities. Also assisting the public sector in matching local procurement imperatives with local suppliers is our in-house tender monitoring system, now in its 3rd year. Sifting through public sector tenders and RFQs for products designated by government for local procurement, the system allows us to forward the tender documents directly to qualifying local companies, once again matching supply and demand.

One of the most important events of the year for the profile of the Proudly SA campaign was our participation in the Presidential Jobs Summit in October 2018. Outside of Nedlac's constituents of government, business, labour and civil

society, Proudly SA was the only other entity to be invited to present at this milestone event. Ahead of the Summit, Proudly SA canvassed and secured commitments from 21 companies to increase their levels of localisation in order to stimulate the economy and the creation of jobs, taking them with us to pledge to the country and to the President.

We continue to monitor and follow up with those companies, adding new commitments from more corporates all the time. We are putting the focus of much of our work on the private sector since government, through its PPPFA and the designation of sectors and products for local procurement, is already playing its part in the drive for increased localisation. This leaves business and each of us as individual consumers to make our own contribution to the buy local cause and we are confident that these commitments have the potential to impact unemployment levels and economic development significantly.

To address consumers, we have seized on the President's own commitment in the Jobs Summit Framework Agreement to request that State-Owned Entities afford the buy local campaign free advertising space on their various platforms, from digital screens to billboards and newsletters and we have addressed letters to each one of the ear marked entities in this regard.

The exposure for our messaging through these entities represents an enormous opportunity to effect a massive mind set change amongst millions of commuters, travellers and post office users amongst others, and together with the private sector's commitments, we may soon be able to measure the impact of our work.

In the same Framework Agreement, the President calls for the establishment of a procurement portal to assist the private sector in the same way as the CSD helps the public sector. We support this as a further access/accessibility initiative, once again matching buyers and sellers and we will roll this out during the course of the next financial year.

During the past 12 months we have continued to put the spotlight on industries that are either in distress, or on those which are thriving with greater potential for job creation. In the year in review we selected clothing, textile, leather and footwear manufacturing for special attention. Once considered a sunset industry, having shed over 120 000 employees in recent years, the sector is now fighting back and thanks to the introduction of government incentives and competitive raising measures, it now contributes 8% to our manufacturing GDP and 2.9% to our overall GDP. Putting our major retailers, designers and manufacturers in one room provided an opportunity to look at the relative strengths and weaknesses of the industry and how collectively we can turn the CTFL sector around.

Making a similar contribution to the GDP are the cultural and creative industries, many players from which we invited to a forum in September. The increase in local tv content on our local broadcasters' channels has made this a booming sector locally which is also one that is dominated

by young people – 60% of the workforce is under 34 years old making this a critical sector in the fight against youth unemployment.

September was a busy month for us as we celebrated our heritage through arts and culture and through fashion at a spectacular show in The Mall of Africa, in partnership with Edcon. It is always gratifying to see people's positive reactions to the wide range of locally manufactured garments that are on offer in our local retailers, including Edgars and Jet. If with each of these consumer activations we convert shoppers into buy local supporters, then we are making a difference.

In order to make shopping for local consumer products and services even easier, our second most important milestone during the year in review was the launch of our dedicated online shopping platform www.rsamade.co.za in August. Competing with other online retail giants, the site is being populated slowly but surely with our members' locally made products and traffic to the site is high, although converting visitors to the site into significant sales is taking a little longer. We are nevertheless confident that it will be very successful in the long term. With the addition of B2B introductions and the capability for business to trade with each other on the platform, the site addresses both the market access and product accessibility issue in one place.

Looming over us all throughout the year was the spectre of national and provincial elections, scheduled for May 2019. They seemingly gave people a reason to operate in limbo, stalling critical business decisions until after the results were announced, but Proudly SA continued business as usual.

The elections provided us with an opportunity to interrogate political parties on the procurement of all their campaign material as well as their localisation manifesto policies at a specially convened event in Cape Town in February. With eight parties and one union represented we had a very diverse range of views expressed in the panel discussion although the consensus was that localisation is indeed a driver of job creation and economic growth.

In March we staged the 8th edition of our annual Buy Local Summit & Expo. The expansion of the property this year included the Expo running over 2 days for greater access and accessibility between exhibitors and buyers and the addition of an interactive event app. In 2020, we are looking at a regional edition, to be launched initially in KZN, as well as our traditional Gauteng based event, both subject to sponsorship support.

We would like to take this opportunity to thank all those companies that have supported us with sponsorship during this last year, without which we would not be able to undertake even a fraction of our annual activities. We continue to believe that through our various marketing activations, meetings, business forums, public sector procurement workshops, industry presentations etc we are slowly making inroads into the country's psyche, persuading every South African that buying local is worthy, meaningful and contributes to the growth of our economy.

Our ProudlySA membership base continues to grow with many exciting additions of both large and small companies taking up membership and partnering with us

on this journey, and their addition to our database makes it easier for consumers to find locally made products when making their purchasing decisions.

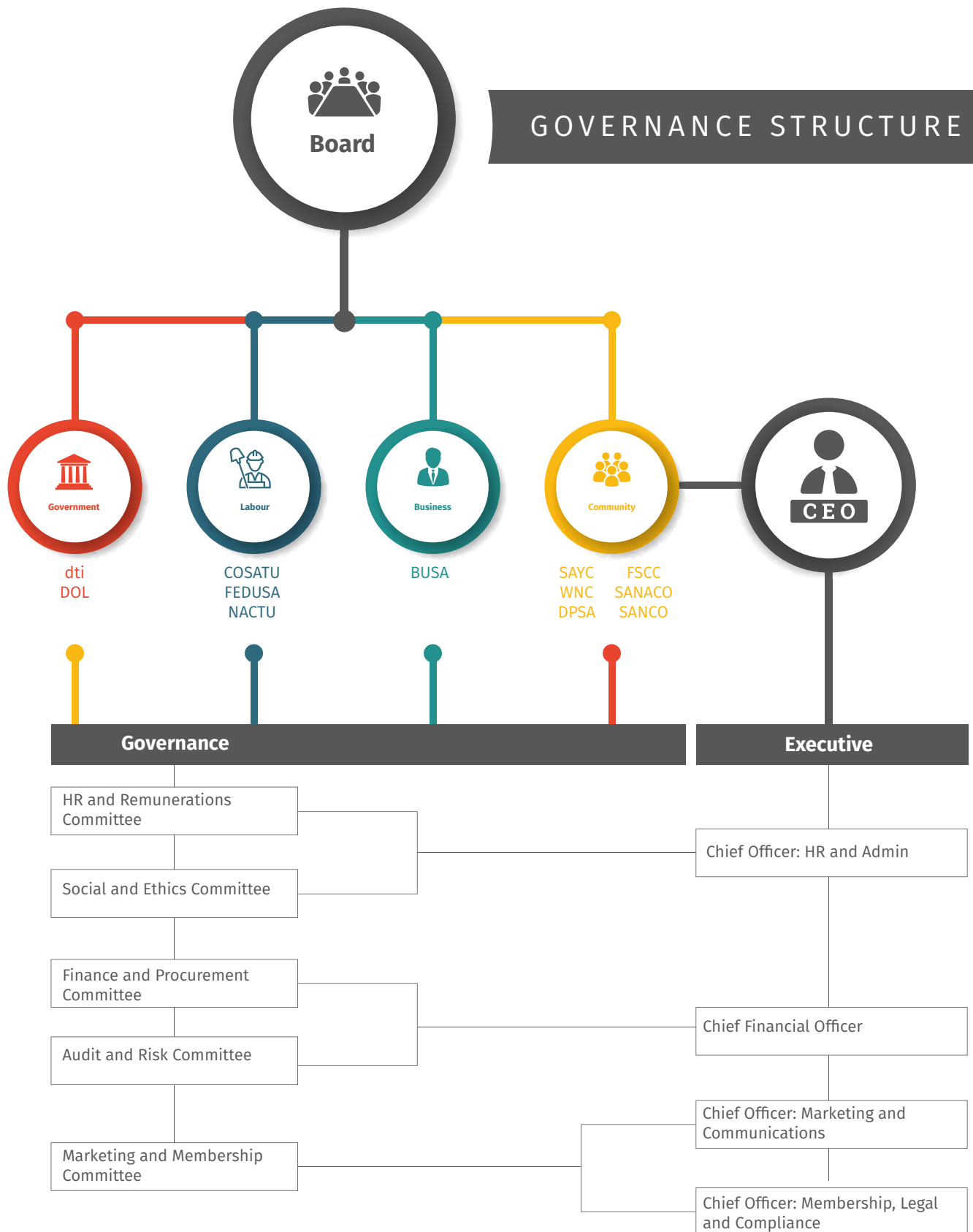
A sincere thanks goes to the dti and Minister Rob Davies in particular, whose term as the Minister is ending at the end of the term of the 5th Administration of the Republic of SA. His unwavering support has been instrumental in driving the localisation agenda. To the DG, Mr Lionel October, the Group COO, the CFO and all the DDGs in the Department, a heartfelt thanks for the collaborative efforts throughout the year, and which are definitely set to continue going forward.

To the Board of Proudly SA, under the leadership of Mr. Howard Gabriels, a sincere and heartfelt thanks for the guidance, unstinting support and contributions made to this Buy Local campaign in order to ensure that it contributes significantly to the growth of our economy, and to the retention and creation of much needed jobs.

Lastly, but most important, to the amazing Proudly SA team, including the Executive Team as well as every single other member of staff – your commitment to the campaign is what makes us all great as an organisation. All that we seek to achieve, with the minimal resources at our disposal, can never become a reality without your continued support and dedication and I am very grateful for that support and appreciate your contribution to this cause.

We are Proudly South African! We buy local!

OUR PEOPLE AND RESOURCES





PROUDLY
SOUTH AFRICAN
BOARD OF
DIRECTORS

**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 Masters Degree in Urban and Regional Science at Stellenbosch University. Mr. Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013.

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

**Eustace Mashimbye**

Chief Executive Officer

Mr. 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 has over 17 years' experience in accounting and financial management in both the public and private sectors with Telkom, Edcon and the Department of Trade & Industry, with more than 10 years of these at senior management level. Mr. Mashimbye 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.

**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. 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 is a business delegate to the National Economic Development Council (NEDLAC) on the Trade and Industry Chamber (TIC). He participates in various national, regional and continental conversations and think tanks on trade in and with Africa, with particular reference to global value chains involving clothing and textiles.



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. Mr. Nicolaou has over 28 years' experience in the South African and international pharmaceutical industry and is a previous winner of the SA Institute of Marketing Management Health Care Marketer of the Year Award. He was inducted as one of the youngest Fellows of the Pharmaceutical Society of South Africa 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, including Chairman of the Public Health Enhancement Fund, Chairman of the Board of SA Express Airways (2005-2009), Member of the Board of Transnet Ltd. (2004-2010), BRICS Business Council, a position to which he was recently reappointed, Special Economic Zones (SEZ) Advisory Board, Board member of Brand South Africa, Executive and Management Committee of NEDLAC, Non-Executive Director of Business Unity South Africa, Chairman of the South African Pharmaceutical Producers Association (PHARMISA) and as Chairman of the Pharmaceutical Task Group (PTG), and is part of the CEO Initiative, a collaboration between the Presidency, Ministry of Finance and BLSA (Business Leadership South Africa).

He has been a speaker at a number of conferences, including the Economist Roundtable, the World Economic Forum (WEF) and recently delivered a lecture on ARV developments at the Raigon Institute, a JV between Harvard Medical School and the Massachusetts General Hospital.



Nondwe Joyce Kganyago

Board Member

Chairperson: HR and Remunerations Committee

Ms. Nondwe Joyce Kganyago represents the Nedlac Community Constituency from Women's Sector on the Proudly South African board. Ms. Kganyago completed the Pre-school Management and Project Management at Build A Better Society Training Institute based in Cape Town and continued to further her knowledge in Community Development for NGO Managers at Pennsylvania University, USA (IIE) a sister organisation with the Equal Opportunities Council (EOC).

Ms. Kganyago completed the NGO Managers Leadership and Governance training with Haifa Management Training Centre for NGO's in Israel. She is an expert in coaching women's development and youth development programmes as well as a mentor in veterans' projects. She has served as a director in several NGOs and Deputy Chair of the African Peer Review Mechanism (South Africa) Focal Point and was the APRM NGC Continental Deputy Chair.

**Adv Priakumari Hassan**

Board Member

Chairperson: Finance and Procurement Committee

Chairperson: Social and Ethics Committee

Advocate Pria Hassan is an award-winning and industry-changing entrepreneur who is the Founder and CEO of the Women of Africa (WOA) Investment Group- a dynamic women-driven service provider in the pharmaceutical, construction, logistics and energy sectors established in 2005.

Adv. Hassan obtained her LLB degree from the former University of Natal and later attended the Gordon Institute of Business Science. With a career spanning more than a decade, Adv. Hassan is a property, logistics and legal expert, who has held executive positions in several JSE listed companies. Adv. Hassan has spoken at many conferences and industry gatherings including the 2014 Women in Business and Leadership Conference, Gaborone, Botswana, the Women in the Energy Industry conference and the World Health Conference Participation in Women in Leadership and has won multiple awards including Top Black Female Entrepreneur in 2011, CNBC's Women of the year in 2012.

Under the BWASA banner, Adv. Hassan initiated the Winning in the Workplace programme which provides schoolgirls mentorship to assist them make a success of their future entrance into the business world.

Adv. Hassan serves on the board of several women-based organisations, including the Businesswomen's Association of South Africa, (BWASA) and the Jess Foord Foundation and is a key advisor to government including to the Department of Trade and Industry, Department of Energy and the Department of Environmental Affairs.

**Dumisani Mthlale**

Board Member

Chairman: Audit and Risk Committee

Mr. Mthlale represents the Community Constituency as the spokesperson for the South African National Civic Organisation (SANCO).

Mr. Mthlale has vast experience in evaluation and knowledge management, monitoring and evaluation as well as capacity building. He is the Overall Convenor of the NEDLAC Community Constituency. He sits on the Boards of the Local Government Sector Education Training Authority, UIF and the African Peer Review Mechanism.

**Jodi Scholtz**

Board Member

Ms. Jodi Scholtz joined the public service in 2002 from the private sector and has been the Group Chief Operating Officer (GCOO) of the National Department of Trade & Industry (the dti) since November 2009. Prior to this appointment, she was the Chief Operating Officer in the International Trade and Economic Development Division of the Department of Trade and Industry.

Her key areas of responsibility as the GCOO in the dti include strategy development and planning, compliance reporting on performance information, public entity management and oversight and marketing and stakeholder engagement. She is responsible for the development of the dti's strategy and annual business plan as well as the dti's 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 diploma in International Trade Policy & Law from Harvard University J F Kennedy School of Government, a post graduate diploma in Trade Policy and Practice from the University of Cape Town's Graduate School of Business and also has participated in the African Programme on Rethinking Development Economics in addition to various other short courses. She is currently pursuing a MBA at the Gordon Institute of Business Science.

**Caroline Rakgotsoka**

Board Member

Ms Rakgotsoka is from Protea Glen, Soweto and is married with 4 children. She has been working for TSEBO SOLUTION GROUP since 1988 and is an active trade unionist, having been elected President at Hotelicca as well as President at NACTU, prior to which she was a full time shop steward. She is currently the National Treasurer of NACTU and has served on the Women Gender Forum. Ms Rakgotsoka is a director on the boards of the Organisation of African Trade Unions Unity, and is a member of Proudly South African's Membership, Marketing and Communications and Audit and Risk Committees.

**Ashley Benjamin**

Board Member

Ashley Benjamin is a National Office Bearer of the Federation of Unions of SA (FEDUSA).

He represents FEDUSA on various structures such as the Trade & Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development portfolio within FEDUSA and represents the federation at international level at Trade Union Advisory Committee Meetings to the OECD and global union programmes for economic cooperation.

Mr. Benjamin is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the dealings of the National Bargaining Council of the Leather Industry of SA. He also serves as a Board member on the National Footwear and Leather Cluster and other institutions such as the **dti** to grow local manufacturing and job creation in the leather and footwear industry.

Mr. Benjamin also represents FEDUSA as a trustee on the Board of the Labour Job Creation Trust.

**Thulani Tshefuta**

Board Member

Mr. Thulani Tshefuta studied BA (majoring in Public Administration and Politics) at the Nelson Mandela Metropolitan University (NMMU). He furthered his studies through UNISA and the University of Johannesburg. He also has a post graduate qualification in International Executive Development Programme (NQF 8) with GIBS. In addition, Mr Tshefuta has also 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 Advanced Strategic Management through UNISA School of Business Leadership and a Post-Graduate Diploma in Public Development and Management on M&E with the Wits School of Governance.

He is currently serving his second term of office as President of the South African Youth Council (SAYC) and serves on the Boards of the Presidential Youth Working Group and NEDLAC and is Deputy Chairperson of the National Skills Authority (NSA).

He is also serving as an eminent member of the Parliamentary High Level Panel.

**Dr Tebogo Makube**

Board Member

Dr. Tebogo Makube is currently employed as Chief Director: Industrial Procurement at the Department of Trade and Industry. He is responsible for the development of policies and strategies that leverage public procurement to grow industrial development in South Africa. This role includes designating products for local production in the public sector procurement system as well as managing offset programmes through the National Industrial Participation Programme. Dr Makube holds a PhD in Energy Studies from the University of Johannesburg and LLB from UNISA. He has held research and managerial positions at the National Treasury, Financial & Fiscal Commission (FFC), National Energy Regulator of South Africa (Nersa), Gauteng Provincial Legislature and Nokusa Consulting, where he worked in areas of Fiscal Policy, Energy & Transport Economics, Infrastructure Finance, and Public Procurement Law & Policy.

**Virgil Seafield**

Board Member

Virgil Seafield currently holds the position of Deputy Director-General: Labour, Policy and Industrial Relations in the South African Department of Labour. His portfolio includes Labour Relations which is responsible for collective bargaining, employment standards, labour market information and international relations.

Mr Seafield holds among other qualifications an MBA, and a number of other degrees. Mr Seafield further completed a number of courses in measuring compensation and labour market information systems in the USA.

Mr Seafield represents the Department of Labour both at the CCMA as well as at NEDLAC where he serves as the overall government convenor. He has further represented the country in various areas at the ILO and other international forums.

He has extensive experience in policy development both at a national and international level. Amongst others he has been responsible for establishing and managing the Employment Conditions Commission in terms of the Basic Conditions of Employment Act on behalf of the Minister of Labour.

**Solly Phetoe**

Board Member

Mr. Phetoe was appointed as the Deputy General Secretary of Cosatu in November 2015.

He has been a trade unionist since 1983 and was previously Cosatu's North West Provincial Secretary. He has a special interest in vulnerable workers, especially farm and domestic workers.



*We
buy local*



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

BUY 
BACK SA





PROUDLY
SOUTH AFRICAN
EXECUTIVE
MANAGERS

**Happy MaKhumalo Ngidi**

Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is a businesswoman, social entrepreneur, author, motivational speaker and PR and Marketing Executive. Mrs. Ngidi brings over ten years of corporate experience to Proudly SA which she joined in 2015 as Chief Officer: Marketing & Communications.

Prior to joining Proudly South African Ms. Ngidi was the founder and Managing Director of her own boutique public relations firm where she forged strong relationships with all the media houses. She was also Head of PR and Communications for SABC's radio station, Metro FM, and has represented brands such as Chivas Brothers, Seagram SA and the Forum Company as spokesperson. Ms Ngidi has extensive experience in driving strategy development as well as brand and product launches for these and other companies.

She continuously strives to be mindful of simply being the best in her craft and to make a formidable difference in everything she undertakes.

**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.

**Vusi Sithole**

Chief Officer: HR & Administration

Mr. Sithole holds a B. Admin Degree from the University of the North and a B. Admin Honours Degree in Industrial Psychology from the University of the Free State. He also studied Business Management with Fachhochschule Altmark in Germany in 1999 and is currently enrolled for Masters in Industrial Psychology. He has a strong background and experience in both the academic fraternity and corporate sector. He has an impeccable record of developing, sustaining, improvement, auditing and ensuring regular compliance with Quality Management System based on ISO 9001 Standard, the latest achievement being certification of Proudly SA 2015 Standard.

**Jeannine van Straaten**

Chief Officer: Membership, Legal and Compliance

Ms Van Straaten brings with her extensive experience in stakeholder relations with her background as Key Client Services Manager, and savvy and professional communication skills as Head of Broadcasting, both positions held at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University in 2003, Ms Van Straaten 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. Ms Van Straaten 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.

**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.

Mr. Zungu 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 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, Ms Graham 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 producer at Talk Radio 702, taking 3 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 mid November.

PUSHING THE BOUNDARIES FOR SOUTH AFRICA



#iFlyMango

— for —

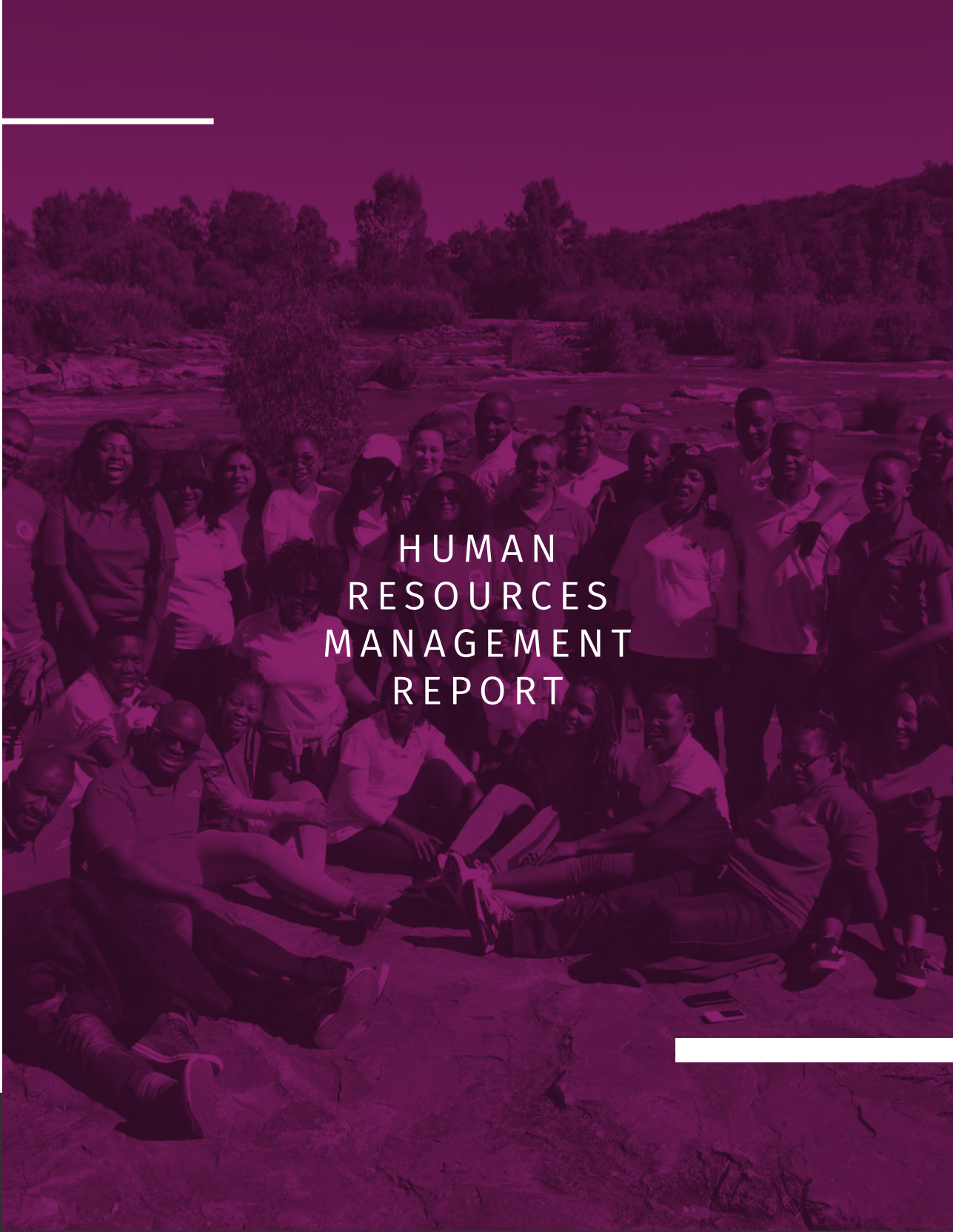
**A PROUDLY SOUTH
AFRICAN AIRLINE**

Supporting South
African made
products and
services at the
Local Procurement
Summit 2018









HUMAN
RESOURCES
MANAGEMENT
REPORT



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



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

1. **Staff profile and movement**
2. **Staff performance**
3. **Staff Training and Development**
4. **Internship Programme**
5. **Staff Wellness and Retention (Team building, Mother's and Father's Day, Year End Function, World Aids Day)**
6. **Health and safety**
7. **Employment equity**
8. **Quality Management System**

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				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top Management	01										01
Senior Management	01		01		01			01			04
Professionally qualified and experienced Specialists and Mid-Management	01				01		01	01			04
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	08	01			09	03	01	01			23
Semi-skilled and discretionary decision making					01						01
Unskilled and defined decision making					01						01
TOTAL	11	01	01		13	03	02	03			34

Promotions (Including Personnel who resigned and were replaced during the period of reporting)

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



Employee	Thato Mogorosi
Race	African
Gender	Male
Old Position	IT Administrator
Promoted to	IT Officer



Employee	Nadia Rousseau
Race	White
Gender	Female
Old Position	Marketing Assistant
Promoted to	Events and Exhibitions Coordinator

Terminations

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

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top Management											
Senior Management											
Professionally qualified and experienced Specialists and Mid-Management											
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents					01	01					02
Semi-skilled and discretionary decision making											
Unskilled and defined decision making											
TOTAL					01	01					02

Recruitment, Selection and Placement

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, subject to potential availability. 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				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top Management											
Senior Management											
Professionally qualified and experienced Specialists and Mid-Management		01				01					02
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents											
Semi-skilled and discretionary decision making					01						01
Unskilled and defined decision making											
TOTAL		01			01	01					03

STAFF PERFORMANCE, DEVELOPMENT AND RETENTION

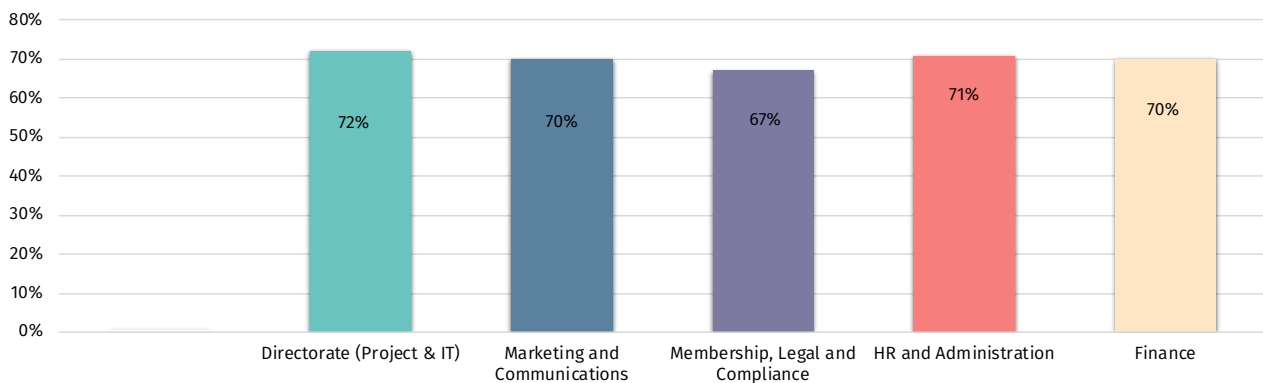
Staff Performance

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

OVERALL STAFF PERFORMANCE

DEPARTMENT	AVERAGE PERFORMANCE
Directorate (Projects and IT)	72%
Marketing and Communications	70%
Membership, Legal and Compliance	67%
HR and Administration	71%
Finance	70%
Average Staff Performance	70%

OVERALL ORGNISATIONAL PERFORMANCE IN %



STAFF TRAINING AND DEVELOPMENT

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

a. Annual Training Report (External Accredited Training)

Type of training	Male				Female				Completed	Date	Accredited	
	A	C	I	W	A	C	I	W			Yes	No
Report writing skills					01				✓	07 December 2018	✓	
POPI training	01								✓	16 November 2018	✓	
Payroll tax seminar	01				01				✓	31 August 2018	✓	
IT Management	0				01				✓	21 January 2019	✓	
Microsoft project features	01				01				✓	07 December 2018	✓	

b. Annual Internal Training/Workshops

Training program	Attendees	Trainer	Status
Company Policies	All Staff	HR Department	Planned
Internal QMS Training	All Staff	HR Department	Completed
Project Management Training	All Staff	Project Coordinator	Planned
Procurement Process	All Staff	Chief Financial Officer	Planned
Budget Breakdown	All Staff	Liberty	Completed
Blood Donation	All Staff	SANBS	Completed
Financial Wellness	All Staff	Nedbank	Completed
Benefit Administration	All Staff	Liberty	Planned
Tip-Off Anonymous refresher workshop	All Staff	Delloitte	Planned
Risk Management	All Staff	Sema	Planned

c. Planned External Training and Development (Workplace Skills Plan)

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

TYPE OF TRAINING	MALE				FEMALE				PLANNED	ACCREDITED	
	A	C	I	W	A	C	I	W		YES	NO
Evaluation Training					01				✓	✓	
IT Server Maintenance	01								✓	✓	
CISA Training	01								✓	✓	
Stock Take	01						01		✓	✓	
Microsoft Package	01				02				✓	✓	
Certified Associate in Project Management					01				✓	✓	
Basic Computing					01				✓	✓	
Public Speaking					01				✓	✓	
Compliance Training					02				✓	✓	
QMS 2015 Lead Auditing					02				✓	✓	
Supervisory Skills					01				✓	✓	
Business Systems Analysis	01								✓	✓	

- d. The organisation is committed to giving financial support in the form of study subsidies to employees who intend to pursue intensive training that will help them acquire new or advanced skills in their new or current roles as part of their career growth. Employees who intend to acquire advanced training in their new or current roles that will directly benefit Proudly South African will be entitled to a 50% subsidy up to a maximum of R5000, fully paid to their chosen learning institution.

The following employees were granted study subsidy for the year 2018/19 fiscal year:

Employee	Department	Qualification	Institution
Kelebogile Masuku	HR and Administration	MTech Labour Relations Management	Tshwane University of Technology
Sabelo Zikalala	HR and Administration	Diploma in Logistics and Supply Chain Management	Damelin College
Thato Mogorosi	IT	Certificate in IT Management	University of Cape Town
Kutlwano Mosholi	Marketing and Communications	Communications Science Degree	UNISA

Succession Planning

Given the ever-changing face of employment and specifically the impact of Employment Equity and Affirmative Action measures on the local labour market, it is important that the organisation manages its staffing strategy. Steps must be taken to ensure the retention/replacement of key position, especially senior management roles.

Succession planning is a process of identifying and developing people with the potential to fill key business leadership positions at Proudly South African which must ensure that depth of competencies exist, especially in key management, leadership and technical positions where skills are both critical and scarce. Pro-active and deliberate planning must ensure that Proudly SA can sustain effective continuity where incumbents in such select position(s) vacate the post(s).

Management shall identify those key positions where the organisation is vulnerable to incumbents vacating those positions, and where there are not sufficient competent possible successors.



The following employees from different organisational departments are identified for development to senior roles:

No	Employee	Department	Current Position
1	Siyabonga Zungu	Marketing	Brand Manager
2	Jeanette Makhoba	Finance	Procurement Officer
3	Kelebogile Masuku	HR and Administration	HR Officer
4	Rosemary Hadebe	HR and Administration	HR Administrator
5	Tinyiko Mathebula	Membership, Legal and Compliance	Senior Membership Consultant
6	Keleabetswe Mokgejane	Membership, Legal and Compliance	Membership Consultant

INTERNSHIP PROGRAMME

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.

The following students were earmarked for the internship programme for the year 2018/19 fiscal year:

No	Intern	Employment Equity	Department	Placement Position
1	Baswabile Selatole	Black Female	Finance Department	Senior Finance Intern
2	Johannes Makhura	Black Male	HR and Administration	Senior HR Intern
3	Sbusiso Tshabalala	Black Male	Directorate	Senior Project Management Intern

HEALTH AND SAFETY

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

ASPECT	INTERVENTION/PREVENTION	FREQUENCY
Occupational Injuries	Create awareness on prevention of possible occupational hazards	Bi- Annually
	Conduct regular inspections on workplace premises and equipment machinery to ensure continuity compliance with OHS Standards	Daily
	Ensure acceptance procedures are in place to report, deal, and manage workplace OHS incidents	Quarterly
	Establish OHS Committee and properly capacitate its members	Annually
Occupational Diseases	Create awareness to prevent contamination from sicknesses/illnesses/diseases	As and when required
	Ensure that all reasonable measures to prevent contamination of contagious sicknesses/illnesses/diseases	As and when required
	Develop and implement Management/Contingency Plan to contain and manage the spread of reported contagious sicknesses/illnesses/diseases	Every time
Personnel Physical Safety	Ensure reasonable security of all personnel from outside intrusion	Every time
General Safety Office Healthiness	Pesticides Control	Quarterly
	Carpet cleaning	Annually
	Sufficient Ventilation	Every time
	Servicing of Office Air-conditioning system	Bi-Annually

The following employees form part of the Health and Safety Committee:

Employee	Occupation
Vusi Sithole	Health and Safety Manager
Kelebogile Masuku	Health and Safety Assistant
Sebatatso Mtshali	Health and Safety Assistant
Rosemary Hadebe	Health and Safety Level 1 First Aider
Rebecca Mofokeng	Health and Safety Level 1 First Aider
Zineida Pomuser	Health and Safety Level 1 First Aider
Mala Pillay	Health and Safety Level 1 First Aider
Pressly Mokhare	Fire Fighter

Employment equity report for 2017/18 and strategy for 2018/19 (Including people with disabilities)

The organisation's Employment Equity Plan for 2017/18 was achieved and exceeded as approved and submitted to the Employment Equity Commission. This plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Linked to this was our successful submission of both Workplace Skills Report and Annual Training Report to Services SETA.

Whilst the Campaign has a clear policy on this, the following are key to the overall strategy:

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

Employee	Occupation
Vusi Sithole	Employment Equity Manager
Sebatatso Mtshali	Health and Safety Assistant
Keleabetswe Mokgejane	Employment Equity Officer
Letlhogonolo More	Employment Equity Officer
Mala Pillay	Employment Equity Officer
Siyabonga Zungu	Employment Equity Officer

Discriminatory Practices

The Campaign has developed a comprehensive manual of HR Policies and Procedures. These prohibit discrimination of any kind and have extensive procedures to lodge and resolve grievances of any kind.

Quality Management

To ensure improved customer service, order, consistency, optimal productivity and quality output of the organisation's services, the organisation has successfully migrated to ISO 9001 of 2015 and continues to be compliant and certified against ISO9001 of the 2015 Quality Management System standard by SABS. The systems assist in risk management, taking corrective actions in occurred risks, and continual improvement of the entire business operations.



STAFF RETENTION ACTIVITIES

STRATEGIC SESSION

03 May 2018

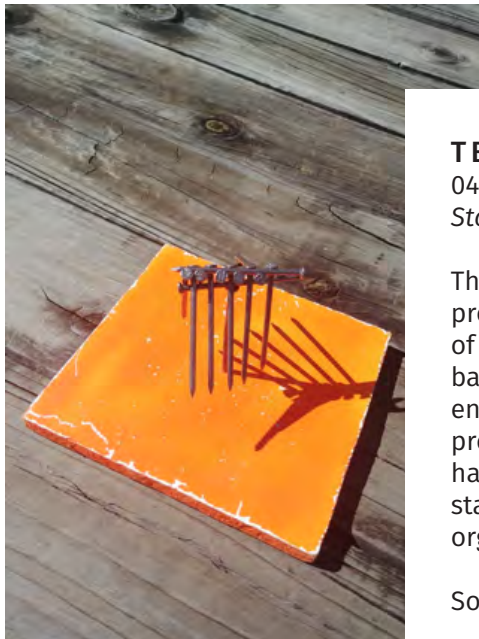
Stonehenge in Africa (Parys-Free State)

Strategy sessions can be catalysts for creative, innovative, and collaborative breakthroughs. The organisation, work units, managers, supervisors and employees can profit from having an inclusive strategic planning process, and a good strategic plan as an outcome.

The purpose of this session was to workshop the high level organisational strategy in order to simplify it to operational level thereby soliciting new practical inputs and ideas from all personnel to improve the high-level strategic plan itself and brainstorm on efficient and smart ways to roll it out effectively.

A lot of engagement and contributions from staff were derived from that session especially regarding marketing and membership functions.





TEAM BUILDING

04 May 2018

Stonehenge in Africa (Parys-Free State)

The main goals of team-building are to improve productivity and motivation. Taking employees out of the office helps groups break down personal barriers, eliminate distractions, and have fun and encourage team work. The benefits of team-building programmes are so significant that many corporations have incorporated teambuilding strategies into their standard training curriculum. The theme for the organisation's team building was Amazing Race.

Some of these benefits include:

- Improves morale and leadership skills
- Finds the barriers that thwart creativity
- Clearly defines objectives and goals
- Improves processes and procedures
- Improves organisational productivity
- Identifies a team's strengths and weaknesses
- Improves the ability to problem solve

HUMAN RIGHTS CELEBRATION

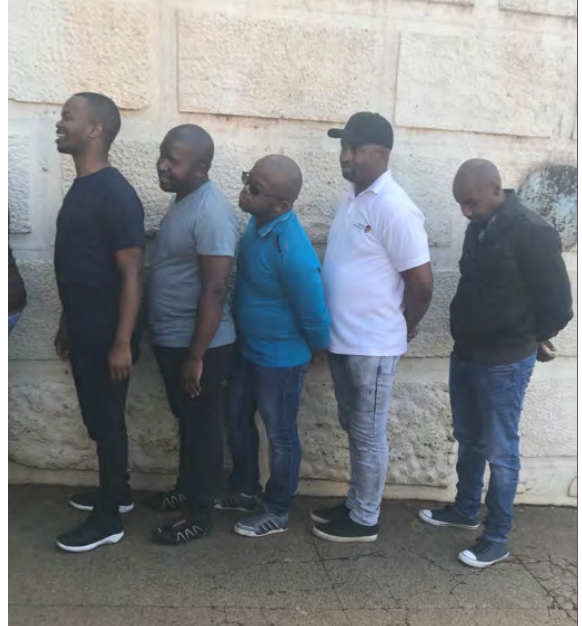
20 April 2019

Constitution Hill Tour

In celebrating Human Rights, Proudly SA provided staff with an opportunity to uncover South Africa's past and to experience its present and future first-hand through a tour at Constitution Hill situated in the heart of Johannesburg.

Constitution Hill is a living museum that tells the story of South Africa's transition from colonialism and apartheid to democracy, with all the pain, pathos and catharsis that such a journey entails.

The site served as a prison and briefly as a military fort for 100 years, incarcerating men, women and even children within its walls. Its long-standing history of incarceration and abuse is today laid bare for all to witness the sites of these museums- the Old Fort, the Women's Jail and Number Four-are juxtaposed against profound symbols of human rights, democracy and constitutionalism, making the site a place of remembrance and redemption.





MOTHER'S DAY

18 May 2019

Proudly SA Offices

Mother's day is a day where all mothers are celebrated nationally, from a biological, adopted, foster or step-mom. It could also be a grandmother, an aunt, a close relative, a neighbour or a co-worker.

As part of Proudly SA's Staff Retention strategy, the ladies were honoured and celebrated for the critical role they play in society.





FATHER'S DAY

13 July 2018

Killarney Country Club

The main objective of this event is to celebrate and recognize the contribution that fathers and father figures make in the lives of their immediate families and communities at large.

As the prevalence of abuse and female genocide has increase we have to take it upon our selves to discuss our roles as men in this matter.

Men need to take action and discuss how we can turn this around and not only be good fathers at home but good fathers to society.



BUDGET SPEECH BREAKDOWN

06 April 2018
Main Boardroom

The country's budget speech has a direct impact on South Africa's citizen in terms of their financial planning. Critical information on the budget speech was broken down for Proudly SA's staff in an attempt to make more informed financial decision and to set future personal financial goals.



FINANCIAL WELLNESS

08 June 2018
Proudly SA Offices

Financial Wellness is a comprehensive description of one's financial attitude, financial situation, behaviour and financial satisfaction.

Proudly SA staff were provided with a presentation from Old Mutual Financial advisors around the following financial planning topics:

- Risk planning
- Retirement planning
- Health planning
- Investment planning
- Estate planning
- Short term insurance.





CASUAL SPRING DAY

07 September 2018
Proudly SA Offices

CONSUMER RIGHTS AND PROTECTION

14 September 2018
Proudly SA Offices





ERGONOMICS PRESENTATION

28 September 2018

Proudly SA Offices



ANNUAL WELLNESS DAY

23 November 2018

Planet Fitness Rosebank

When you have healthy employees, your company reaps the benefits. A correctly designed wellness programme can increase productivity, boost morale and reduce stress. Wellness programmes help employees make smart and healthy choices that can reduce health care costs, increase vitality and diminish absenteeism.

- Proudly SA Annual Wellness Day include the following:
- Physical Wellness
- Financial Wellness
- Psychological Wellness





STAFF YEAR END FUNCTION

13 December 2018
Zulunyala Lodge Forways

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:

- Employee of the month for the past 11 months
- Employee of the quarter for the past 3 quarters
- Employee of the year (CEO’s Discretionary Award)



OUR MEMBERS

CONTENTS

1. Member benefits: Improved value proposition for Proudly South African member companies
2. Terms utilised in tables and charts in this membership report
3. Overview of the membership base in the current period 2018/2019
 - 3.1 Highlights of the current period 2018/2019
 - 3.2 Membership by sector in 2018/2019
 - 3.3 Membership by province in 2018/2019
4. Newly-recruited members for 2018/2019
 - 4.1 Year-on-year comparison of the number of newly-recruited members per month for the period 2010/2011 to 2018/2019
 - 4.2 Quarterly comparisons of the number of newly-recruited members for the period 2018/2019
 - 4.3 Member companies recruited for the period 2018/2019 by sector
 - 4.4 Member companies recruited for the period 2018/2019 by province
 - 4.5 Member companies recruited for the period 2018/2019 by classification
 - 4.6 Member companies recruited for the period 2018/2019 by lead origin
5. Renewing members for 2018/2019
 - 5.1 Renewal rate for 2018/2019
 - 5.2 Quarterly comparison of renewing members in 2018/2019
 - 5.3 Comparison by sector of renewing members in 2018/2019
 - 5.4 Comparison by province of renewing members in 2018/2019
 - 5.5 Comparison by classification of renewing members in 2018/2019
6. Database of local products and services
 - 6.1 Highlights of the database of local products and services for 2018/2019
 - 6.2 Growth of the database of local products and services in terms of items added in 2017/2018 and 2018/2019
 - 6.3 Quarterly comparison of local products and services added in 2018/2019 to the database
 - 6.4 Quarterly comparison of local products and services added in 2018/2019 to the database in percentage
7. Tender monitoring function
 - 7.1 Overview of the period 2017/2018 and 2018/2019
 - 7.2 Comparison of the levels of compliance in tenders designated for local content in 2017/2018 and 2018/2019
 - 7.3 Local content breakdown of tenders designated for local content in 2018/2019

1. Member benefits: Improved 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 local 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

Participation in and access to:

- The annual Proudly SA **Buy Local Summit and Expo**;
- **Supply chain workshops**;
- **Business and sector-specific forums** for networking and information sharing opportunities;
- **Joint promotions** with Proudly SA for consumer-targeted campaigns, major events and trade expos;
- Proudly SA’s extensive **marketing strategy and activities** aimed at promoting members’ products and services;
- Proudly SA’s **PR and communication platforms** for example, the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities and more;
- Recognition at the annual **SA Premier Business Awards**; and
- **Special packages and pricing** between other members.

2. Terms utilised in the tables and charts in this membership report

Classification of members		
Category	SMMEs <i>Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions</i>	Annual membership fee payable (excluding VAT) R500.00
	Bronze <i>Organisations turning over between R5 million and R10 million per annum</i>	R1,000.00
	Silver <i>Companies turning over between R10 million and R30 million per annum</i>	R10,000.00
	Gold <i>Companies turning over between R30 million and R50 million per annum</i>	R20,000.00
	Platinum <i>Companies turning over between R50 million and R100 million per annum</i>	R50,000.00
	Diamond <i>Companies turning over R100 million or more per annum</i>	R100,000.00
	Other terms	
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (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 (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 him/herself
	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 whence a lead originates
	Referral	Referral of a company from an internal or extra stakeholder

3. Overview of the membership base in the current period 2018/2019

3.1 Highlights of the current period 2018/2019

New members	
Target	200
Achievement	224
Renewal rate (in percentage)	
Target	80%
Achievement	73%
Database of local products and services	
Target	500
Items added	1257
Number currently listed	9630
Exceeded target (in percentage)	251%

The Proudly South African membership base is growing at a steady pace with 224 companies joining the Campaign in 2018/2019 contributing to the total base of 1,484.

A notable point is the growth of its base in the Professional Services sector by 29, Construction, Engineering and Architecture sector by 30 and Manufacturing by 79 new companies. The membership footprint continues to grow nationally with the three major metros still dominating: Gauteng grew by 151 new companies followed by the Western Cape and KwaZulu-Natal with 25 and 22 new members respectively.

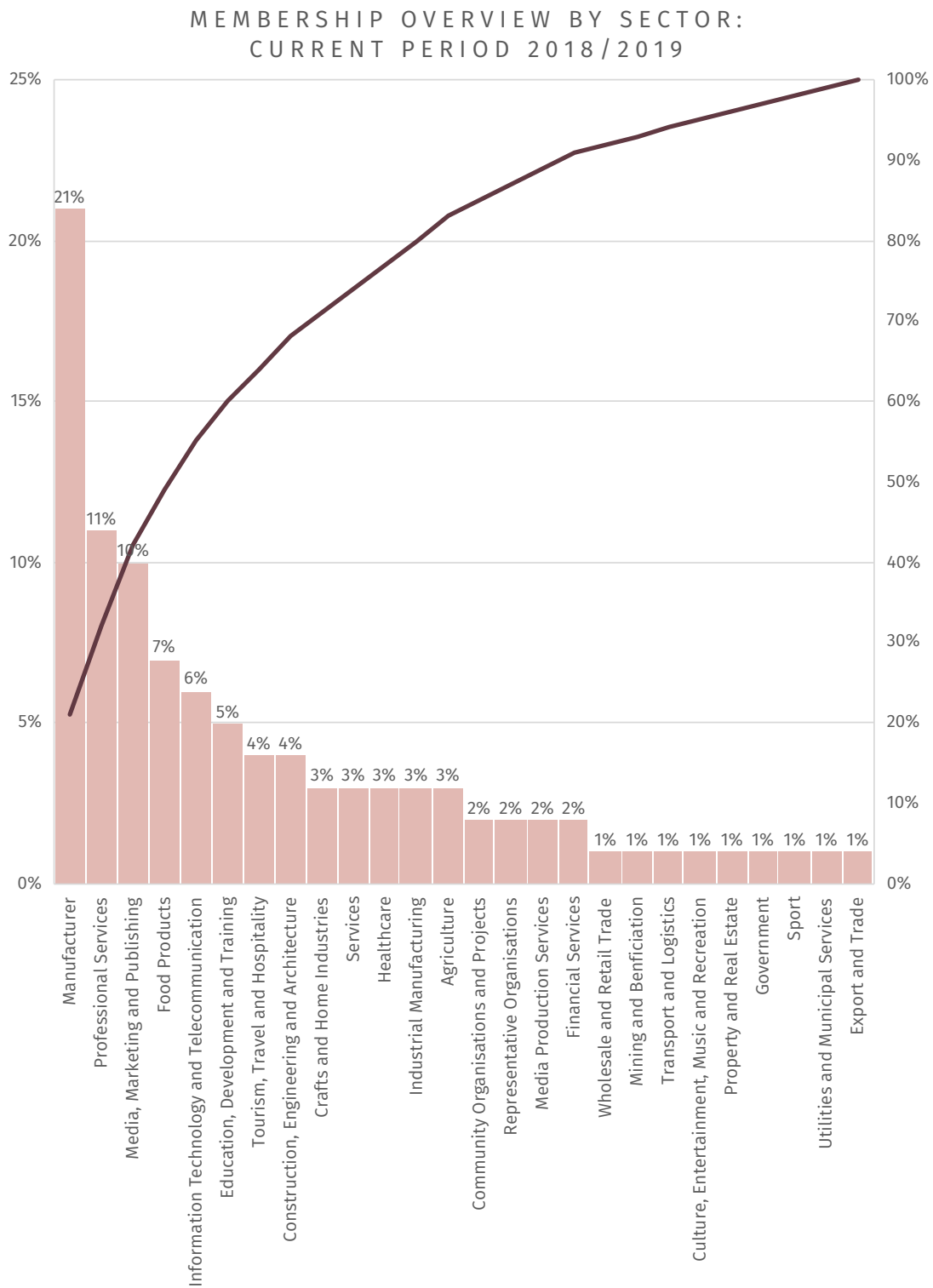
By classification, a total of 14 high-value members in the Diamond category joined this financial year as well as 18 companies affiliated with member companies in the Diamond category including 17 companies that joined as part Massmart's Supplier Development Programme, Wilmar South Africa, ACTOM, Crown Chickens, Comair, Nyamezela Metering, Kaytech, LIXIL Africa, Lasher Tools, Nampak Limited, Unilever South Africa, TFG (The Foschini Group), Air Chefs, and Crickley Dairy. The SMME category continues to grow the strongest with 177 new additions in 2018/2019.

New members were recruited predominantly from referrals by other members at 67 as well as companies sponsoring their suppliers or enterprise development beneficiaries at 63.

The renewal rate for 2018/2019 was below the target of 80% at 73%. This is predominantly due to the migration to new software and the rate at which renewals take place to ensure members continue to comply with Proudly SA's four criteria.

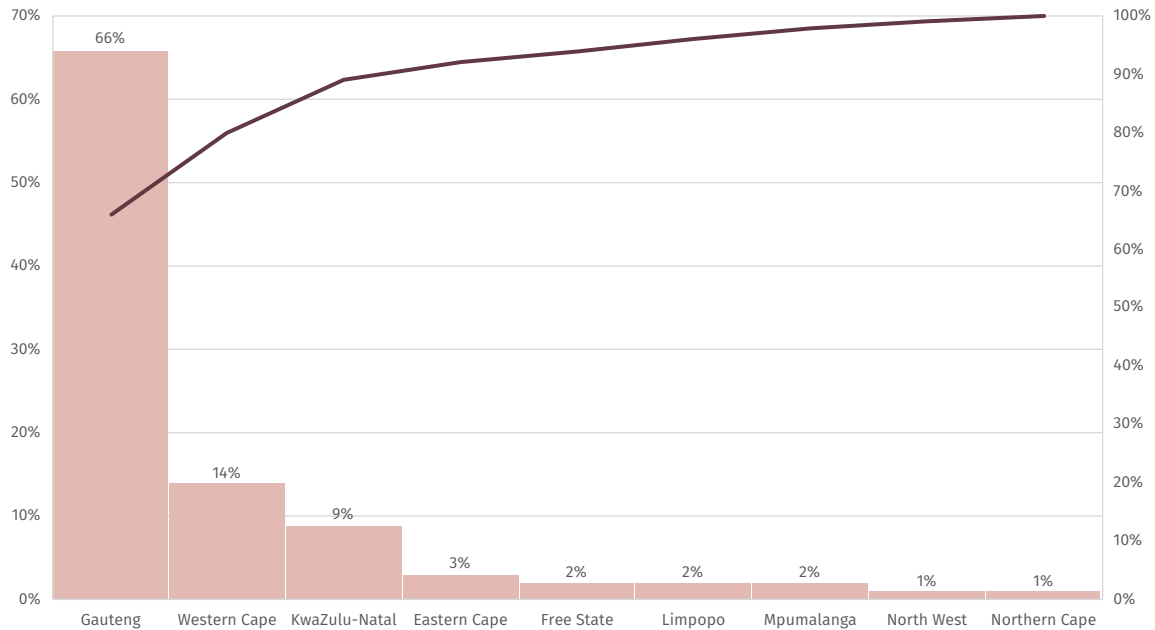
Proudly SA's database of local products and services continues to grow steadily: the target of 500 new items was exceeded by 251% with the addition of 1,257 items.

3.2 Membership by sector in 2018/2019



3.3 Membership by province in 2018/2019

MEMBERSHIP OVERVIEW BY PROVINCE:
CURRENT PERIOD 2018/2019



4. Newly-recruited members for 2018/2019

4.1 Year-on-year comparisons of the number of newly-recruited members per month for the period 2010/2011 to 2018/2019

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

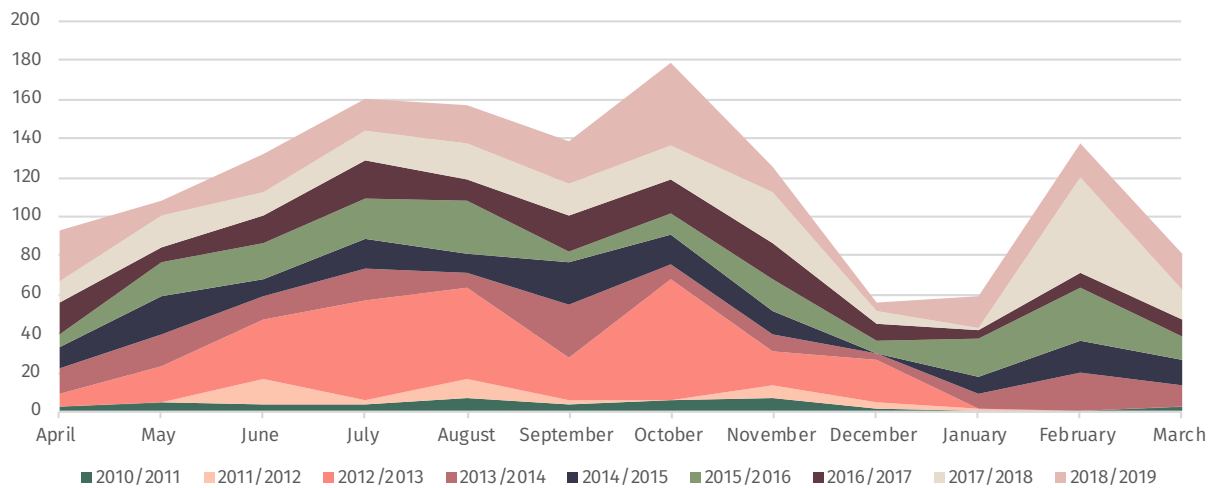
1. Companies must manufacture locally or render local services,
2. Prove that the products/services are of a high quality by submitting industry-related certification including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies etc.,
3. The company adheres to the Basic Conditions of Employment Act when it employs, and
4. 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 comparisons of the number of newly-recruited members per month for the period 2010/2011 to 2018/2019

Month	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019
April	3	0	6	13	11	7	16	11	26
May	5	0	18	17	19	17	8	16	8
June	4	13	30	12	9	18	15	11	20
July	4	2	51	16	16	20	20	15	16
August	7	10	46	8	10	27	11	18	20
September	4	2	22	27	21	6	18	17	21
October	6	0	62	7	16	11	17	17	43
November	7	7	17	9	11	17	18	26	13
December	2	3	21	4	0	6	9	6	5
January	0	1	0	8	9	19	5	1	16
February	0	0	0	20	16	27	8	49	17
March	3	0	0	11	12	13	8	15	19
Total	45	38	273	152	150	188	153	202	224

**NEWLY-RECRUITED MEMBERS:
YEAR-ON-YEAR GRAPHICAL COMPARISONS OF MONTHS FOR
THE PERIODS 2010/2011 TO 2018/2019**

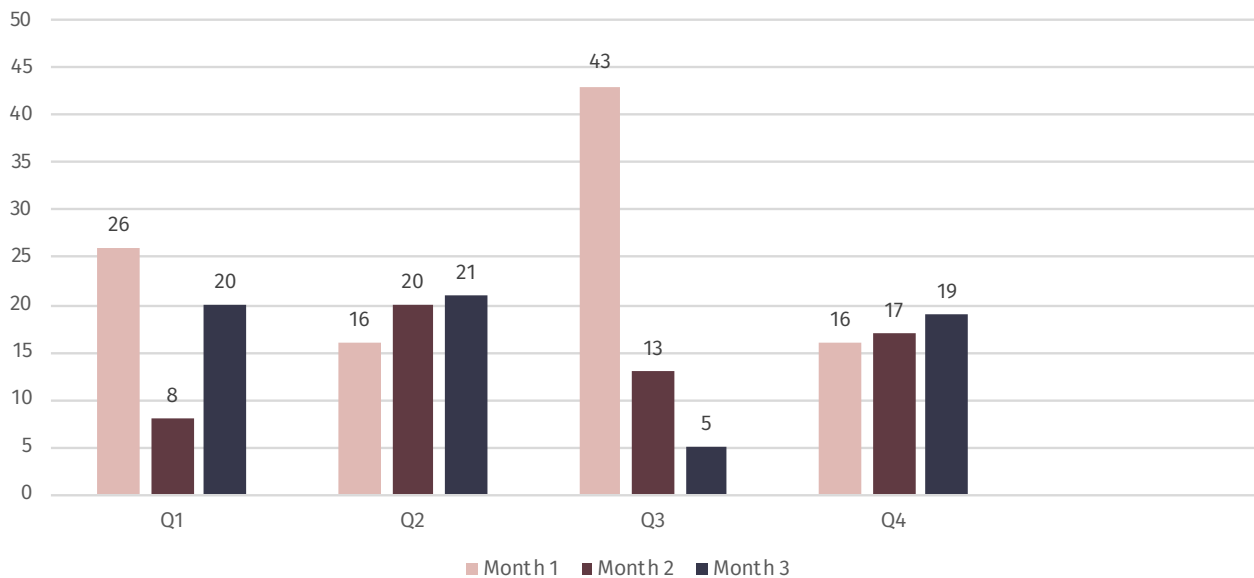


4.2 Quarterly comparison of the number of newly-recruited members for the period 2018/2019

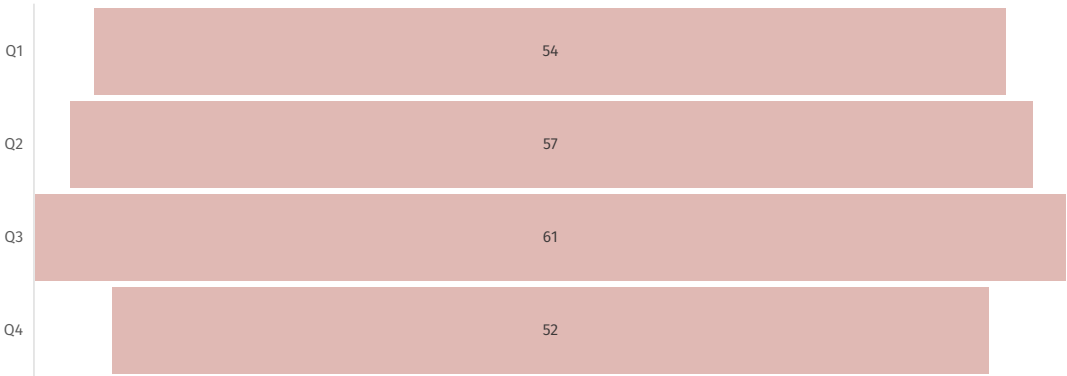
	Month 1	Month 2	Month 3	TOTAL
Q1	26	8	20	54
Q2	16	20	21	57
Q3	43	13	5	61
Q4	16	17	19	52
				224

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

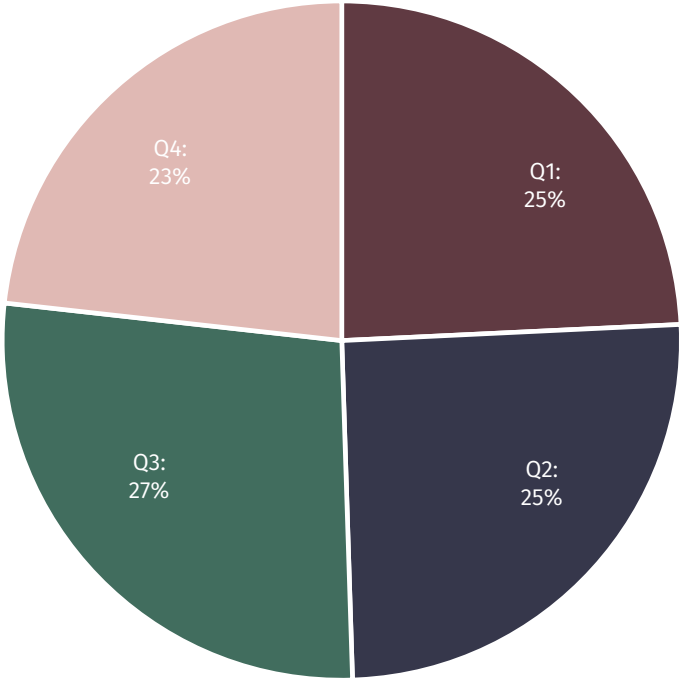
NEWLY-RECRUITED MEMBERS:
 QUARTERLY COMPARISON BY MONTH
 2018/2019



NEWLY-RECRUITED MEMBERS:
COMPARISON BY QUARTER
2018/2019



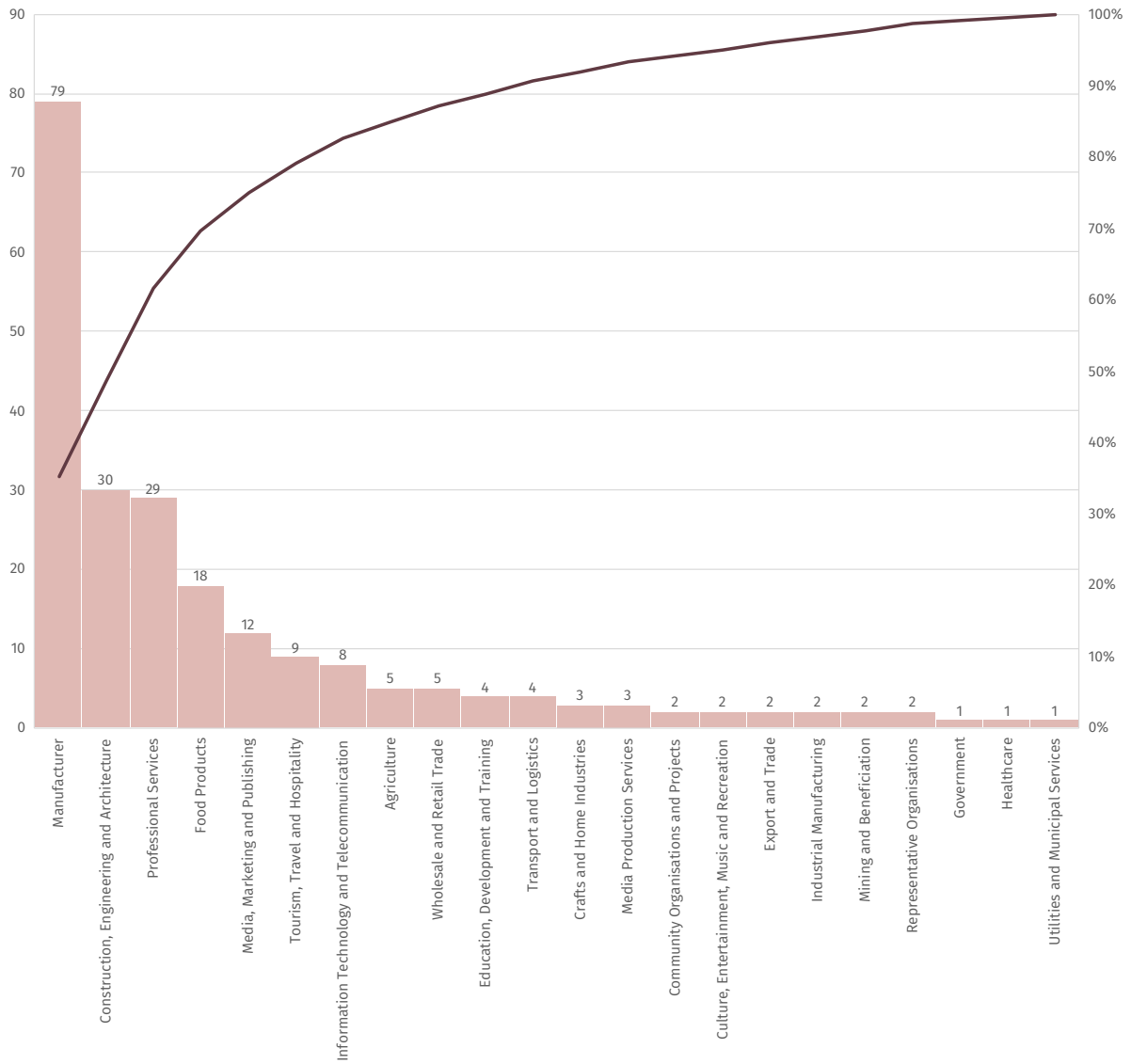
NEWLY-RECRUITED MEMBERS:
QUARTERLY COMPARISON IN PERCENTAGE
2018/2019



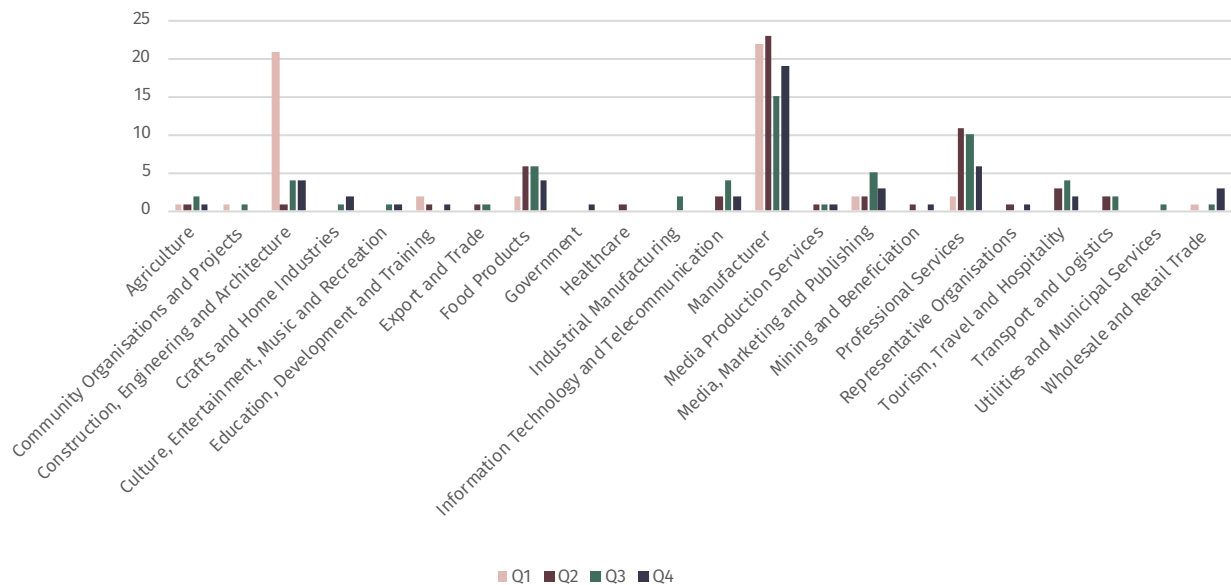
4.3 Member companies recruited for the period 2018/2019 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Agriculture	1	1	2	1	5
Community Organisations and Projects	1	0	1	0	2
Construction, Engineering and Architecture	21	1	4	4	30
Crafts and Home Industries	0	0	1	2	3
Culture, Entertainment, Music and Recreation	0	0	1	1	2
Education, Development and Training	2	1	0	1	4
Export and Trade	0	1	1	0	2
Food Products	2	6	6	4	18
Government	0	0	0	1	1
Healthcare	0	1	0	0	1
Industrial Manufacturing	0	0	2	0	2
Information Technology and Telecommunication	0	2	4	2	8
Manufacturer	22	23	15	19	79
Media Production Services	0	1	1	1	3
Media, Marketing and Publishing	2	2	5	3	12
Mining and Beneficiation	0	1	0	1	2
Professional Services	2	11	10	6	29
Representative Organisations	0	1	0	1	2
Tourism, Travel and Hospitality	0	3	4	2	9
Transport and Logistics	0	2	2	0	4
Utilities and Municipal Services	0	0	1	0	1
Wholesale and Retail Trade	1	0	1	3	5
TOTAL	54	57	61	52	224

NEWLY-RECRUITED MEMBERS:
COMPARISON BY SECTOR
2018/2019



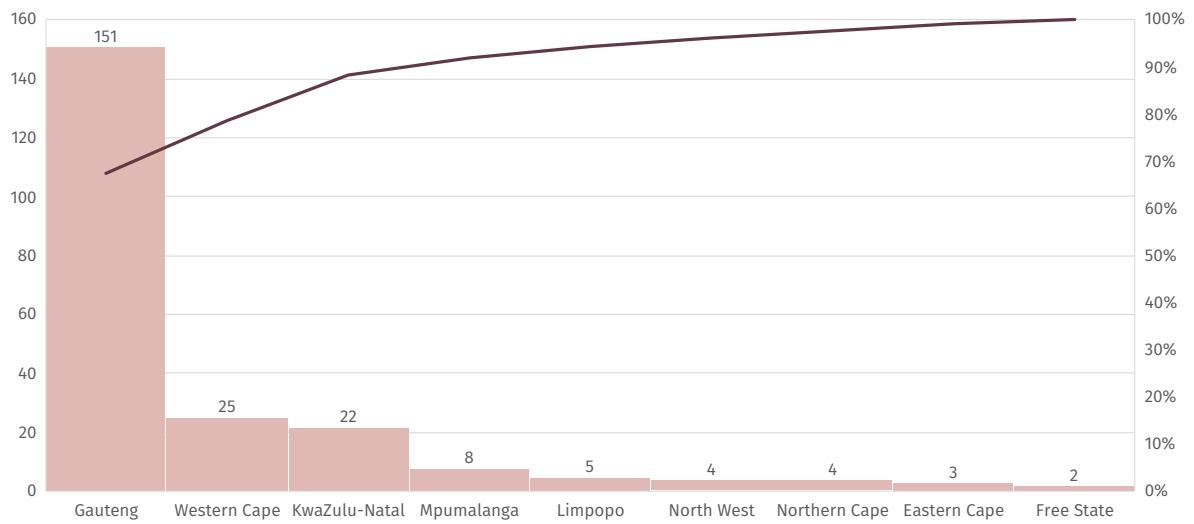
**NEWLY-RECRUITED MEMBERS:
QUARTERLY COMPARISON BY SECTOR
2018/2019**



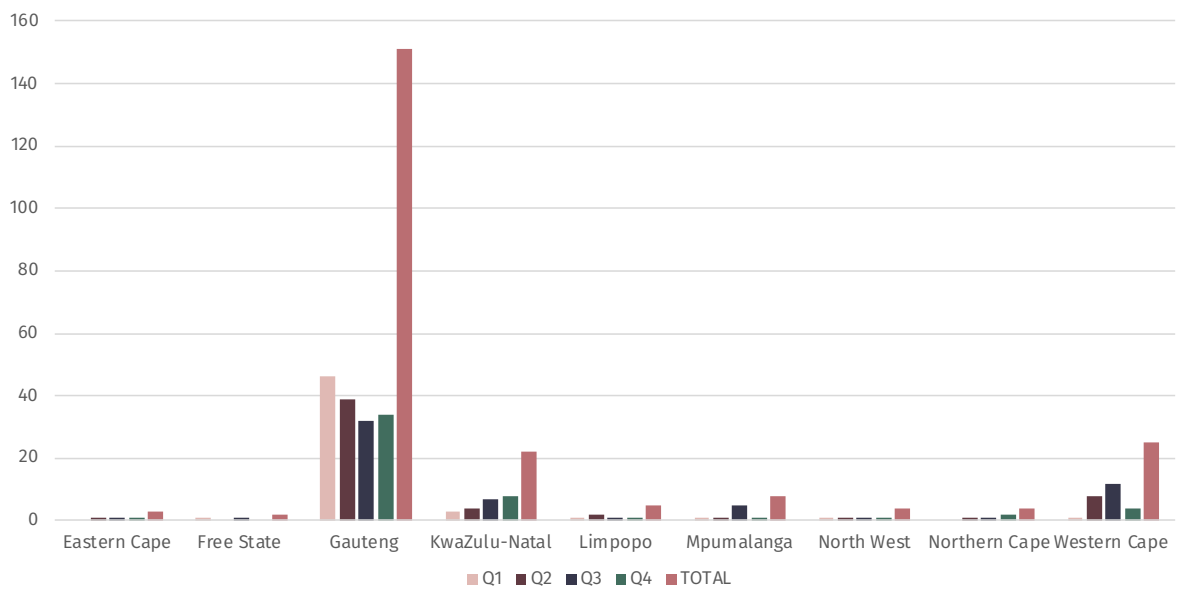
4.4 Member companies recruited for the period 2018/2019 by province

PROVINCE	Q1	Q2	Q3	Q4	TOTAL
Gauteng	46	39	32	34	151
Western Cape	1	8	12	4	25
KwaZulu-Natal	3	4	7	8	22
Mpumalanga	1	1	5	1	8
Limpopo	1	2	1	1	5
North West	1	1	1	1	4
Northern Cape	0	1	1	2	4
Eastern Cape	0	1	1	1	3
Free State	1	0	1	0	2
TOTAL	54	57	61	52	224

NEWLY-RECRUITED MEMBERS:
COMPARISON BY PROVINCE
2018/2019



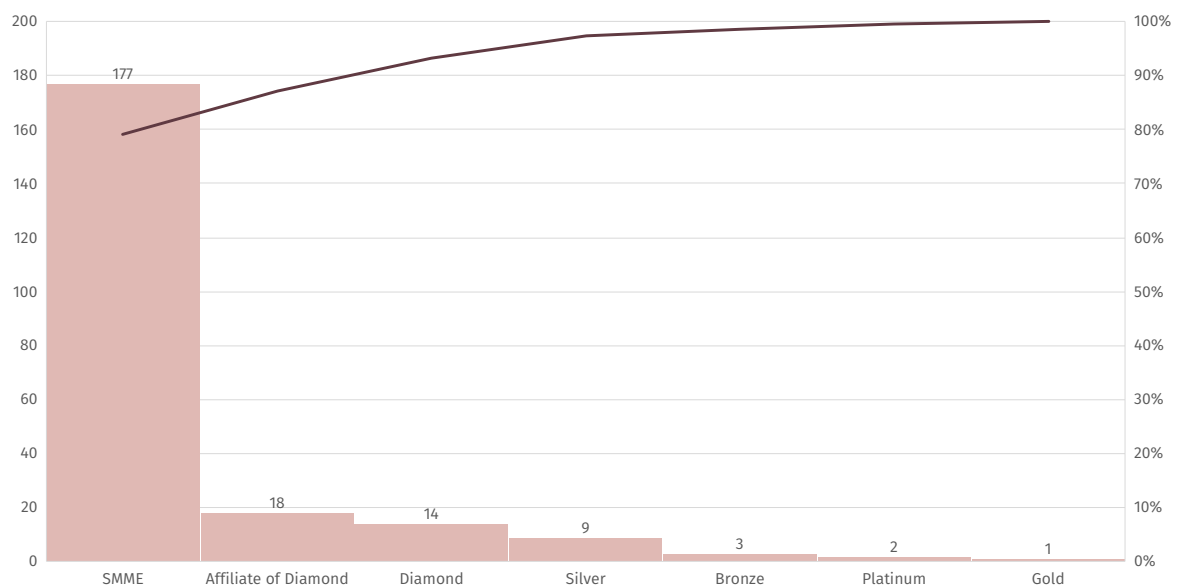
NEWLY-RECRUITED MEMBERS:
QUARTERLY COMPARISON BY PROVINCE
2018/2019



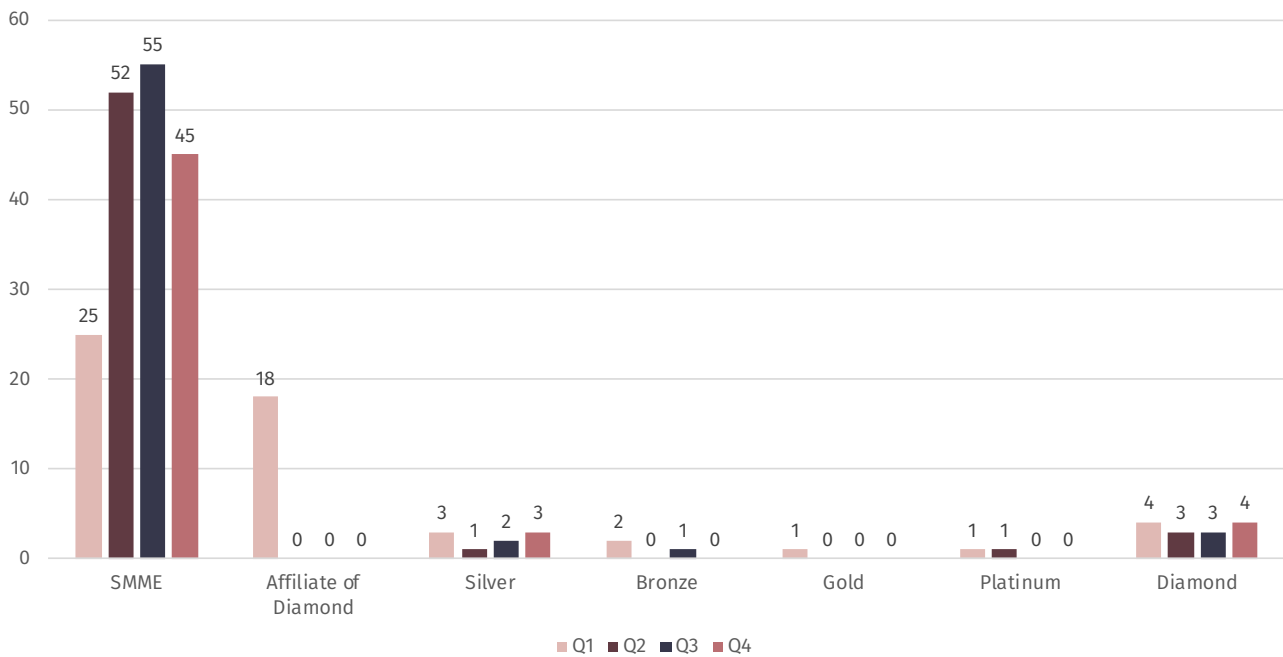
4.5 Member companies recruited for the period 2018/2019 by classification

CLASSIFICATION	Q1	Q2	Q3	Q4	TOTAL
SMME	25	52	55	45	177
Affiliate of Diamond	18	0	0	0	18
Silver	3	1	2	3	9
Bronze	2	0	1	0	3
Gold	1	0	0	0	1
Platinum	1	1	0	0	2
Diamond	4	3	3	4	14
TOTAL	54	57	61	52	224

NEWLY-RECRUITED MEMBERS:
COMPARISON BY CLASSIFICATION
2018/2019



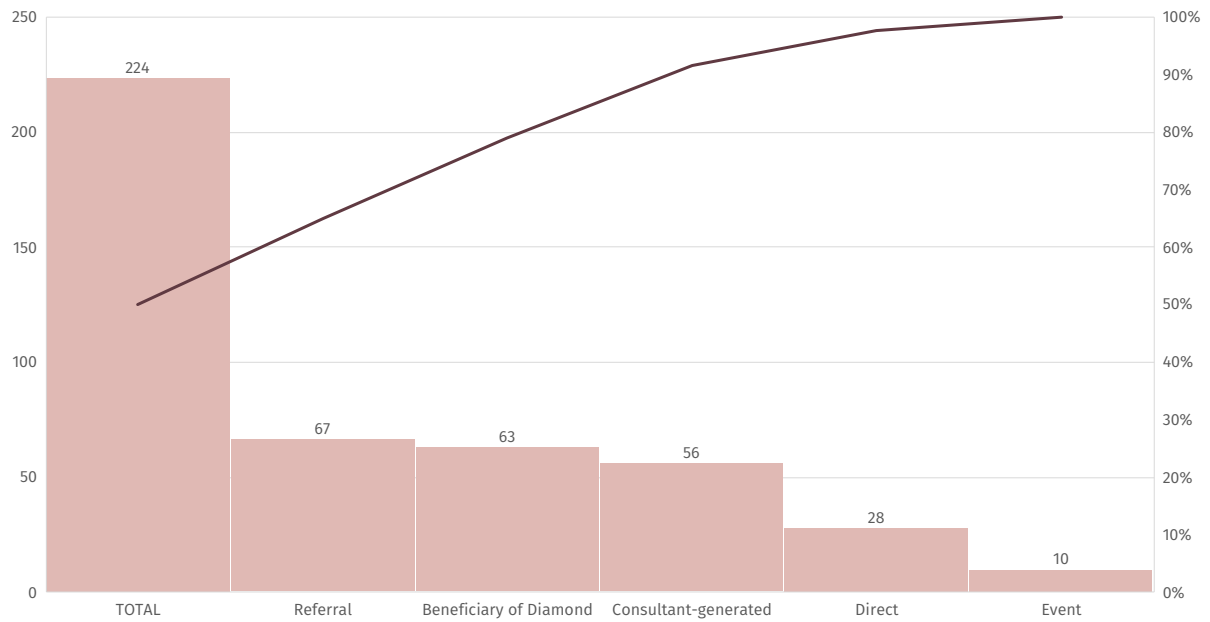
NEWLY-RECRUITED MEMBERS:
QUARTERLY COMPARISON BY CLASSIFICATION
2018/2019



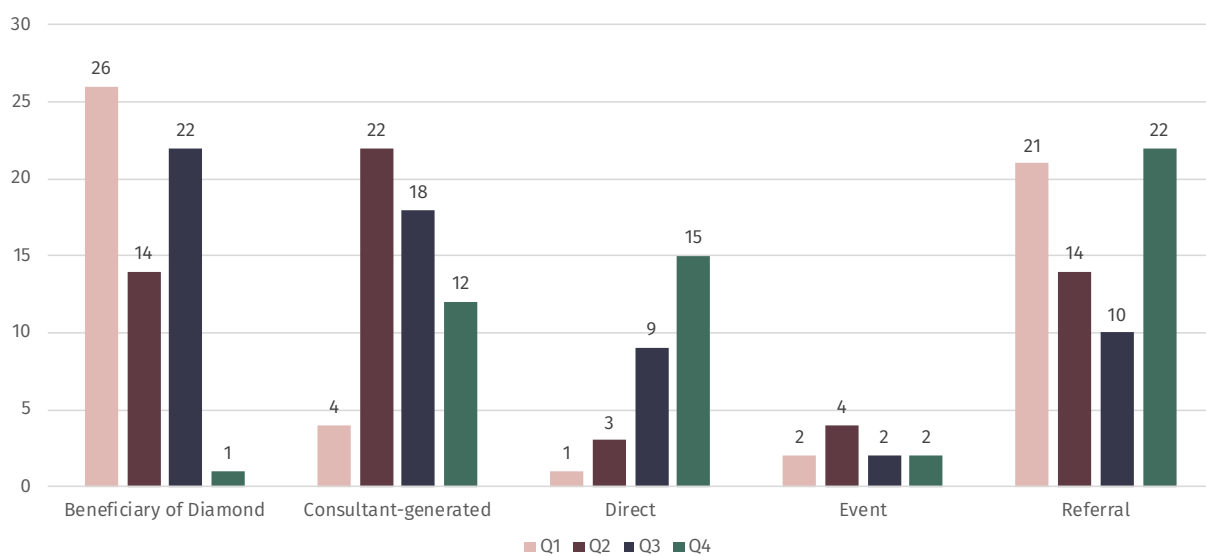
4.6 Member companies recruited for the period 2018/2019 by lead origin

LEAD ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	21	14	10	22	67
Beneficiary of Diamond	26	14	22	1	63
Consultant-generated	4	22	18	12	56
Direct	1	3	9	15	28
Event	2	4	2	2	1
TOTAL	54	57	61	52	224

NEWLY-RECRUITED MEMBERS:
COMPARISON BY LEAD ORIGIN
2018/2019



NEWLY-RECRUITED MEMBERS:
QUARTERLY COMPARISON BY LEAD ORIGIN
2018/2019

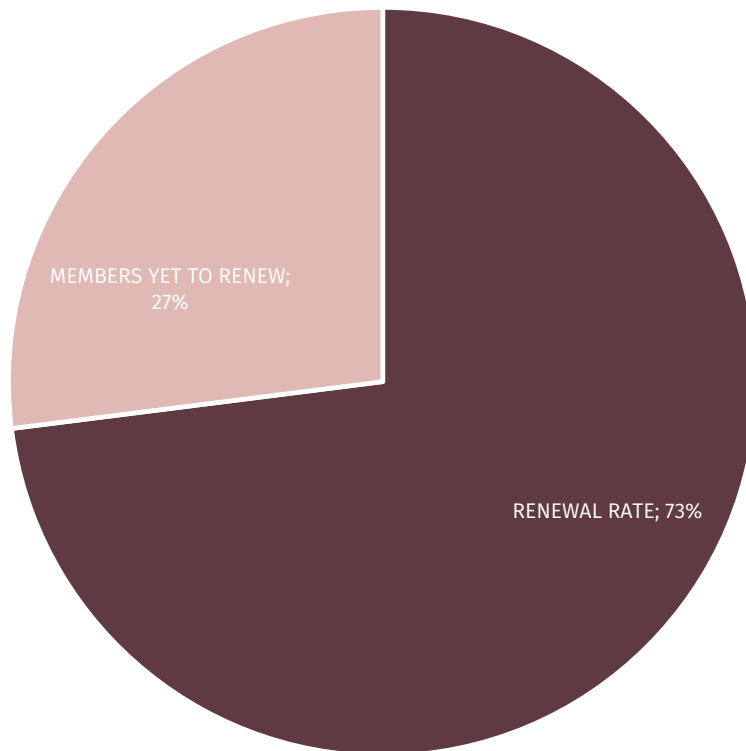


5. Renewing members for 2018/2019

5.1 Renewal rate for 2018/2019

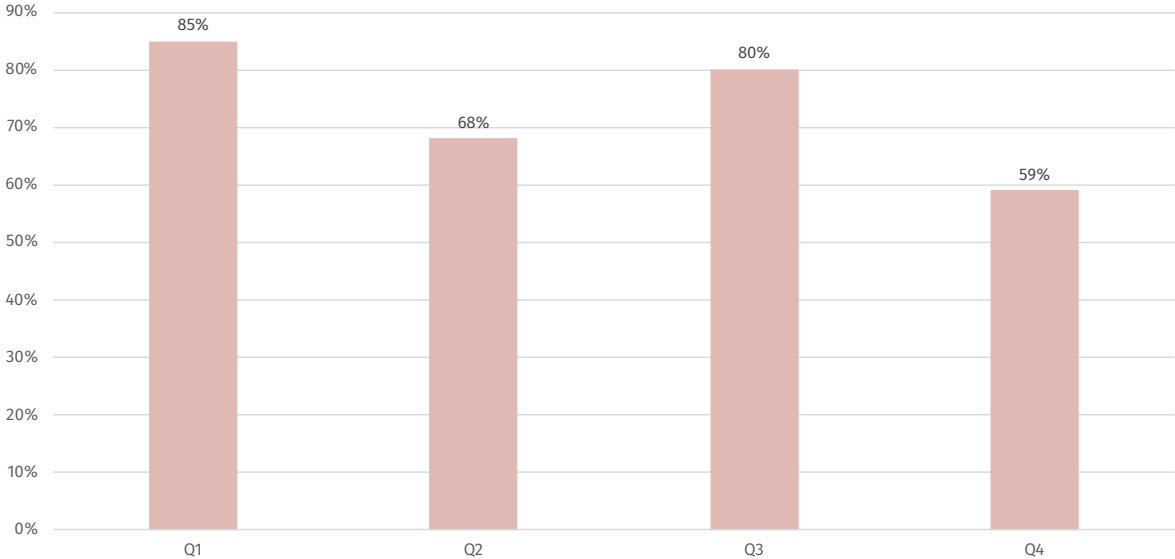
	Q1	Q2	Q3	Q4
Renewal rate	85%	68%	80%	59%
Renewal rate for the year = 73%				

RENEWING MEMBERS:
RENEWAL RATE FOR 2018/2019



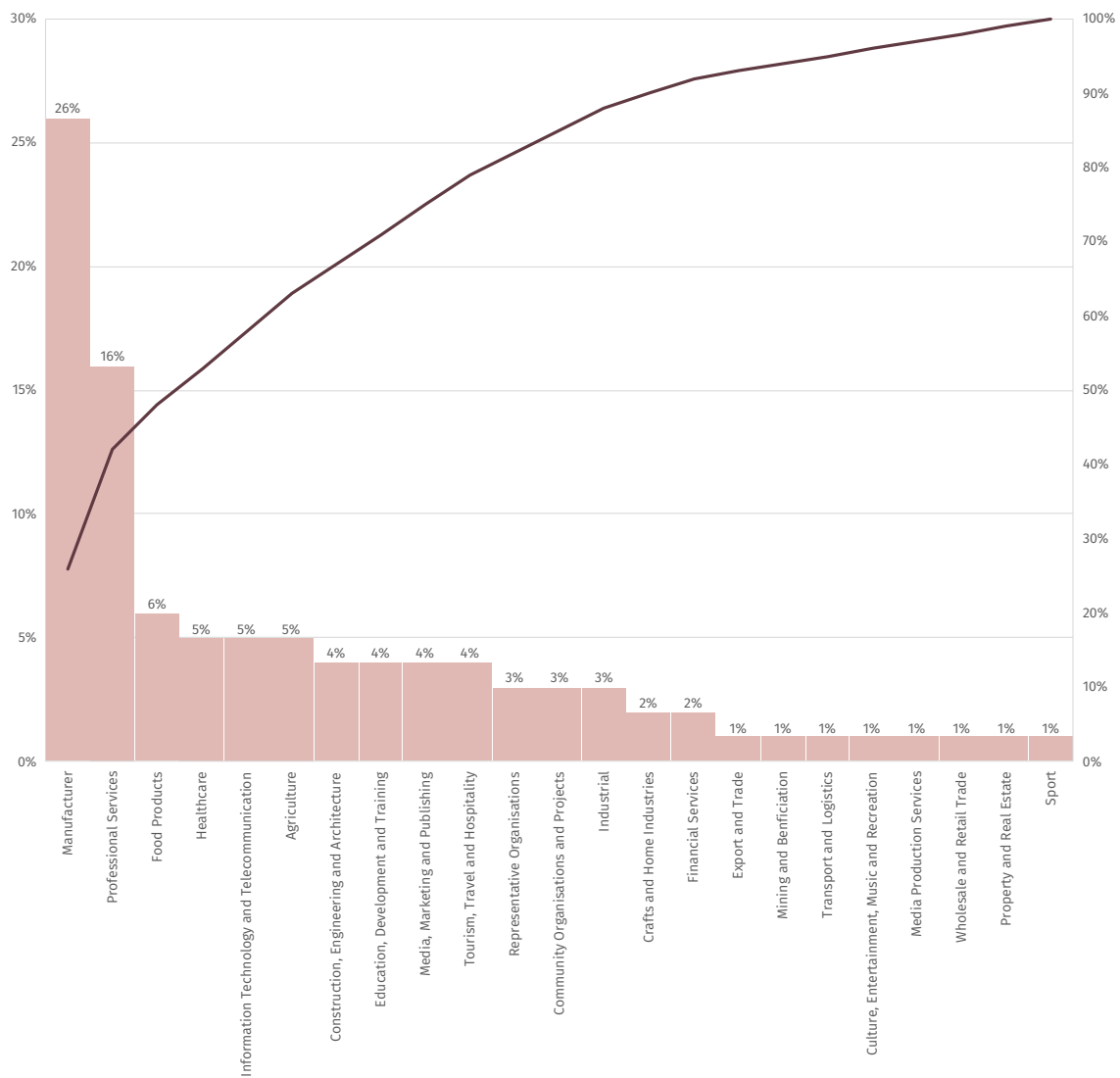
5.2 Quarterly comparison of renewing members in 2018/2019

RENEWING MEMBERS:
QUARTERLY COMPARISON
2018/2019



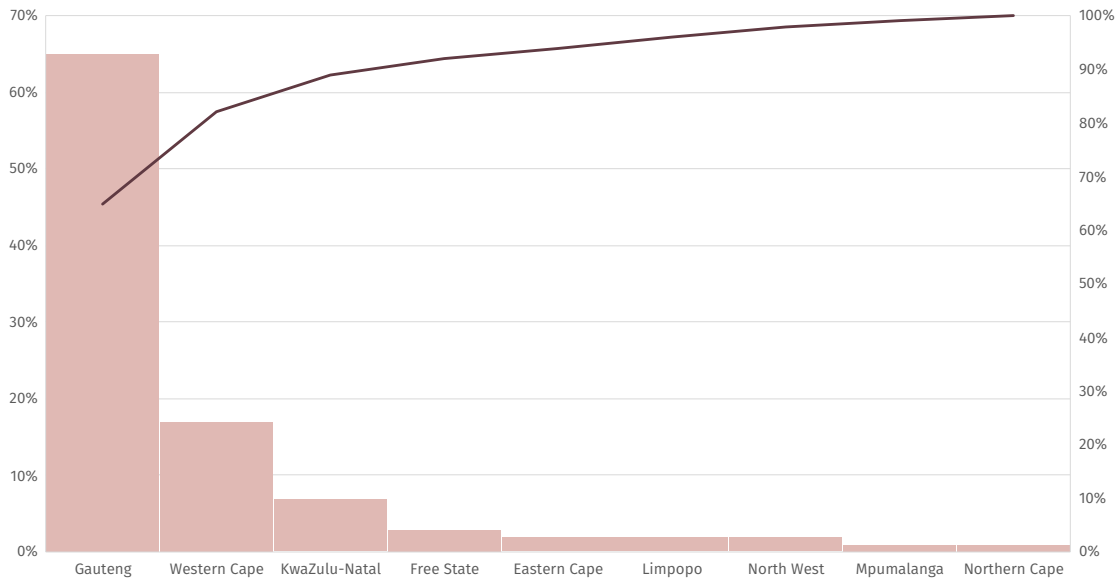
5.3 Comparison by sector of renewing members in 2018/2019

RENEWING MEMBERS:
COMPARISON BY SECTOR
2018/2019



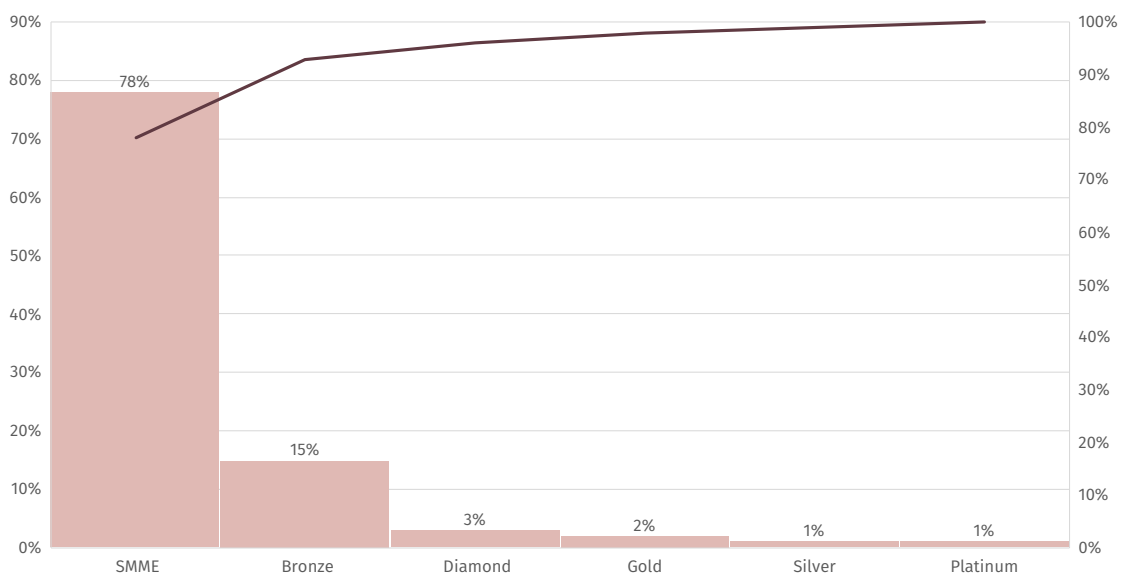
5.4 Comparison by province of renewing members in 2018/2019

RENEWING MEMBERS:
COMPARISON BY PROVINCE
2018/2019



5.5 Comparison by classification of renewing members in 2018/2019

RENEWING MEMBERS:
COMPARISON BY CLASSIFICATION
2018/2019



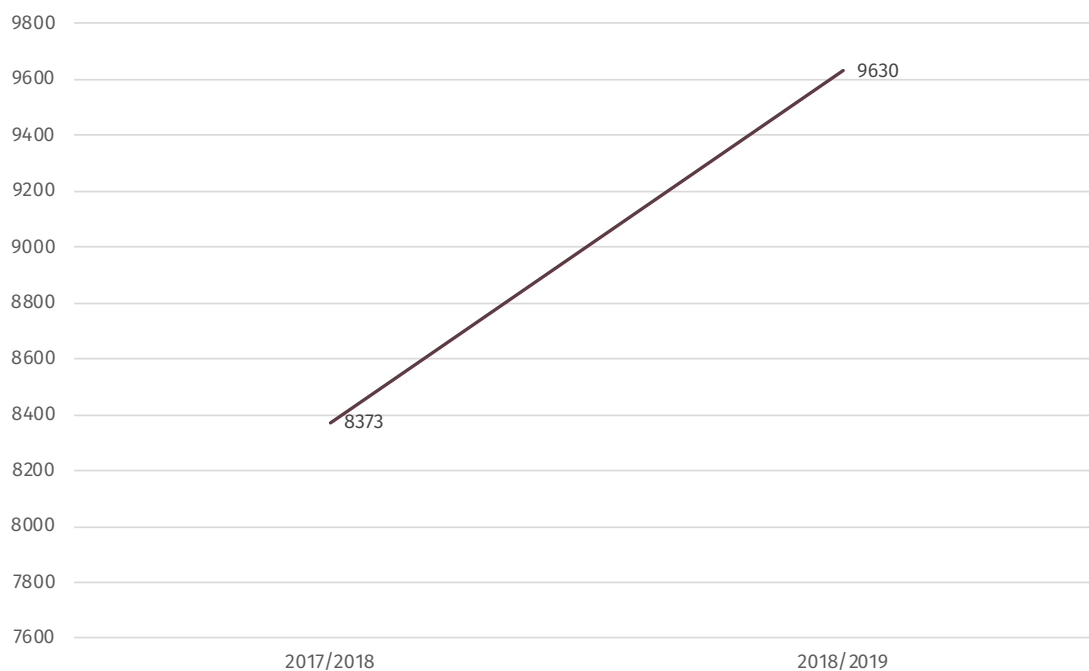
6. Database of local products and services

6.1 Highlights of the database of local products and services for 2018/2019

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of products and services
2017/2018	8373
2018/2019	9630
2018/2019	
Target	500
Items added	1257
Target exceeded by 251%	

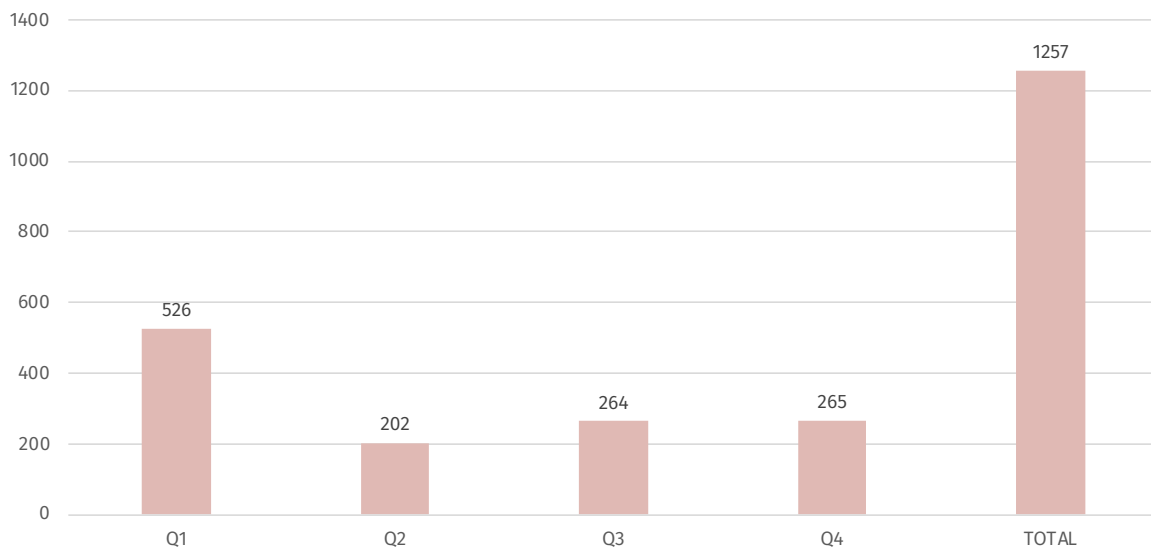
6.2 Growth of the database of local products and services in terms of items added in 2017/2018 and 2018/2019

DATABASE OF LOCAL PRODUCTS AND SERVICES GROWTH:
ITEMS ADDED IN 2017/2018 AND 2018/2019



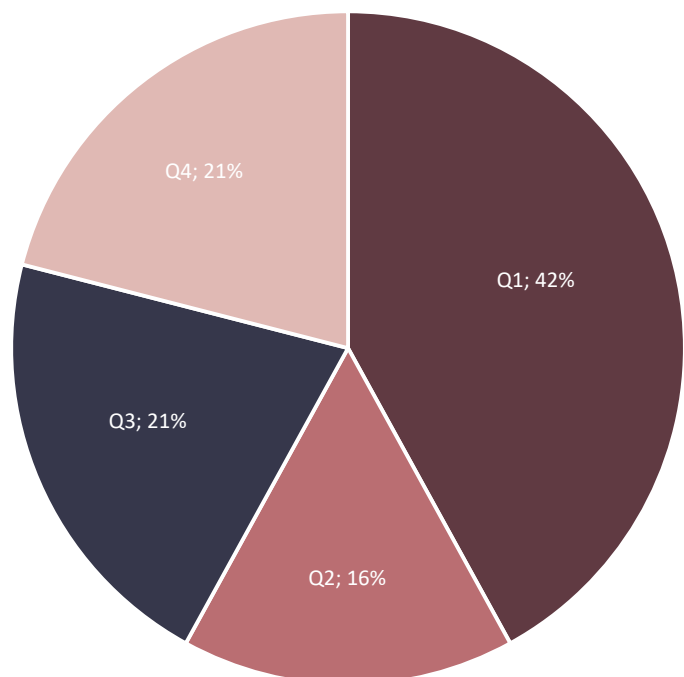
6.3 Quarterly comparison of local products and services added in 2018/2019 to the database

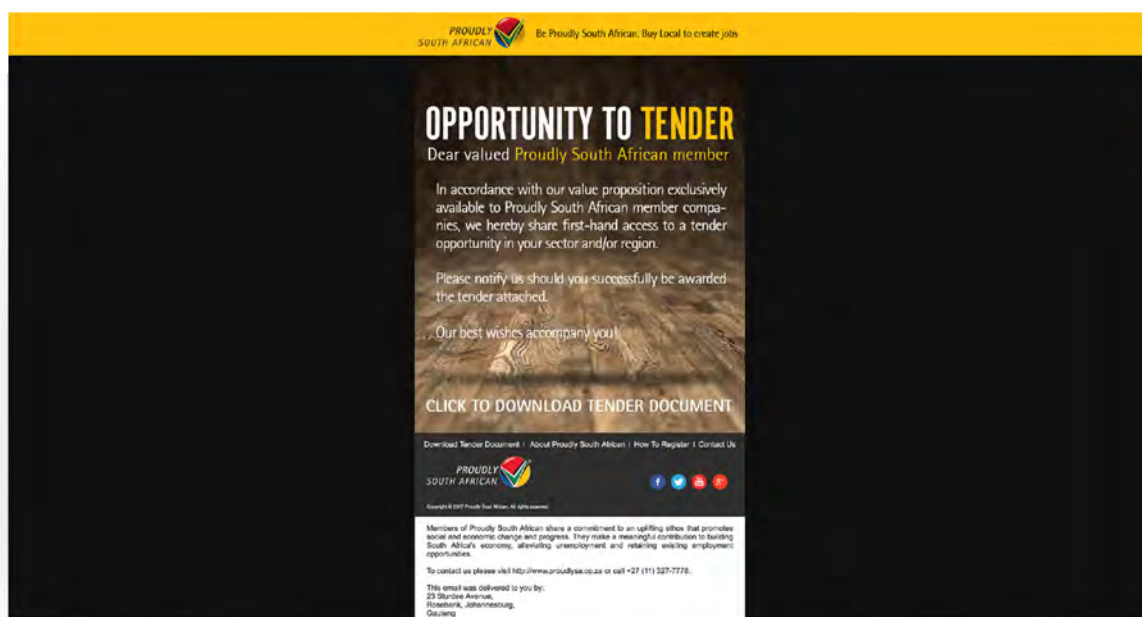
DATABASE OF LOCAL PRODUCTS AND SERVICES:
 QUARTERLY COMPARISON OF ITEMS ADDED
 2018/2019



6.4 Quarterly comparison of local products and services added in 2018/2019 to the database in percentage

DATABASE OF LOCAL PRODUCTS AND SERVICES: QUARTERLY COMPARISON OF ITEMS ADDED IN PERCENTAGE
 2018/2019





7. Tender monitoring function

7.1 Overview of the period 2017/2018 and 2018/2019

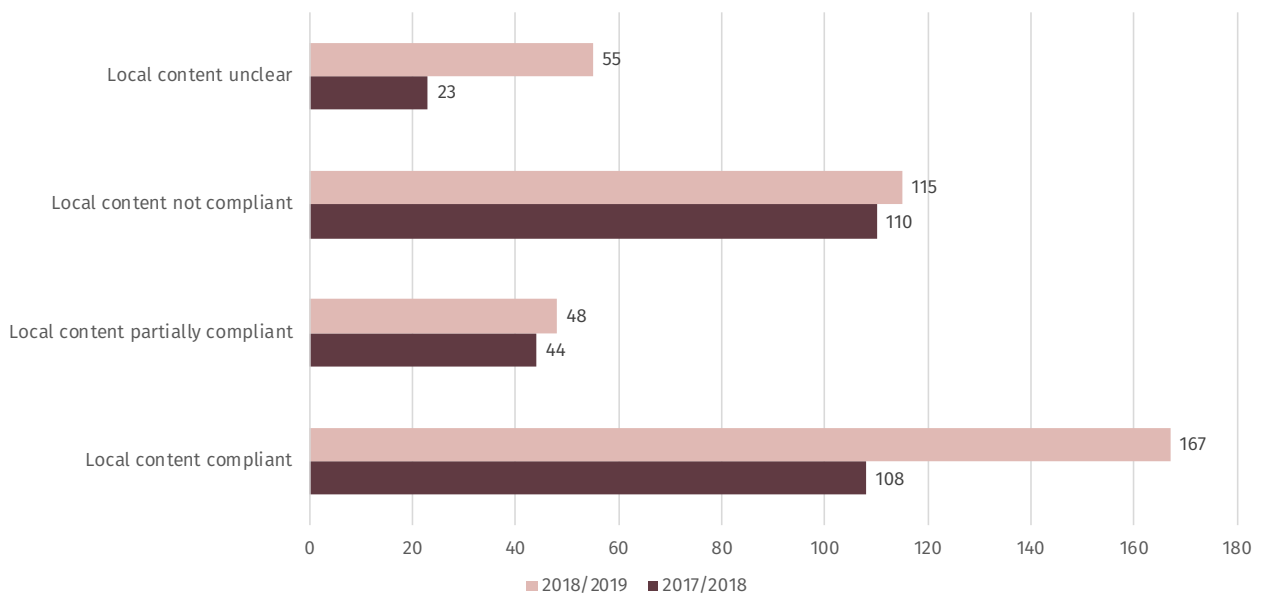
To support the efforts to drive a stricter adherence to local procurement legislation, Proudly South African launched a Tender Monitoring Function in 2017 which now searches through 763 government and SOE websites for tenders that are required to stipulate an element of local procurement. As part of 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 dti to monitor compliance.

The graphs below portray the number of tenders Proudly South African's Tender Monitoring Function has picked up since April 2017, the number of which are designated for local content and those that are not. For the sectors that are designated, the tenders have been categorised in terms of their compliance to local content specifications, whether they are fully compliant, partially compliant, not compliant or whether the local content is unclear.

TENDERS DESIGNATED FOR LOCAL CONTENT	2017/2018	2018/2019
Local content compliant	108	167
Local content partially compliant	44	48
Local content not compliant	110	115
Local content unclear	23	55
TOTAL	285	385
Percentage of tenders that are local content compliant	38%	43%

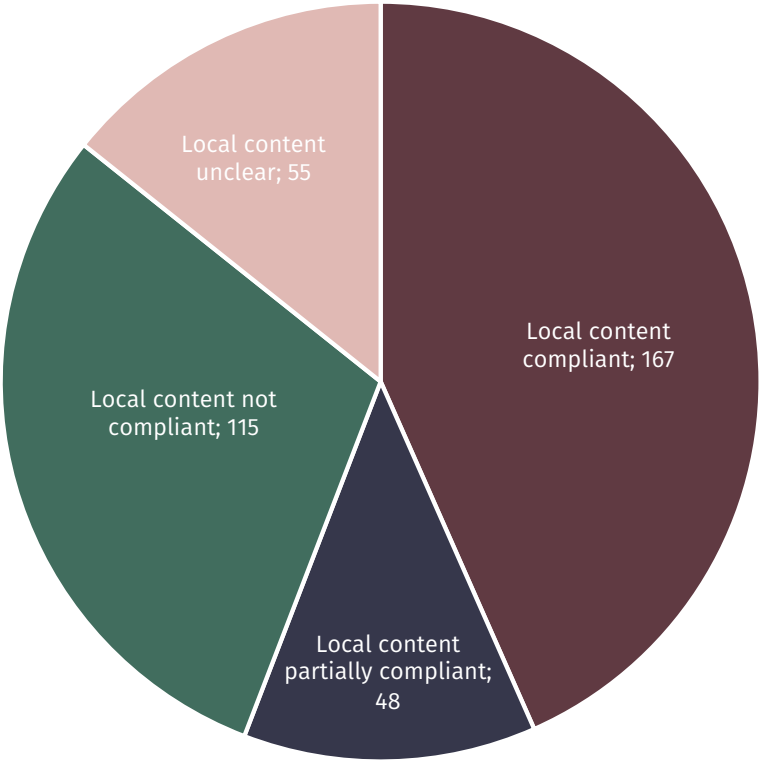
7.2 Comparison of the levels of compliance in tenders designated for local content in 2017/2018 and 2018/2019

TENDER MONITORING FUNCTION:
COMPARISON OF LEVELS OF COMPLIANCE IN TENDERS
DESIGNATED FOR LOCAL CONTENT
IN 2017/2018 AND 2018/2019



7.3 Local content breakdown of tenders designated for local content in 2018/2019

TENDER MONITORING FUNCTION:
LOCAL CONTENT BREAKDOWN
2018/2019



We buy local



Our **Pride** motivates us
Our **Colours** celebrate us
Our **Products** represent us
Our **Heritage** defines us





Proudly South African member company Nestlé South Africa and The Department of Small Business Development last year entered into a PPP launching a Micro Distributor Programme. With the assistance of the DSBD who funded 50 locally manufactured Nissan bakkies, Nestlé SA equipped a number of SMMEs to become distributors of their products into outlying areas. That's two locally producing multi-national companies, one government department and 50 SMMEs demonstrating the possibilities created by successful PPPs.



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OUR ACTIVITIES

We
buy local

STV DELICIOUS FESTIVAL 2018



udlySA #Brand
yLocal



KEY
ACTIVATIONS
AND
EVENTS





BUSINESS SECTOR FORUMS

Our national roadshow of Business Sector Forums travels to all 9 provinces between May-December each year. With a set format, the forums present the case for local procurement to business owners and are an opportunity for Membership to recruit. Speakers and panellists differ from province to province and are drawn from our partners and stakeholders, often including the dti, SARS, SEDA and SEFA but in each case we provide delegates with information on financial and non-financial support programmes for SMMEs, membership case studies, legal advice on IP and a valuable business to business networking and matchmaking session at the end of the day.

Target audiences for all forums: SMMEs, entrepreneurs, business owners, members, non-members



North West Province (Rustenburg) 23 May 2018
Attendance : 156

North West boasts a plethora of thriving small businesses who are enthusiastically opening themselves up to and looking for opportunities to grow. The event was oversubscribed by almost 100%.

KZN (Durban) 6 June 2018
Attendance : 89

The provincial department of Economic Development, Tourism and Environmental Affairs was represented at this forum

Western Cape (Cape Town) 25 July 2018
Attendance: 100

The Western Cape Government was represented by Mr. Nezaam Joseph, Director: Strategy, Economic Policy and Planning.

Limpopo (Polokwane) 15 August 2018
Attendance : 120

The Limpopo Department: Economic Development, Environment and Tourism focused on encouraging local enterprises in the province to take up local goods and services to sustain and create jobs.

Mpumalanga (Nelspruit) 28 August 2018
Attendance : 140



**Free State (Bloemfontein) 13 November 2018**

Attendance: 150

Grain Field Chickens gave a member testimonial and the local media was well represented. Membership secured 10 leads.

Gauteng (Sandton, Johannesburg) 24 October 2018

Attendance: 72

The dti was represented by Chief Director for Service Investment Incentives, the Dept Small Business Development by the Chief Director: Market Access and Gauteng Province by their DDG: Economic Planning Gauteng. This forum was especially well attended by Proudly South African companies whose presence and participation in debates highlighted the support that the campaign gives to its members.

Northern Cape (Kimberley) 5 December 2018

Attendance: 85

Well supported by local businesses and including speakers from the dti, Department of Small Business Development, SARS, SEDA, SEFA and the NC Department of Economic Development & Tourism.

Eastern Cape (East London) 30 January 2019

Attendance: 80

With support from partners SARS, SEFA, the dti and Mashabela Attorneys Inc.







PUBLIC SECTOR PROCUREMENT FORUMS

Our Public Sector Procurement Forums focus on the roles and responsibilities of supply chain and procurement officials from all 3 tiers of government and SOEs in respect of the PPPFA and on our tender monitoring system. The forums go beyond designated sectors, however and demonstrate the importance and impact that strategic local procurement has on the economy. We demonstrate how the best priced item will still prevail under either the 80/20 or 90/10 system when local content has been adjudicated, as resistance to local procurement seems to be based principally on cost and budget optimization. Securing attendance at these forums has been difficult, but with cooperation variously from SALGA and local MECs' offices we have managed to reach many local and district municipal managers and provincial officers during this year's cycle.



Gauteng (Sandton, Johannesburg) 17 May 2018
Attendance: 60

One of our most impactful and well attended events with MEC Barabra Creecy naming and shaming non-compliant departments.

KZN (Durban) 7 June 2018
Attendance: 30

Supported by the dti, Treasury and Tsogo Sun

Limpopo (Polokwane) 14 August 2018
Attendance: 65

Supported by Limpopo MEC Rob Tooley

Mpumalanga (Nelspruit) 27 August 2018
Attendance: 53

Supported by Provincial Supply Chain Management, Provincial Treasury and the dti

Free State (Bloemfontein) 12 November 2018
Attendance: 40

Supported by the FS Department of Economic, Small Business Development, Tourism and Environmental Affairs, the dti and Tsogo Sun.





Northern Cape (Kimberley) 6 December 2018
Attendance: 60

Mr Hendrik Louw, Senior Manager for NC Economic Development presented a convincing case for increasing levels of local procurement to assist in boosting provincial prosperity.

Eastern Cape (East London) 29 January 2019
Attendance: 54

With the support of speakers representing government sales for Tsogo Sun and Comair.

North West (Klerksdorp) 19 March 2019
Attendance: 50

The Chief Director of Provincial Supply Chain Management represented provincial MEC Wendy Nelson. The dti also presented.







SECTOR SPECIFIC FORUMS

Following the success of our 2017/8 Sector Specific Forums focussing on the poultry and pharmaceutical industries, we organised a series of 3 events in 2018/9, focussing either on sectors in distress or those that offer the greatest number of direct as well as indirect job opportunities.



Clothing, Textile, Footwear & Leather Sector Forum (Johannesburg) 13 June 2018

Attendance: 162

Long thought of as a twilight industry, the CTFL sector is being revived with the help of increased localisation policies of some of our major retailers. The event had the support of the Mr Price Group as well as members of Edcon who presented their strategies for assisting the local supply chain from cotton growers, designers to clothes manufacturers. Research commissioned by the dti was presented by B&M Analysts on the state of the sector and whilst much progress has been made, it is clear there is still much to be done. A small expo of local designers was held on site and the event generated a lot of media coverage.



Creative Industry Sector Forum (Johannesburg) 19 September 2018

Attendance: 191

The creative arts collectively, but in this case focusing mostly on tv production, have the capacity to generate many jobs through the entire value chain from script writers, to technical crew, cameras, lighting, and post production editing, costume designers, make up artists, on location catering, actors and directors. The proliferation of local content on all tv channels has enabled this sector to grow and make a significant contribution to the local economy. The event's programme director was veteran broadcaster Redi Tlhabi and contributors to the discussions and presentations included representatives from the SABC, eTV and Multichoice. Gareth Cliff spoke about the evolving broadcast landscape and panel discussions on funding and local vs global content were held with production houses, The Independent Producers' Association, The IDC, Arts & Culture Trust and BASA.



Elections 2019 Procurement & Party Policy on Localisation Round Table (Cape Town)

28 February 2019

Attendance: 42

A political panel discussion on party policies on local procurement and job creation ahead of May's national and provincial elections with panelists from AgangSA, AZAPO, COPE, DA, EFF, GOOD, SACTWU, SRWP and UDM. Facilitated by Devi Sankaree Govender and attended by party supporters. The event was well covered by the SABC.







PROUDLY SA SUPPORTED EVENTS

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These are events at which Proudly SA plays no part in the organising but at which we play a supporting role to promote the buy local message and increased levels of local procurement.

Kidzania Media Launch (Johannesburg)

12 April 2018

Attendance: 80 retailers, government representatives, financial institutions and business representatives

Kidzania is a career simulation interactive city/ theme park offering realistic role play, preparing children for life and work in the real world. Representing R400 million investment and 500 jobs, Kidzania is a Mexican concept whose first SA project was set to be launched in December 2018 at Fourways Mall in Johannesburg. Proudly SA went in support of the very local application of an imported business model.

I am an Entrepreneur

An initiative of entrepreneur Andile Khumalo, this series of nationwide one-day summits offers entrepreneurs and start-up business owners a programme of leadership led skills development and entrepreneurial content with high profile industry presenters. Proudly South African used the platform as a membership lead generator.

Johannesburg, 5 May 2018

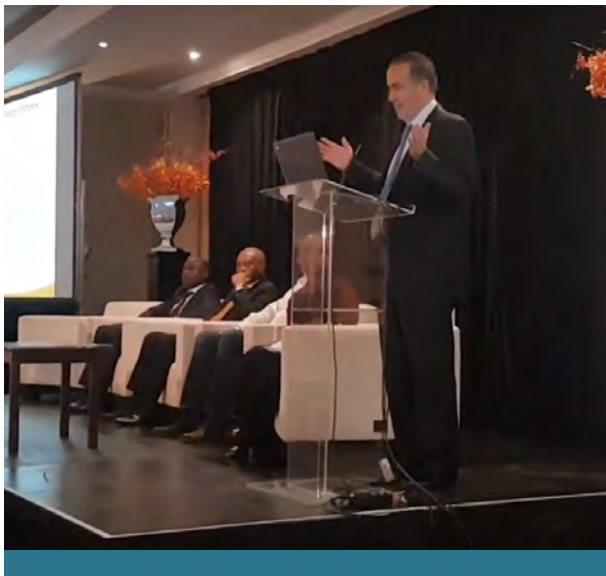
Attendance 200

Umhlanga, 23 June 2018

Attendance 100

East London, 18 August 2018

Attendance 90



**International Franchise & Entrepreneurs Expo,
Johannesburg, 29 June-1 July 2018**

Attendance 5 000

Proudly SA's strong link with the Franchise Association of South Africa (FASA) made this an ideal opportunity for the campaign to promote increased local procurement in the sector. Proudly SA took member company Makhamisa Foods who has made in roads into the food franchise sector with their range of condiments.

**MTN 702 Walk the Talk, Johannesburg, Gauteng,
22 July 2018**

Participation 50 000

The MTN 702 Walk the Talk event is the biggest mass participation event in South Africa. It draws 50 000 participants on 5km, 8km and 15km distances.

An opportunity to show the campaign's colours with members of the organisation participating in different distances as well as a branding opportunity at the end of the 15km race where Proudly SA showed its support for walkers.





Opening of Styld Designer Day, Centurion, 5 August 2018

Attendance 50

Keshni Morar is a business woman and Proudly SA member who has brought her entrepreneurial skills into the fashion sector. Bringing together a number of small, local designers who are suppliers to her personal styling service, the event was held at the Styld Fashion Show Studios in Centurion.

Proudly SA CEO was given the opportunity to present on the importance the clothing and textile sector has on job creation. Good media presence included GauTV and China TV Global Network both of whom interviewed the CEO.

The Purchasing Consortium Conference, Boksburg, Gauteng, 24-26 October 2018

Attendance 500

The Purchasing Consortium's primary role is to assist institutions of higher education to improve their effectiveness in negotiating favourable procurement contracts for the higher education sector.

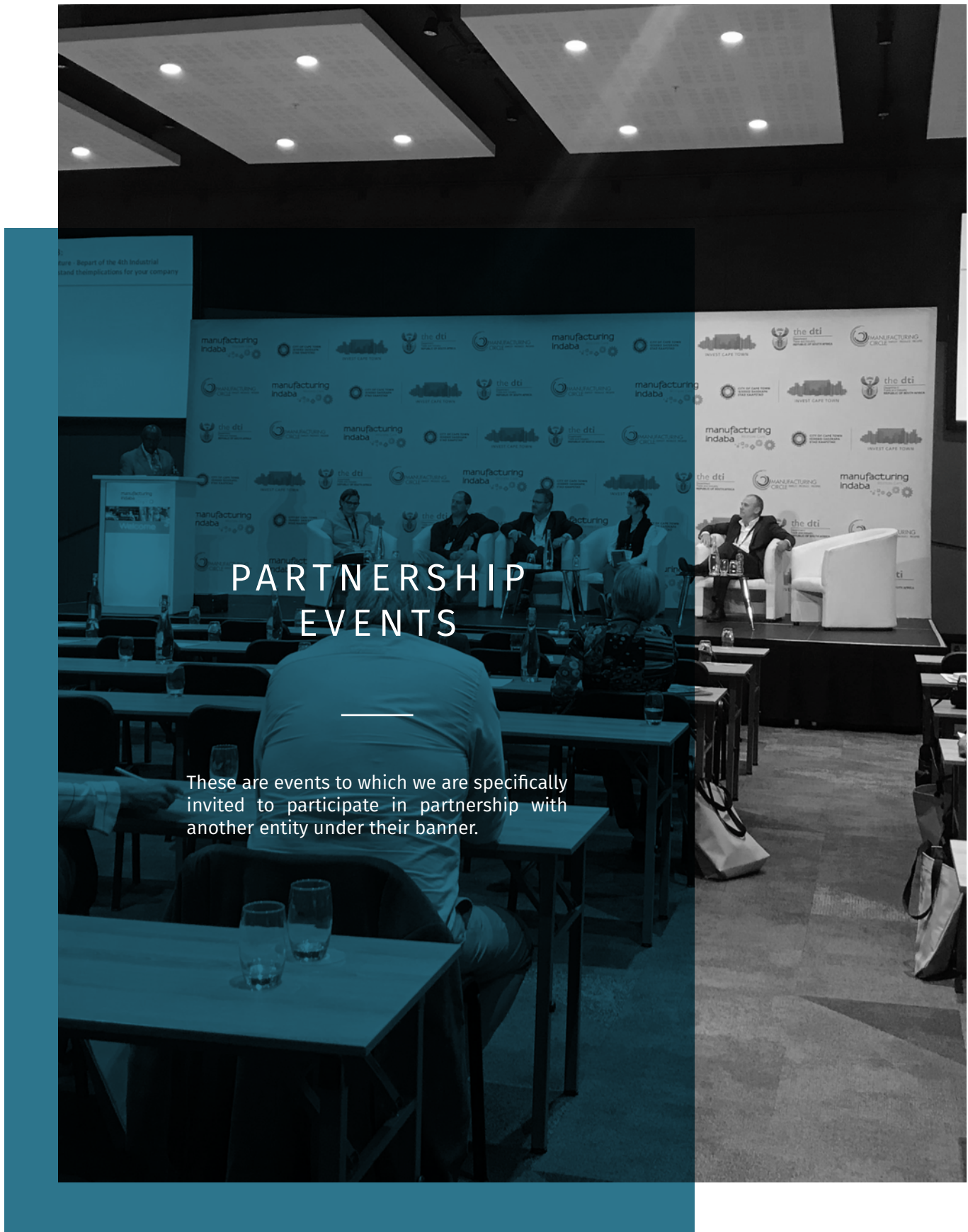
PURCO SA has 53 member institutions, encompassing all public universities in South Africa and Namibia, private higher education institutions, TVET Colleges and allied organisations such as the CSIR, SABS and National Research Foundation. The 3-day conference's theme was "People, Planet, Profit" and Proudly SA CEO was afforded a speaking platform on localisation.

Consumer Goods Council of South Africa Summit (CGCSA), Johannesburg, 14 November 2018

Attendance 150

The summit provided an opportunity to network with CEO's and top leaders from some of South Africa's most successful retailers and manufacturers. Proudly South African exhibited some of its members' products and The Proudly South African CEO presented at the conference on the importance of buying local and our mandate as a campaign.





PARTNERSHIP EVENTS

These are events to which we are specifically invited to participate in partnership with another entity under their banner.

**Tourism Indaba, 08 – 10 May 2018,
Durban, KZN (dti)**
Attendance 10 000

Renamed “The Travel Indaba”, this annual showcase of tourism related products and services saw 1 000 exhibitors from across the continent pitch to 8 000 delegates from 80 countries. Tourism contributes 8% to our GDP and its job creation opportunities and multiplier effect are significant for our economy. Proudly SA used this platform to generate membership leads.

**Fire and Feast Meat Festival, 8-10 June
2018 , Johannesburg, Gauteng (dti)**
Attendance 5 000

The first 3-day long Fire & Feast Meat Festival held at the Ticketpro Dome included a programme of celebrity chefs, championship cook-offs and more than 80 exhibitors.

Proudly SA and its member companies (Sihle’s Brew, Okubabayo and Sharpeville Breweries) were hosted by The dti.



Manufacturing Indaba (dti)

The Manufacturing Indaba brings together business owners, industry leaders, government officials, capital and funding providers and professional experts in diverse fields to explore ways in which South Africa can grow its manufacturing sector.

Sandton, Gauteng, 19 – 20 June 2018

Attendance 2 620 Expo/623 Conference delegates

Proudly SA CEO had 2 speaking opportunities, one as part of a panel and the other presenting Proudly South African at the breakaway Small Business Indaba. Proudly SA generated 121 leads for potential new members and provided three member companies (Olympic Paints, Pavini Tiles and Continental China) with the opportunity to exhibit.

Durban, KZN, 22 August 2018

Attendance 3 000

An opportunity for provincial networking and for manufacturers to learn about financial incentives and industry trends.

Port Elizabeth, Eastern Cape, 3 October 2018

Attendance 150

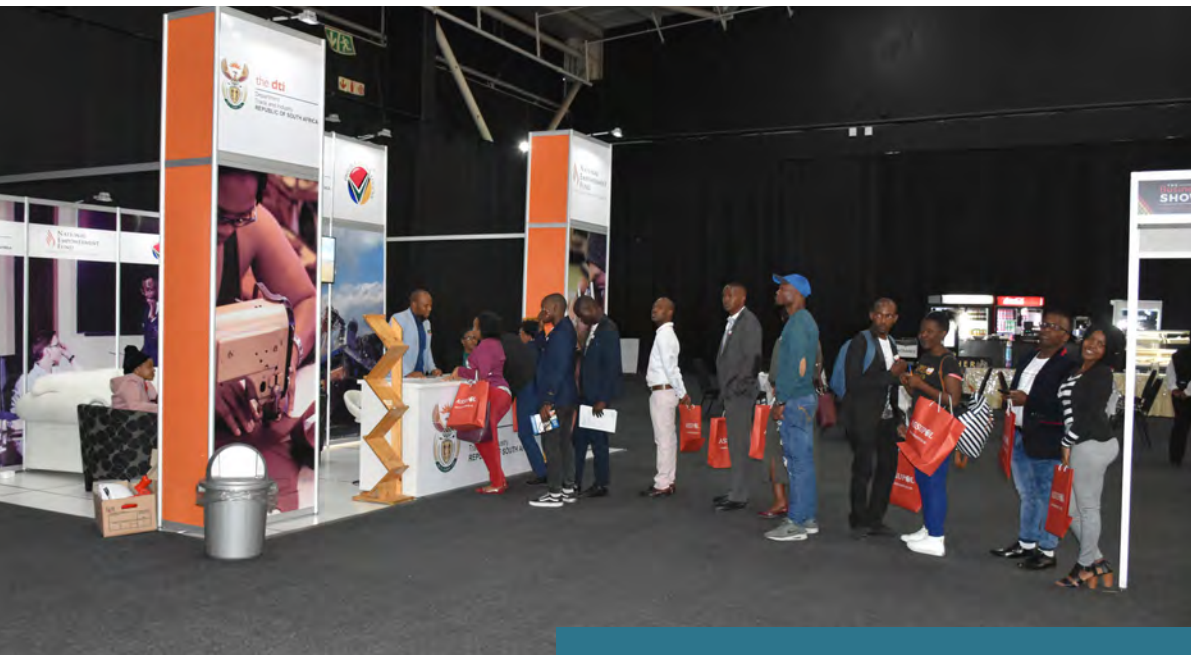
The conference fully explored the implications of the 4IR on the sector, identified the drivers of change, the opportunities it will bring for the continent as well as the hurdles to be overcome. It provided delegates with a look into the future by examining cutting edge trends and embracing a forward-thinking mindset.



Cape Town, Western Cape, 7 November 2018

Attendance 113

Western Cape edition of the event with an exhibition and conference in support of the growth of the manufacturing industry. The platform highlighted incentives for manufacturers and investment opportunities.



Source Africa, 20-21 Jun 2018, Cape Town, Western Cape (dti)

Attendance 156

Source Africa promotes African made apparel, textiles and footwear and encourages business to business opportunities on a regional and international level, bringing potential investment into the region and contributing to sustainable job creation within the sector.

Our relationship with the dti's clothing and textiles sector desk was strengthened through this event. An agreement was reached to partner on the next Source Africa event with increased resources for a bigger, more impactful showcase of locally manufactured apparel. In addition the dti committed to working more closely with Proudly SA on the Clothing and Textiles sector specific forum and the heritage month fashion show. These events put the focus on a once distressed sector which is now showing signs of recovery.

The Business Show, Midrand, Gauteng, 1 August 2018 (dti)

Attendance 12 500

A one-day business exhibition, conference and networking event focused on growing and developing businesses. Proudly SA was invited by the dti to exhibit alongside the National Empowerment Fund (NEF) and the Companies Intellectual Property Commission (CIPC).





**The Small Business Expo, Johannesburg,
6-8 September 2018 (dti)**
Attendance 6 000

A platform for current and aspiring entrepreneurs to market their businesses, interact with prominent business leaders and company representatives. Proudly SA was invited by bthe dti to exhibit alongside CIPC and the NEF.

On the sidelines of the event Proudly South African's Head of Membership, Ms. Jeannine Van Straaten, gave a talk at the Creative Business Cup, a global network for innovative start-ups and an international competition that connects entrepreneurs in the creative industries to global investors. Other speakers included Karamba Jabbe, Founder of www.rsamade.co.za.

Approximately 185 prospective membership leads were collected, and the brand awareness target reached.





The Proudly South African Local Procurement COSATU Conference, Cape Town, 11 October 2018 (COSATU)

Attendance 500

This event works to ensure the broader implementation and support of the Proudly SA campaign by unions in the Western Cape. Union member delegates were encouraged to take the message of the benefits to the economy and job creation of an increase in the uptake/procurement of locally produced products and services back to their respective company employers.

Opportunities within provincial and local government structures to stimulate local procurement were identified and tools for access to funding were presented.

The day concluded with a Proudly SA local music concert.

Meetings Africa , Johannesburg, 26-27 February 2019 (dti)

Attendance 2000

Proudly SA was joined by the National Empowerment Fund on the dti stand at this SA Tourism organised event which is a showcase of Africa's diverse offering of services and products in the meetings, incentive, conference and events (MICE) business tourism.





SA Premier Business Awards

**Sandton Convention Centre
13 March 2019**

For the first time, the previously stand-alone SA Premier Business Awards formed the closing gala event of the Buy Local Summit & Expo. Due to prior commitments, the President was unable to attend, but Minister Rob Davies gave the address. Prizes were awarded in the same categories as have previously featured including the Proudly SA prize which was shared between our online shopping platform hosts, RSA Made and Jane Massey. Proudly SA member companies also took the Entrepreneur Award (EcoSmart) as well as Brand SA's Play your Part Award (Intercessor Army Franchising).



The winners of the 6th Annual South African Premier Business Awards, aimed at promoting and encouraging businesses across all sectors to embrace transformation, were announced on Wednesday, 13 March at the Sandton Convention Centre, Johannesburg.

These Awards are hosted by the Department of Trade and Industry (the dti), in partnership with Proudly South African and Brand South Africa, to recognise and celebrate enterprises that contribute to the growth of the economy and development of our country.

The winners are:

Black Industrialist Award:

Afro-zonke Projects and Investment

Enterprise Development Award:

Saab Grintek Defence (Pty) Ltd

Exporter Award:

Saab Grintek Defence (Pty) Ltd

Investor Award:

Coega Development Corporation

Manufacturer Award:

J Bunyan Timbercraft CC T/A Timbercraft

Proudly South African

Jane Massey Trading RSAMade

SMME Award

Eco Smart
Ndoukhulu Hydraulic and Mining Supplier

Women-owned Award

CTE Investments (Pty) Ltd Eco Smart

Play Your Part Award:

Intercessor Army Franchising

Young Entrepreneur

Award: Bathu Swag (Pty) Ltd





PROUDLY SA
INITIATED
EVENTS

These are events which are instigated and driven by Proudly South African



Launch of www.rsamade.co.za, Johannesburg, Gauteng, 21 August 2018

Attendance 60

The launch of Proudly SA's dedicated online shopping platform was well attended by media representatives and stakeholders of the campaign. The site will serve as a tangible platform to take advantage of 18 million+ consumers who are now choosing to shop online - a new and exciting extension of the Proudly South African offering. The launch included a small exhibition of member companies in the lobby of SABC's Auckland Park offices. The Chairman of the campaign, Mr. Howard Gabriels, its CEO, Mr. Eustace Mashimbye as well as the Chairman and Founder of RSA Made, Mr. Ntai Khojane and its CEO, Mr. Karamba Jabbi introduced the site and spoke about our objectives and the benefits for members and consumers.

A further, small launch was held at the offices of Proudly SA later the same day to which media averse to attending at the SABC was invited and this resulted in additional coverage.

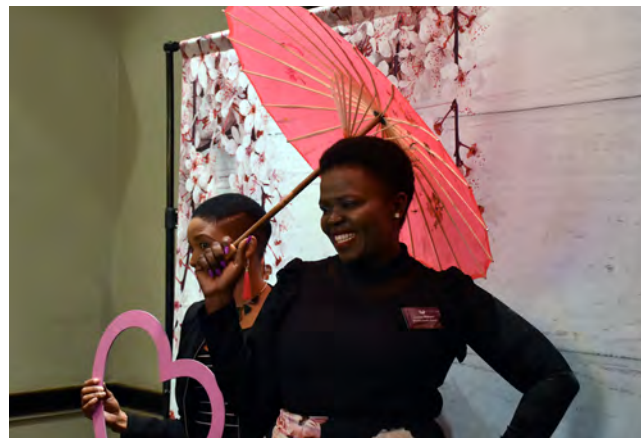




Women in Leadership, Johannesburg, Gauteng, 29 August 2018

Attendance 100

Our second collaboration with Tsogo Sun to acknowledge Women's Month, The Women in Leadership event celebrated women in leadership roles and positions in all walks of life. Presentations by Proudly South African, Tsogo Sun, Tsogo Sun's 2015 Entrepreneur of the Year Ms Nomsa Mazibuko and environmental activists Catherine Constantinides and Ella Bella Leite. Media broadcaster Ms. Ayanda Allie-Paine took on the role of Master of Ceremonies for the day and entertainment was from Tsogo Sun's empowerment drive.





Proudly South African Mini Expo & Marketplace, Edgardale, 30 & 31 August 2018

Foot traffic 3 000-4 000 employees

Our first such event pop up 2 day marketplace at the headquarters of Edcon, which has 4 000 feet passing through daily served as a selling opportunity for members who participated as well as an opportunity for Edcon employees to have a better understanding of the Proudly South African campaign and diversity of its offering.

Media Tour, Umhlanga, KZN, 5-6 September 2018

Attendance 7 national media practitioners and 60 local guests

This event was hosted by Proudly SA in partnership with Brand SA as an exercise in presenting the ways in which the 2 entities converge and diverge since our roles are often confused in the public domain. Tourism SA and KZN Tourism also participated in taking a 7-strong Gauteng based media contingent to KZN, flights courtesy of Comair and accommodated in the Beverly Hills Hotel courtesy of Tsogo Sun. The trip provided an opportunity for all parties to outline their respective mandates, visiting Dube Trade Port, an investment hub supported by Brand SA, the Albert Luthuli Museum, a local tourism highlight, and Cappeny Estates Strawberry Farm, a Proudly South African member company. The group was joined by KZN local media for a cocktail event, formal presentations and dinner. The tour resulted in a number of different media stories from lifestyle blog posts, travel and tourism focused pieces, and job opportunity articles on the commercial benefits of joining the buy local movement.





Festive Season Campaign Launch, Johannesburg, 15 November

Attendance: 60

Ahead of Black Friday, festive season spending of 13th cheques and bonuses and January's back to school requirements, a media launch was held with local celebrities who were given branded golf shirts. Additional non attending media personalities were also sent t-shirts and the campaign urged them to wear them every Friday through the festive season, using social media to spread the buy local message.

Proudly South African Buy Local Summit and Expo Launch, SAB World of Beer, Johannesburg, 12 February 2019

Attendance 60

Launch of the 8th annual Buy Local Summit and Expo hosted by SAB's World of Beer. Programme director Devi Sankaree Govender brought her special brand of humour and gravitas to the event, giving the Summit and Expo as well as the overall Buy Local campaign an additional impetus.





The Proudly SA & Mango Airlines Valentine's Day activation, Johannesburg, Cape Town & Durban, 14 Feb 2019

The 2019 instalment of the annual Valentine's Day celebration in collaboration with Mango airlines saw 2 teams taking to the skies to interact with passengers aboard return flights between Johannesburg, Durban and Cape Town. Spreading the buy local message through encouraging love for all things South African, the teams distributed cupcakes and roses and the Cape Town flight included special in flight entertainment. The day was captured in videos and pictures and was shared widely on social media and other online platforms.



PROUDLY SOUTH AFRICAN
BUY LOCAL
SUMMIT & EXPO
2019



TFG
OVER 1000 LOCAL JOBS
6.5 MILLION ANNUAL
R12m
ASSISTED

EXECUTIVE SUMMARY

In my introduction to the 8th annual Buy Local Summit & Expo, published in our event handbook, I spoke about how we seek to grow the event year on year, and not just growth for growth's sake but to enhance the offering that we bring to sponsors, attendees, delegates and exhibitors.

After each event, we evaluate the feedback that we receive from different sources including our registration company, this year for the first time we added the interactive WHOVA app as well as from post event questionnaires which are sent out. Each year there are new learnings and we hope never to have the same feedback repeated as this would mean we are failing in our responsiveness to the comments we receive. (Unless of course it is positive feedback of which there is always plenty – this shows we are meeting and even exceeding expectations!)



Whilst we cannot please all of the people all of the time, we recognise shortcomings where they are brought to our attention and seek to do better in the following edition of the event. In 2020, we will be reviewing the Summit content and its duration to manage the early departure of conference delegates looking to avoid Sandton afternoon traffic. We have also heeded the call that we do more to ensure the attendance of buyers from both the public and private sector at the Expo, although this year over the counter sales by stand holders, of which there was a record number, increased dramatically from previous years. We also had a record number of pre-registered delegates as well as 'walk-ins' that increased attendance figures even further. In fact, there were lots of 'firsts' in 2019.

All in all, we truly believe in the value proposition for all stakeholders in the Buy Local Summit & Expo and know that great benefit was derived from the event by those involved. Our media coverage exceeded R6 million in value but with earlier and more press exposure we are confident that we can take this closer to R10 million next year.

We are inviting early commitment by sponsors for the 2020 event in order for us all to maximise on the relationship, identifying mutual objectives early on and working to fulfil them.

Eustace Mashimbye

CEO

The Summit

SMME registration for Day One exceeded all our expectations and showed again that we are providing a valuable service to those businesses that need to expand and grow in order to be the future employers of an estimated 90% of our workforce in the coming decade.

Since its introduction 3 years ago, Day 1 has focussed on the needs of SMMEs. The programme offered presentations from leading firebrands and brand experts Thebe Ikalafeng and Sylvester Chauke, from entrepreneur and founder of the highly successful Delicious Food & Music Festival, Lloyd Cornwall as well as practical advice from CIPS, The Consumer Goods Council of SA and from the dti. The keynote address was delivered by Deputy Minister of Small Business Development, Mr Cassel Mathale.

Day 2's content was delivered under the theme Driving Localisation through Investment led Re-industrialisation and included a successful panel discussion on that topic including member companies, SAB and Unilever, leading economist Dr Thabi Leoka and a representative from SABS. The keynote address was given by Ms Thandi Phela, DDG Industrial Development Division in the dti.





LOCALIZATION IN SUPPORT OF INVESTMENT-LED RENOVATION

- Localization is the process of making something local in character or restricting it to a particular place (e.g. procurement of materials or components required for production and/or consumables locally).
- Renovation is the economic, social, and technical process of repairing national resources for the purpose of re-establishing industries.
- Investment is required from domestic and foreign sources to get these industries going, including amongst others performing R&D, setting up production facilities, securing all resources required to go live, etc.

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SMME WORKSHOP

Day One

12 March 2018
Sandton Convention Centre Hall 2

MC: Ayanda Allie Payne





Day 2 CONFERENCE

Day Two

13 March 2018
Sandton Convention Centre
Hall 2

MC: Leanne Manas

EXHIBITION



For the first time and at the request of exhibitors over the years, the Expo ran over both days of the event providing a longer opportunity for over the counter trading and for business to business networking.

Moving from its former Home Makers Expo the dti hosted the South African Furniture Design Awards on their stand during the Buy Local Expo, attracting a lot of additional attention and traffic on Day1.

With over 200 exhibitors (217 including sponsors and custom stands) the expo was the largest yet. They represented large corporations as well as small artisanal producers from a broad range of sectors eg food, textiles, manufacturing, services, IT companies and cosmetics.

A briefing session was held in advance of the event, better to provide exhibitors with all the relevant information re set up and break down, health and safety and JOC issues, as well as expectations of outcomes by Proudly SA as well as exhibitors themselves.

This year, exhibitors were encouraged to sell from their stands, and those whose products lent themselves to consumer sales were very successful. Edgars made 51% sales, other testimonials including from Memuka Plastics are given in this report. Township Economic Transformation secured business from Coca Cola Beverages SA and one of its SMMEs, SipSum secured a supply contract for its ginger drink with Kaya fm.

The introduction of the WHOVA app encouraged business matchmaking ahead of the Expo, with the facility to make contact with exhibitors and set up on site meetings. However, a more focused campaign to bring in targeted buyers is required in order that exhibitors from all sectors derive benefit from being at the Expo, and new strategies will be adopted in 2020 in this regard. (see feedback report and statistics)

Exhibition Stands

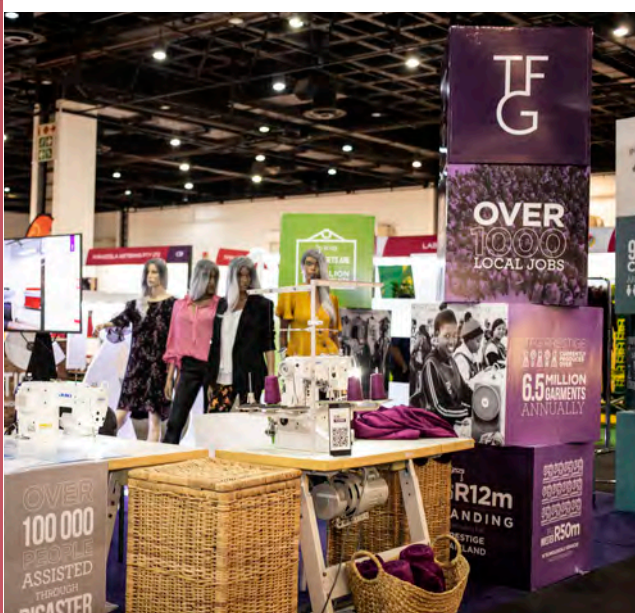
2M X 2M = 46

3M X 2M = 70

3M X 3M = 72

6M X 3M = 9

Custom stands: 16



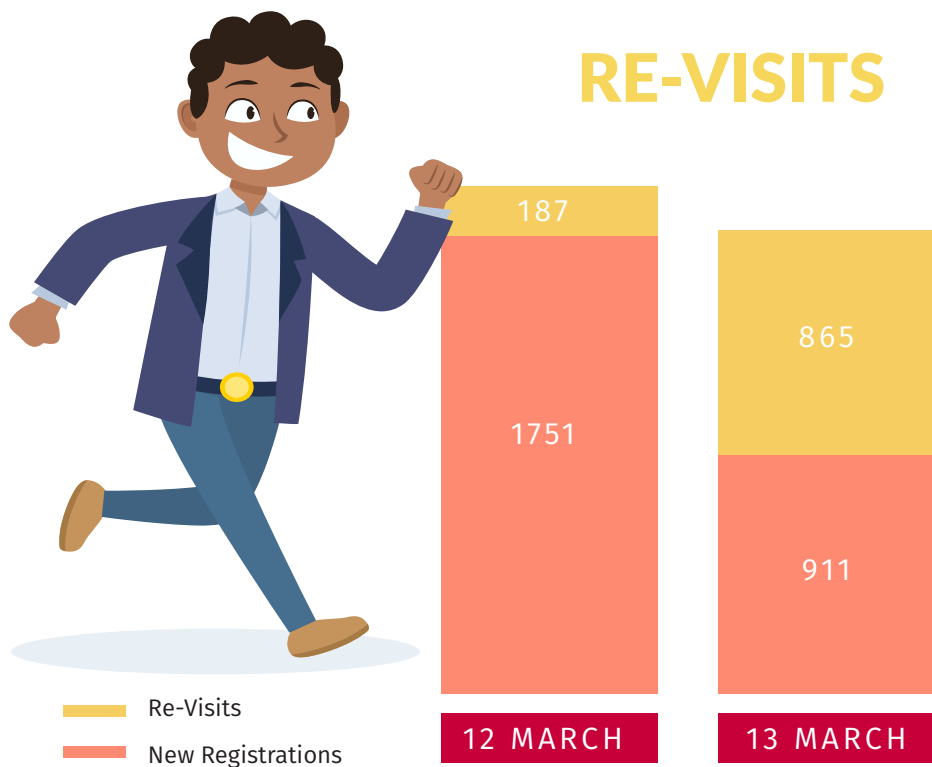
ONE STOP SHOP

Our One Stop Shop element brought together a number of institutions and organisations that legislate and regulate SMEs. They came equipped to provide on site practical assistance, answering questions around company registration, compliance, and financial and non-financial support programmes. This service provided delegates with the opportunity to ensure they are business ready and regulated to trade.

Organisations that formed the One-Stop-Shop comprised 12 entities/ government agencies and organisations namely The Unemployment Insurance Fund (UIF), SA Bureau of Standards (SABS), RSAMADE, Absa Bank, South African Revenue Service (SARS), Office of the Tax Ombud, The Consumer Goods Council of SA (CGCSA), Small Enterprise Finance Agency (SEFA), the dti; the Chartered Institute of Procurement & Supply (CIPS), The Core Group, Proudly SA and Tshaya Mashabela Attorneys. Each entity was given a 3m x 2m stand located at the back of the conference space, and whilst the location was not ideal in terms of foot traffic, the entities still managed to help resolve long standing issues from the delegates, quicker than normally expected.

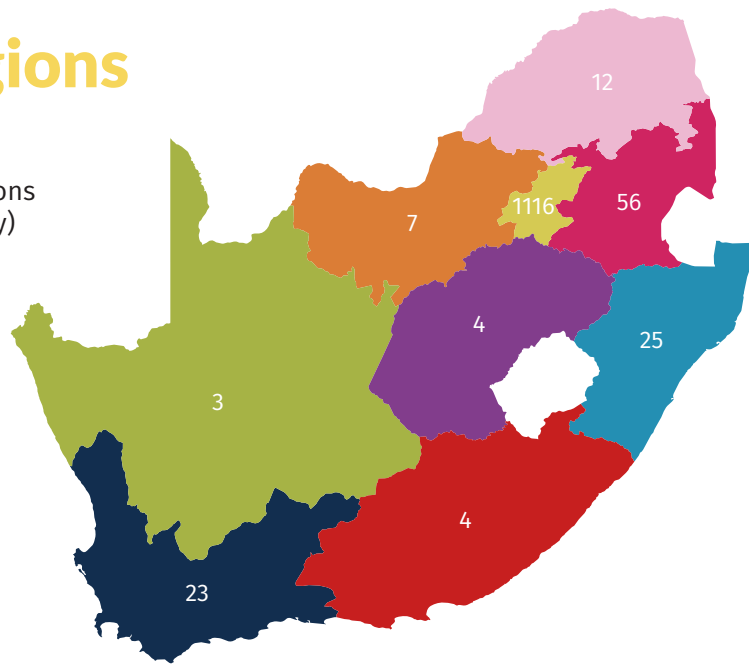
Feedback from some of our One Stop Shop entities proved that this offering to small businesses is a working formula, of course with some room for improvement.





Regions

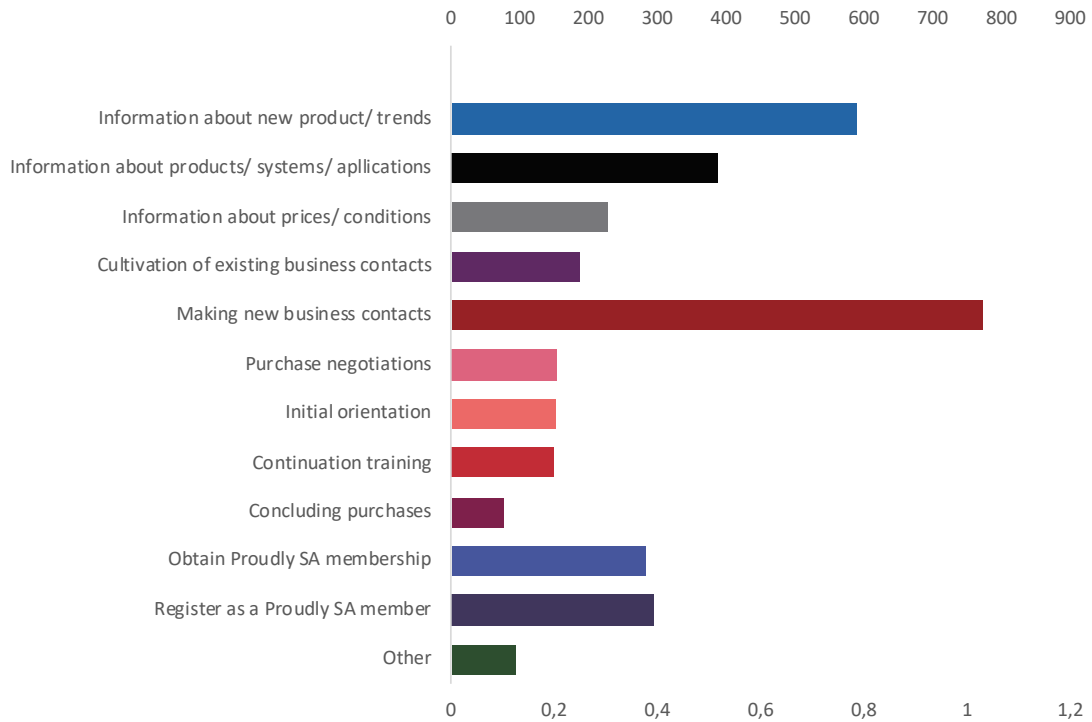
Local Postal Regions
(South Africa Only)



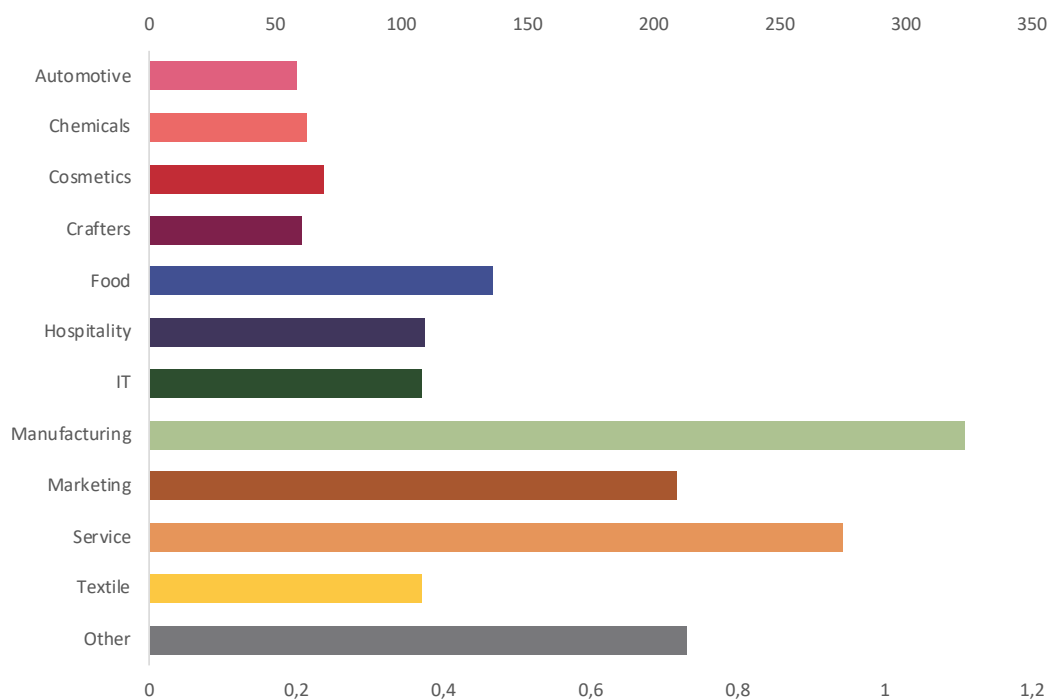
Found out about event



Reason for visiting



Industry







MAKE
LOCAL
YOUR BUSINESS

NATIONAL BUSINESS CHAMBER

A photograph of a woman with glasses and a patterned top being interviewed by a camera operator. The scene is overlaid with a semi-transparent orange filter. In the background, a banner reads "PROUDLY SOUTH AFRICAN BUY LOCAL" and "THE EXPO". The camera operator's jacket has "Live!" written on it. The text "MEDIA AND PUBLIC RELATIONS" is centered in white capital letters.

MEDIA
AND
PUBLIC
RELATIONS



Media interest in the activities of Proudly SA grew in 2018-9 as our visibility was greatly enhanced by our weekly Tuesday column in Business Report, Independent Media's business supplement carried by Gauteng's The Star and Pretoria News, KZN's Mercury and Western Cape's Cape Times. The column was first commissioned in February 2018 and each week represents a circulation of approximately 150 000 and advertising value of over R200 000.

A monthly advertorial and promo block in Media24's weekly magazines, You, Drum and Huisgenoot whose contract duration ran through the year in review added to our consumer profile, as we put the spotlight on a series of member companies. Until the demise of its print version mid-2018, Entrepreneur magazine also commissioned a series of 'How to' columns, which all speaks to the importance that media houses are now putting on our work.

Press releases on a number of diverse topics also elicited response for further comment from the organisation, as media houses unpacked further the meaning of the Buy Local movement. A total of 68 press releases, advisories and opinion pieces, were published/issued for the 2018/2019 financial year.

The official launch of our online shopping platform in August gave us a lot of mileage across all media – print and broadcast, and since it was held at the SABC offices, they in particular ran with the story on multiple platforms.

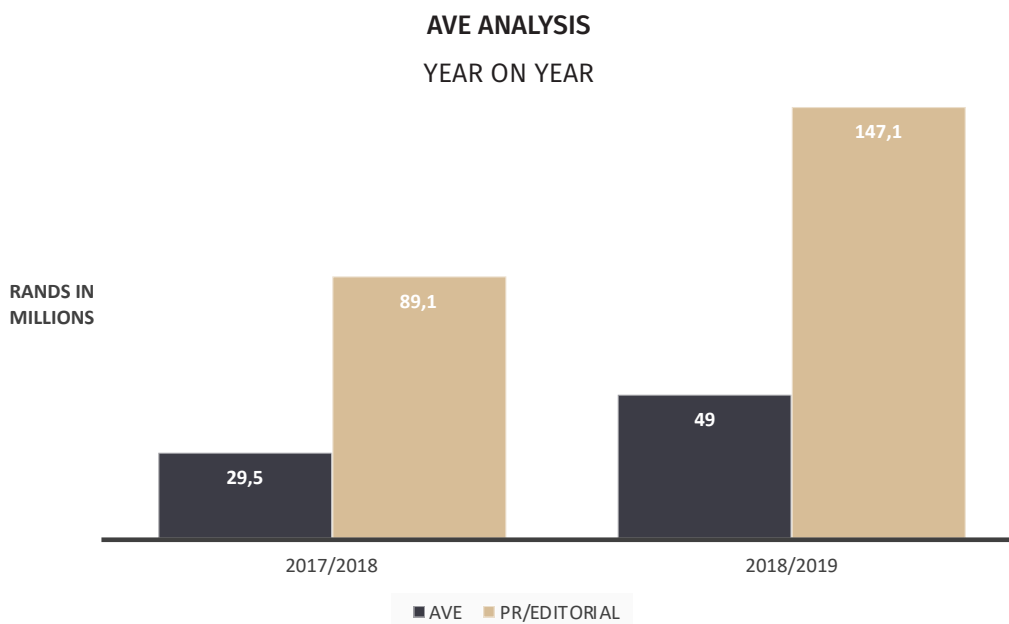
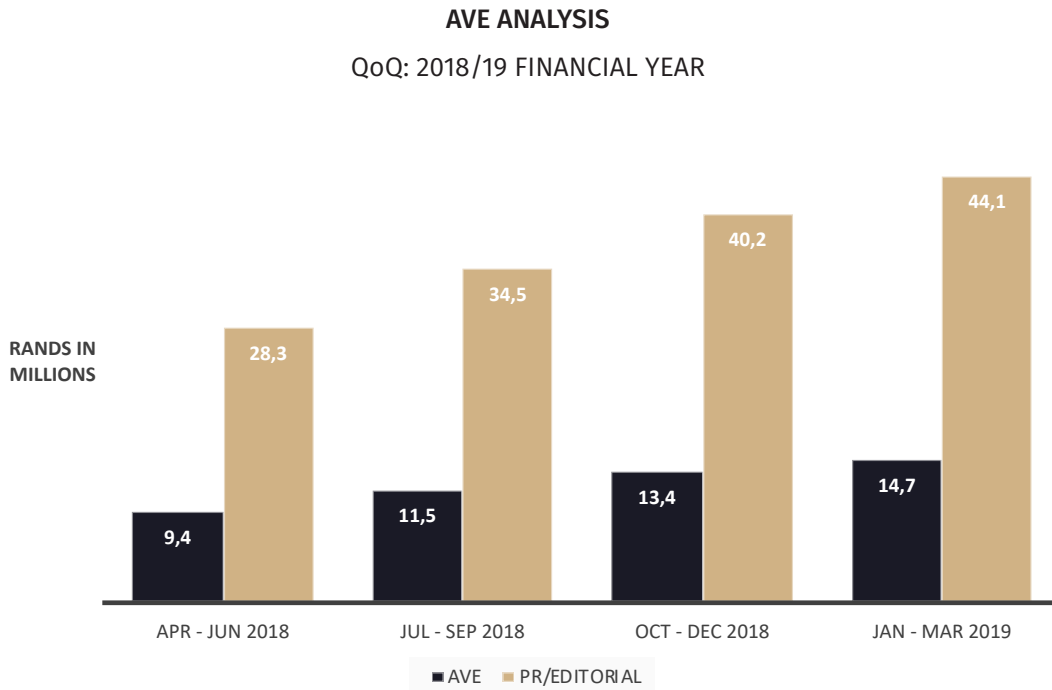
Our presence over the year was, in particular, seen more in the broadcast space – both TV and radio – with both the CEO and CMO called on often to expand on our position regarding local procurement.

Our annual Buy Local Summit & Expo attained a record amount of media coverage. This event does a lot to put us on the media map and keep us top of mind when buy local issues arise.

We endeavour at all times to strike a balance between keeping our stories in the news and not flooding journalists with information that does not further their news agenda. We also try and target specialist, niche media outlets that will carry relevant member news stories and we encourage all members to keep us up to date with new products, awards and other news that can elevate the profile of the campaign to the benefit of us all.

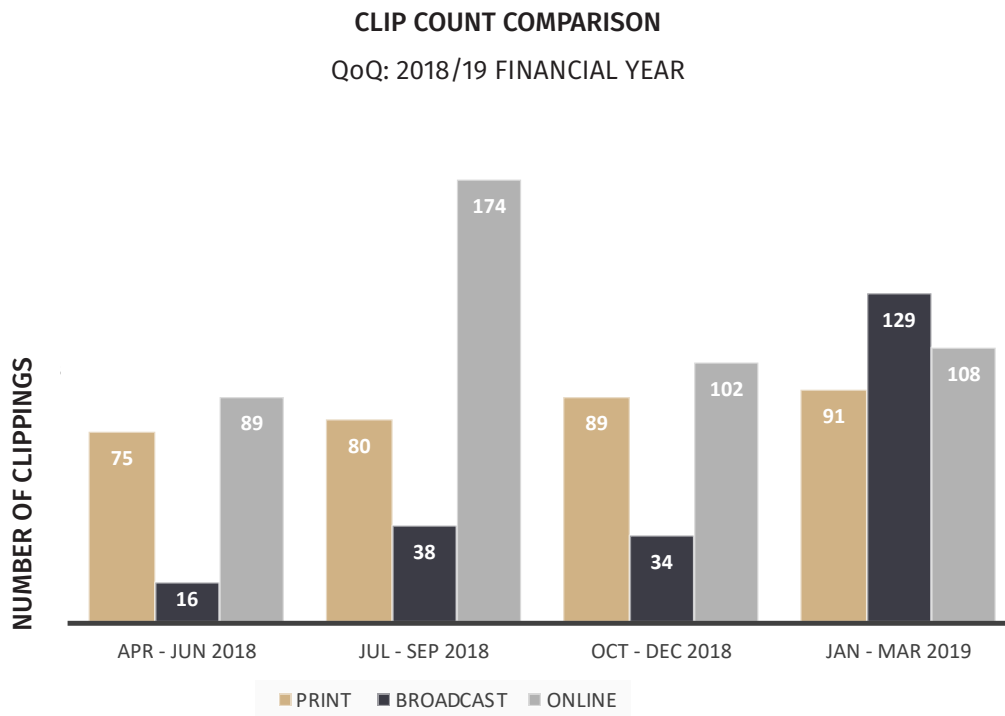
AVE ANALYSIS

The Advertising Value Equivalency (AVE) is what editorial coverage would cost if it were advertising space (or time). The PR value is derived by multiplying the AVE by three, as per industry norms. The total AVE value for the 2018/2019 financial year is R49 million while the PR value amounts to R147,1 million.



CLIP COUNT COMPARISON

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 (April 2018 – March 2019).



MEDIA VISITS/ ENGAGEMENTS

To build and strengthen good working relationships with the media – and to promote good media coverage of Proudly SA and its activities – the PR Manager and the PR officer had both formal and informal meetings, networking sessions and /or interactions with members of the media and/or advertising sales staff from the following media platforms (among others).



SOCIAL MEDIA

The graph below shows the growth of our social media audiences for the 2018/2019 financial year across the different platforms on which we are active.

	06 MAR 2018	07 MAR 2019	GROWTH
Facebook likes	13 269	15 085	1 816 or 13.7%
Facebook followers	13 211	15 070	1 859 or 14.1%
Twitter followers	147 541	160 851	13 310 or 9%
Instagram followers	1 582	3 043	1 461 or 92%
LinkedIn followers	175	397	222 or 126.9%
TOTAL	175 778	194 446	18 668 or 10.6%





BRAND
MANAGEMENT



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

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

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

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

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

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

BRAND ACTIVITIES



- Below-the-line marketing events, which directly access identified companies for potential recruitment, as well as an opportunity to educate them on the buy local campaign;
- Above-the-line marketing with a mass approach to educating consumers on buying local;
- Improving brand value through better positioning, creating brand trust and credibility through association for member companies carrying the logo and
- Activations aimed at exposing more consumers to the logo and educating them as to its meaning and the implications of making buy local choices.



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 the 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.



CORRECT USE OF TRADEMARK

Proudly South African members, upon approval of membership, are given access to the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials.

Members are also given the option 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. Continuous communication and marketing of the logo is used to educate members about correct logo use and correct logo application. This includes getting members to use the logo to promote their membership of the Proudly SA Campaign.



TRADEMARK PERMISSIONS

To ensure that the Buy Local message reaches the youth, Proudly South African often grants publishers permission to use the Trademarks in various educational materials. The Trademark is also given to all members and partners of the Campaign. The right to use the logo lies with the Proudly South African Campaign and we hold the right to decline the use of the logo. Once companies are granted membership, they are given the Corporate Identity Manual in order for them to correctly use the logo.

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;
- The illegal use of the logo will result in an internal cease and desist letter. 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.



OUR LOGO

The Proudly South African logo can be placed anywhere on your platforms that will complement your brand. When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less. The Proudly South African brand does not compete with yours but rather adds value and shows your commitment to the development of South Africa.


PUSHING THE BOUNDARIES FOR SOUTH AFRICA




#iFlyMango
— for —
A PROUDLY SOUTH AFRICAN AIRLINE

Supporting South African made products and services at the Local Procurement Summit 2018






OWN THE LOOK



SHOP MORE LOOKS ONLINE AND IN-STORE

EDGARS 

CHUBB IS REBRANDED TO NATIONAL SECURITY & FIRE



National
SECURITY & FIRE



INTELLIGENCE IN ACTION

Protecting your world

National Security and Fire, through its people and processes will protect the lives and property of its customers. We continuously provide modern technology and service excellence, by qualified personnel who thoroughly understand our customers' needs.

SMS "YES" to 44812 & a National Security and Fire agent will call you back

OUR SERVICES

-  Monitoring & Armed Response
-  Intruder Detection Alarms
-  CCTV
-  Access Control Systems
-  Fire Detection & Extinguishing Systems
-  Guarding

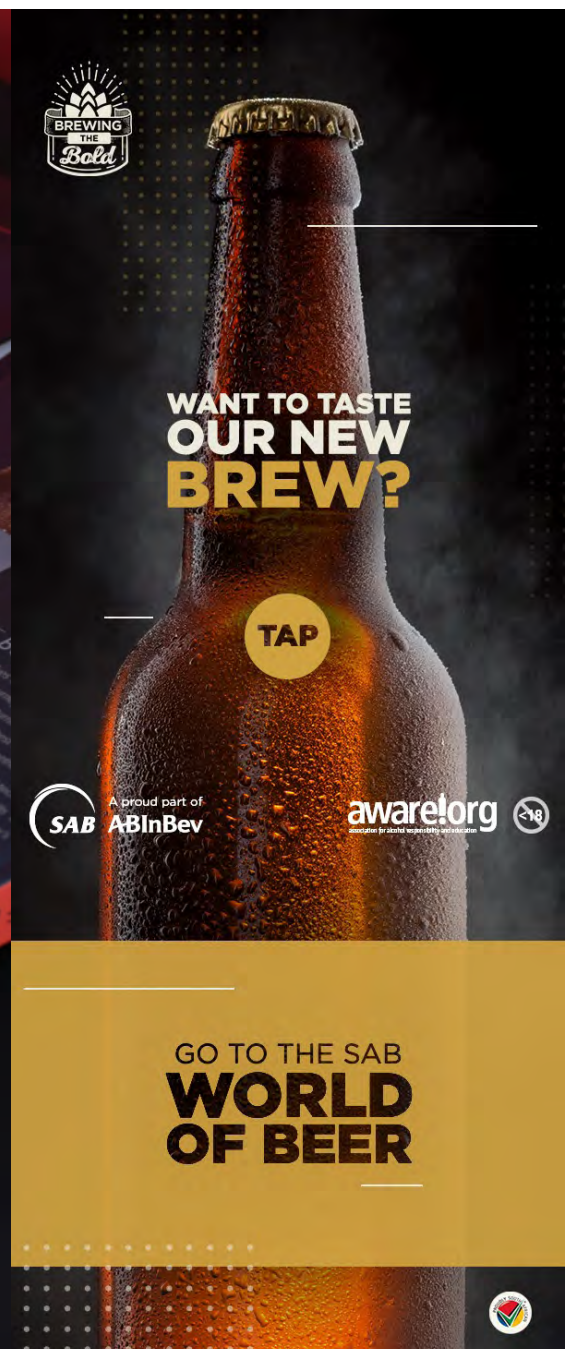
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FOLLOW US  



CO BRANDED ADVERTISEMENTS

LOGO APPLICATION





“TOUGH RELIABLE TOOLS GUARANTEED”

3-Piece Garden Set Short Poly Handle

DAISY POLY HANDLE	Blade width 25mm, Handle length 120mm It is an effective tool to remove deep roots causing little or no disturbance to the surrounding soil.	LASTS UP TO 9x LONGER
FORK POLY HANDLE	Blade width 80mm, Handle length 170mm It is used for loosening, turning and turning over soil in garden.	LASTS UP TO 9x LONGER
TROWEL POLY HANDLE	Blade width 90mm, Handle length 170mm It is used for breaking up earth, digging small holes, especially for planting and weeding, mixing in fertilizer and transferring plants to pots.	LASTS UP TO 9x LONGER

90 YEARS LASHER

With 90 years' experience of engineering tough, reliable tools behind us, LASHER is the only local manufacturer to have outlasted and outplayed its competition in South Africa, proving that when times are tough, LASHER is tougher.

GUARANTEED AGAINST FAULTY MANUFACTURE
Tested and verified on a SABS test rig. Warning: The LASHER brand and colours are registered trademarks and copyright protected. Accept no substitutes.

SGS

PROUDLY SOUTH AFRICAN

LASHER



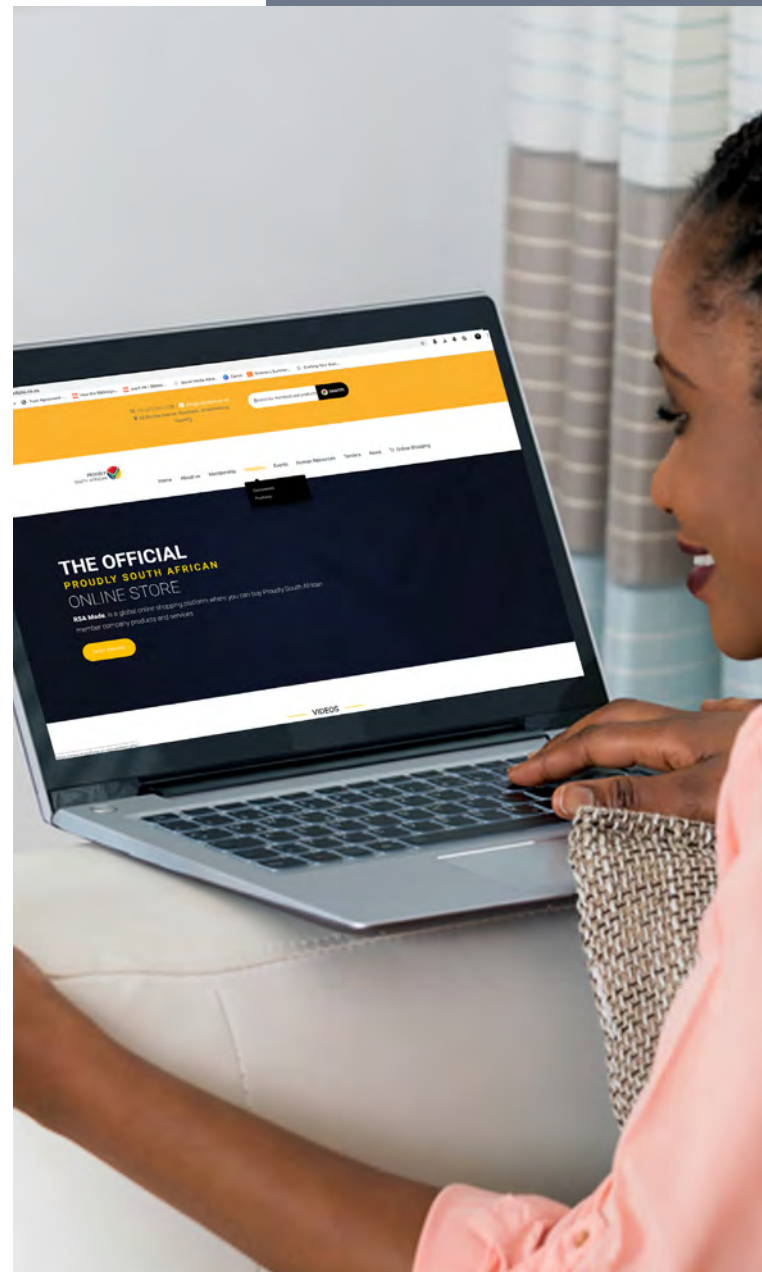
BELOW THE LINE CAMPAIGNS

The brand management and design team provide a support to the activities of the campaign. This includes creating presentations that are in line with the corporate identity of the brand, The Proudly South African website has been redesigned during the year in review to match the look of the campaign. The site has links to the www.rsamade.co.za, our event calendar as well as news of the activities of the campaign.

All promotional material, designed by the branding team, supplements the above the line campaign, running with the same theme and brand identity, as well as that on all our other collateral and platforms, further emphasising the messaging.

We have custom designed a Proudly South African exhibition stand which will ensure that we maintain the same standards of look and feel across all the expos we attend. We are constantly reworking the messaging to keep it current, making it attractive to potential new members and to ensure it is memorable for consumers.

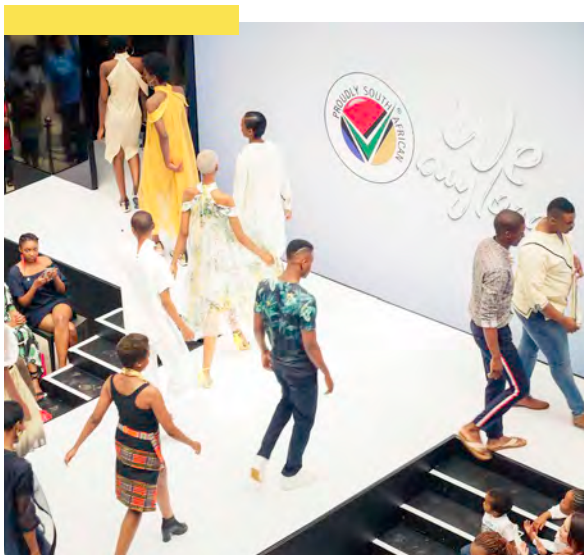
The creation of internal documents such as a Membership Handbook and campaign presentations have supplemented sponsorship proposals and include our value proposition, better to sell the campaign to potential sponsors, members and consumers.



The campaign has also been carried through on below the line platforms, including:

- Edcon Fashion Show
- Multichoice Creative Industry Forum
- DStv Delicious International Food & Music Festival.

Our branding was showcased at these events with TVC adverts on in house screens as well as printed banners showcasing our message for the quarter. The platforms allowed us to further emphasise the brand message showing consumers the linkage between buying local and what they were seeing or consuming. This included local tv, radio and film content in the creative industry during the sector focused forum, local clothing ranges at the fashion show and local music and food at the DStv Delicious International Food & Music Festival. The platforms have pushed the message at the same time as profiling a specific local brand or brands.



BUY LOCAL SUMMIT & EXPO BRANDING



VISUAL 2

Proudly South African @ Buy Local Summit 2019
SCC, 12-13 March



Sheer
Driving Pleasure



[LIVING]^x

THE LOCALLY BUILT BMW X3.

bmwx3.co.za

ABOVE THE LINE CAMPAIGNS

The above the line campaign is aimed at a mass audience to convey the Buy Local message. The campaign focused on 3 key campaigns:

- We buy local
- Festive season campaign
- Buy Local Summit & Expo

Taking a look at platforms that reach the target audience and are cost effective, we used various print, digital as well as outdoor media to share the key campaigns. Designed to both increase awareness of the campaign and our logo to consumers as well as to increase uptake of membership to the campaign, the advertising also sought to increase the desirability of the brand. The increased visibility of our logo in above the line advertising allows for the brand to be top of mind and assist in value creation to members whose products carry the same logo.

Campaign Objectives

- Create and build awareness for the Proudly SA Brand
- Promote the Buy Local Summit & Expo
- Educate consumers on the importance of buying local
- Promote the Country of Origin label to improve sales of local products
- Showcase local brands sponsoring the Buy Local Summit & Expo
- Strengthening our brand alignment with big brand member companies



MULTICHOICE CAMPAIGN

As part of our collaboration with Multichoice on the Creative Industry Business Forum, Multichoice adverts focusing on supporting local productions and illustrating the extent of job creation resulting from local shows were flighted extensively throughout September. This schedule was also supplemented by messaging after local programmes, with a banner at the end of the show promoting the job creation element.



MEDIA 24 (YOU, DRUM, HUISEGENOOT) PARTNERSHIP

Some of our member companies featured under the terms of our Media 24 agreement in promotional blocks highlighting members Serenitii Luxury Body Care, Desseign, The Chocolaters and The Perfect Hair, amongst others.

Our online digitalorial feature focused on those members that benefited from an Edcon Dress for Success make over during the Buy Local Summit and we included a competition element which ran over several weeks.

Our full page advertorials featured members: Olympic Paints, Pavini Tiles, Sello's Gutters and Levix in a special Father's Day DIY piece, an exclusive page for National Fire & Security and a waterwise page featuring SBS Tanks, Panne Water and Azure Water. Other companies profiled included SAB and Unilever.

YOU LOCAL IS LEKKER

Choose from these Proudly South African companies next time you buy supplies

Create your **DIY** dream home

EVERYTHING can be Pro-oudly South African - even your home improvements. Whether you're doing a complete room renovation or just updating materials, it's good to know we have lots of Proudly South African options to choose from. Opt for quality products with a local level of approval when creating your ideal space or adding those Pro-oudest inspired finishing touches. So proud to be part of one of the amazing, local businesses - which is an ultra-rewarding investment.

Paint manufacturers offering a range of paint applications, coatings and wallies. At the forefront of contemporary trends, it's the only paint manufacturer to offer the ultimate 'Big 'N' Roll' bucket that has a built-in tray on the lid. This 8kg designed and patented product minimises mess and waste, which makes your paint job a lot easier.

If you're adding gutters, **Sello's Gutters** offers locally manufactured products in a range of colours. To meet all your water drainage needs - they offer a full range of guttering solutions. In most cases, they offer a free quote and also offer a 10-year warranty. **Pavini Tiles** has your tiling sorted. As a Proudly South African member, company Pavini has been the benchmark of all choices in the local market for more than 30 years. Durable and elegant, these quality tiles are expertly made to order.

Real estate agents using your Proudly South African flag. Check out this innovative tile being sold online. It's a subtle nod that makes DIY water-wise and eco-friendly for the future. **White n' Cape Tiles**, **De Zyns** has been awarded - for now - Cape Town's award-winning tile for the best tile to save.

Being local water has become a major part of being water-wise, so it's good to know there are Proudly South African options. After all, if it's not local, it's not South African, is it?

Drink smart, buy local! Water is one of South Africa's most precious natural resources. Proudly South African creates among its members a number of water collection and bottling companies, showing that even water can be Proudly South African. **Azure Water** is a local enterprise that bottles and sells sparkling purified water with a low sodium content and fresh taste. Azure is a founder member of South Africa's first water-wise company, **Panne Water**, which is a member of the largest South African-owned company in the industry. This business can also provide an exciting service to our members such as weddings or christenings. **Panne Water** grows your Harvesting in Canning, when the water's filtered without offering the natural mineral content. It's bottled in house in a made from virgin plastic that's 100% recyclable.

Every home should have a water storage system in place to prepare for drought, extended use or simply to minimise costs. If you're already using precious rain water, **SBS Tanks** offer locally produced, durable water storage solutions.

SBS Tanks is a member in the emergency disaster relief fund at Cape Town's V&A Waterfront. It has installed thousands of tanks across the world while emphasising water conservation through education.

Ensure your family's water-wise, and keep buying local to save water, locally!

When you buy local... it builds and sustains the local economy. It's good for the environment. It's good for the community. It's good for the country. It's good for the world. It's good for you.

There are a few companies that will help you make your home dream with local pride. **Choose Local** is a Proudly South African member.

Levix, **DRUM**, **Sello's Gutters**, **Pavini**, **INI**

DRUM LOCAL IS LEKKER

Why not make an effort to try to buy local - there are opportunities all around!

Support local enterprise while being **water-wise**

When you buy local... it builds and sustains the local economy. It's good for the environment. It's good for the community. It's good for the country. It's good for the world. It's good for you.

When you buy local it... it builds and sustains the local economy. It's good for the environment. It's good for the community. It's good for the country. It's good for the world. It's good for you.

When you buy local it... it builds and sustains the local economy. It's good for the environment. It's good for the community. It's good for the country. It's good for the world. It's good for you.

PROMOSIE - NOU OP DIE RAKKE

KYK NET HIER!

Hier is die jongste aanbiedings van ons adverteerders - van nuwe produkte tot winskopies

VOEDINGE SOEK VIR JOU VUL
Dit is die tyd om jou voeding te verbeter. Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

SKULD DIT?
Hoeveel tyd het jy ooreenkomende... Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

LUKSIEKES VIR MINNER
Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

NOG WILD-GOEDEED
Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

WEN MELENHIERKONTE
Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

TRIEKERS EN NIE-TRIEKERS
Hier is die nuwe aanbiedings van ons adverteerders. Kyk net hier!

DTI CAMPUS MARKETING

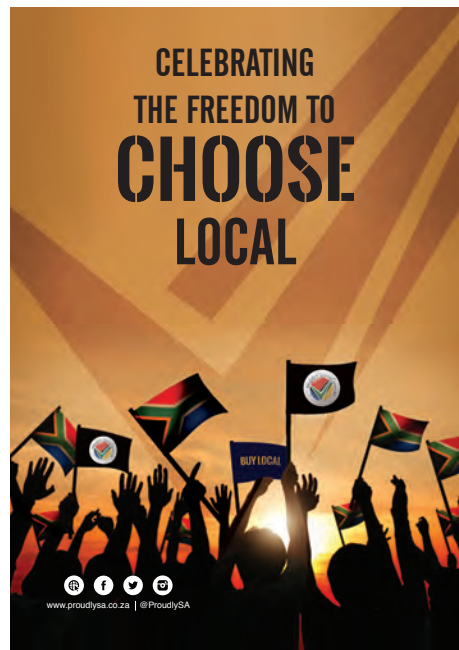
Inside and around the dti campus we have banners and billboard promoting our 'We buy local' messages. These highly visible banners showcase the campaign to all visitors to the campus.



PROUDLY SOUTH AFRICAN ADVERTS

We ran print adverts in various publications including: Step Up to a start up booklet, Entrepreneur Magazine, Mango Juice and Equinox Magazine. The objective of the Proudly SA campaign is to educate consumers to buy or use locally grown, produced or manufactured goods and services, and to encourage businesses to make local procurement decisions in the knowledge that in so doing, money will flow back into the country's economy.

The campaign utilises various print platforms to reach a mass audience and is designed in such a way that whilst the wording of the message varies, the call to action as well as the look and feel of the ads is always the same - Buy Local. Through this education process, Proudly SA aims to increase the uptake in locally manufactured goods and services and promote the positive impact this action has on the country.





DIGITAL ADVERTISING

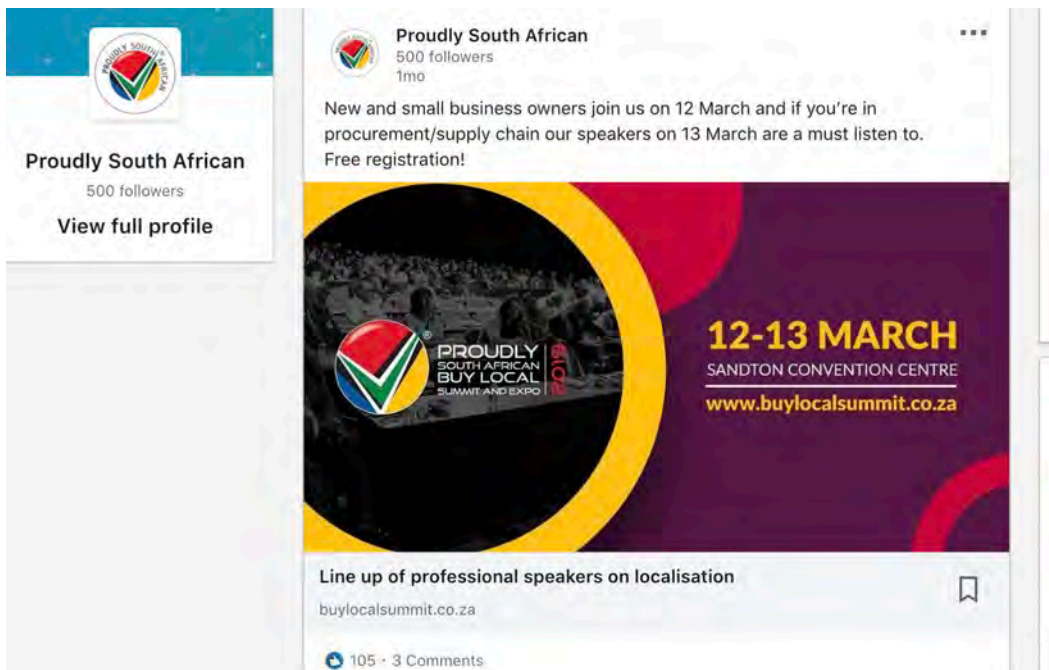
In addition to our usual efforts to promote the Buy Local Summit & Expo, this year, we procured the services of known influencers to help drive up the registration numbers ahead of the event. We updated social media pages with the new event look and feel and even got the hashtag #BuyLocalSummit2019 to trend.



The emphasis in the run up to the 2019 Buy Local Summit & Expo was placed on social media with its power to target and reach a high number of diverse audiences on the different platforms, from a business focus on LinkedIn to a more dynamic reach on Twitter. To replace traditional print platforms, we generated specific content for our own use and provided speakers and presenters with e-cards that they could also post on their own pages to generate interest in the event.

As a result, we saw a kaleidoscope of interactions and posts on social media from exhibitors, speakers and delegates alike. Once again, we experimented with paid-for social media and this year adding the use of “influencers” to help drive the Buy Local message.

Promoted Tweets, posts on Facebook and Linked In



Facebook: Traffic - This campaign has performed well and achieved its objective. The total number of impressions was 1.72 mil with the total number of link clicks at 1 452, making the average link click rate of the campaign 0.08%. The average CPM for the duration of the campaign was R14.85. Throughout the lifetime of the campaign, the total number of post engagement was 1 624. Compared to the brand's previous campaign this was a decrease however this is likely related to the Buy Local Summit 2019 campaign's duration being only 10 days.

Twitter: Awareness - As with the Facebook campaign, the Twitter campaign has performed well and delivered on its objective. The campaign accumulated 397 185 impressions and 3 594 tweet engagements with an average engagement rate of 0.90%. The average CPM on Twitter was R37.65.

LinkedIn: Awareness - The campaign accumulated 20 574 impressions and 610 total engagements with an average engagement rate of 2.96%. The average CPM on LinkedIn was R943.74. This platform has far fewer active users than Facebook and Twitter, therefore costs are higher. LinkedIn is, therefore, more of a strategic choice as it targets specific professionals.



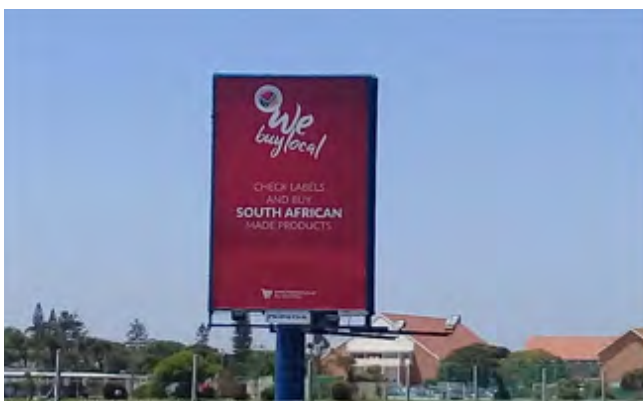
FESTIVE SEASON CAMPAIGN

Campaign Objectives

- Build Proudly SA brand and create brand awareness
- Influencing purchasing decisions
- Educate consumers on the importance of buying local
- Promote the country of origin label to improve sales of local products.

	Festive Season Campaign
Campaign	"Festive Season Campaign" "We Buy Local this festive season"
Objectives	Calls to Action: Promote buying local goods and services and to promote the Meet the Locals campaign as part of the overall marketing strategy
Elements	Mall activations, mall advertising, street pole adverts, print, PR activities
Activity	• Mall Advertising • Billboards • Digital Advertising
Period	15 November 2018 – 31 December 2018
Target Market	South African consumers (the buying public)
Budget:	R4 000 000 (incl. production costs)

OUT OF HOME ADVERTISING



MALL ADVERTISING



YouTube



Youtube

We ran a Youtube campaign showcasing our John Kani Advert and this was in line with the festive season campaign to re-emphasise the buy local message and call to action.

The YouTube campaign ran for a total of 36 days and delivered 155 857 impressions and 55 973 views. Various techniques were used to optimize toward the best performing ad unit. In terms of views, the Autos & Vehicles in-market audience performed the best attaining 42% of all views.



7. 2018/19

Daily performance – Impressions vs Views

As depicted in the graph below, delivery did not vary too much from one day to the next. There were however dips in performance over the festive season. The highest view rate (44,9%) was achieved on Saturday, the 15th of December. Only 30% of the total amount of viewers completed 100% of the video.

SPEND	IMPRESSIONS	VIDEOS RECORDED	VIEW RATE	CPV
R 20 900	155 857	55 973	35,91%	R 0,37



7. 2018/19

Daily Performance – View Rate vs CPV

As displayed in the graphs below, we can see that as the view rate increased, the cost per view decreased. View rates started at a low of 19% and reached a high of 44%. Cost per views started at R0,88 and decreased to R0,25.

SPEND	IMPRESSIONS	VIDEOS RECORDED	VIEW RATE	CPV
R 15 000	689 103	262 995	38,16%	R 0,06

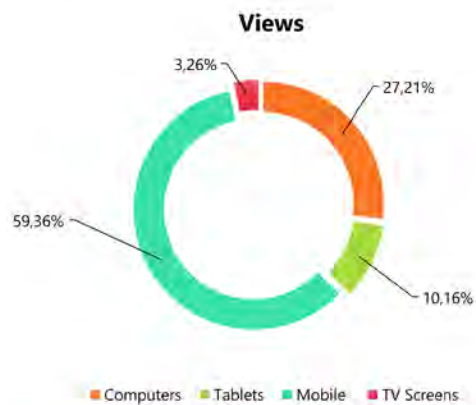
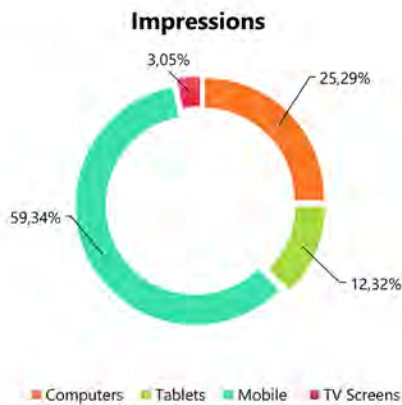




02

Device Segmentation

Computers were the best performers in terms of view rates – it reached an average view rate of 38.6%. Only 3% of total views were attained via TV Screens, which achieved an average view rate of 38.37% and the lowest overall CPV of R0,28. Mobile devices reached an average view rate of 35.89% and Tablets reached an average view rate of 29.58%.



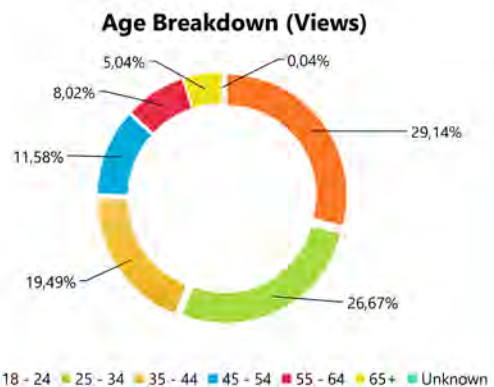
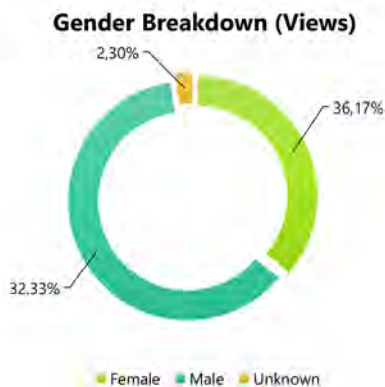
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03

Demographic Breakdown

Majority of views recorded were derived from an audience between the ages of 18-24 and 25-34 years old. The 25-34 year old age group achieved the highest view rate of 38.86% and a CPV of R0,37. When assessing the Gender breakdown, we found that views were predominantly completed males. More specifically, females between the ages of 25-34 years old reached the highest view rate of 47.22%.



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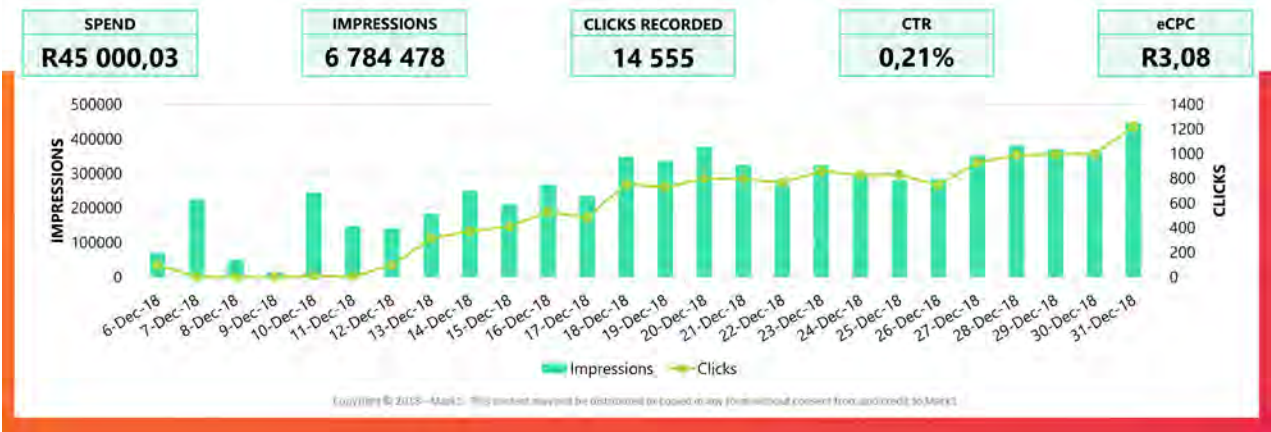


PROGRAMMATICS

2018-12-31 11:55:00:18

Daily Performance – Impressions vs Clicks

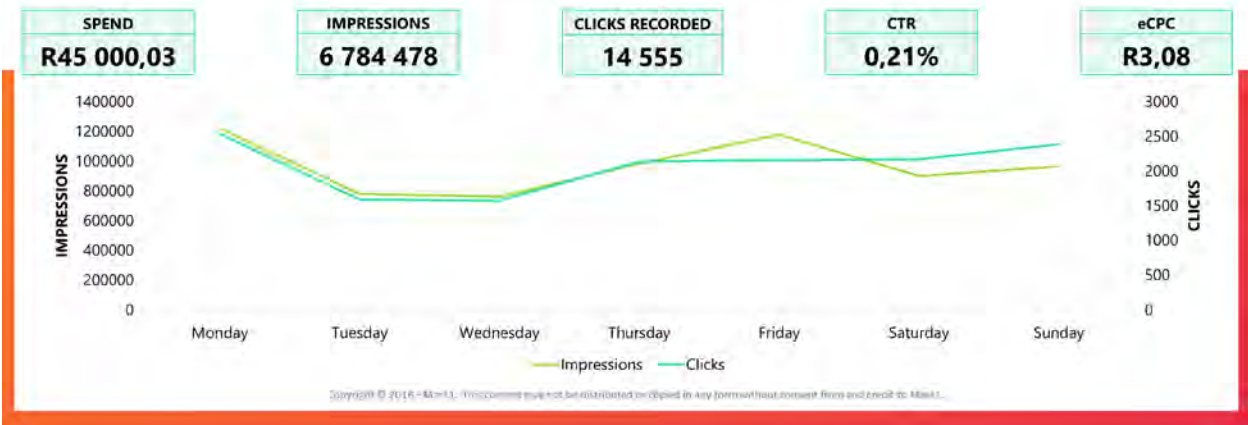
The goal of this campaign was to promote the “buy local” creative and video to South African consumers for the 2018 festive season. Reach, awareness, clicks to website and video views were the KPI’s. Fast awareness was obtained, more than 6,7 million impressions were shown to our target audience which resulted in 14 555 clicks to the Proudly SA website. Notice how the clicks increased as the festive season progressed.



1582118 & 1610110

Day of the Week – Impressions vs Clicks

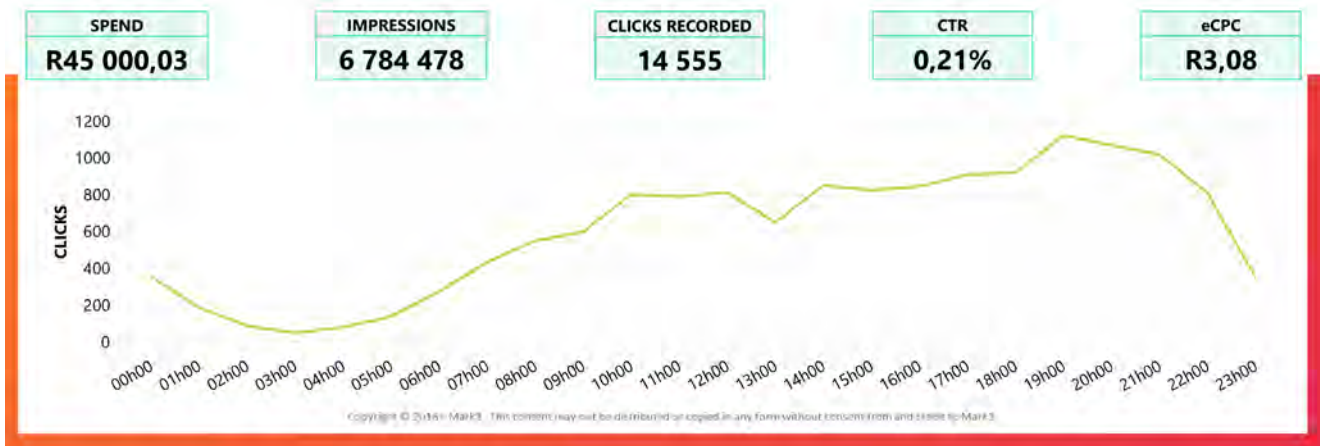
'Day of week' targeting was kept open to communicate a consistent message across the entire week. The data suggests that our target audiences were mostly active online over the weekends.



1582118 & 1610110

Time Of Day

One again, 'time of day' targeting was kept open in order to keep deliver consistent to our target audience. The bulk of our click engagement occurred between **5am** and **10pm**.





SOCIAL MEDIA

Social Media

We ran the festive season campaign over social media platforms where we reached a targeted audience and continued to engage consumers to buy and support local products



- Overall the campaign performed well, it met its objectives. On Facebook the campaign accumulated 14 612 link clicks. It had significant peaks in the campaign during December despite this being a highly competitive period with many competitors vying for the same audience.
- The introduction of the video creative boosted the campaign's deliver on Facebook however, it did not have the same effect on Twitter.
- On Facebook the best performing creative for the whole campaign was the 60 second video creative.
- On Twitter the campaign accumulated 887 701 impressions and 3 972 tweet engagements and the best performing creative was the single image.
- The majority of link clicks came from male users and those users aged 25-35.



FACEBOOK



MARK3 MEDIA PRESENTS



Facebook | Campaign Overview for Traffic

REACH :	283 195
IMPRESSIONS :	539 429
CLICKS :	20 981
LINK CLICKS :	17 345
LCTR% :	3,22%
CPLC :	R 1,44
SPEND :	R 25 000

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Facebook | Top Performer | Traffic



Impressions	Link Clicks	CPLC
102 850	8 279	R 1,07

- 102 850 Reach
- 9 449 Clicks
- 1 571 50% Video Views
- 1 151 75% Video Views
- 752 Video Completions

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Facebook | Top Performer | Traffic



Impressions	Link Clicks	CPLC
126 270	5 889	R1,03

- 70 858 Reach
- 6 687 Clicks
- 997 50% Video Views
- 697 75% Video Views
- 463 Video Completions

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1101111 111111 1111111111

Facebook | Top Performer | Traffic



Impressions	Link Clicks	CPLC
163 100	2 733	R2,92

- 123 438 Reach
- 8 886 Clicks
- 175 Post Reactions
- 2 916 Post Engagements
- 2 Post Comments

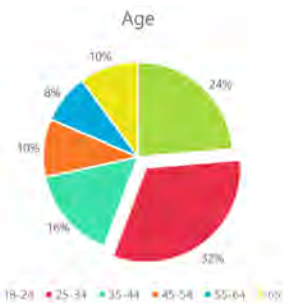
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Facebook | Campaign Insights

- 1) **Gender:** We noticed that 70% of the overall link click delivery for this campaign was accounted for by males. Females only accounted for 30%.
- 2) **Age:** During the course of this campaign, we noticed that users ages 25 – 34 accounted for a total of 32% of the overall link click delivery. The next best-performing age bracket was users ages 18 – 24, who accounted towards 24% of the link clicks.



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TWITTER

MARKET MEDIA TWITTER

Twitter | Campaign Overview for Awareness

IMPRESSIONS :	1 086 376
TWEET ENGAGEMENTS :	5 387
CLICKS :	3 701
eCPM :	R32,87
AMOUNT SPENT :	R35 714,28

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MARK1 MEDIA | TWITTER

Twitter | Top Performers In Terms of Awareness



Impressions	Clicks	eCPM
714 086	2 309	R30,72

- 3 155 Tweet Engagements
- 133 Likes
- 3 Replies
- 28 Retweets
- 25 Follows

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MARK1 MEDIA | TWITTER

Twitter | Top Performers In Terms of Awareness



Impressions	Clicks	eCPM
202 675	912	R42,07

- 1 415 Tweet Engagements
- 93 Likes
- 1 Replies
- 20 Retweets
- 20 Follows

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SOCIAL MEDIA | TWITTER

Twitter | Top Performers In Terms of Awareness



Impressions	Clicks	eCPM
168 895	480	R30,94

- 817 Tweet Engagements
- 73 Likes
- 1 Replies
- 28 Retweets
- 10 Follows

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SOCIAL MEDIA | TWITTER

Twitter | Campaign Learnings & Insights



Platform

The majority of the Tweet engagements occurred on **Android devices**, contributing a 64,38% majority of the overall impression delivery.

TOP PERFORMER – AWARENESS	
PLATFORM :	Android Devices
DEMOGRAPHIC :	Males
HANDLE :	@News24
KEYWORD :	Festive
INTEREST :	Dogs



Interest

The most common interest amongst the users who performed a link click was **"dogs"**.



Demographic

Males dominated the demographic category with 57,98% majority of the overall impression count.



Handle

@News24 was the most popular handle in this campaign which was followed by **@DJFreshSA**, once again.



Keyword

The most common keywords used was **"festive"**, followed by **"voucher"** and **"Africa"**.

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CHECK LABELS
AND BUY
SOUTH AFRICAN
MADE PRODUCTS



www.rsamade.co.za
Buy Local Online

BRAND RESEARCH

We ran a research campaign with Massmart across some of their stores. Consumers were asked various questions about Proudly South African and their logo recall. Knowing what consumers think of the brand will allow us to plan messaging and brand positioning.





Research Objectives

We ran a dipstick Proudly South African brand awareness survey at fifteen (15) Massmart stores in Gauteng, Kwazulu-Natal and the Western Cape with respondents ranging from LSM 2 – 10. A total of 1 680 customers were interviewed and the aim of the research was to:

- Evaluate both spontaneous and prompted public awareness of the Proudly South African brand.
- Investigate the extent to which people were inclined to give preference to Proudly South African branded products when making purchasing decisions.
- Gain insight into which positive and negative brand attributes people most closely associated with the Proudly South African Brand.
- Identify what topics were most prominently associated with Proudly South Africa in the social media discourse

Demographics

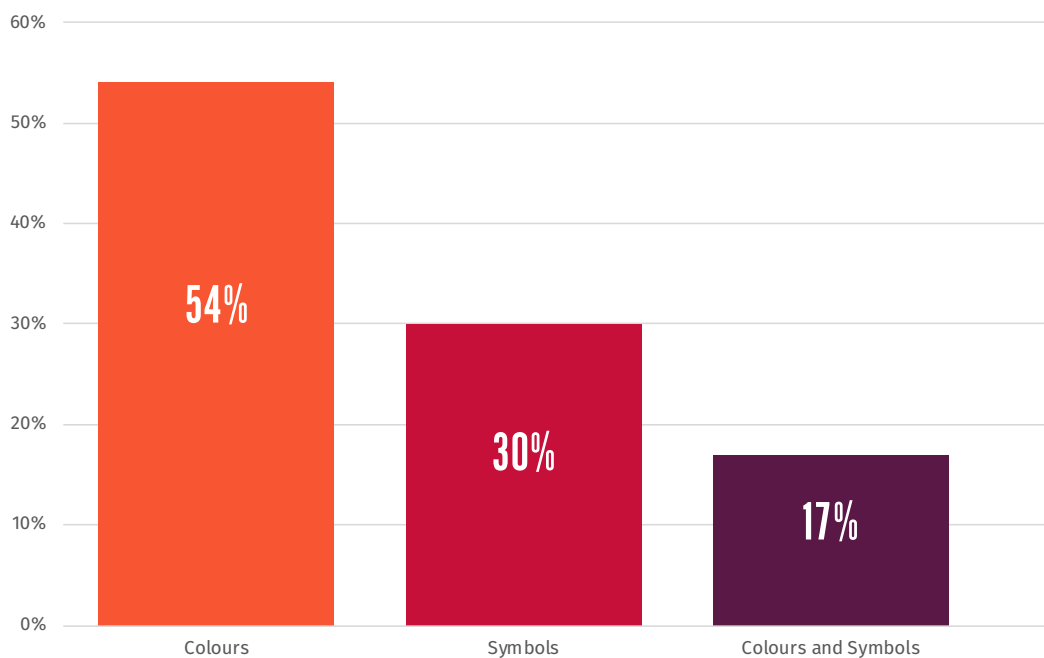
A total of 1 680 customers were interviewed, below is their demographic breakdown:

	Male: 55% Female: 45%
	Black: 59% White: 16% Coloured: 15% Indian: 9% Asian: 1%
	18 – 24 years: 23% 25 – 34 years: 39% 35 – 49 years: 27% 50 – 59 years: 8% 60+ years: 3%
	I prefer not to answer: 32% R0 - R9 999: 29% R10 000 - R19 999: 13% R20 000 - R29 999: 8% R30 000 - R39 999: 7% R40 000 - R49 999: 5% More than R50 000: 6%



Description of the Proudly SA Logo

Those respondents who indicated that they were familiar with the PSA brand, were asked to describe the logo, its colours and symbol



- In total, 1 in 2 people interviewed were able to correctly describe the logos colours
- 1 in 3 could correctly describe the logo symbol
- And, only 1 in 5 could correctly describe both

Job creation is the number one reason customers purchase Proudly SA labelled products.



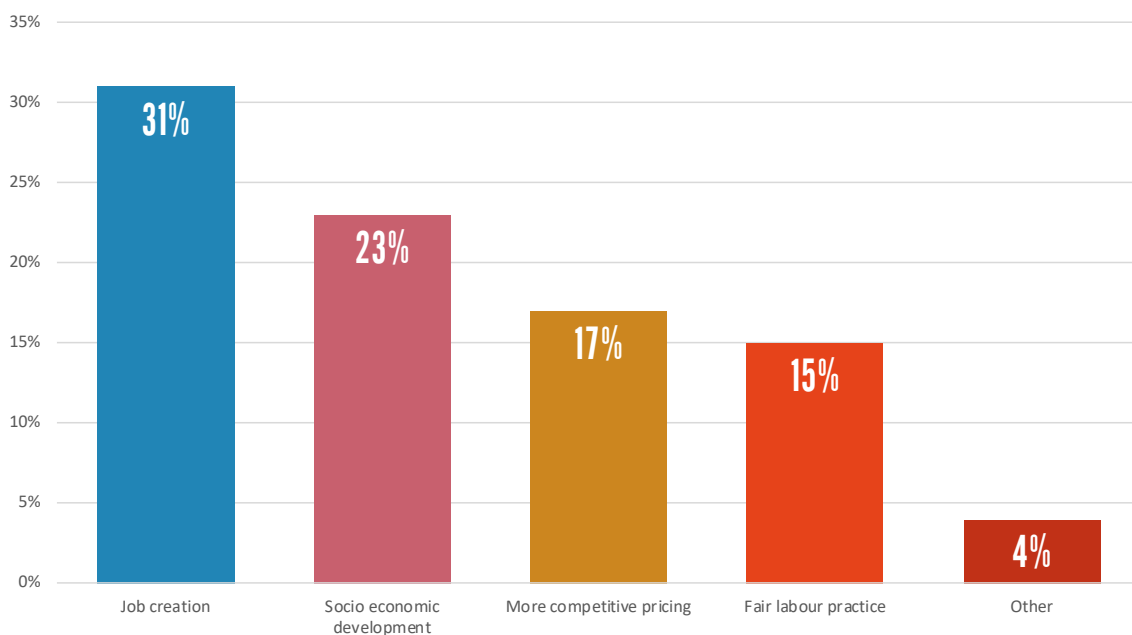
Awareness of the Proudly SA Logo

A total of 67% of the respondents indicated that they were familiar with Proudly South African brand.

- Aware
- Unaware

Why people purchase products carrying the Proudly SA Logo

64% of those customers who were familiar with the PSA logo, indicated that they were positively inclined towards purchasing PSA labelled products on the basis of the below attributes:





OWN THE LOOK



SHOP MORE LOOKS ONLINE AND IN-STORE



EDGARS  **BEAUTY**

CORPORATE GOVERNANCE

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”) and the National Treasury Regulations, King Code on Governance Principles (King IV Report) and all other applicable laws of the Republic of South Africa.

Governance

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

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

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

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

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

Board's mandate and corporate goals

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

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

The role of the Board

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

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

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

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

General principles of the Terms of Reference for Board Committees

As a general rule:

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

Relationship with the dti

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

The Vision of the dti is to create:

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

The Mission of the dti is to:

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

the dti's key strategic objectives are to:

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

dti MOU compact key deliverables

The Policy Objectives contained in the Annual Performance Plan (APP) for Proudly South African for the financial year 2016/17 - 2018/19 are as follows:

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

The roles and responsibilities of the dti

the dti's primary role and responsibilities as contained in the MOU for the period 2016/17 – 2018/19 will be to:

- 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;
- annually review the Board and Chairperson's performance against agreed key performance indicators;
- Ensure vetting of the Chairperson and Board members as appointed by the NEDLAC Constituencies and approved by 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 dti to:

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

Proudly South African Board and Board Committees' report

For the year ended 31 March 2019

Board of Proudly South African

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

Audit and Risk Committee

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

Risk Management

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

Internal Control Systems

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

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

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

- Mr. Dumisani Mthlane (Chairperson)
- Mr. Howard Gabriels (Chairman of the Board, by special invitation)
- Dr. Tebogo Makube
- Mr. Michael Lawrence
- Ms. Caroline Rakgotsoka
- Mr. Eustace Mashimbye: CEO
- Internal Audit Representatives – SEMA Integrated Risk Solutions
- External Auditors – NEXIA SAB&T
- Company Secretary - Permanent Invitee
- Auditor General - Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer

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

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

The Audit and Risk Committee is also responsible for:

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

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

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

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

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

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

Finance and Procurement Committee

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

Finance Function

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

Procurement Function

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

The members of the Committee are:

- Adv. Priakumari Hassan: Chairperson
- Mr. Ashley Benjamin
- Mr. Thulani Tshefuta
- Mr. Stavros Nicolaou
- Mrs. Nondwe Kganyago
- Mr. Eustace Mashimbye: CEO
- Mr. Madoda Vilakazi
- Company Secretary - Permanent Invitee
- Mr. Naresh Patel: Chief Financial Officer

Marketing, Communications and Membership Committee

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

Primary function of the Committee is to:

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

The members of the Committee are as follows:

- Mr. Stavros Nicolaou: Chairperson
- Mr. Eustace Mashimbye: CEO
- Mr. Dumisani Mthlane
- Mr. Michael Lawrence
- Ms. Jodi Scholtz
- Ms. Caroline Rakgotsoka
- Mr. Solly Phetoe
- 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
- Mr Howard Gabriels - (Chairman of the Board, by special invitation)

HR and Remunerations Committee

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

Function of the Committee is to:

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

The members of the Committee are as follows:

Mrs. Nondwe Kganyago - Chairperson

Mr. Eustace Mashimbye: CEO

Mr. Thulani Tshefuta

Mr. Ashley Benjamin

Adv. Priakumari Hassan

Mr. Virgil Seafield

Company Secretary - Permanent Invitee

Mr. Vusi Sithole – Executive Manager Human Resources and Administration – Permanent Invitee

Mr. Naresh Patel: Chief Financial Officer

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:

Adv. Priakumari Hassan: Chairperson
Mr. Ashley Benjamin
Mr. Thulani Tshefuta
Mrs. Nondwe Kganyago
Mr. Eustace Mashimbye: CEO
Company Secretary - Permanent Invitee
Mr. Naresh Patel: Chief Financial Officer

PERFORMANCE INFORMATION

Performance for the period 1 April 2018 to 31 March 2019

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above-the-line campaign i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached.	*Above-the-line – Buy Local (Buy Back SA/Meet the Locals) activism campaign reaching at least 20 million consumers	* In excess of 20 million consumers reached during 2018/19 through the Buy Back SA campaign and other advertising for other activations such as the Buy Local Summit & Expo and for the Delicious Festival	
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities; *National Consumer Educational Road show through Mall Activations (Education Through Edutainment); *Youth targeted Campaign, incl. university radio stations and other youth targeted initiatives	*PR & Below the Line Activities reaching at least 10 million consumers per annum; *Roadshows in at least 6 provinces annually *Participation in youth targeted activities reaching at least 750k youth	*In excess of 10 million consumers reached through PR & Below the Line activities during 2018/19 *5 Consumer activations undertaken: - Valentines, COSATU Western Cape Buy Local Concert, DSTV Delicious Festival, 702 Walk The Talk & Fashion Show with Edcon *Step Up To A Start Up Youth Programme (150k) *TEA – Township, Entrepreneurs Alliance (80k) *Ebonoko Foundation (100k) *YowFM (100k) *Step Up To A Start Up Youth movie launch (100k)	*Buy Local Expo used to substitute one of the Activations, by having a consumer-focused activation with Edcon at the Buy Local Expo The Annual target was not reached, however the youth targeted Radio activities during the Expo, helped reach the youth constituency

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
		*8 x Campus Radio interviews/ competitions or advertising campaigns per annum	Buy Local Summit & Expo PR and media activities included youth targeted Radio Stations *2 Interviews/ advertising campaigns undertaken – - Cliff Central radio interview - TUT Pretoria: Fashion faculty	Target not achieved, due to budget constraints. The focus was on youth radio stations, which helped achieve the same objective of educating the youth on Buy Local
	*Proudly SA Events /Exhibitions/ Expo's/Villages at trade expos;	*Participation in at least 8 major trade expos per annum;	Participated in 16 major trade expos (as detailed in the Activities section of this Annual Report)	
	*Increased awareness of the buy-local message in support of Heritage Day/Week/Month	*Roll out of 3 Heritage month activities per annum	*3 Heritage month activities undertaken: - Delicious Festival - Fashion Show with Edcon - KZN Media Tour	
	*Proudly SA CSI projects	*At least 2 CSI projects per annum	* 2 CSI projects undertaken - Sponsors secured for Mandela Day - School Library handover - Donation of computer/books to school	
Promoting Proudly SA logo as a Country of Origin label to improve fair and legal trade	Above-the Line Campaigns promoting the Proudly SA logo as the Country of Origin label. These include Radio Adverts, TV Blurps, Print Banners, Street Posters, Social Media Campaigns, Proudly SA Website. *Introduction of Eco-labelling in specific sectors (partnership with UNOPS)	Above the line – Buy Local (Buy Back SA) Activism Campaign reaching at least 20 million consumers; *Promotion of Eco-labelled local products in the agricultural sector in 3 provinces	* In excess of 20 million consumers reached during 2018/19 through the Buy Back SA campaign, Delicious Festival advertising as well as Buy Local Summit & Expo publicity campaigns *1 newspaper & 1 journal publication, Promotion of standard in KZN, Participation in 1 UNOPS event (exhibition & presentation)	*Project has been concluded
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	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	*At least 1 presentation to SOEPF per annum	*Proudly SA hosted a SOEPF meeting at its premises. *SOEPF members participated at the Buy Local Summit & Expo	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
	<p>*Partnership with the dti, EDD, National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector</p> <p>*National, provincial and local departments visits – engagement with procurement officers</p> <p>*Presentation at SALGA</p> <p>*1-2 x day Buy Local Summit – focusing on all state organs and business procurement</p> <p>*1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors – Sandton Convention Centre – “Made in SA” Expo</p>	<p>*Presentation at 1 government’s SCM forum with Heads of procurement from various national government departments</p> <p>* Provincial Public Sector forums in at least 9 provinces</p> <p>*Presentation at least 1x SALGA member’s forum and/or event;</p> <p>*At least 1 Buy Local Summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p>	<p>*Partnership agreement was concluded with National Treasury’s Chief Procurement Officer’s Office</p> <p>* 9 Provincial Public Sector forums done – one in each province</p> <p>* SALGA and its members were represented at the Kimberly, Bloemfontein, North West and Eastern Cape Public sector forums</p> <p>*Buy Local Summit took place on 12 & 13 March 2019</p> <p>*Buy Local Expo took place on 12 & 13 March 2019</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>*1 presentation to each BUSA, BBC and BLSA per annum;</p>	<p>*2 presentations made to BLSA’s Council meeting - Agreed on working relationship with BUSA CEO - Draft partnership agreement sent to BBC</p>	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
		<p>*Presentations to at least 2 Business chambers and/or associations per annum</p>	<p>*Presented to 5 associations: - SA Medical Devices Association - Cape Business Chamber - South Coast Chamber of Commerce - Consumer Goods Council - Franchise Association of SA</p>	
<p>* Local Procurement Partnerships with large retailers and /or manufacturers;</p>		<p>*Partnerships with at least 2 major retailers/manufacturers per annum</p>	<p>*Partnerships concluded with The Foschini Group and Unilever</p>	
	<p>*1-2 x Day Buy Local Summit – focusing on all state organs and business procurement</p>	<p>*At least 1 Buy Local Summit to be held per annum;</p>	<p>*Buy Local Summit took place on 12 & 13 March 2019</p>	
<p>*1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo</p>		<p>*At least 1 Buy Local Expo held per annum;</p>	<p>*Buy Local Expo took place on 12 & 13 March 2019</p>	
<p>*Sector Specific Workshops</p>		<p>*3 x sector specific workshops/forums per annum</p>	<p>*2 sector specific forums took place as well as a debate on procurement by political parties: - Clothing & Textile - Creative Arts - Town Hall Debate (Political parties’ procurement policies and practices)</p>	
<p>Business Forums with dti and other strategic partners</p>		<p>*9 business forums per annum</p>	<p>*9 Business forums took place, one in each province</p>	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
	*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos	* Participation in at least 8 major trade expos, events, etc. per annum	* Participated in 16 expos and or events (as detailed in the Activities section of this Annual Report)	
	*SA Premier Business Awards (in partnership with the dti and Brand SA)	* Co-hosting 1X annual SA Premier Business Awards event (as a partner to the dti)	*SAPBA Awards were incorporated into the Buy Local Summit and hosted on 13 March 2019	
Brand Management Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers; Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand or Consumer Research undertaken at least once per annum *At least 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	* The Massmart research study was undertaken and concluded *in excess of 13 dipstick surveys were conducted	
Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified *Annual compliance reviews of all members *Weekly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*100% of all identified illegal users were sent letters * All members contacted as part of the new and renewals membership compliance process – 100% * Monitoring done internally and by Adams & Adams on the use of logo and phrase done illegally – 100% contact with all identified companies	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
Partnership with enforcement agencies	To prevent illegal imports, counterfeit products, dumping of unsafe products and under invoiced products through Below and Above the line Anti - piracy and illicit trading campaigns reaching 2 million people per annum; *Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders	Participation in the Nedlac Task team on Anti-piracy at least twice per annum	Participated in at least 4 Nedlac Task team meetings dealing with unfair trade including dumping, illicit trade and illegal imports	
Growing the database of South African supplier products and services for local procurement	*Promotion of Database - NATIONAL CAMPAIGN to grow the number of companies registering on the database. *Call to Action campaigns (Above and Below the line campaigns) reaching businesses. Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*500 new products and/or services registered	*1257 new products and/or services registered	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products		*Promotion of database to at least 9 provincial public sector forums	*9 provincial public-sector forums conducted, one in each province	
		*Promotion of database to at least 9 provincial business forums	*9 provincial business forums conducted, one in each province	
		*Promotion of database to at least 2 business association	*Presented database to 5 Business Associations/ Business Chambers	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
<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 through media breakfasts/ lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager</p> <p>*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p> <p>*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>Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders</p> <p>*Press releases At least 24 press releases per annum</p> <p>*Media engagement *At least 16x individual media engagements per annum</p> <p>* At least 2 x Media meet & greet networking sessions per annum</p> <p>* Social Media activities daily</p> <p>*Increase following on all social media platforms by 5% per annum</p> <p>*Valentine's Day activation 1x per year on Valentine's day</p>	<p>*100% of Daily monitoring through Newsclip of all coverage on Proudly SA</p> <p>*In excess of 60 press releases issued</p> <p>*In excess of 44 media engagements held</p> <p>In excess of 2 media meet & greet networking sessions were done, notably - Festive Season Campaign Launch - Buy Local Summit & Expo Launch</p> <p>*Daily updates done on Twitter, Facebook and Instagram resulting in an increase in the number of followers on all three platforms. The Proudly SA Twitter account has in excess 160 000 followers and Facebook has more than 15 000 followers and Instagram has more than 3 000 followers</p> <p>Increased following on all social media platforms in excess of 5% on each of the platforms</p> <p>*This activation took place on 14 February 2019</p>	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
Retention and Recruitment Members	Number of members recruited and retained	*Recruit at least 200 new members for the year *Retain at least 80% of all members due for renewal for the year	*224 fully paid-up new members recruited during the year *73% of all members due for renewal renewed membership	An upgrade of the SAP CRM system used for invoicing renewals during Q4 caused integration problems which resulted in some members being invoiced much later
Financial Management: Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit report for 2018/19 financial year end – Annual Financial Statements	*100% accurate and correct processing of all financial transactions during the year. Obtained an unqualified audit opinion – Annual Financial Statements	
Risk Management	Approved annual strategic risk register and quarterly risk management reports	100% compliance	*Updated Risk Register & Risk Report submitted to each quarterly ARC meeting	
Human Resources Management: Organisational structure is always aligned to organisational strategy	*Extent (Percentage) of alignment of the functional organogram with the approved strategy *Percentage of critical positions filled	*Organogram with positions informed by the organisational strategy and aligned completely *All (100%) critical positions filled at all times	*100% alignment of organogram to the strategy during the year *All critical positions filled during the year.	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2018/19	Reason for Variance
Performance Management	Performance management system to set and evaluate performance targets and levels every 4 months	*Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2017 to July 2018. Performance across all departments is not lesser than 70%	*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	Migrate to ISO9001 of 2015 Standard and monitor continued compliance to the requirements	*100% Compliance	
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*100% Compliance	

AUDITED FINANCIAL STATEMENTS

Proudly South African
(Registration number 2001/021636/08)
Annual Financial statements
for the year ended 31 March 2019

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

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

These Annual Financial Statements were authorised by the
Board of Directors on 22 August 2019

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2019

General Information

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 N. Kganyago S. Nicolaou Adv. P. Hassan Dr. T. Makube A. Benjamin D. Mthalane T. Tshefuta S. Phetoe C. Rakgotsoka M. Vilakazi V. Seafeld 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	Nexia SAB&T Registered Auditors

Index

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:	
Index	Page
Directors' Responsibilities and Approval	200
Independent Auditors' Report	201 - 203
Directors' Report	204 - 205
Statement of Financial Position	206
Statement of Financial performance	207
Statement of Changes in Equity	208
Statement of Cash Flows	209
Accounting Policies	210 - 214
Notes to the Annual Financial Statements	215 - 223
The following supplementary information does not form part of the Annual Financial Statements and is unaudited:	
Detailed Income Statement	224

Directors' Responsibilities and Approval

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

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

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risk 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.

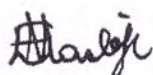
The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial 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 2018 and ending 31 March 2021 as contained in the 2018/19 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has or has access to adequate resources to continue in operational existence for the foreseeable future.

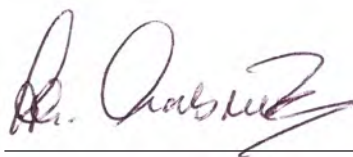
The external auditors are responsible for independently reviewing and reporting on the company's Annual Financial Statements.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 201 to 203.

The Annual Financial Statements set out on pages 206 to 224, which have been prepared on the going concern basis, were approved by the Board of Directors on 22 August 2019 and signed on its behalf, by:



Mr. Eustace Mashimbye
(Chief Executive Officer)



Mr. Howard Gabriels
(Chairman)

Independent Auditors' Report



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INDEPENDENT AUDITOR'S REPORT

To the Board of Proudly South African

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Proudly South African set out on pages 206 to 223, which comprise the statement of financial position as at 31 March 2019, and the statement of financial performance, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Proudly South African as at 31 March 2019, and its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa.

Basis for Opinion

We conducted our audit in accordance with 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. We are independent of the company in accordance with the sections 290 and 291 of the Independent Regulatory Board for Auditors' *Code of Professional Conduct for Registered Auditors (Revised January 2018)*, parts 1 and 3 of the Independent Regulatory Board for Auditors' *Code of Professional Conduct for Registered Auditors (Revised November 2018)* (together the IRBA Codes) and other independence requirements applicable to performing audits of financial statements in South Africa. We have fulfilled our other ethical responsibilities, as applicable, in accordance with the IRBA Codes and in accordance with other ethical requirements applicable to performing audits in South Africa. The IRBA Codes are consistent with the corresponding sections of the International Ethics Standards Board for Accountants' *Code of Ethics for Professional Accountants* and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* respectively. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the document titled "Proudly South African Financial Statements for the year ended 31 March 2019", which includes the Directors' Report as required by the Companies Act of South Africa, which we obtained prior to the date of this report, and the document titled "Proudly South African Annual Report 2018/19", which is expected to be made available to us after that date. The other information does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express an audit opinion or any form of assurance conclusion thereon.



In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Statements

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Statements

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

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

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

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

Report on the audit of the annual performance report

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

Compliance with legislation

We performed procedures to obtain evidence that entity had complied with legislation regarding financial matters, financial management and other related matters. We did not identify any instances of material non-compliance with specific matters in key legislation, as set out in the general notice issued in terms of the PAA.

Internal control

We considered internal control relevant to our audit of the annual financial statements and compliance with legislation. We did not identify any significant deficiencies in internal control.

Report on Other Legal and Regulatory Requirements

In terms of the IRBA Rule published in Government Gazette Number 39475 dated 4 December 2015, we report that Nexia SAB&T has been the auditor of Proudly SA for 6 years.

Nexia SAB&T

Nexia SAB&T

Per. C. Chigora
Director
Registered Auditor
22 August 2019

119 Witch Hazel Avenue
Highveld Technopark
Centurion
0146

Directors' Report

The directors submit their report for the year ended 31 March 2019.

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 Local Procurement Accord, which was signed on 31 October 2011 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 2019 financial year was R1 905 128 (2018: R5 676 170 – Net deficit).

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 and Industry confirm allocations of R32,6m for the 2019/20 financial year, and increased allocations of R34,4m and R36,3m for the 2020/21 and 2021/22 financial years respectively. In addition to the current membership revenue model, sponsorships have been successfully revived and contribute to the funding base of the organisation.

Directors' Report

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.

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	
D. Mthalane	Community	
N. Kganyago	Community	
S. Phetoe	Labour	
Adv. P. Hassan	Business	
S. Nicolaou	Business	
Dr. T Makube	Government	
M. Lawrence	Business	
C. Rakgotsoka	Labour	Appointed 28 November 2018
M. Vilakazi	NEDLAC	
V. Seafeld	Government	
J. Scholtz	Government	Appointed 23 August 2018

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

Nexia SAB&T was appointed for a 3-year period, which ends after conclusion of the 2018/19 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

Figures in Rand	Note(s)	2019	2018
Assets			
Non-Current Assets	2	1 060 578	885 517
Property, Plant and Equipment	3	260 368	4 235
Intangible Assets		1 320 946	889 752
Current Assets			
Inventories	4	105 452	154 989
Trade and other receivables	5	6 987 474	6 916 152
Cash and cash equivalents	6	501 717	970 428
		7 594 643	8 041 569
Total Assets		8 915 588	8 931 321
Equity and Liabilities			
Equity			
Retained Income		(65 322)	(1 970 449)
Liabilities			
Current Liabilities			
Trade and other payables	8	6 614 408	8 422 540
Deferred Income	9	1 832 688	2 007 927
Provisions	7	533 814	471 303
		8 980 910	10 901 770
Total Equity and Liabilities		8 915 588	8 931 321

Statement of Financial Performance

Figures in Rand	Note(s)	2019	2018
Revenue	10	48 021 435	41 577 749
Other Income		21 985	-
Cost of sales	11	(3 439)	(5 259)
Gross Surplus		48 039 981	41 572 490
Operating Expenses		46 312 681	47 484 264
Current Assets			
Operating surplus	12	1 727 300	(5 911 774)
Investment income	13	179 342	231 136
Disposal of assets		-	1 227
Finance costs	14	(1 514)	3 241
Surplus/(deficit) for the year		1 905 128	(5 676 170)
Other Comprehensive income		-	-
Total Comprehensive surplus/(deficit)		1 905 128	(5 676 170)

Statement of Changes in Equity

Figures in Rand	Accumulated Surplus	Total Equity
Balance at 01 April 2017	3 705 721	3 705 721
Changes in equity		
Total deficit for the year	(5 676 170)	(5 676 170)
Total changes	(5 676 170)	(5 676 170)
Balance at 31 March 2018	(1 970 449)	(1 970 449)
Changes in equity		
Total surplus for the year	1 905 127	1 905 127
Total changes	1 905 127	1 905 127
Balance at 31 March 2019	(65 322)	(65 322)

Statement of Cash Flows

Figures in Rand	Note(s)	2019	2018
Cash flows from operating activities			
Cash used in operating activities	16	(288 963)	(364 997)
Interest income		179 342	231 136
Finance costs		(1 514)	3 241
Net cash in operating activities		(111 135)	(130 620)
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(357 888)	(39 748)
Disposal of assets		311	7 671
Net cash in investing activities		(357 577)	(32 077)
Total cash movement for the year		(468 711)	(162 697)
Cash at the beginning of the year		970 428	1 133 125
Total cash at end of the year		501 717	970 428

Accounting Policies

1. Presentation of Annual Financial Statements

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

These accounting policies are consistent with the previous period.

1.1. Significant judgements and sources of estimation uncertainty

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

Critical judgements in applying accounting policies

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

- **Impairment testing**

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

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

- **Provisions**

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

1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

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

Accounting Policies

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.

Accounting Policies

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.

Accounting Policies

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.

Accounting Policies

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

Figures in Rand

2. Property, plant and equipment

	2019			2018		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	534 762	(413 447)	121 316	549 059	(424 047)	125 012
Office equipment	38 585	(24 821)	13 764	55 429	(37 123)	18 306
IT equipment	1 222 422	(851 426)	370 996	1 182 077	(643 595)	538 482
Leasehold improvements	986 577	(500 873)	485 704	986 577	(875 772)	110 805
Sundry equipment	56 332	(23 741)	32 591	59 312	(18 606)	40 706
Motor vehicle	84 202	(47 995)	32 207	84 202	(31 997)	52 205
Total	2 922 880	(1 862 302)	1 060 578	2 916 656	(2 031 139)	885 517

The Company did not pledge any item of property, plant and equipment as security for borrowings during the year. (2018: Rnil)

Reconciliation of property, plant and equipment – 2019

	Opening balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	125 012			(3 698)	121 314
Office equipment	18 306	(789)	6 090	(9 843)	13 764
IT equipment	538 484	(6 772)	74 798	(235 511)	370 998
Leasehold improvements	110 804			374 900*	485 704
Sundry equipment	40 706	(110)		(8 005)	32 591
Motor vehicle	52 206			(15 998)	36 208
Total	885 517	(7 671)	80 888	101 844	1 060 578

*This amount includes the re-assessment of the useful life of Leasehold Improvements due to the extension of the property lease contract

Reconciliation of property, plant & equipment – 2018

	Opening balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	195 206			(70 194)	125 012
Office equipment	10 966		6 298	1 042	18 306
IT equipment	639 223	(6 675)	33 450	(127 515)	538 484
Leasehold improvements	298 254			(187 450)	110 804
Sundry equipment	48 365			(7 660)	40 706
Motor vehicle	68 204			(15 998)	52 206
Total	1 260 218	(6 675)	39 748	(407 774)	885 517

Notes to the Annual Financial Statements

Figures in Rand

3. Intangible assets

	2019			2018		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	289 705	(29 338)	260 368	12 705	(8 470)	4 235

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2019

	Opening balance	Additions	Amortization	Total
Computer software	4 235	277 000	(20 867)	260 368

Reconciliation of intangible assets – 2018

	Opening balance	Additions	Amortization	Total
Computer software	-	-	4 235	4 235

4. Inventories

	2019	2018
Promotional stock	105 452	154 989

None of the Promotional stock has been pledged as security.

Notes to the Annual Financial Statements

Figures in Rand 2019 2018

5. Trade and other receivables

Trade receivables	3 920 685	3 849 635
Accrued income	592 616	-
Deposits	288 198	288 198
VAT	1 792 578	2 062 793
Staff loans	288 633	416 983
Prepayments	104 763	298 543
	6 987 474	6 916 152

6. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	11 185	4 316
Bank balances	490 532	966 112
	501 717	970 428

7. Provisions

Reconciliation of provisions - 2019

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	471 303	1 563 350	(1 500 839)	533 814

Reconciliation of provisions - 2018

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	312 551	1 416 205	(1 257 453)	471 303

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.

Notes to the Annual Financial Statements

Figures in Rand 2019 2018

8. Trade and other payables

	2019	2018
Trade payables	6 032 247	7 795 915
Accrual (Proudly SA Buy Local Summit and Expo)	-	79 002
Payroll Accruals (Provision for expenses)	580 565	520 255
Provision for Director's Fees & Tax	-	26 867
Unallocated deposits	1 596	500
	6 614 408	8 422 540

9. Deferred income

Current Liabilities	1 832 688	2 007 927
	1 832 688	2 007 927

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

10. Revenue

Sale of promotional items	6 068	8 559
Government grant - The dti	35 734 000	33 611 000
Grant – UNOPS	1 086 037	844 008
Sponsorship	6 752 122	4 696 008
Membership fees	4 443 209	2 418 174
Total	48 021 435	41 577 749

11. Cost of sales

Sale of goods

Promotional items	3 439	5 259
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Notes to the Annual Financial Statements

Figures in Rand 2019 2018

12. Operating surplus/ (deficit)

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

Premises		
• Contractual amounts	923 414	813 735
Equipment		
• Contractual Amounts	297 808	299 433
	1 221 222	1 113 168
Depreciation and Amortization	(80 977)	403 573
Directors' emoluments	2 894 727	2 844 027
Employee costs	18 859 358	16 825 893

13. Investment revenue

Investment revenue		
Interest received	179 342	231 136

14. Finance costs

Interest paid – other	1 514	(3 241)
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15. Auditors remuneration

External audit fees	191 076	206 000
Internal audit fees	548 369	277 113
	739 445	483 113

Notes to the Annual Financial Statements

Figures in Rand	2019	2018
16. Cash generated from operations		
Surplus/(Deficit) before taxation	1 905 128	(5 676 170)
Adjustments for:		
Depreciation and amortisation	(80 977)	403 573
(Profit)/ Loss on sale of assets	7 359	(1 227)
Interest received - investment	(179 342)	(231 136)
Finance costs	1 514	(3 241)
Movements in provisions	62 511	158 752
Changes in working capital:		
Inventories	49 537	14 642
Trade and other receivables	(71 321)	(1 257 958)
Trade and other payables	(1 983 371)	6 272 096
	(288 963)	(364 997)

17. Commitments

Operating leases – as lessee (expense)

Minimum lease payments due

- within one year

886 894

291 359

- in second to fifth year inclusive

1 285 210

2 172 104

291 359

Operating lease payments represent rentals payable by the company for its leased office equipment. The escalation rates vary from 0% to 5%. 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

Notes to the Annual Financial Statements

Figures in Rand	2019	2018
19. Directors' Emoluments		
2019		
Executive	Emoluments	Total
Eustace Mashimbye		
Basic Salary	1 841 859	1 841 859
Performance Bonus	137 586	137 586
Total Executive Emoluments	1 979 445	1 979 445
Non-Executive: Director's Fees		
Howard Gabriels	360 000	360 000
Dumisani Mthlale	110 542	110 542
Nondwe Kganyago	107 253	107 253
Ashley Benjamin	80 601	80 601
Thulani Tshefuta	86 184	86 184
Stavros Nicolaou	46 856	46 856
Michael Lawrence	91 348	91 348
Solly Phetoe	5 373	5 373
Caroline Rakgotsoka	27 124	27 124
Total: Non-Executive Director's Fees	915 282	915 282
Total Emoluments	2 894 727	2 894 727

Notes to the Annual Financial Statements

Figures in Rand

2018

Executive	Emoluments	Total
Eustace Mashimbye		
Basic Salary	1 783 486	1 783 486
Performance Bonus	106 562	106 562
Total Executive Emoluments	1 890 047	1 890 047
Non-Executive: Director's Fees		
Howard Gabriels	312 772	312 772
Joseph Maqekeni	48 361	48 361
Dumisani Mthlale	124 694	124 694
Nondwe Kganyago	96 506	96 506
Ashley Benjamin	70 206	70 206
Adv. Pria Hassan	24 073	24 073
Thulani Tshefuta	96 177	96 177
Stavros Nicolaou	68 350	68 350
Michael Lawrence	102 095	102 095
Solly Phetoe	10 747	10 747
Total: Non-Executive Director's Fees	953 980	953 980
Total Emoluments	2 844 027	2 844 027

20. Prior period error

The correction of the error resulted in adjustments as follows:

Statement of Financial Position

Previously reported Payroll accruals	564 583
Overstatement of Medical Aid accrual	44 328
Restated Payroll accruals	520 255

Statement of Financial Performance

Previously reported Employee costs	16 825 893
Overstatement of Salary accruals	44 328
Restated Employee costs	16 781 565
Restated Deficit	(5 676 170)

Notes to the Annual Financial Statements

21. Events after the reporting date

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

22. 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.

23. Financial instruments

Categories of financial instruments

2019

Financial Assets

	At amortised cost	Total
Trade and other receivables	6 987 474	6 987 474
Cash and cash equivalents	501 717	501 717
	7 489 191	7 489 191

Financial liabilities

	At amortised cost	Total
Trade and other payables	6 614 408	6 614 408

2018

Financial assets

	At amortised cost	Total
Trade and other receivables	6 916 152	6 916 152
Cash and cash equivalents	970 428	970 428
	7 886 580	7 886 580

Financial liabilities

	At amortised cost	Total
Trade and other payables	8 422 540	8 422 540

Detailed Income Statement

Figures in Rand	Note(s)	2019	2018
Revenue			
Sale of goods		6 068	8 559
Government grant - The dti		35 734 000	33 611 000
Grant: UNOPS		1 086 037	844 008
Sundry Income		21 985	-
Sponsorship		6 752 122	4 696 008
Membership fees		4 443 209	2 418 174
	10	48 043 420	41 577 749
Opening stock		(154 989)	(169 631)
Purchases		52 976	19 901
Closing stock	11	105 452	154 989
		(3 439)	(5 259)
Gross Surplus		48 039 981	41 572 490
Other income			
Profit on Disposal of Assets		-	1 227
Interest Received	13	179 342	231 136
Operating expenses			
Advertising posts and tenders		(76 444)	(14 569)
Auditors remuneration	15	(739 445)	(483 113)
Bad debts		(22 635)	(7 381)
Bank charges		(28 458)	(18 977)
Depreciation, amortisation and impairments		80 977	(403 573)
Loss on disposal of fixed assets		7 359	-
Directors' emoluments	19	(2 894 727)	(2 844 027)
Employee costs		(18 859 358)	(16 781 565)
Fines and penalties		-	140 949)
IT expenses		(823 078)	(1 051 598)
Insurance		(119 157)	(103 331)
Lease rentals on operating lease		(1 221 222)	(1 113 168)
Legal and professional services		(442 157)	(418 314)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(10 133 811)	(11 000 204)
Membership costs		(96 770)	(45 434)
SA Premier Business Awards		(306 015)	(451 748)
Proudly SA Buy Local Summit and Expo		(7 647 789)	(8 900 222)
Photocopier costs		(96 784)	(59 847)
Postage		(94 554)	(32 959)
Printing and stationery		(91 626)	(254 420)
Proudly South African CSI activities		(71 025)	(68 123)
Repairs and maintenance		(73 796)	(84 749)
Staff training		(45 195)	(22 990)
Staff welfare		(191 148)	(200 050)
Subscriptions		(110 408)	(101 292)
Telephone and fax		(113 689)	(116 898)
Travel local		(730 308)	(878 318)
Workshops and seminars		(92 193)	(100 357)
Utilities		(329 500)	(234 333)
UNOPS project (new project)		(935 007)	(1 833 655)
		(46 312 681)	(47 484 264)
Operating surplus			
Finance costs	12	1 906 642	(5 679 411)
Surplus/(Deficit) for the year	14	(1 514)	3 241
		1 905 128	(5 676 170)



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