

Proudly South African  
Annual Report

2019/20



PROUDLY  
SOUTH AFRICAN



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# Introduction

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About Proudly SA

Vision, mission, values

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## ABOUT PROUDLY SOUTH AFRICAN

Launched in 2001, Proudly South African is the country's local procurement advocacy campaign which aims to promote South African products and services that adhere to stringent criteria 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.

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



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



**Fair Labour Practice**  
The company must comply with labour legislation and adhere to fair labour practices



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



## STRATEGY & FOCUS

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

Proudly South African's work also aligns with the broader national development agenda and the Local Procurement Accord of 2011.

## PRIDE

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

**Patriotism, Partnership & Productivity**

**Reindustrialisation**

**Innovation & Competitiveness**

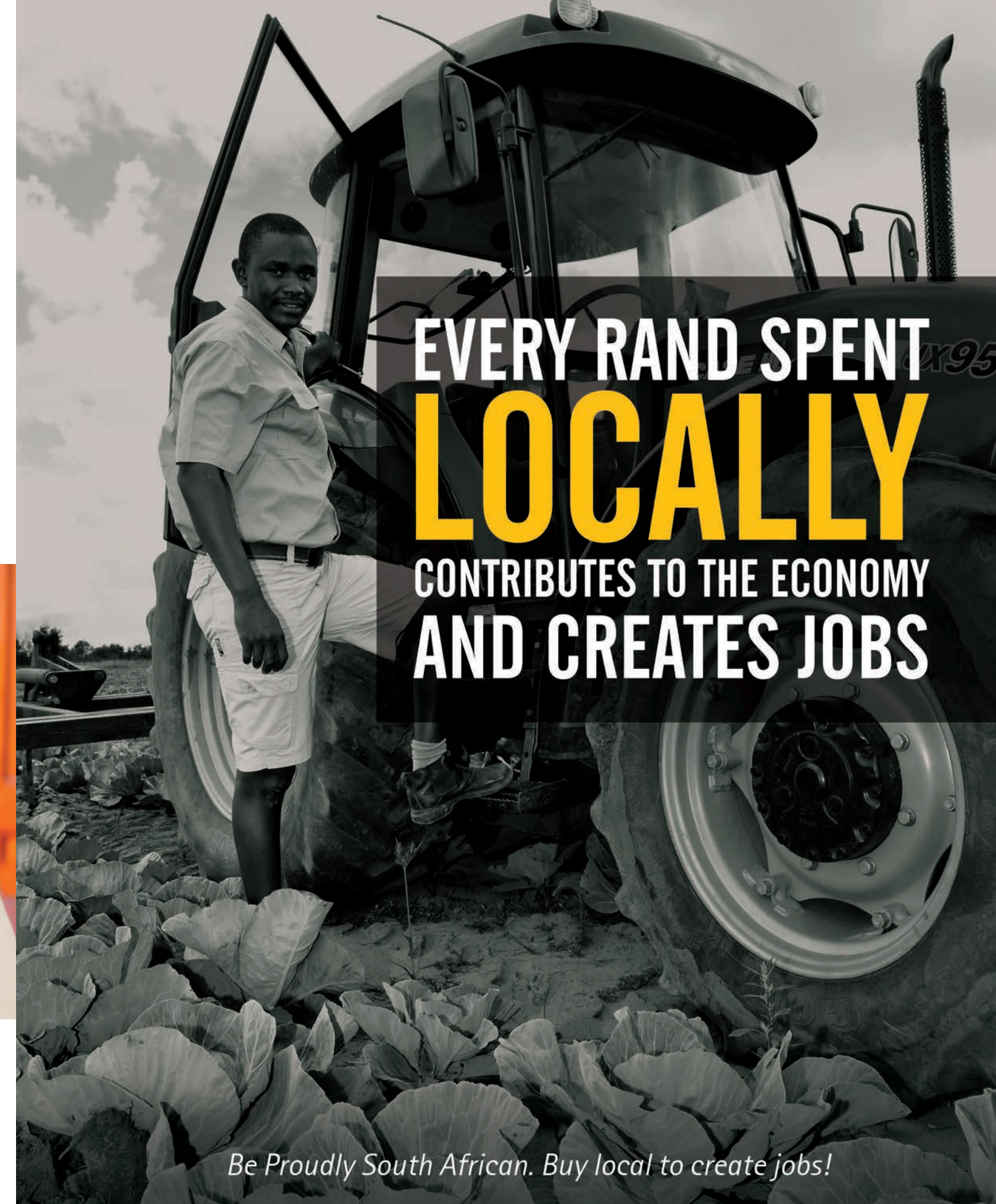
**Domestic Consumption**

**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.





## chairman's foreword

We have seen a marked increase in consumers recognising the Proudly South African logo and responding to our call to buy local and contribute to job creation.

# Howard Gabriels

The COVID-19 pandemic had a major impact on Proudly South African's finale for the fiscal year, in that we had to cancel our annual flagship event, the Buy Local Summit & Expo. Much of our marketing and communications activities, beginning from the end of the preceding calendar year, are centered on this event, and as a result, many of these were also cancelled. This year, we were expecting around 1500 delegates over two days and a record 250 exhibitors, all with extensive media support from many of the major media houses who were scheduled to cover the event.

We know now that the pandemic had even more far reaching effects on the economy as a whole, and our event was not alone in being an albeit early casualty of the lockdown measures. Many businesses were unable to operate normally and many jobs were lost. Unfortunately, the pandemic came on the back of an already weakened economic environment. The unemployment rate has risen to its highest level and the growth in the economy is at a virtual standstill.

In this context, the message of the Proudly South African campaign remains strong in encouraging the public sector, the private sector and consumers to buy local. In the public sector the emphasis of our work is on educating supply chain managers on the requirements of regulations on designated goods and services and the contribution they can make to the Buy Local Campaign. Our tender monitoring system assists in identifying government tenders that do not comply with the regulations on designation. Unfortunately, there are still too many tenders that are non-compliant.

In the private sector, we are making good progress with the major retailers and large manufacturers who have joined the campaign. We are heartened by the support given to the campaign by these companies.

We are beginning to see the impact of this shift as more and more we can see products and services on the shelves displaying the Proudly South African logo. Much more needs to be done, but we are happy with the progress made during the year in review.

Our marketing campaign aimed at consumers has taken off with renewed vigour as we were able to form partnerships with both DSTV and SABC. We have seen a marked increase in consumers recognising the Proudly South African logo and responding to our call to buy local and contribute to job creation. Our extensive public relations campaign has continued to reap rewards and our presence on social media is growing in leaps and bounds.

Whilst I believe that the Proudly South African campaign achieved most of its goals that were set out at the beginning of the financial year, it is of great concern that the economy is not performing as expected – or required – and this has resulted in major job losses across many sectors and industries. The crisis of poverty and inequality is deepening as a direct consequence, and we need to take dramatic action to change the course we are on. This will require a momentous effort from all the social partners, namely government, business, labour and community to find and implement the policies and actions that will galvanize the economy to grow again.

I want to thank my colleagues who serve on our Board of Directors for their guidance to myself and management team. My appreciation also goes to the CEO, Mr. Eustace Mashimbye and his staff.

Finally, I want to thank Minister Patel and the Director General, Mr. Lionel October and the team at the Department of Trade, Industry and Competition for their support throughout the year.





# Eustace Mashimbye

Let us all choose to buy local, because local is lekker but mostly because our everyday purchasing decisions shape our future as a country!

## CEO's message

The year in review marked a low point in this country's fight against gender-based violence, with a number of shocking cases making our headlines. There are many professional studies on the root causes on GBV in our society, but it is undeniable that one of them is the high unemployment rate, especially amongst the youth and women. This means that these two important sectors of society are being left behind when it comes to acquiring skills required in the workplace, making women more dependent on men for their own survival and that of their children. When the men themselves are unable to fend for their families, tensions mount and the incidences to which I refer above occur.

Interventions that are required to be put in place therefore have to include creating opportunities within the economy for entrepreneurs to thrive as soon as they come up with that idea, are able to see it through and start trading. Proudly South African, in line with our mandate, has positioned the entity as a driver of access to market opportunities for locally made products and services, making it especially critical and relevant in the entire entrepreneurship eco-system. During the 2019/20 financial year, we have pushed to intensify our activities that promote buying local with the objective of growing market share for locally made products and services across as many industries

as possible in an effort to contribute to the alleviation of poverty, inequality and unemployment that all feed into many social ills, including GBV.

We know that SMMEs are great employers of women and youth and many are owned by both. It is incumbent on everyone – the public and private sectors as well as consumers, to identify and support these entities, in so doing we will see the impact of the buy local campaign and other initiatives that support entrepreneurs, who need to thrive and contribute meaningfully to the growth of the economy, the creation of jobs and the growth of the country's tax base.

**Access to markets** is therefore one of the key pillars of our work which entails identifying markets that can potentially benefit our membership base of local producers and service providers. These markets include existing outlets where products are currently being bought from outside the country and where we introduce **import replacement** measures. Alternatively, it might simply be educating consumers who have not given any thought to where their purchases come from on country of origin labels, or encouraging business and the public sector to review their procurement policies to favour local over imported.

This overarching strategy of identifying market opportunities gave rise to the development of industry specific strategies, where we have identified the buyers and/or purchasing decision makers in certain business sectors or for certain ranges of products. Our focus then is on engaging them to drive their procurement policies and decisions to favour companies who are manufacturing locally. Our **database of locally made products and services** then becomes critical as it comprises the central point of reference for anyone looking to buy local or to implement local procurement practices. This strategy has benefitted those member companies whose customers are largely in the private sector where we have been able to have the biggest influence. We have also continued our series of **sector specific business forums** which have previously put the spotlight on the poultry sector, pharmaceuticals, clothing and textiles and the creative arts, and in the year in review included one for the furniture and associated industries sector.

Our **membership retention and recruitment drive**, underpinned by the ever-improving value proposition, continues to yield positive results for the organisation and we have successfully recruited 243 companies during the year in review, representing a wide range of high-quality products. This growth in the membership numbers is crucial as it provides a more meaningful and broader database of companies that we can refer to the private, as well as the public sector, whenever procurement opportunities which are ring-fenced for local producers and service providers, arise.

Following on from the October 2018 Jobs Summit Framework Agreement, we have continued to solicit **local procurement commitments** from the private sector. By targeting specific industry bodies we have significantly extended our reach, requesting commitments to buying local day to day consumables, manufacturing raw material inputs or items such as furniture, required in the course of the running of a businesses or manufacturing process. To assist us in this regard, we formed partnerships with BUSA, BLSA, NBI and the Manufacturing Circle to form a Procurement Technical Working Committee which has met on a weekly basis to develop ways

to induce the private sector to buy local and make specific local procurement commitments. SAB AB Inbev became the secretariat for this committee and through this partnership a **Market Access Platform (MAP)** which links buyers looking for locally made products and services with the manufacturers and service providers was identified as one such way. The scoping and development work for the system started in the latter part of the financial year and it is anticipated that the system will go live during the second quarter of the next financial year.

For those member companies targeting government procurement as a market, we are finalising the integration of our membership database with **National Treasury's Central Supplier Database**, which will enable these companies to respond to government procurement opportunities, especially those that are picked up through our **Tender Monitoring System**. The tender monitoring system continues to track tenders issued by government and/or state entities for purchasing items designated by the state for local procurement, check whether the required local content provisions are contained in the tender documents and ensure that these provisions are added, should they have been missing in the original version. Using this as a tool, we are able to intervene and safeguard opportunities for local manufacturers before tenders close, as opposed to reporting or remedying non-compliance after the tender has been awarded.

Our **online shopping store, RSA Made** ([www.rsamade.co.za](http://www.rsamade.co.za)) continues to grow as a platform for those member companies wishing to sell their products through this growing mode of shopping, and during the year under review, the focus was on growing the range, variety and number of products on the site, prior to increasing awareness in the next financial year.

**Consumer education** remains a priority for the organisation, which despite limited marketing resources, achieved an enormous reach through both above and below the line activities.

Below the line included a full cycle of provincial business forums and public sector procurement forums, as well as a number of mass participation events including the MTN 702 Walk the Talk, The Delicious International Food & Music Festival as well as our annual Festive Season and Valentine's Day activations, all of which are outlined in our Marketing section of this report.

An important part of our consumer programme was the signing in March of an MOU with the public broadcaster, the SABC, which has committed its support of the Buy Local campaign, by providing significant added value to a three year spending commitment by the Campaign.

We have also contributed to and are instrumental in supporting and executing, where relevant to the campaign, the various sectoral **Master Plans**. Accordingly, we have crafted consumer messaging around the different sectors, in all of which we have members, in order to drive demand for these locally manufactured items or products. These include Master Plans for the clothing, textile, footwear and leather industries, the automotive sector, furniture as well as the poultry Master Plan, where we have submitted inputs in line with our mandate and role to stimulate demand for locally grown, produced or manufactured products.

The campaign's annual flagship event, the **Buy Local Summit and Expo**, in its 9th year in 2020 was the only event that was a casualty of the lockdown, into which the country entered on 26 March. Scheduled for 24/25 March, it was to have been our biggest event yet, with confirmation that President Cyril Ramaphosa was to have been the keynote speaker. The expo had a record number of registered exhibitors and a buyers' programme had been launched to bring in top procurement officers that our members would otherwise not have been able to reach. The forced cancellation of the event is our only regret in a year that was otherwise marked by triumphs.

The turnaround and repositioning of the campaign, which started back in 2016 has gained serious momentum, and is yielding the desired results. The critical components of this, are a strong

membership and sponsorship value proposition, a balanced stakeholder relations strategy (and matrix) which is informed by our strategic objectives, sound corporate governance, a talented and committed workforce, highly ambitious and focused Board, as well as unwavering support from the **dtic** and all government and private sector entities that work with the campaign.

I want to give sincere thanks to the Chairman of the Board, Mr. Howard Gabriels, for his sterling leadership, his support and his vision for the campaign, as well as every single member of the Board of Proudly SA, for their support and for pushing us to keep improving and setting the bar higher with each year that passes. I am very grateful and highly indebted to the Executive and Management Team with which I share this vision of a Buy Local campaign that will contribute meaningfully to the growth of the SA economy – a team of highly talented, committed and extremely hard-working individuals that carry me in ways I could never explain. A big thanks to the staff that are the driving force behind the Proudly SA brand, every single one of whom is critical to the success of the campaign.

To the **dtic**, under the leadership of Minister Ebrahim Patel, who was a founding director on the Proudly SA Board, and was part of the team that formed this Buy Local campaign, as well as the Director General, Mr. Lionel October, and the entire management team at the department, that has been and continues to be very supportive of the work we do. To the Nedlac ED and all the social partners at Nedlac that are all very instrumental in the success of the work we do, the captains of industry that support what we do, all the sponsors and members of Proudly SA, without whom, there would be no Proudly SA campaign, we thank you and are looking forward to achieving more together.

Let us all choose to buy local, because local is lekker but mostly because our everyday purchasing decisions shape our future as a country!



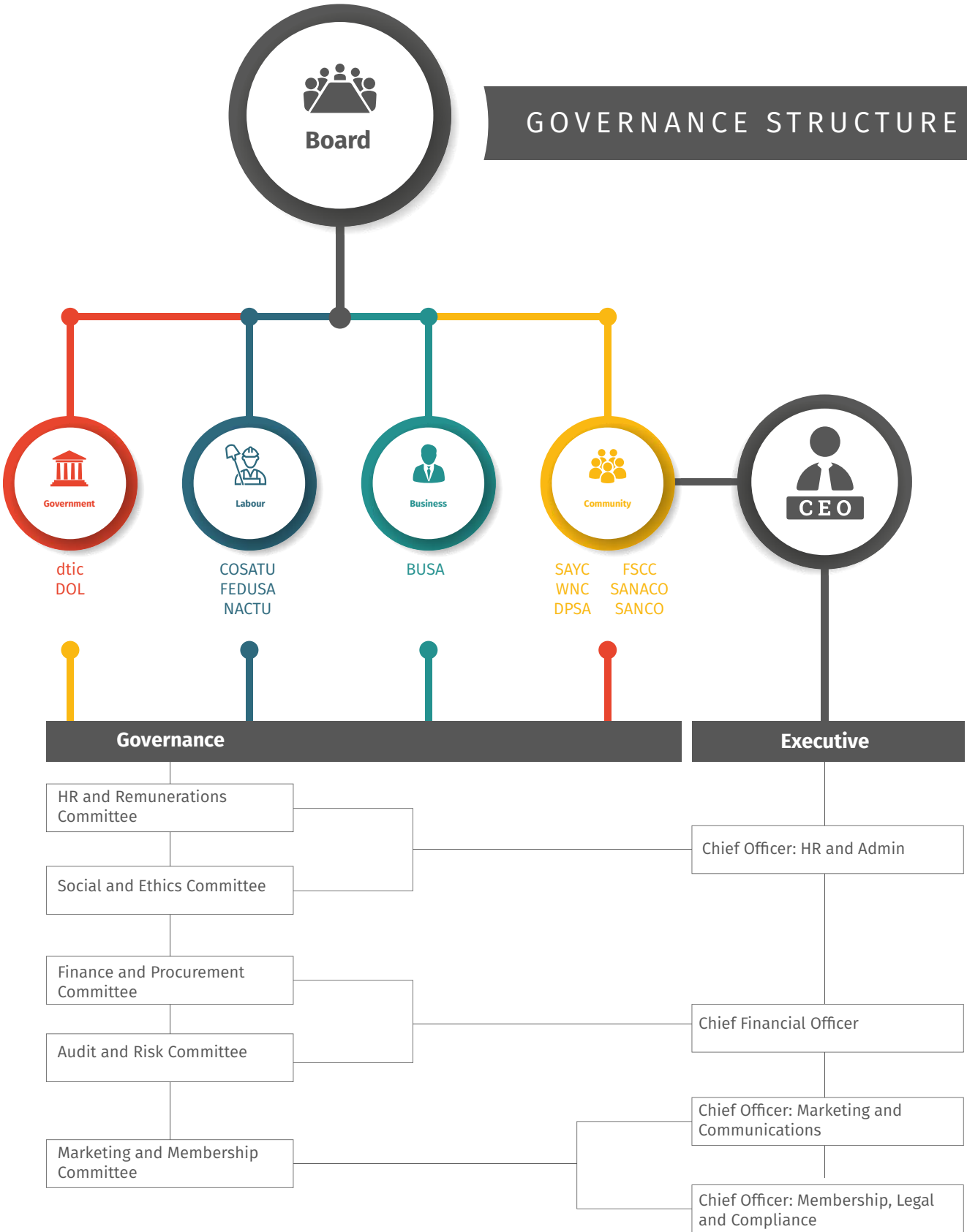


# Our people & resources

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# Governance structure.







South Africa prides itself in

**quality  
manufacturing**

and creating products of an international standard



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

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.

**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: 10 October 2005 – 26 August 2019

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.

**Masonwabe Sokoyi**

Board Member

Masonwabe Sokoyi holds a National Diploma in Public Relation from UNISA and a Certificate in Project Management from NMMU. He is currently studying for his Honours in Media Studies through UNISA.

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

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

**Lisa Seftel**

Board Member

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

**Michael Lawrence**

Board Member

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

Michael 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.





**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.

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, Hassan is a property, logistics and legal expert, who has held executive positions in several JSE listed companies.

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, Industry & Competition, Department of Energy and the Department of Environmental Affairs.



**Dumisani Mthalande**  
Board Member: 5 August 2005 – 26 August 2019  
Chairman: Audit and Risk Committee

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



**Solly Phetoe**  
Board Member: 1 March 2016 – 26 August 2019

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.



**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 & Competition (the dtic) since November 2009.

Prior to this appointment, she was the Chief Operating Officer in the International Trade and Economic Development Division of the Department of Trade, Industry & Competition. Her key areas of responsibility as the GCOO in the dtic 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 dtic’s strategy and annual business plan as well as the dtic’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 an MBA at the Gordon Institute of Business Science.



**Caroline Rakgotsoka**  
Board Member

Ms Rakgotsoka has been working for TSEBO SOLUTION GROUP since 1988 and is an active trade unionist, having been elected President at Hotelicca as well as President at NACTU, prior to which she was a full time shop steward. She is currently the National Treasurer of NACTU and has served on the Women Gender Forum. 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 **dtic** 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 matriculated at J.A. Calata Secondary School in Cradock in the Eastern Cape. He holds a post-graduate Diploma in Public Development and Management on M&E from Wits University. He also has a post-graduate qualification on International Executive Development Programme (NQF 8) with GIBS and Crammer Graduate School of Business at Rollins University, USA. In addition, Mr Tshefuta has 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 a Master of Management Degree on Governance (M&E) through Wits University and serves as the Overall Convenor of the NEDLAC Community Constituency. His governance experience includes serving as an eminent member of the Parliamentary High Level Panel, former President of the South African Youth Council, former Deputy Chairperson of the National Skills Authority, and former member of the Presidential BBBEE Council.



**Dr Tebogo Makube**  
Board Member

Dr. Tebogo Makube is currently employed as Chief Director: Industrial Procurement at the Department of Trade and Industry and Competition. 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 Seafeld**  
Board Member: 26 August 2016 – 26 August 2019

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

Mr Seafeld 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.



**Simon Eppel**  
Board Member

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

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

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



**Sipho Ndebele**  
Board Member

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

A former diplomat and labour representative of South Africa and the African Group in a number of international forums, he is equipped to understand the local socio-economic implications of international policies, manage bilateral and multilateral relations and monitor compliance with international obligations.

In his capacity as the South African government representative to the ILO, he was responsible for mediation in various labour disputes, including the South African Embassy in Dublin against the recognition of workers' unions. He also has extensive experience in representing South Africa as a Sous-Sherpa in the G20 Employment Working Group and the G20 Labour Minister's Forum, the BRICS Employment Working Group and Ministerial Sessions and covering SADC, AU and OECD labour related issues.

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



**Lawrence Bale**  
Board Member

Lawrence Bale has been the President of the South African National Association of Cooperatives (SANACO ) since 2009. He is a committed champion of interest cooperatives both here and abroad and advocates and lobbies for the interests of all registered cooperatives in all 9 provinces.

Mr. Bale has also served in various organisations as a national board member and in national leadership positions including the National Cooperatives Association of South Africa (NCASA), the South African Federation of Burial Societies (SAFOBS) , as President of Southern African Developing Countries Cooperative Federation (SADCCF) and also a member of BRICS Cooperatives Leaders. Mr Bale represents all cooperatives in South Africa at policy level i.e. National Economic Development and Labour Council (NEDLAC) as a development chamber convener and he also serves as a board member of Dorah Tamana Cooperatives Centre (DTCC). Mr Lawrence Bale serves on the Ministry of Health's advisory committee.

Under Mr. Bale's leadership of SANACO and its membership with the International Cooperative Alliance, South Africa was honoured to host the International Cooperative Alliance meeting in November 2013 for the very first time in Africa.

SANACO also hosted the BRICS Cooperative Summit in partnership with the dtic in October 2013, and SANACO has signed MOU's with China and India who have agreed to build trade relations between cooperatives in their countries.

Mr. Bale and his SANACO team continuously work towards seeking partnerships with the private sector, government and cooperative development agencies to ensure that the cooperative concept is well understood and also to promote cooperation in business in order to create sustainable jobs and enterprises.



# 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 Mrs 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. Mrs Ngidi has extensive experience in driving strategy development as well as brand and product launches for these and other companies.



## **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.



## **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.



**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 report.

# 04

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

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

1. Staff profile and movement
2. Staff performance
3. Staff Training and Development
4. Internship Programme
5. Staff Wellness and engagement
6. Health and safety
7. Employment equity
8. Quality Management System

Staff profile and movement

Proudly SA workforce profile- April 2019 - March 2020

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

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

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	01								01
Senior Management	01		01		01			01	04
Professionally Qualified and experienced specialist and mid-management	01				02	01	02	01	07
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	09	01			08	01	01	01	21
Semi-skilled and discretionary decision making					03				03
Unskilled and defined decision making					01				01
TOTAL	12	01	01		15	01	03	03	37

Recruitment - April 2019 - March 2020

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

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

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									0
Senior Management									0
Professionally Qualified and experienced specialist and mid-management					02	01	01		04
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	01				04				05
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
TOTAL	01	0	0		06	01	01	0	09

Promotions - April 2019 - March 2020

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

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

Terminations - April 2019 - March 2020

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

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									0
Senior Management	01								01
Professionally Qualified and experienced specialist and mid-management					02	01	01		04
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	01				01	01			03
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
TOTAL	02	0	0	0	03	02	01	0	08



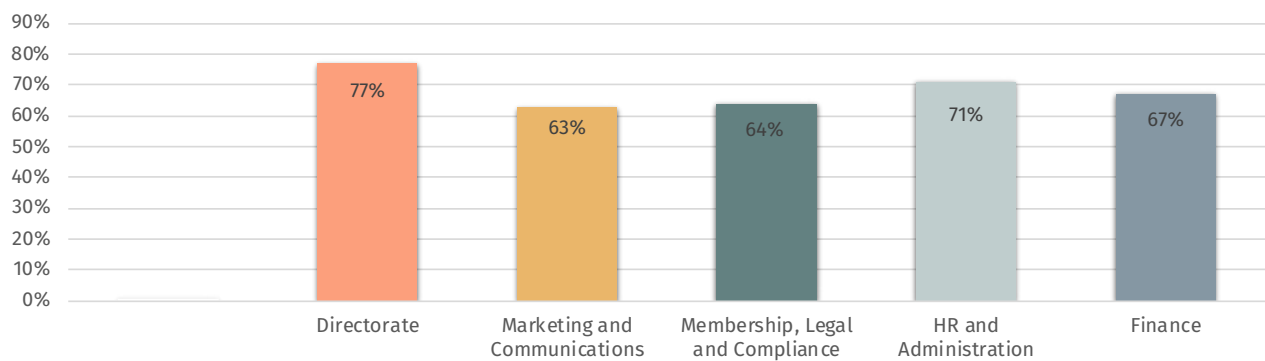
Staff performance, development and retention

Staff Performance

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

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2019- MARCH 2020	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	77%
Marketing and Communications	63%
Membership, Legal and Compliance	64%
HR and Administration	71%
Finance	67%
AVERAGE PERFORMANCE	68%

Departmental 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.

Training and development April 2019 March 2020 (External)

No	Employee	Department	Training intervention	Accredited training provider	Status/comment
Project management					
1	S. Nkosi	Project	Certified associate in Project Management	PM Ideas	Completed
			POPI Act	Ikusasa Tech	
2	S. Makua	Project	MS Excel Intermediate	Ikusasa Tech	Completed
Finance and IT					
No	Employee	Department	Training intervention	Accredited training provider	Status/comment
3	P. Mokhare	IT	ISO 9001:2015 Implementation And Auditing	SABS	Completed
			Health And Safety Representative	Global Learning Services	
			POPI Act	Ikusasa Tech	
			It System Development Learnership	Ikusasa Tech	In progress
4	T. Mogorosi	IT	POPI	Acorcer Academy	Completed
5	J. Makhoba	Finance	Bid Evaluation	Pro-Active College	Completed
			MS Excel Intermediate	Ikusasa Tech	
			POPI Act		
			Basic Payroll	SAGE VIP	
6	B. Selatole	Finance	MS Excel Intermediate	Ikusasa Tech	Completed

No	Employee	Department	Training intervention	Accredited training provider	Status/comment
Project management					
7	M. Pillay	Finance	Stock Take	Career Skills	Completed
			Basic Payroll	SAGE VIP	
8	N. Butler	Finance	MS Excel Intermediate	Ikusasa Tech	Completed
No	Employee	Department	Training intervention	Accredited training provider	Status/comment
HR					
9	R. Hadebe	HR	ISO 9001:2015 Implementation And Auditing	SABS	Completed
			Health and Safety Representative	Global Learning Services	
			POPI Act	Ikusasa Tech	
			Basic Payroll	SAGE VIP	
			Higher Diploma In Human Resources (Study Subsidy)	Damelin	In Progress
10	S. Mkhabela	HR	MS Excel Intermediate and Advance	Executrain	Completed
			Health and Safety Representative	Global Learning Services	
			POPI Act	Ikusasa Tech	
			Diploma in Human Resources (Study Subsidy)	Damelin	In Progress
11	K. Masuku	HR	Supervisory Skills	Pro-Active College	Completed
			Basic Payroll	SAGE VIP	
12	S. Zikalala	HR	Stock Take	Career Skills	Completed
			POPI Act	Ikusasa Tech	
			Advanced Excel	Executrain	
13	R. Mofokeng	HR	MS Word	Pro-Active College	Completed
			First Aid Level 1	Global Learning Services	

No	Employee	Department	Training intervention	Accredited training provider	Status/comment
Marketing					
14	M. Rousseau	Marketing	MS Excel Intermediate	Ikusasa Tech	Completed
15	L. Tholo	Marketing	MS Excel Intermediate	Ikusasa Tech	Completed
			MS Excel Advanced	Executrain	
16	T. Ndlovu	Marketing	MS Excel Advanced	Executrain	Completed
17	P. Xaba	Marketing	Public Speaking	Pro-Active College	Completed
18	S. Tshabalala	Marketing	Internship	Yes Program	Completed
Membership					
No	Employee	Department	Training intervention	Accredited training provider	Status/comment
19	P. Mnisi	Membership	MS Excel Intermediate	Executrain	Completed
20	M. Mnyakeni	Membership	Internship	Yes Program	Completed
21	L. Mekgwe	Membership	First Aid Level 1	Global Learning Services	Completed

Study Subsidy

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 2019/20 fiscal year:

NO	EMPLOYEE	DEPARTMENT	QUALIFICATION	INSTITUTION
01	Rosemary Hadebe	HR	Advanced HR Diploma	Damelin
02	Sarah Mkhabela	HR	HR Diploma	Damelin
03	Kutlwano Mosholi	Marketing	Marketing Degree	UNISA



Internship Programme

The following students were earmarked for the internship programme for the year 2019/20 fiscal year.

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

NO	INTERN	DEPARTMENT	EE	PLACEMENT POSITION
01	Baswabile Selatole	Finance	Black Female	Finance Intern
02	Lesego Dubazana	HR	Black Female	HR Intern
03	Maria Mnyakeni	Membership	Black Female	Membership Intern
04	Sbusiso Tshabalala	Marketing	Black Male	Marketing Intern



Annual Wellness Day

01 November 2019  
Virgin Active Rosebank

Healthy habits lead to increased happiness in the workplace, while engagement and happiness in the workplace improve physical and mental well-being. A correctly designed wellness programme can increase productivity, increase morale and reduce stress. Our wellness programme aims to help employees make smart and healthy choices that can reduce health care costs, increase vitality and diminish absenteeism.

Proudly SA Annual Wellness day included the following:

- 1. Physical wellness and activities.
- 2. Health screening.







**Year end function**

12 December 2019  
House Higgo

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

**Strategic Session**

May 2019  
Shumba Lodge

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**

May 2019  
Shumba Lodge

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 teamwork. 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 the Amazing Race.

Some of these benefits include:

1. Improves morale and leadership skills
2. Finds the barriers that thwart creativity
3. Clearly defines objectives and goals
4. Improves processes and procedures
5. Improves organisational productivity
6. Identifies a team's strengths and weaknesses
7. Improves the ability to problem solve





Health and Safety

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

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

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

Employee	Occupation
Rosemary Hadebe	SHE Rep
Pressly Mokhare	SHE Rep
Sarah Mkhabela	SHE Rep
Mala Pillay	First Aider
Lucia Mekgwe	First Aider
Rebecca Mofokeng	First Aider



Employment equity

The principle of empowerment and diversity is entrenched in the Proudly SA ethos. The table below reflects our equity for 2018/19 and strategy for 2019/20 (Including people with disabilities)

The organisation’s Employment Equity Plan for 2018/19 was achieved and exceeded as approved and submitted to the Employment Equity Commission. This plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Linked to this was our successful submission of both Workplace Skills Report and Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy and for achievement of this strategy during 2019/2020, the following are key:

- Proudly SA is determined to implement an Employment Equity Plan and imperatives in line with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the Campaign’s Employment Equity status.
- Proudly SA, especially after terminations, promotions and transfers, updates EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department.
- Every attempt must be made deliberately to target previously disadvantaged groups in filling existing vacancies, new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train and/or under-study of selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously considered.
- There must be equal opportunities for training and development for all staff. However, the training and development programme must be used as a tool for the upgrading of employees from previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs fewer than 50 employees).
- A realistic and comprehensive EE Plan will only be drawn up on understanding the anticipated nature and size of the Campaign’s structure and organogram.

The employment equity committee is fully established and functional.

Quality management

Proudly SA is ISO 2001/2015 system certified. The systems assist in risk management, taking corrective actions in occurred risks, and continual improvement of the entire business operations. SOUTH AFRICAN BUREAU OF STANDARDS (SABS) continues to audit the organisation’s processes to ensure that it is compliant.





# Our members

1. Member benefits: Improved value proposition for Proudly South African member companies
2. Terms utilised in tables and graphs in this membership report
3. Overview of the membership department's targets for the period 2019/2020
  - 3.1 Highlights of the current period 2019/2020
  - 3.2 Membership overview by sector of newly-recruited members for 2019/2020
  - 3.3 Membership overview by province of newly-recruited members for 2019/2020
  - 3.4 Membership overview by classification of newly-recruited members for 2019/2020
  - 3.5 Membership overview by lead origin of newly-recruited members for 2019/2020
4. Newly-recruited members for 2019/2020
  - 4.1 Proudly South African membership compliance criteria
  - 4.2 Year-on-year comparison of the number of newly-recruited members per month from the period 2010/2011 to 2019/2020
  - 4.3 Quarterly comparison of the number of newly-recruited members for the period 2019/2020
  - 4.4 Member companies recruited for the period 2019/2020 by sector
  - 4.5 Member companies recruited for the period 2019/2020 by province
  - 4.6 Member companies recruited for the period 2019/2020 by classification
  - 4.7 Member companies recruited for the period 2019/2020 by lead origin
5. Renewing members for 2019/2020
  - 5.1 Renewal rate for 2019/2020
  - 5.2 Quarterly comparison of the rate of renewing members in 2019/2020
  - 5.3 Comparison by sector of renewing members in 2019/2020
  - 5.4 Comparison by province of renewing members in 2019/2020
  - 5.5 Comparison by classification of renewing members in 2019/2020
6. Database of local products and services
  - 6.1 Highlights of the database of local products and services for 2019/2020
  - 6.2 Growth of the database of local products and services in terms of items added between 2017/2018 and 2019/2020
  - 6.3 Quarterly comparison of the growth of the 2019/2020 database of local products and services
  - 6.4 Quarterly comparison of local products and services added in 2019/2020 to the database in percentage
7. Tender monitoring function
  - 7.1 Overview of the periods 2017/2018 to 2019/2020
  - 7.2 Comparison of the levels of compliance in tenders designated for local content between 2017/2018 and 2019/2020
  - 7.3 Comparison of levels of compliance of tenders designated for local content between 2017/2018 and 2019/2020
  - 7.4 Local content compliance breakdown of tenders designated for local content in 2019/2020

# Member benefits.

## 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 – on locally-made products and marketing and corporate collateral.

### 1. 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;
- First-hand access to government tender opportunities designated for local content by National Treasury with the assistance of the dtic;
- 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; and
- **Special packages and pricing** between other members.



# Terms utilised in the report.

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

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

# Membership overview.

## 3. Overview of the membership department’s targets for the period 2019/2020

### 3.1 Highlights of the current period 2019/2020

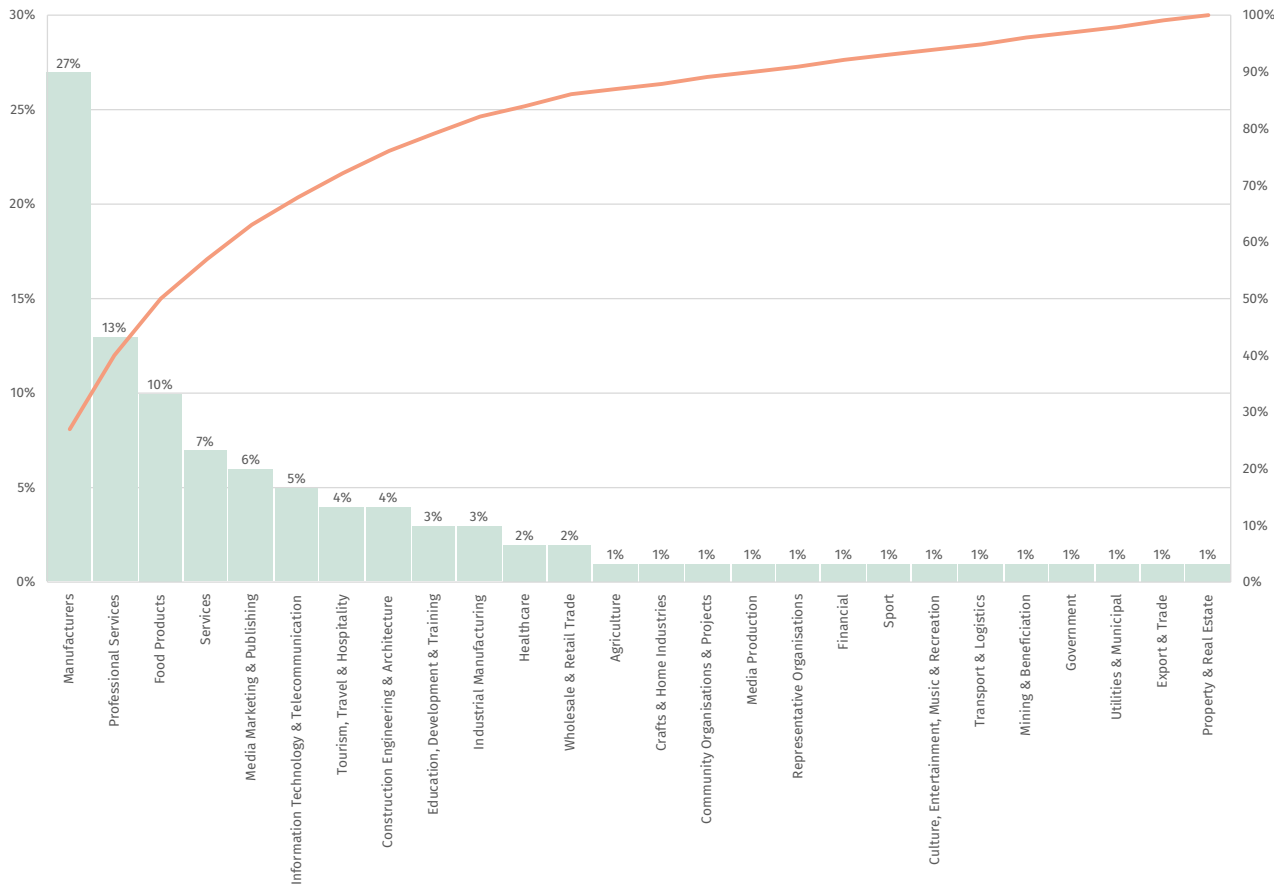
New members	
Target	220
Achievement	243
Renewal rate (in percentage)	
Target	80%
Achievement	70%
Database of local products and services	
Target	500
Items added	3 219
Number currently listed	14 522
Exceeded target (in percentage)	644%

The Proudly South African membership base grew at a steady pace with 243 companies joining the Campaign in 2019/2020 contributing to the total base of 1,725.

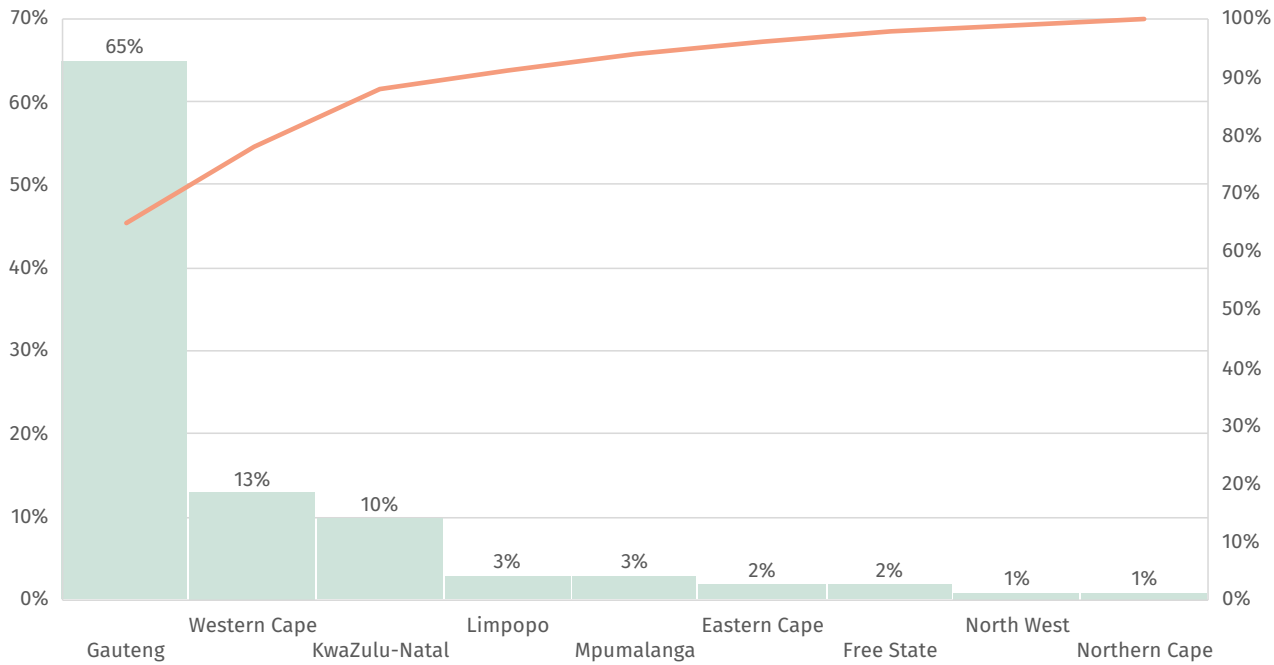


Herewith a breakdown of the Proudly SA membership base by sector, province and classification for 2019/2020:

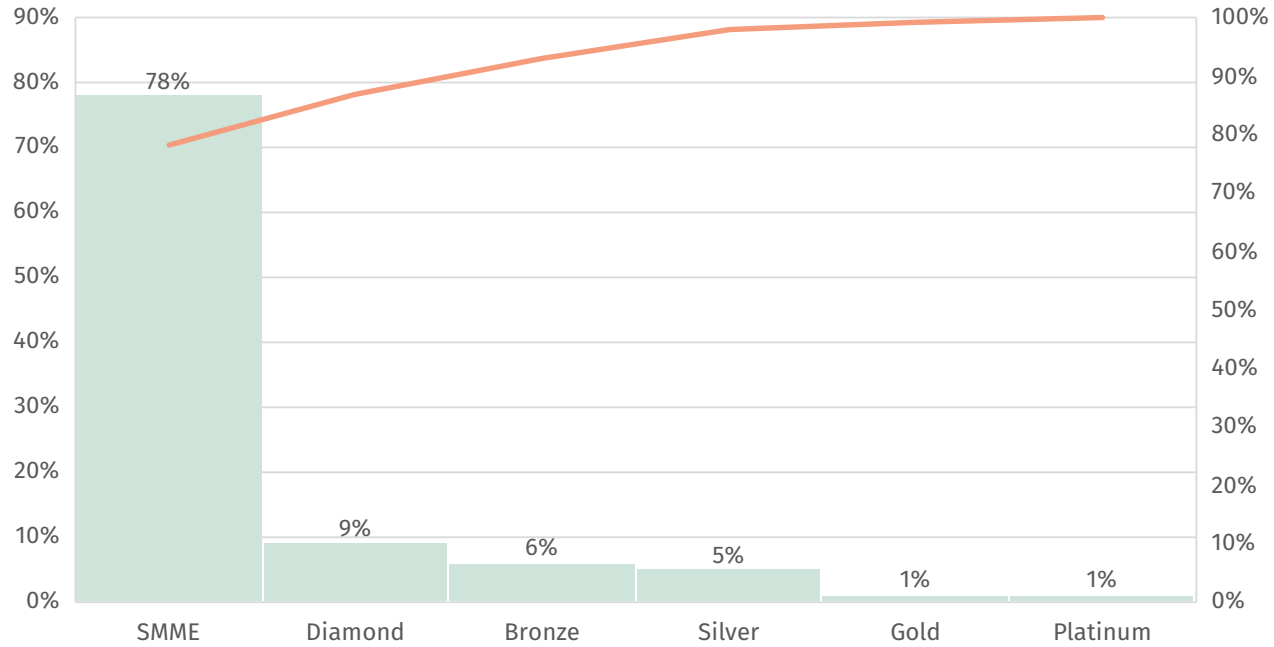
MEMBERSHIP OVERVIEW BY SECTOR FOR 2019/2020



MEMBERSHIP OVERVIEW BY PROVINCE FOR 2019/2020



MEMBERSHIP OVERVIEW BY CLASSIFICATION FOR 2019/2020



In terms of the membership targets, a notable point was the growth of its base in Manufacturing at an unprecedented 100 companies joining Proudly SA, followed by Food Products at 38 and Professional Services at 30.

The membership footprint continued to grow nationally with the three major provinces still dominating: Gauteng grew by 137 new companies followed by KwaZulu-Natal and the Western Cape with 34 and 31 new members, respectively. The only province that did not see an increase in membership was the Northern Cape. Even though interest in joining the Campaign was expressed by a number of companies based in the Northern Cape, the companies did not meet Proudly SA's membership criteria. Measures have been put in place to introduce the interested companies to stakeholders that may provide the companies with financial and non-financial assistance to ensure they are eligible for membership in the near future.

By classification, a total of 22 high-value members (holding and subsidiaries) in the Diamond category

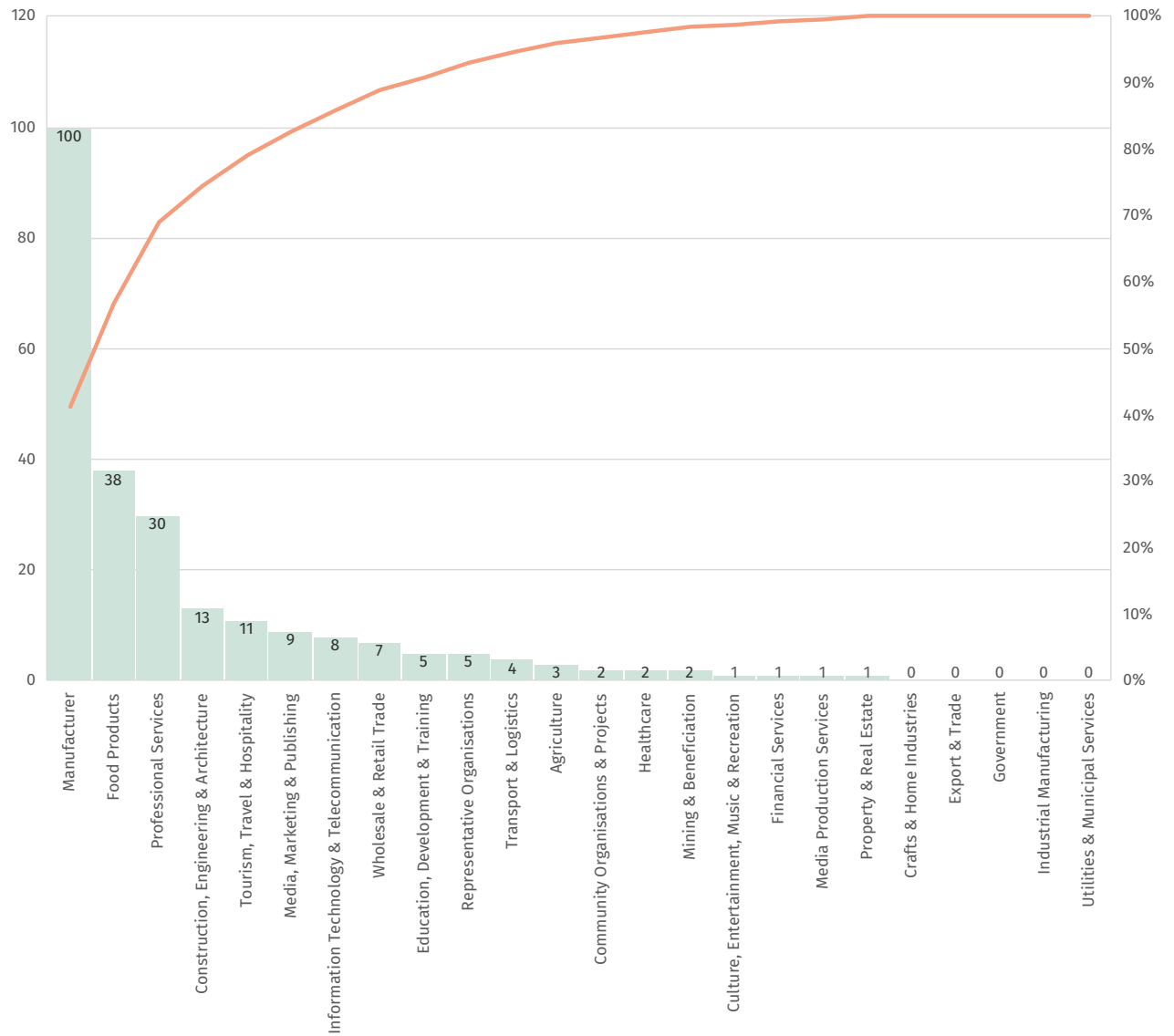
joined the campaign during this financial year, including PG Bison, Lewis Stores, VitaFoam, Chubby Chick, Mr Price Group, Beier Group (Pty) Ltd and the Italtile Group. The SMME category continues to grow the strongest with 214 new additions in 2019/2020.

The renewal rate for 2019/2020 was slightly below the target of 80% at 70%. This is predominantly due to the rate at which renewals take place to ensure members continue to comply with Proudly SA's four criteria. The other major contributing factor is the delays experienced with renewing smaller entities that joined Proudly SA as part of enterprise development initiatives of large corporates, through which their initial membership fees were paid on their behalf, and where they have to assume responsibility for paying the required renewal fees themselves.

Proudly SA's database of local products and services continued to grow steadily: the target of 500 new items was exceeded by 644% with the addition of 3,219 items.

3.2 Membership overview by sector of newly-recruited members for 2019/2020

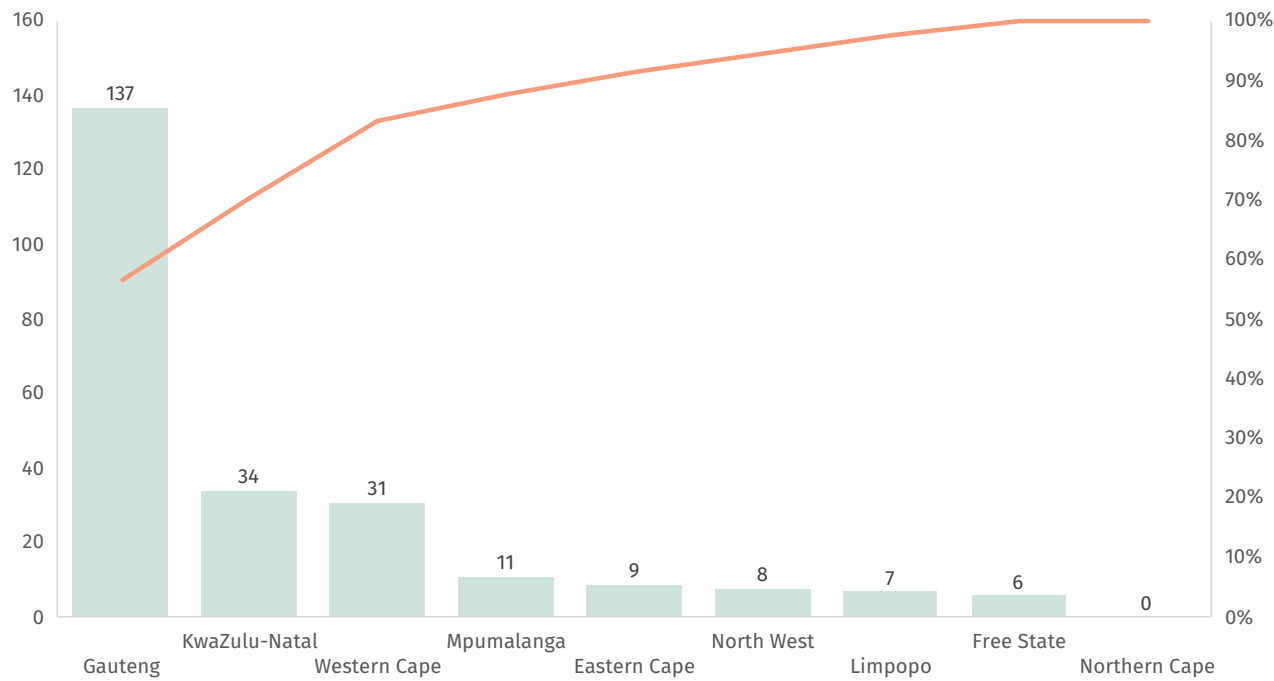
MEMBERSHIP OVERVIEW BY SECTOR OF NEWLY-RECRUITED MEMBERS: 2019/2020





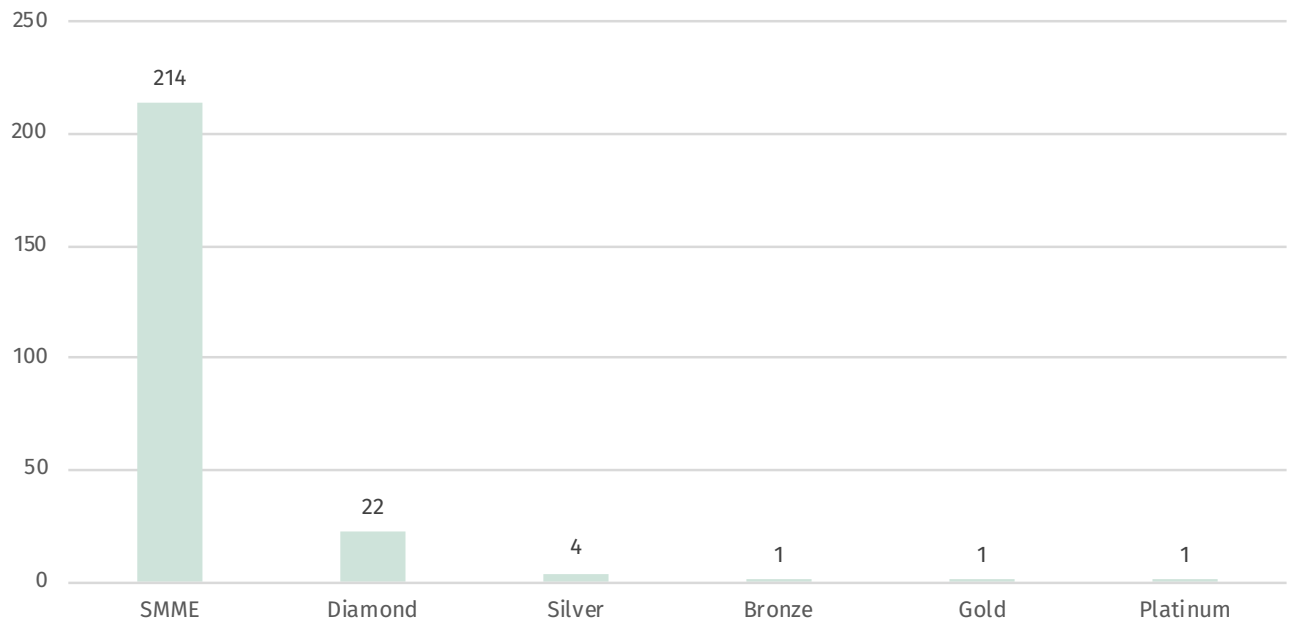
3.3 Membership overview by province of newly-recruited members for 2019/2020

MEMBERSHIP OVERVIEW BY PROVINCE OF NEWLY-RECRUITED MEMBERS: 2019/2020



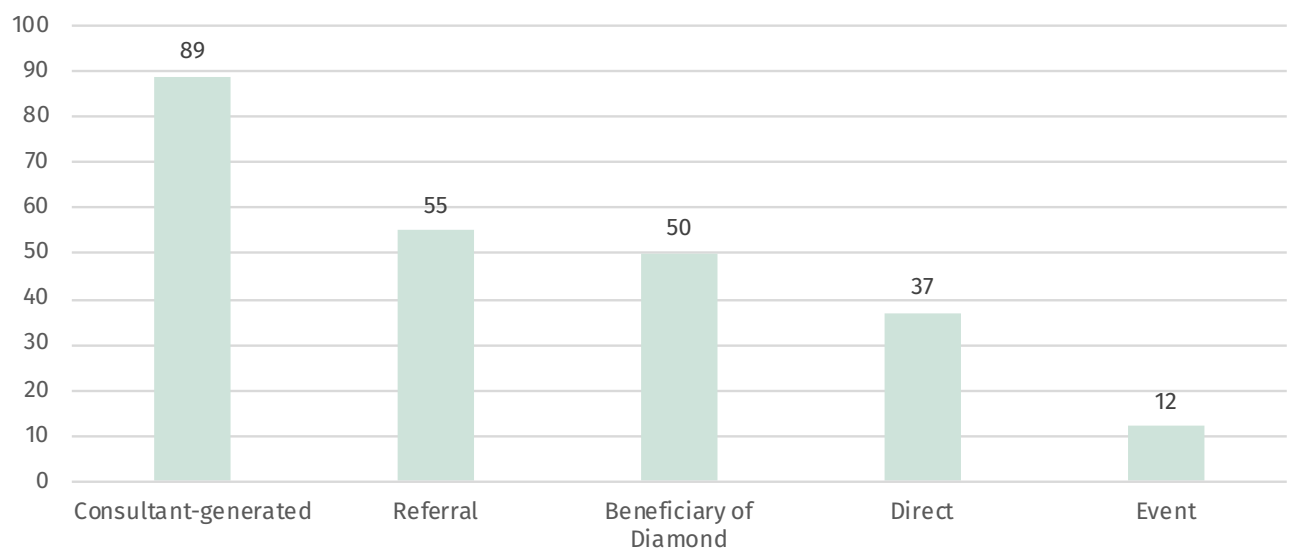
3.4 Membership overview by classification of newly-recruited members for 2019/2020

MEMBERSHIP OVERVIEW BY CLASSIFICATION OF NEWLY-RECRUITED MEMBERS: 2019/2020



3.5 Membership overview by lead origin of newly-recruited members for 2019/2020

MEMBERSHIP OVERVIEW BY LEAD ORIGIN OF NEWLY-RECRUITED MEMBERS: 2019/2020



# Newly recruited members.

## 4. Newly-recruited members for 2019/2020

### 4.1 Proudly South African Membership Compliance Criteria

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 proof of their industry-related accreditation such as licences and/or certification including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies etc.
3. The company adheres to fair labour practices by submitting their Human Resources Policy, a template of a contract of employment or a Bargaining Council Certificate of Compliance to ensure the company adheres to the Basic Conditions of Employment Act when it employs and
4. When operating, the company practises safe environmental standards as per industry standards and regulations.

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

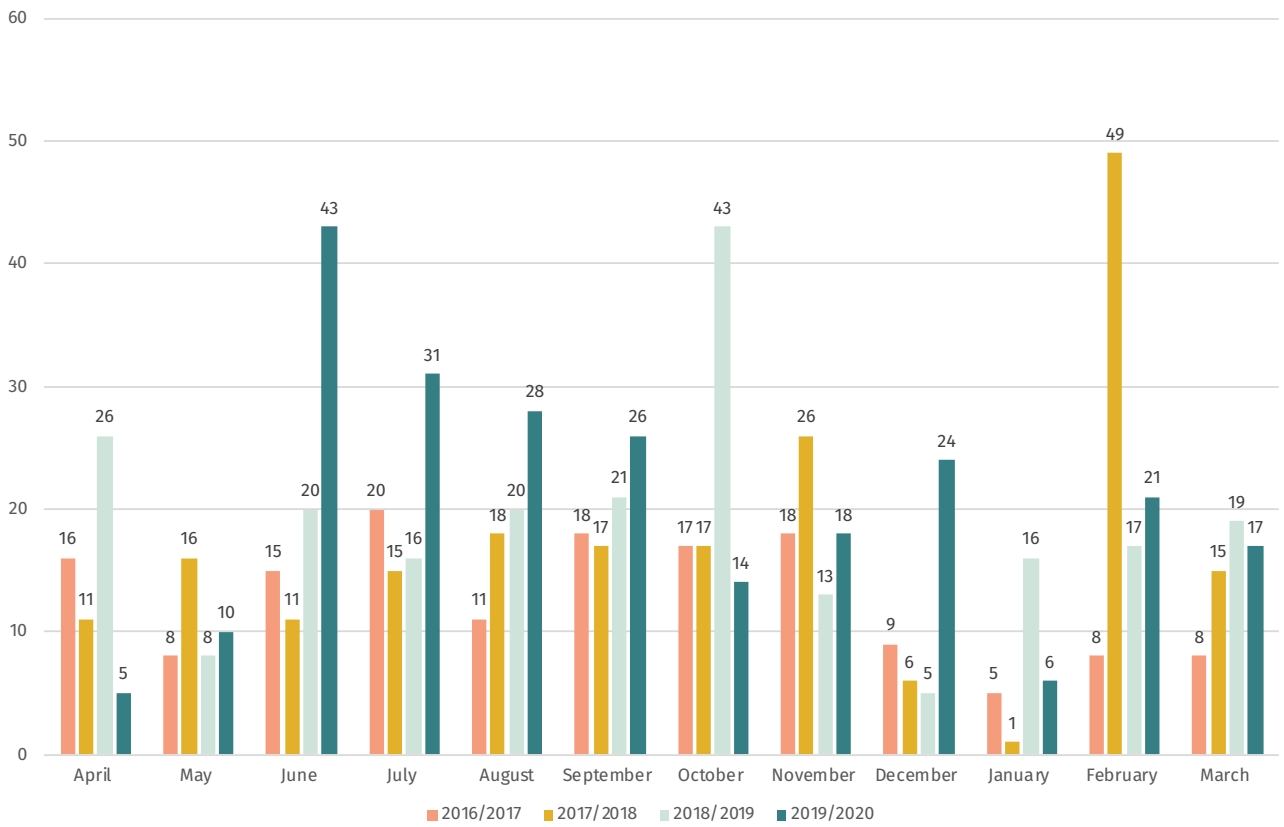
### 4.2 Year-on-year comparison of the number of newly-recruited members per month from the period 2010/2011 to 2019/2020

Year-on-year comparisons of the number of newly-recruited members per month for the period 2010/2011 to 2019/2020

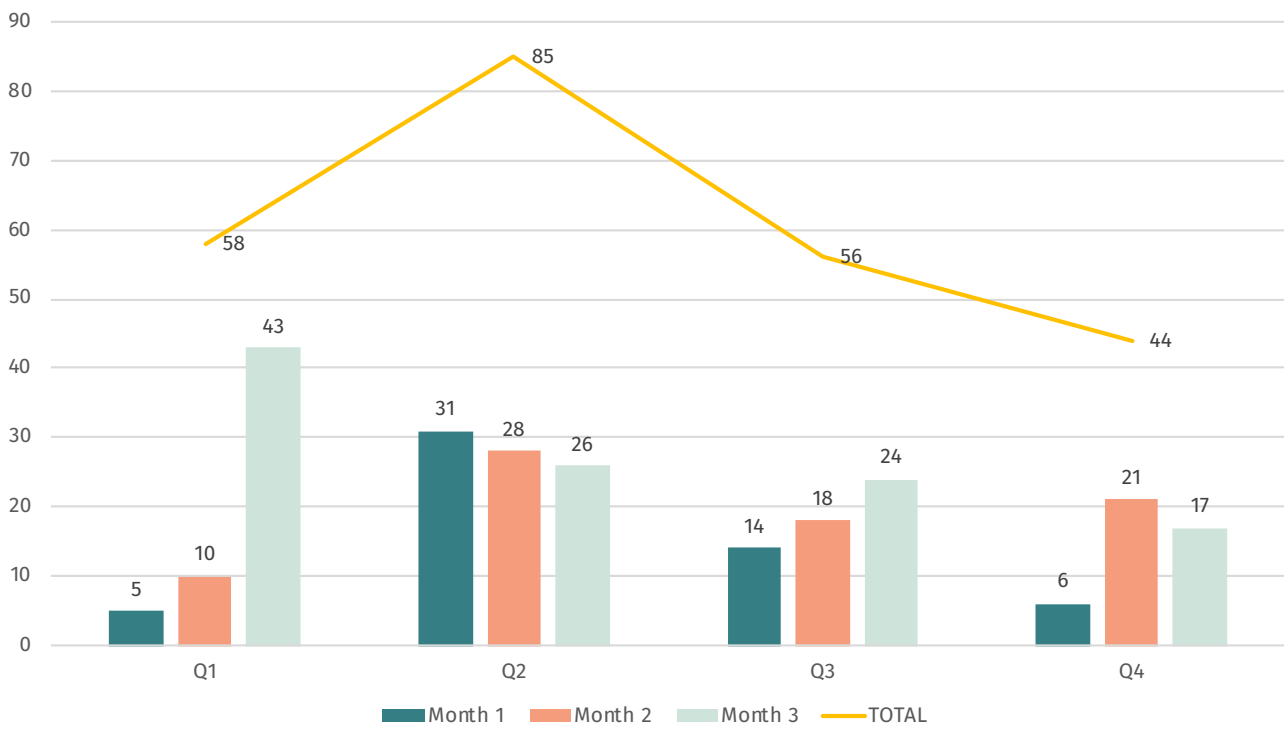
Month	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016/ 2017	2017/ 2018	2018/ 2019	2019/ 2020
April	3	0	6	13	11	7	16	11	26	5
May	5	0	18	17	19	17	8	16	8	10
June	4	13	30	12	9	18	15	11	20	43
July	4	2	51	16	16	20	20	15	16	31
August	7	10	46	8	10	27	11	18	20	28
September	4	2	22	27	21	6	18	17	21	26
October	6	0	62	7	16	11	17	17	43	14
November	7	7	17	9	11	17	18	26	13	18
December	2	3	21	4	0	6	9	6	5	24
January	0	1	0	8	9	19	5	1	16	6
February	0	0	0	20	16	27	8	49	17	21
March	3	0	0	11	12	13	8	15	19	17
Total	45	38	273	152	150	188	153	202	224	243



NEWLY-RECRUITED MEMBERS: YEAR-ON-YEAR COMPARISONS OF MONTHS FOR THE PERIODS 2016/2017 TO 2019/2020



NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY MONTH 2019/2020

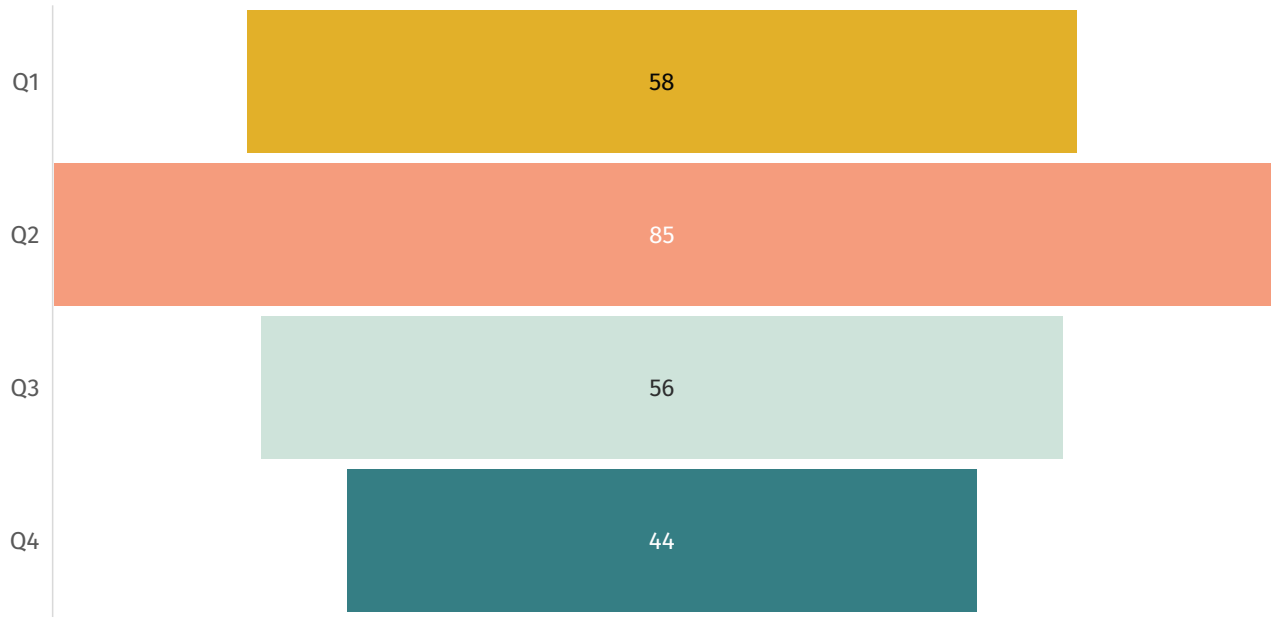


4.3 Quarterly comparisons of the number of newly-recruited members for the period 2019/2020

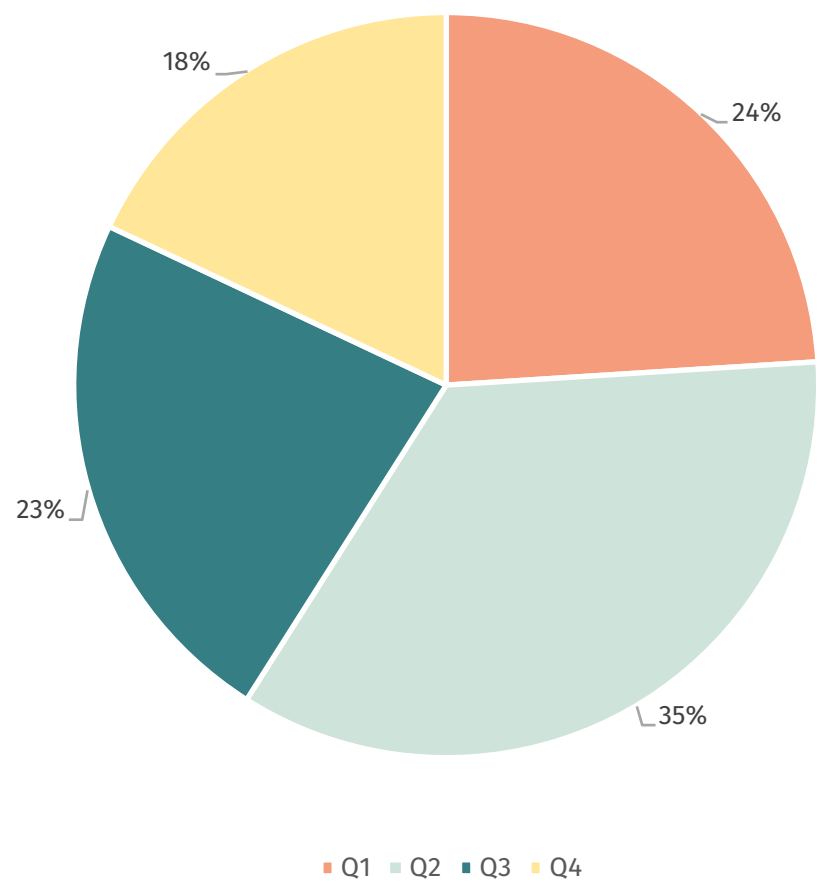
	Month 1	Month 2	Month 3	TOTAL
Q1	5	10	43	58
Q2	31	28	26	85
Q3	14	18	24	56
Q4	6	21	17	44
				243

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

NEWLY-RECRUITED MEMBERS: COMPARISON BY QUARTER 2019/2020



NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON IN PERCENTAGE 2019/2020

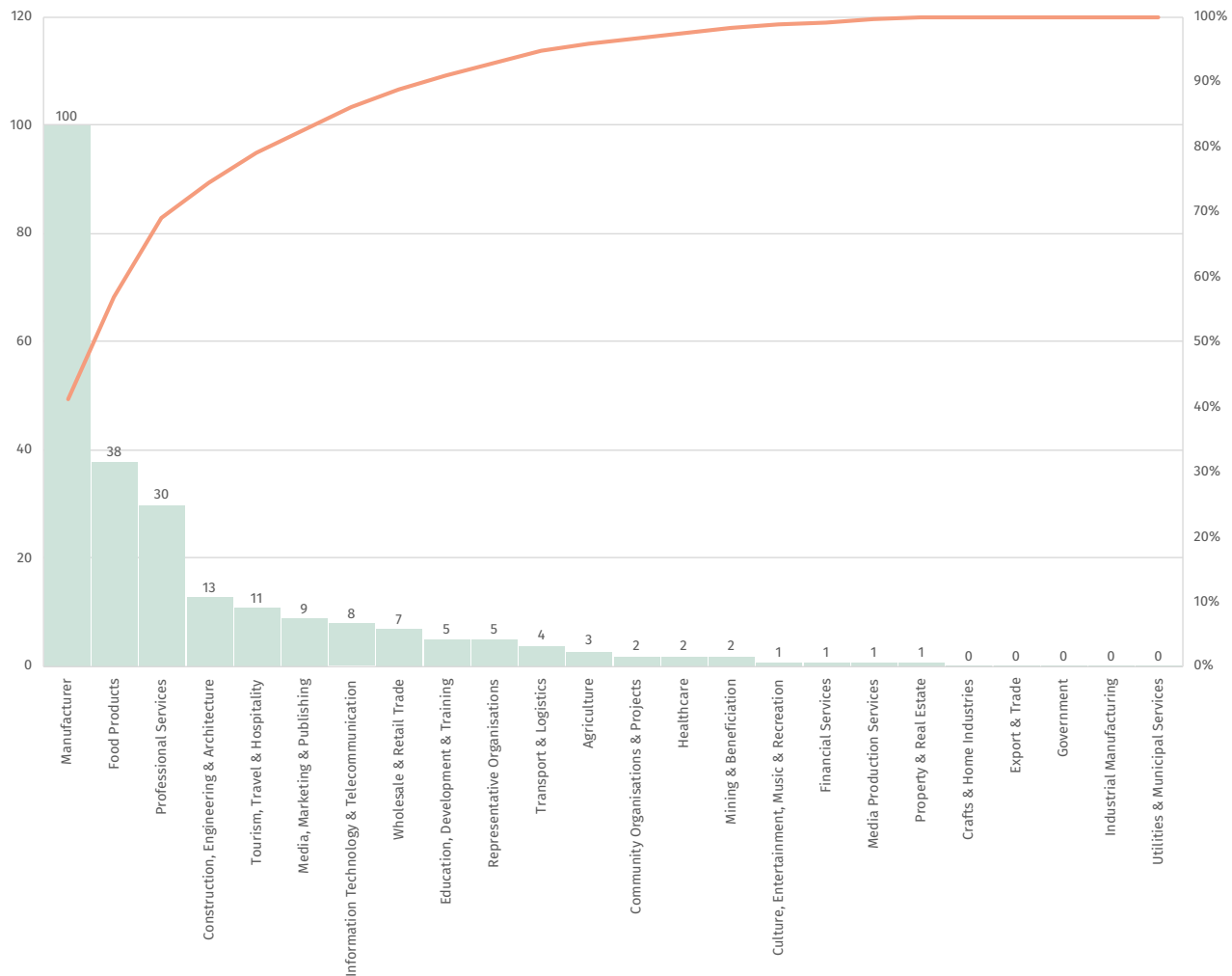


4.4 Member companies recruited for the period 2019/2020 by sector

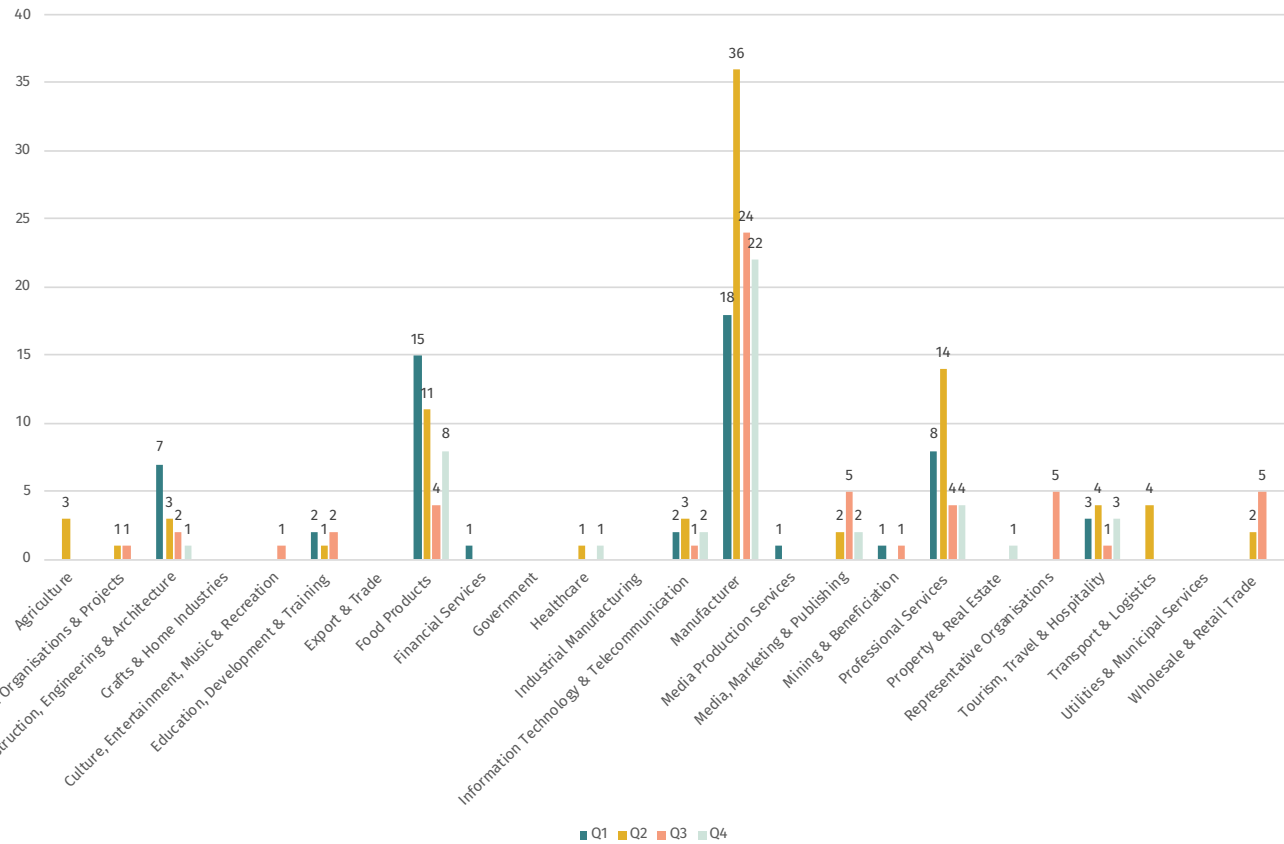
SECTOR	Q1	Q2	Q3	Q4	ANNUAL
Agriculture		3			3
Community Organisations & Projects		1	1		2
Construction, Engineering & Architecture	7	3	2	1	13
Crafts & Home Industries					0
Culture, Entertainment, Music & Recreation			1		1
Education, Development & Training	2	1	2		5
Export & Trade					0
Food Products	15	11	4	8	38
Financial Services	1				1
Government					0
Healthcare		1		1	2
Industrial Manufacturing					0
Information Technology & Telecommunication	2	3	1	2	8
Manufacturer	18	36	24	22	100
Media Production Services	1				1
Media, Marketing & Publishing		2	5	2	9
Mining & Beneficiation	1		1		2
Professional Services	8	14	4	4	30
Property & Real Estate				1	1
Representative Organisations			5		5
Tourism, Travel & Hospitality	3	4	1	3	11
Transport & Logistics		4			4
Utilities & Municipal Services					0
Wholesale & Retail Trade		2	5		7
TOTAL	58	85	56	44	243



NEWLY-RECRUITED MEMBERS: COMPARISON BY SECTOR 2019/2020



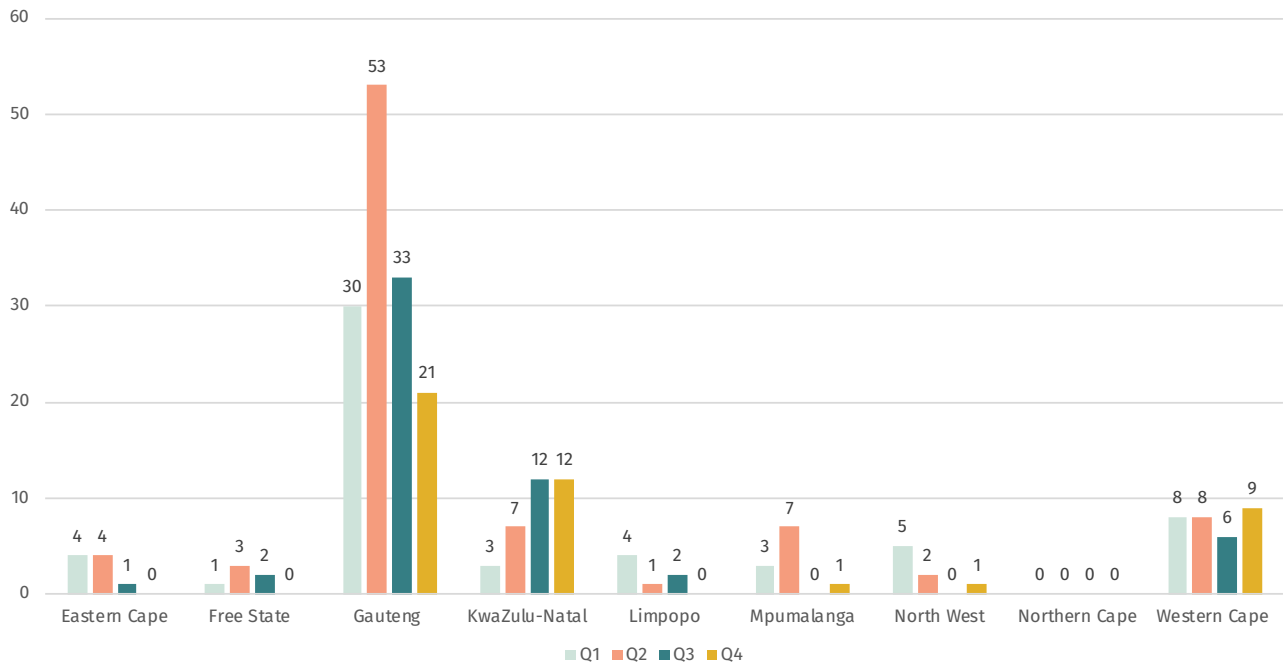
NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY SECTOR 2019/2020



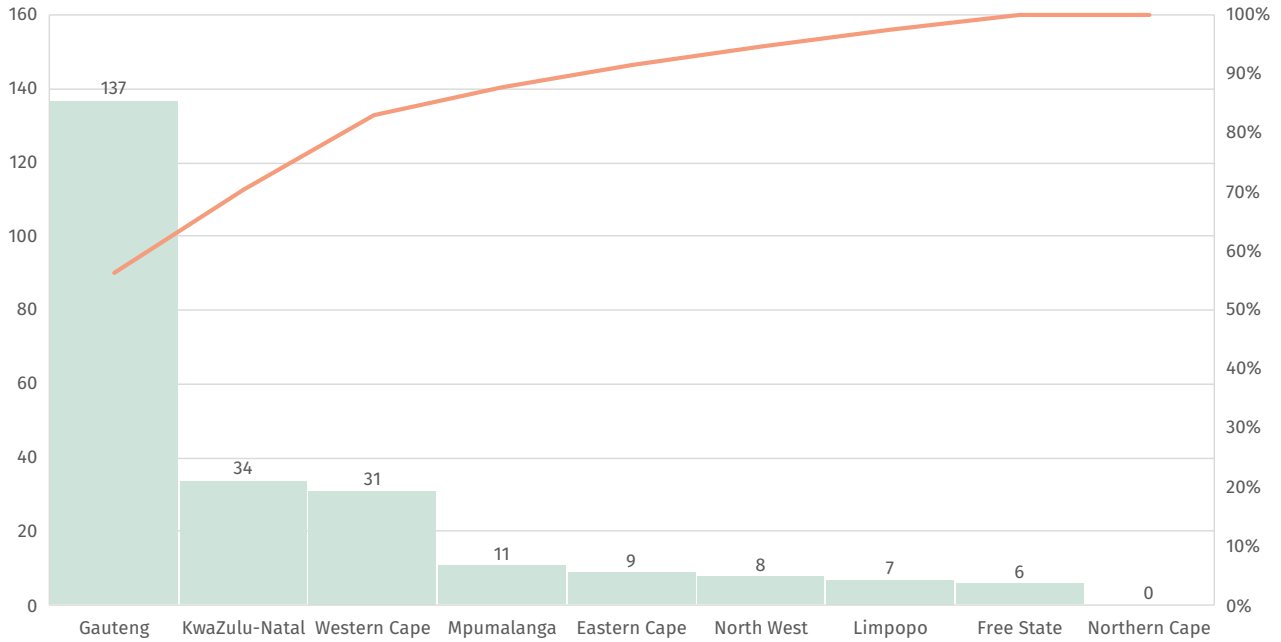
4.5 Member companies recruited for the period 2019/2020 by province

PROVINCE	Q1	Q2	Q3	Q4	ANNUAL
Eastern Cape	4	4	1	0	9
Free State	1	3	2	0	6
Gauteng	30	53	33	21	137
KwaZulu-Natal	3	7	12	12	34
Limpopo	4	1	2	0	7
Mpumalanga	3	7	0	1	11
North West	5	2	0	1	8
Northern Cape	0	0	0	0	0
Western Cape	8	8	6	9	31
TOTAL	58	85	56	44	243

NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY PROVINCE 2019/2020



NEWLY-RECRUITED MEMBERS: COMPARISON BY PROVINCE 2019/2020

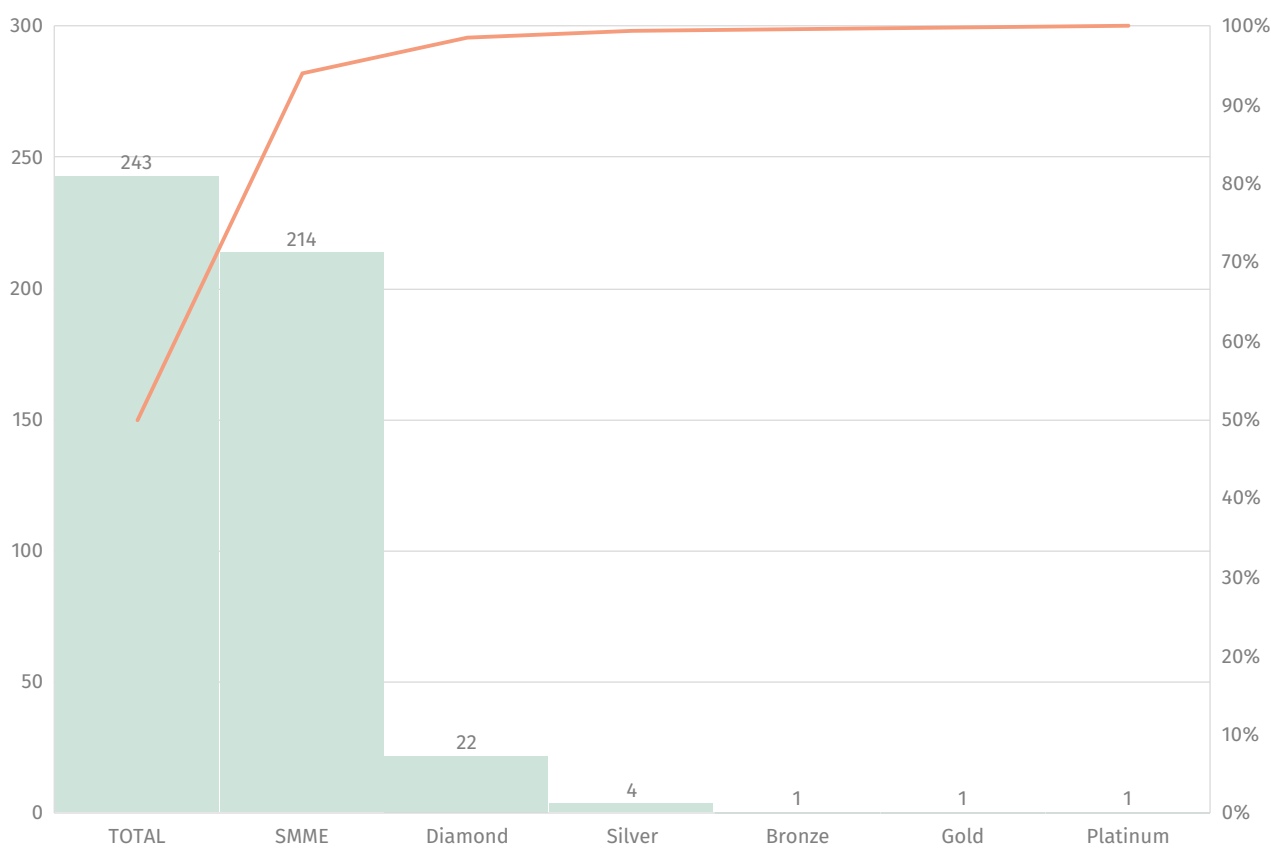


4.6 Member companies recruited for the period 2019/2020 by classification

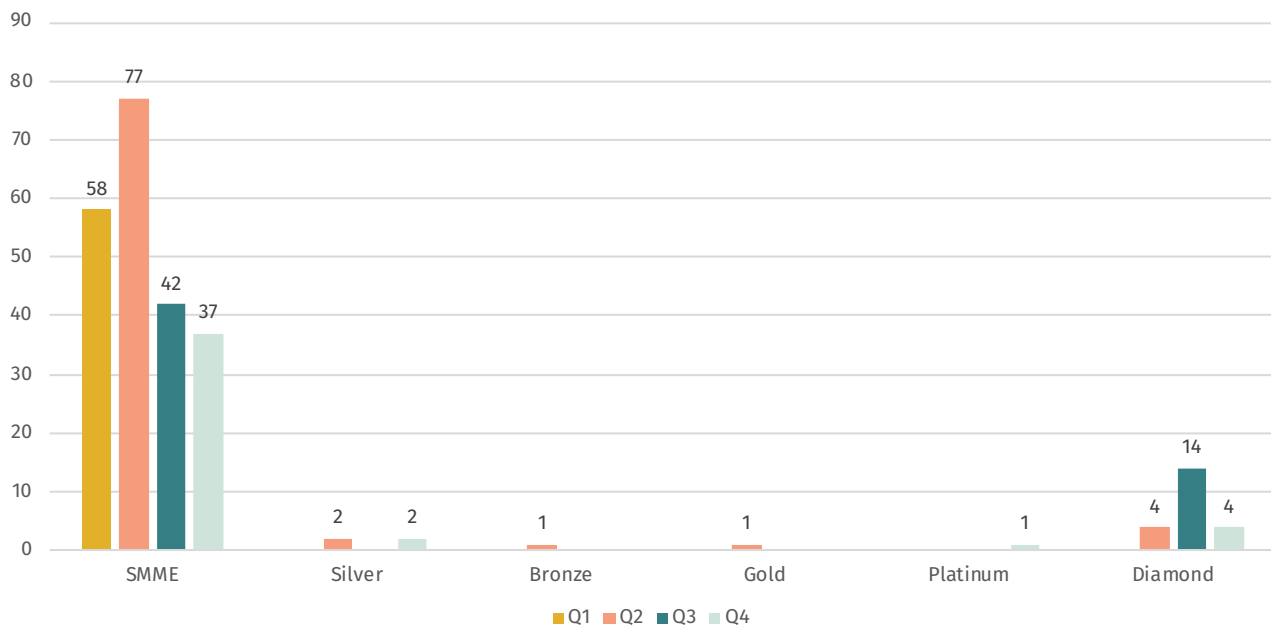
CLASSIFICATION	Q1	Q2	Q3	Q4	ANNUAL
SMME	58	77	42	37	214
Silver		2		2	4
Bronze		1			1
Gold		1			1
Platinum				1	1
Diamond		4	14	4	22
TOTAL	58	85	56	44	243



NEWLY-RECRUITED MEMBERS: COMPARISON BY CLASSIFICATION 2019/2020



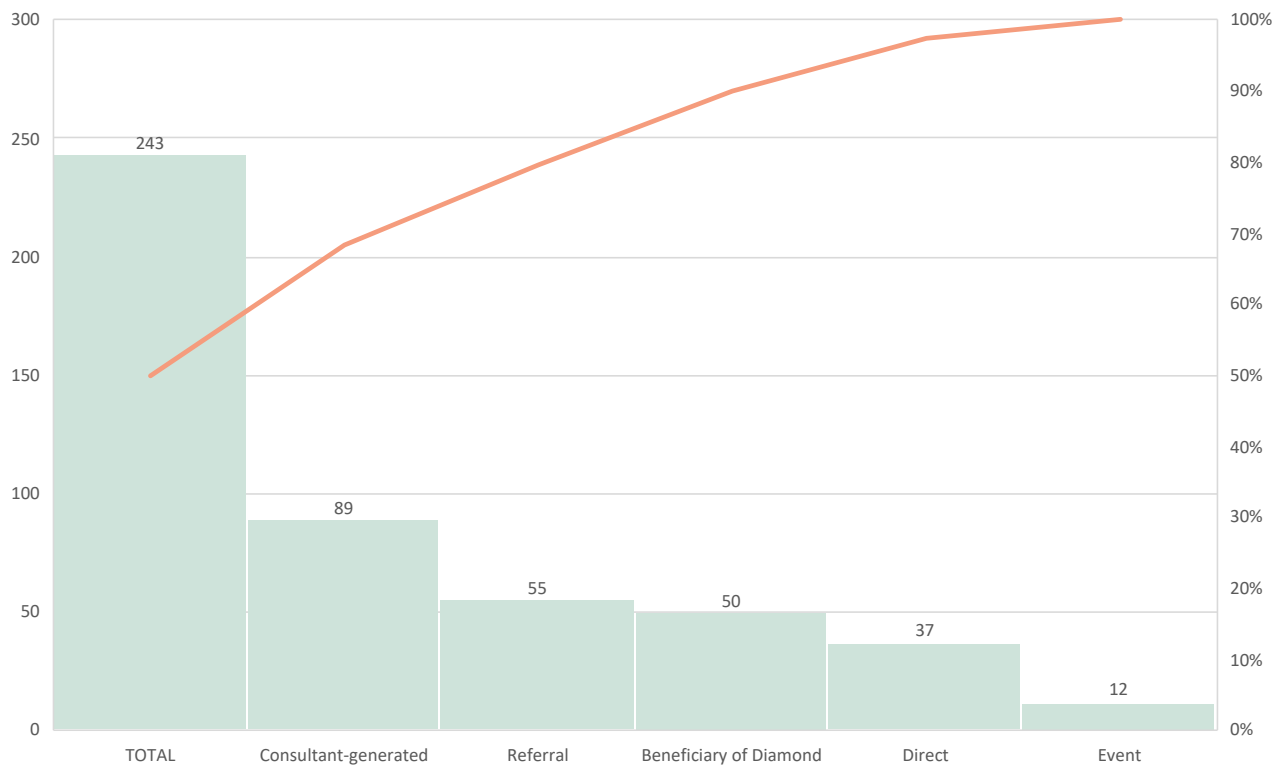
NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY CLASSIFICATION 2019/2020



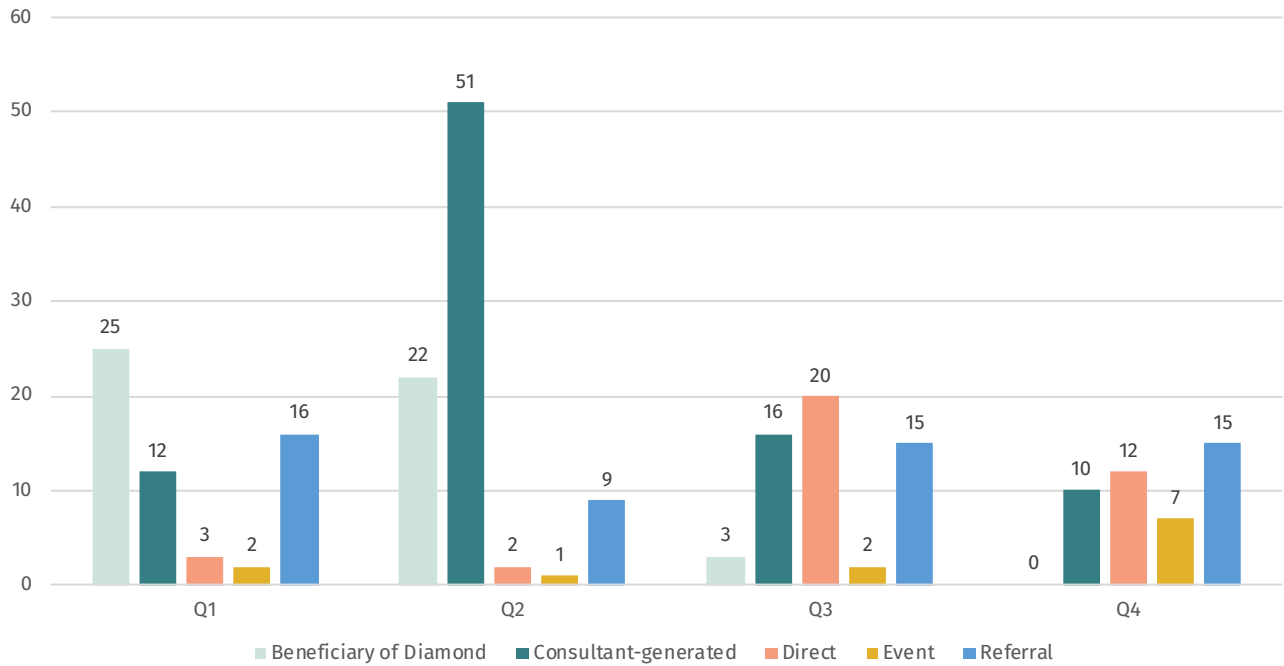
4.7 Member companies recruited for the period 2019/2020 by lead origin

LEAD-ORIGIN	Q1	Q2	Q3	Q4	ANNUAL
Beneficiary of Diamond	25	22	3	0	50
Consultant-generated	12	51	16	10	89
Direct	3	2	20	12	37
Event	2	1	2	7	12
Referral	16	9	15	15	55
TOTAL	58	85	56	44	243

NEWLY-RECRUITED MEMBERS: COMPARISON BY LEAD ORIGIN 2019/2020



NEWLY-RECRUITED MEMBERS: QUARTERLY COMPARISON BY LEAD ORIGIN 2019/2020



5 Renewing members for 2019/2020

5.1 Renewal rate for 2019/2020

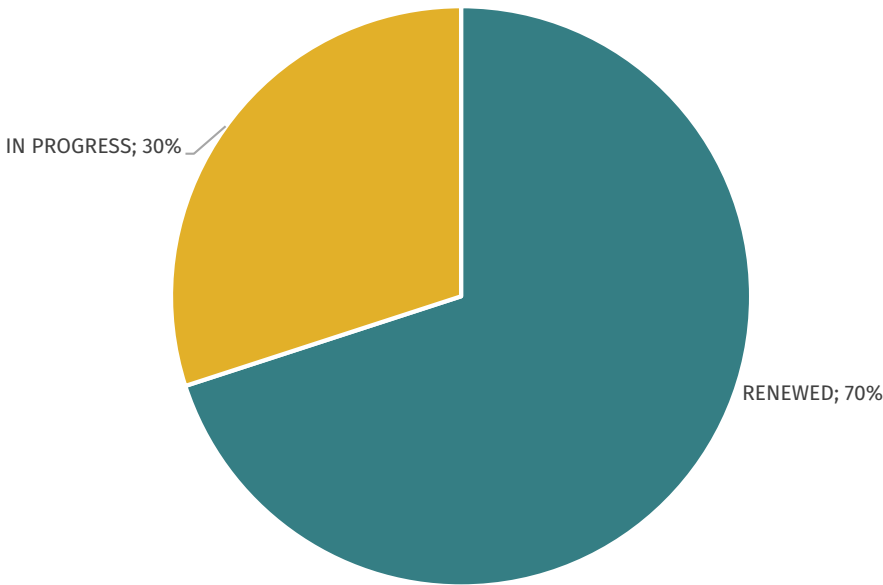
RENEWAL REPORT			
Annual Renewal Rate		70%	
Target		80%	
QUARTERLY RENEWAL RATES			
Q1: 83%	Q2: 70%	Q3: 61%	Q4: 67%
REASONS FOR DEVIATION			
<ul style="list-style-type: none"><li>Members’ renewals remain a time consuming process which can take up to three months to complete.</li><li>Delays experienced with renewing smaller entities that joined Proudly SA as part of enterprise development initiatives of large corporates, through which their initial membership fees were paid on their behalves, and where they have to assume responsibility for paying the required renewal fees themselves.</li></ul>			
Number of cancelled memberships for the year: 2 companies (reasons for cancellations were not stipulated)			



# Renewing members.

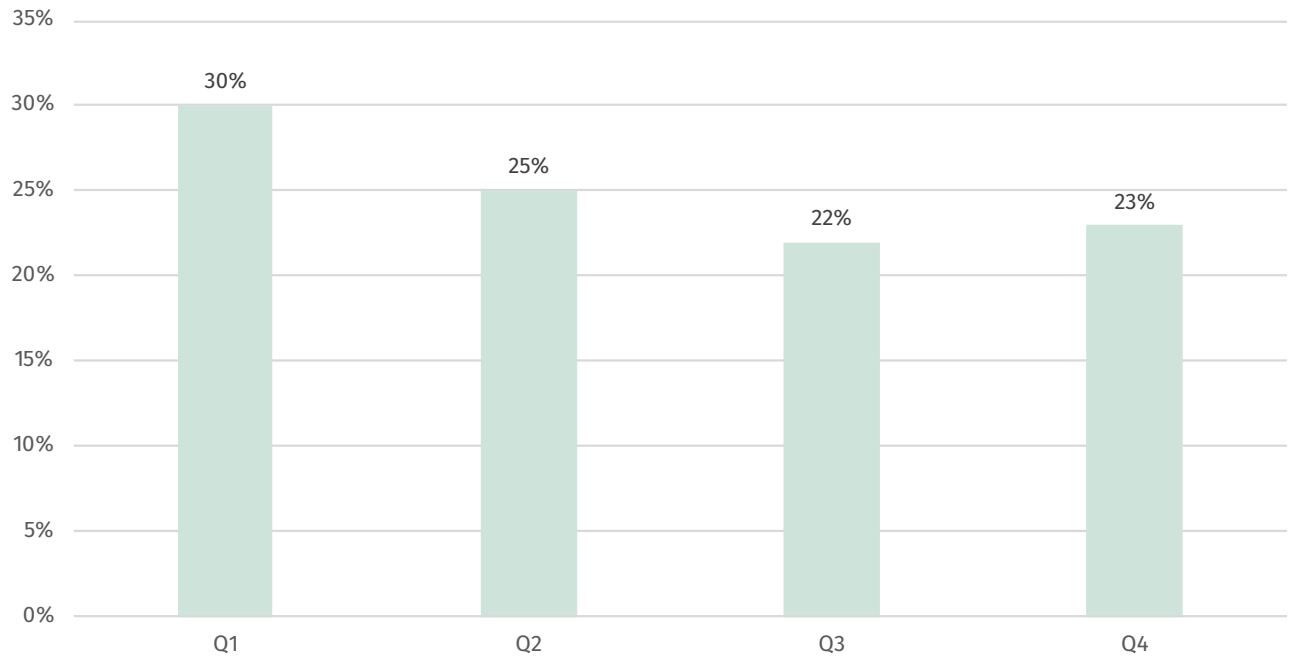
05

RENEWING MEMBERS: RENEWAL RATE FOR 2019/2020



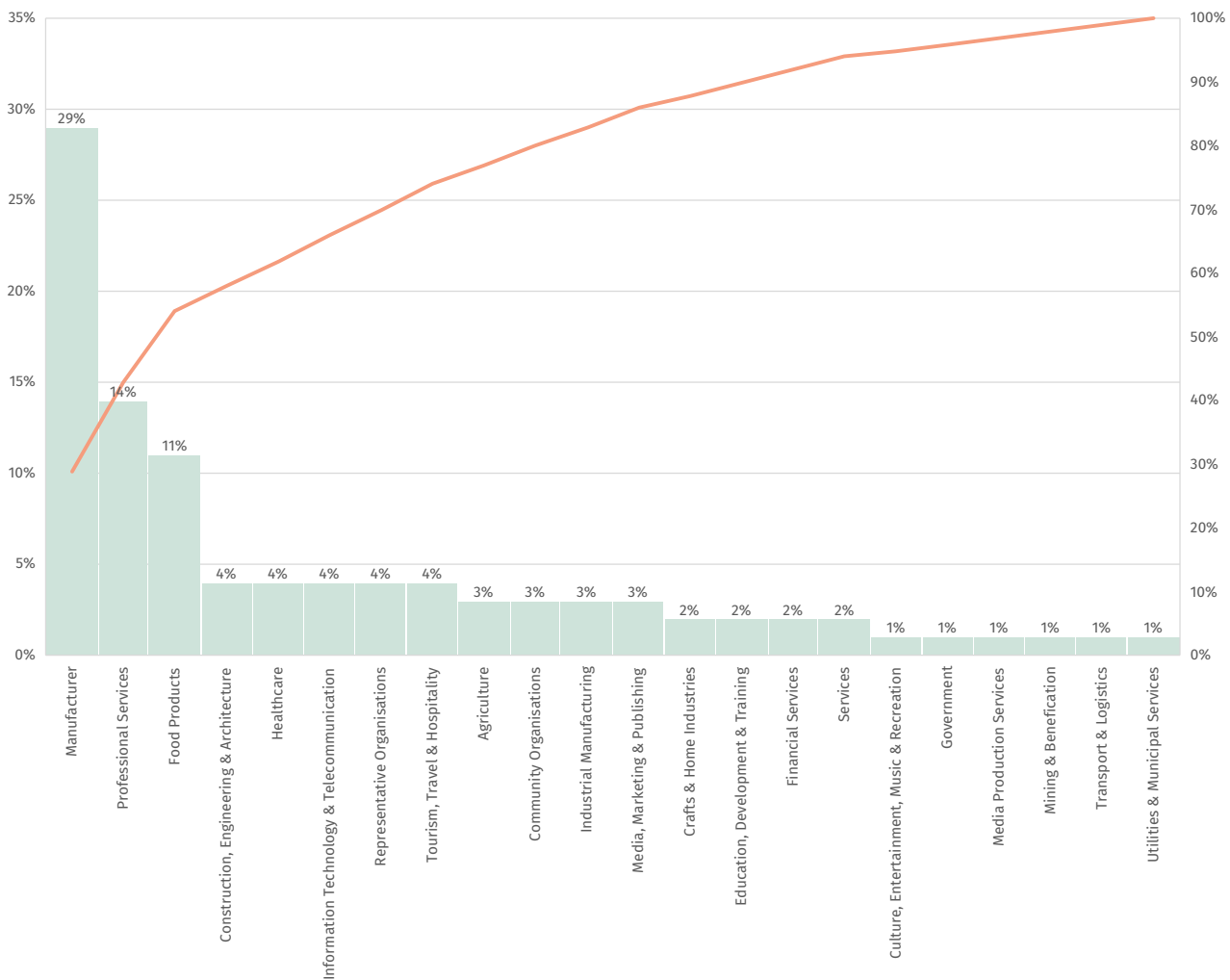
5.2 Quarterly comparison of the rate of renewing members in 2019/2020

RENEWING MEMBERS: QUARTERLY COMPARISON OF RENEWAL RATE 2019/2020



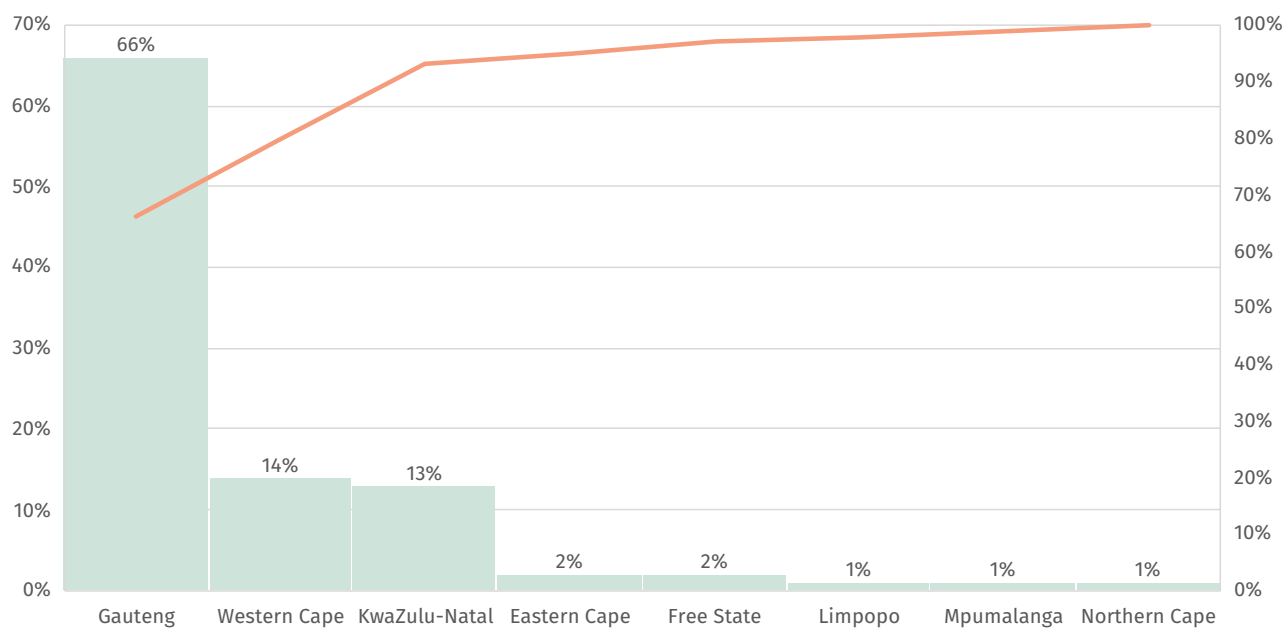
5.3 Comparison by sector of renewing members in 2019/2020

RENEWING MEMBERS: COMPARISON BY SECTOR 2019/2020



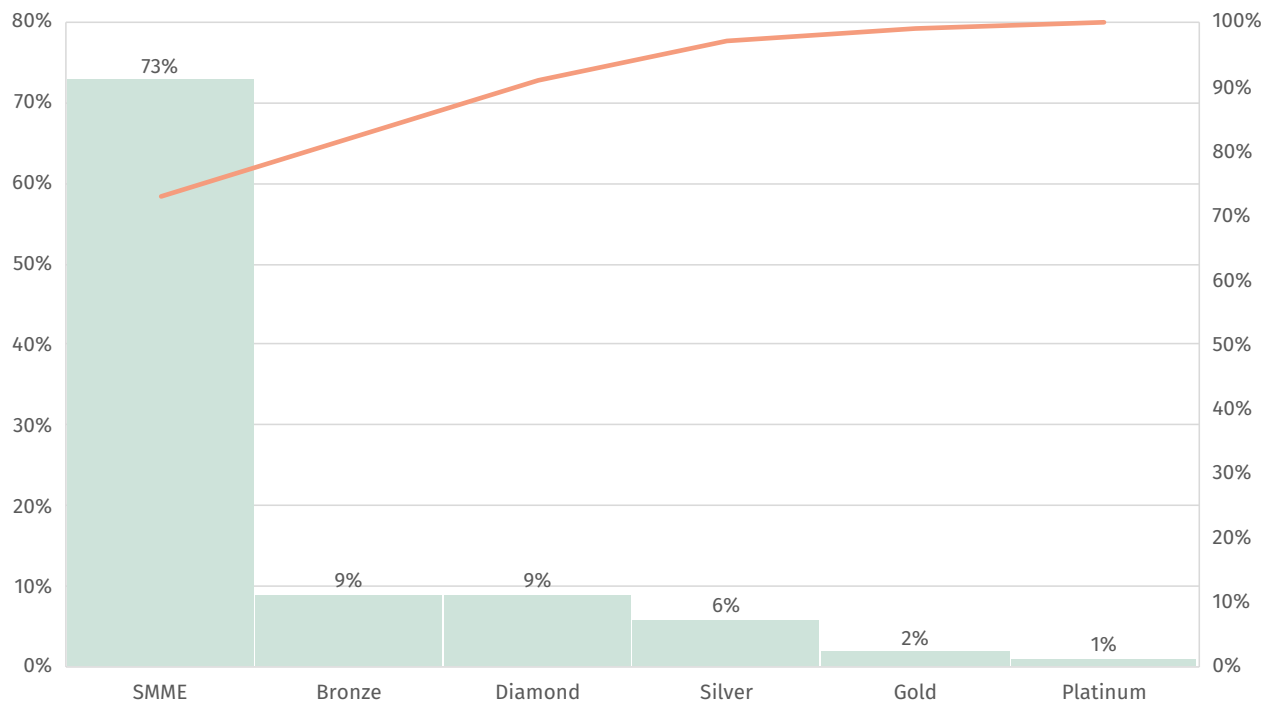
5.4 Comparison by province of renewing members in 2019/2020

RENEWING MEMBERS: COMPARISON BY PROVINCE 2019/2020



5.5 Comparison by classification of renewing members in 2019/2020

RENEWING MEMBERS: COMPARISON BY CLASSIFICATION 2019/2020



# Database of local products & services.

## 6 Database of local products and services

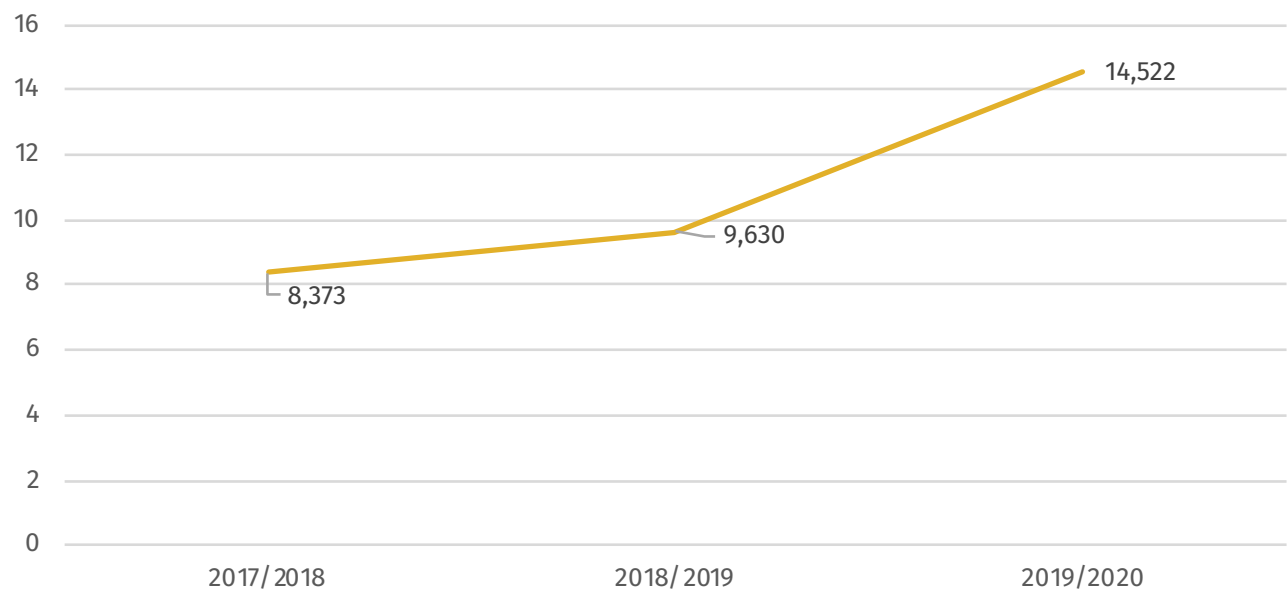
### 6.1 Highlights of the database of local products and services for 2019/2020

PROUDLY SOUTH AFRICAN DATABASE	
2019/2020	
Target	500
Number of Products and Services Added	3 219
Target exceeded: 644%	
Quarterly Breakdown	Number of Products and Services
Q1: 2019/2020	11 303
Q2: 2019/2020	12 948
Q3: 2019/2020	14 397
Q4: 2019/2020	14 522
Previous Periods	
2017/2018	8 373
2018/2019	9 630



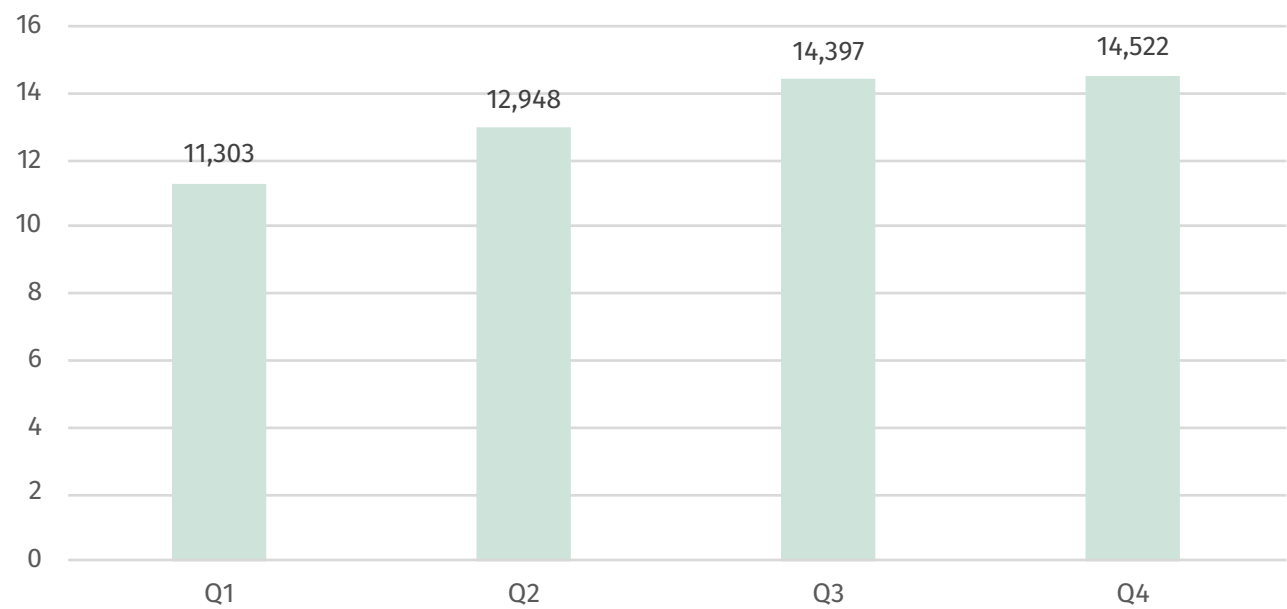
6.2 Growth of the database of local products and services in terms of items added between 2017/2018 and 2019/2020

DATABASE OF LOCAL PRODUCTS AND SERVICES GROWTH: ITEMS ADDED BETWEEN 2017/2018 AND 2019/2020



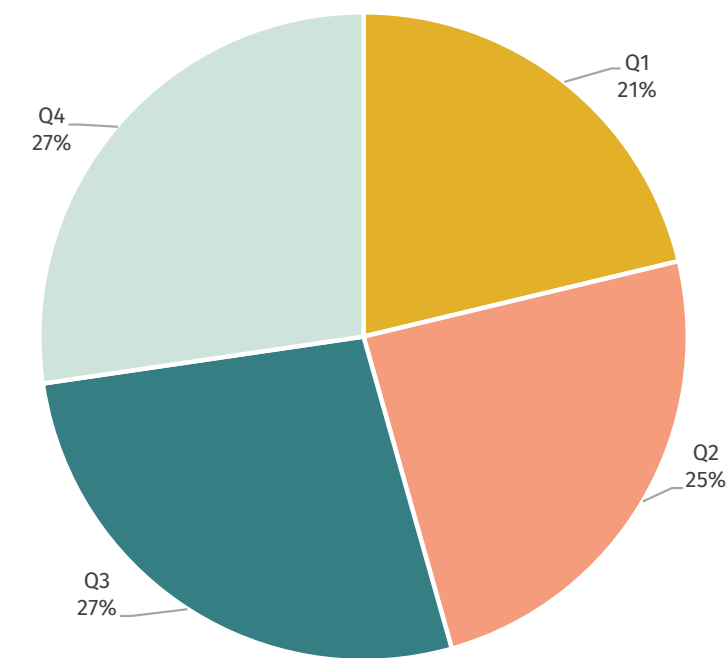
6.3 Quarterly comparison of the growth of the 2019/2020 database of local products and services

DATABASE OF LOCAL PRODUCTS AND SERVICES: QUARTERLY COMPARISON OF THE GROWTH 2019/2020



6.4 Quarterly comparison of local products and services added in 2019/2020 to the database in percentage

DATABASE OF LOCAL PRODUCTS AND SERVICES GROWTH: QUARTERLY COMPARISON OF ITEMS ADDED IN PERCENTAGE 2019/2020



# Tender monitoring function.

## 7 Tender monitoring function

### 7.1 Overview of the periods 2017/2018 to 2019/2020

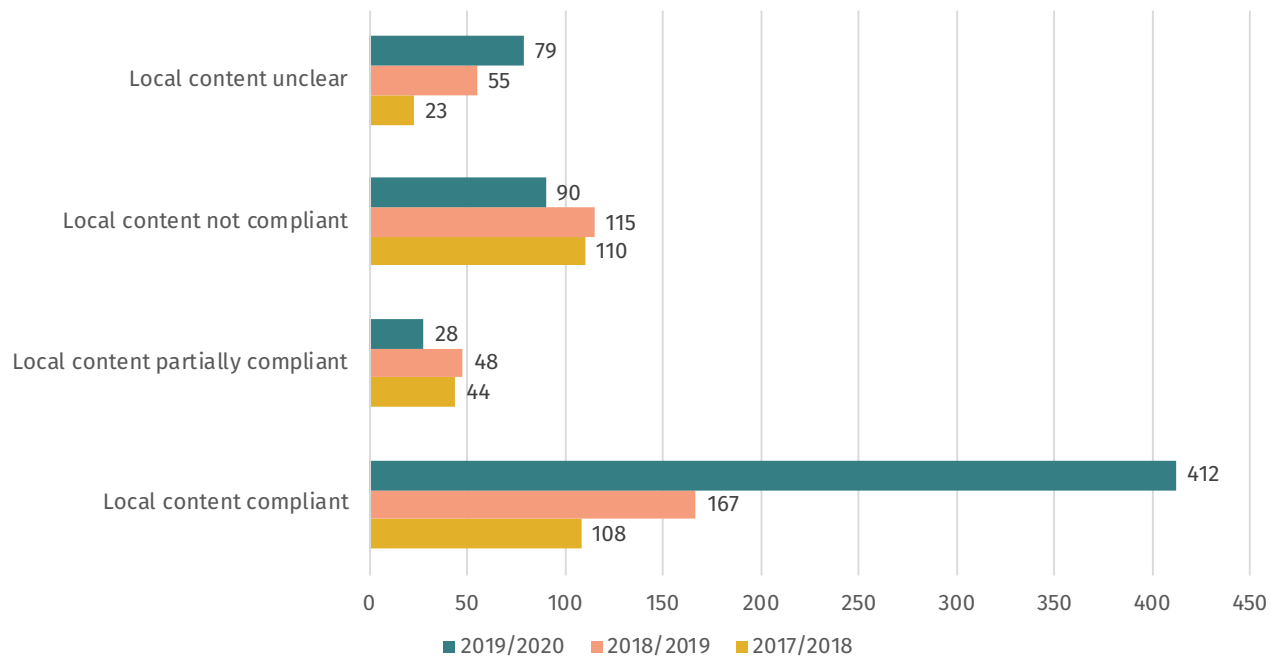
To support the efforts to drive stricter adherence to local procurement legislation (within the public sector), Proudly SA launched the Tender Monitoring Function in April 2017 which now searches through over 715 government and SOE websites for tenders related to the procurement of designated items that are required to stipulate an element of local procurement. As part of Proudly SA’s value proposition for members, the identified tenders are matched with companies that are able to fulfil the tenders. The tenders are also flagged and sent to the dtic to monitor compliance by the procuring state entities.

The grid, graphs and chart below portray the tenders that 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	2019/2020
Local content compliant	108	167	412
Local content partially compliant	44	48	28
Local content not compliant	110	115	90
Local content unclear	23	55	79
<b>TOTAL</b>	<b>285</b>	<b>385</b>	<b>609</b>
<b>Percentage of tenders that are local content compliant</b>	<b>38%</b>	<b>43%</b>	<b>68%</b>

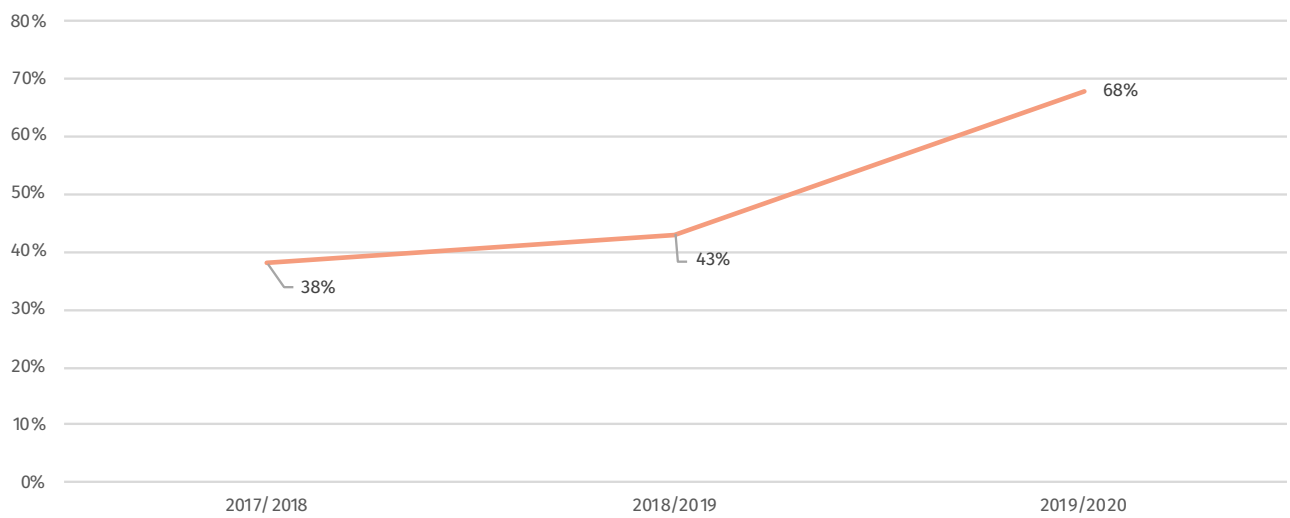
7.2 Comparison of the levels of compliance in tenders designated for local content between 2017/2018 and 2019/2020

TENDER MONITORING FUNCTION: COMPARISON OF LEVELS OF COMPLIANCE IN TENDERS DESIGNATED FOR LOCAL CONTENT FROM 2017/2018 TO 2019/2020



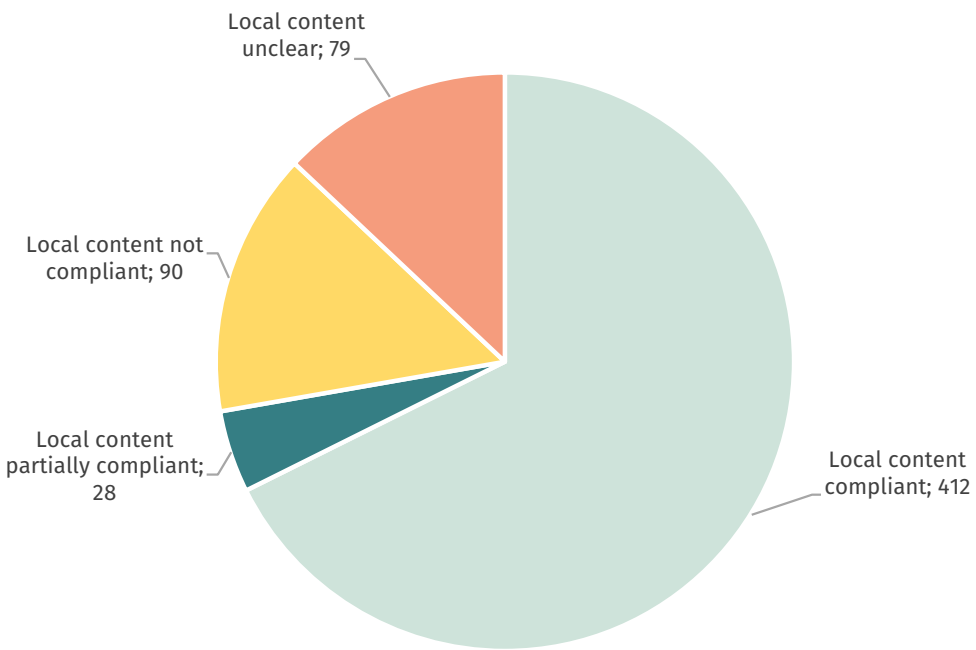
7.3 Comparison of levels of compliance of tenders designated for local content between 2017/2018 and 2019/2020

TENDERS DESIGNATED FOR LOCAL CONTENT: COMPARISON OF LEVELS OF LOCAL CONTENT BETWEEN 2017/2018 AND 2019/2020



7.4 Local content compliance breakdown of tenders designated for local content in 2019/2020

TENDER MONITORING FUNCTION: LOCAL CONTENT COMPLIANCE BREAKDOWN OF TENDERS DESIGNATED FOR LOCAL CONTENT 2019/2020





100%  
*Home  
Grown*



# SAB sources close to 100% of its inputs *locally*

At SAB we source almost 100% of our raw materials from local South African suppliers. This means South Africa's favourite beers are truly Home Grown, with close to 100% of malt, barley, hops, yeast, crown caps and bottles sourced locally.

Being **LOCAL** means we are deliberate in supporting the full spectrum of SA entrepreneurs. We are well on our way to creating **10 000** jobs through our SAB Entrepreneurship programmes.

SAB has been part of the fabric of South Africa for more than 125 years and has championed entrepreneurship for decades. We believe that entrepreneurs play an important role in our supply chain and the sustainability of our business. Our supply chain transformation efforts have enabled us to achieve a **Level-3 B-BBEE** status.

SAB continues to contribute to the socio-economic growth of SA. We are therefore extremely proud that the brewing of our beers locally has generated an economy-wide GDP impact of **R59 billion** and a corresponding employment impact of **over 100 000** jobs in 2018 alone.

**SAB is a proudly South African company with a rich heritage and a Love for Beer!**





# Our activities

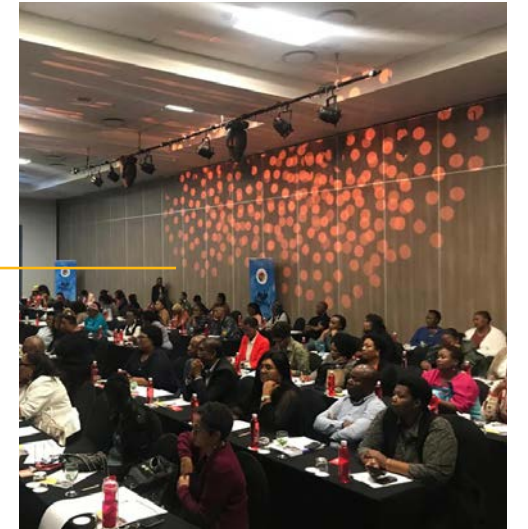
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- 01 Key activations and events
- 02 Media and Public Relations
- 03 Brand Management



# Key activations and events.

## PROUDLY SOUTH AFRICAN PROVINCIAL BUSINESS FORUMS



Our provincial business forums present the benefits of increased local procurement through an enterprise's entire supply chain for both that business and for the greater economic good of the country. The events attract existing members and prospective members and are an opportunity for Membership to recruit. Speakers and panellists differ from province to province and are drawn from our partners and stakeholders, including **the dtic**, 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: 27 June 2019**

With the collaboration of North West FM who gave a short presentation and airtime to the campaign.

The office of the MEC was represented by HOD, Mr Lufuno Tshikovhi. The membership testimonial was given by GAD Consulting Services, and stakeholders on the panel for Q&A included the Department of Small Business Development, **the dtic**, SEDA, SEFA, and SARS.

**Attendance: 119**



**KwaZulu Natal, Umhlanga: 14 August 2019**

Membership testimonials were given by Lasher Tools and INSA Group, and the keynote address was given by The MEC of Development of Economic Development Tourism and Environmental Affairs, Mrs Nomusa Dube- Ncube. Representatives from **the dtic**, SEDA, SEFA and the Department of Small Business Development took questions as a panel.

**Attendance: 90**



**Western Cape, Mossel Bay, Garden Route: 28 August 2019**

Our first Forum in the Western Cape outside Cape Town, and very well received, demonstrating the need to switch locations within the Provinces from time to time. The event had the support of The Mossel Bay Chamber of Commerce and the Western Cape Provincial Government, **the dtic**, Department of Small Business Development, B-BBEE Commission, SARS , SEFA and SEDA, and CIPC.

**Attendance: 80**



**Gauteng, Pretoria: 24 July 2019**

The forum's keynote address was given by MEC Kgosientso Ramokgopa, who committed to signing a working agreement with Proudly SA. The membership testimonial was given by The State Diamond Traders and entities represented on the panel included the Dept. Small Business Development, The B-BBEE Commission, SARS, SEDA, **the dtic** and SEFA.

**Attendance: 189**





**Eastern Cape, East London: 30 October 2019**

With the participation of SEDA, SEFA, CIPC, B-BBEE Commission, **the dtic** & SARS. Proudly South African member company Ozzy's Eco Décor gave the membership testimonial.

**Attendance: 120**

**Northern Cape, Kimberley: 27 November 2019**

The Northern Cape Department of Economic Development and Tourism addressed delegates on provincial procurement opportunities and a panel comprising representatives from the CIPC, SARS, SEDA, SEFA and the Department of Small Business Development answered questions on their respective roles. Membership testimonials were given by Touch Let's Go Travel & Tours Agency and Botebo Wines.

**Attendance: 150**

**Free State, Bloemfontein: 29 January 2020**

The Economic Development, Tourism and Environmental Affairs Department of the Free State was represented by HOD Dr Mbulelo Nokwequ, who gave a presentation.

The panel discussion featured representatives from the dti, SARS, SEDA and CIPC.

**Attendance: 78**

**Limpopo, Polokwane: 25 February 2020**

The Limpopo Economic Development Agency's Owaiz Khan gave the keynote address and shared the opportunities in the province relating to mining, agriculture, agro-processing & tourism sectors.

Panellists for the Q&A session included **the dtic**, SARS, CIPC and SEFA.

**Attendance: 93**

**Mpumalanga, Nelspruit: 26 February 2020**

The keynote address was given by Mr. Patrick Khumalo, representing the Mpumalanga Department of Economic Development & Tourism.

Stakeholders who formed part of the panel discussion were SEDA, SEFA, CIPC, B-BBEE Commission, the dti & SARS

**Attendance: 61**





## PROUDLY SOUTH AFRICAN PROVINCIAL 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, as well as speaking about 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.



### Limpopo, Polokwane: 30 July 2019

This edition discussed compliance and procedure, what local procurement opportunities currently exist, and what the key barriers are to unlock local procurement.

Proudly SA was joined by Cathrine Matidza of the dti (Director- Industrial Procurement Unit) and Mesatshwa Madondo from the SABS (Manager: Local Content), to address the benefits of increasing levels of local procurement through the entire value chain.

**Attendance: 50**



### KwaZulu Natal, Umhlanga: 13 August 2019

MEC Pillay for the KZN Provincial Government Finance Department gave the keynote address. Other speakers included Mr Denesh Naidu of the SABS, Dr Tebogo Makube from the dti, Mr Joshua Govender of Comair and Ms Ntombifuthi Mhlongo from the KZN office of the Auditor General SA.

**Attendance: 39**







**Western Cape, Cape Town: 29 August 2019**

The format of this event was a breakfast networking session with speakers including a representative of the Western Cape Provincial Government, Comair, the office of the Auditor General and SABS.

**Attendance: 45**

**North West Province, Mahikeng: 12 September 2019**

Convened with the assistance of SALGA North West. The Provincial Government was represented by Mr Harry Mashao, Chief Director: Supply Chain Management.

Also represented were SABS, AGSA, and the dti. The emphasis of the presentations was on how public funds must be directed to grow the economy. The various challenges can be tackled when PPPFA guidelines are complied with, monitored by the AGSA.

**Attendance: 50**

**Eastern Cape, East London: 31 October 2019**

Proudly SA was joined by Mr Daluhlanga Majeke, Head of Department at the Eastern Cape Provincial Treasury, Ms Shereen Noble, Business Executive from the Auditor General's Eastern Cape office and Mr Zukisa Nkondo, QMS Auditor: Mechanical, Transportation & Materials at the SABS.

**Attendance: 28**

**Northern Cape, Kimberley: 28 November 2019**

Northern Cape municipalities which were represented included the David Kruiper Municipality, Gamagara Municipality, Siyathemba Local Municipality and Siyancuma Municipality.

The Northern Cape Provincial Treasury was represented by Executive Manager, Integrated Economic Development Services, Mr Darryl Christians and the South African Bureau of Standards and Auditor General of South Africa each gave presentations on local content thresholds in the public sector.

**Attendance: 45**

**Free State, Bloemfontein: 30 January 2020**

Speakers at the event were the dti, Free State Treasury, Auditor General and SABS.

**Attendance: 45**

**Mpumalanga, Nelspruit: 27 February 2020**

Presentations by the Auditor General's office, the dti and SABS.

**Attendance: 50**





SECTOR  
SPECIFIC  
FORUMS

Sector specific forums convene stakeholders and role players in a particular sector, chosen for the challenges it faces and for its potential for massive job creation, where increased levels of localisation are leveraged within the entire industry.



**Furniture Sector Forum, Johannesburg: 17 July 2019**

Sponsored by PG Bison and in partnership with the dti and SAFI and with sessions aimed at improving market access conditions for furniture manufacturers whilst identifying areas which could contribute positively to both sector-specific and broader economic growth.

Local furniture industry experts presented on industry trends, forecasts, technological developments and related knowledge of specific topics within the market access strategy. There was wide representation and open discussions amongst retailers, manufactures, raw material suppliers, corporate buyers, unions representatives, federations & government.

The panel discussion, led by Iman Rappetti, consisted of major players in the industry i.e. Lewis Group, Totem Design, PG Bison, Lereko Furniture, FairPrice and the Manufacturing Circle.

Objectives were achieved in that our localisation pledge was signed by significant role players within the industry further committing themselves to increasing the levels of local content used in production processes and/or manufacturing output, and/or procurement of furniture items. All partners agreed that the furniture industry has major potential to contribute positively to SA's economic growth, job creation, rural development and the development of Small, Micro and Medium Enterprises (SMMEs).

Penwell Lunga, chairperson of the board of SAFI, gave a summary of the day's proceedings including action plans on policy interventions, industry recapitalisation and dissemination of government programmes to support the furniture industry.

**Attendance: 170**





**PROUDLY SA  
SUPPORTED/  
PARTNERSHIP  
EVENTS**



**Forbes Africa Under 30 Gathering,  
Johannesburg: 28 June 2019**

Under 30s comprise the majority of South African consumers and cannot be ignored as a significant market segment whose attention we need to capture.

“The future belongs to Africa and the future belongs to its youth,” says Jason Pau, Chief of Staff to international billionaire Jack Ma, co-founder of Alibaba, who added that the journey for young entrepreneurs, especially in Africa, is not always easy. Many start-ups fall by the wayside due to a lack of resources and in this country, it is estimated that the small enterprise failure rate is at almost 80% within the first three years.

What does this mean for the future of our Proudly SA brands and businesses?

Younger consumers are looking for a sense of belonging and resonance in a world in which they are bombarded by brand messages across all social media platforms. Brand success is dependent on companies’ products’ and brands’ ability to empower consumers.

The Forbes 30 Under 30 list is one of the most-anticipated list of game-changers on the continent in the categories of Business, Technology, Creatives and Sport and celebrates pioneers who are building brands, creating jobs, and innovating, leading, transforming and contributing to new industries, in turn, changing the economic and social landscapes of South Africa and the continent.

Speakers and sponsors at the event included FNB Business, Aerobotics, Alexander Forbes, CNBC Africa, Gareth Cliff and Forbes Africa.

The event was a membership recruitment opportunity and 40 leads were generated.

**Attendance: 800**

**Target Audience:** Young entrepreneurs, business people, SMME’s, media



**WearSA Gala Dinner and Fashion Show, Durban:  
12 July 2019**

The WearSA Gala Dinner and Fashion Show took place at the Durban ICC, where Proudly SA CEO, Eustace Mashimbye, had the opportunity to introduce keynote speaker, Minister Ebrahim Patel. During his introduction, the CEO highlighted the role which the campaign plays in promoting localisation within the clothing and textile industry, as well as the importance of responsible consumer purchasing decisions. Proudly SA's participation achieved objectives of strengthening relationships within the clothing and textile sector.

**Attendance: 700**

**Target Audience:** Government, clothing and textile industry professionals, retailers, buyers, designers

**South African Investment Conference,  
Johannesburg: 06 & 07 November 2019**

The second Investment Conference showcased the growth and investment potential in the country, where investors had the opportunity to hear from – and engage with – government representatives on its progress towards political and economic renewal, strengthening the credibility of public institutions and unlocking the innovative spirit of South Africa's economy.

As part of the activities on the sideline of the actual conference, nine Proudly South African member companies showcased their products and services engaging delegates and speaking about their companies and the job creation each represents.

**Attendance: 300**

**Target audience:** Investors, CEOs, CFOs, private sector and public sector executives



**Tsogo Sun Entrepreneurs Conference,  
Johannesburg: 06 & 07 November 2019**

The Tsogo Sun Entrepreneurs programme identifies and develops emerging businesses as part of its commitment to transformation, enterprise and supplier development.

All participants in the programme are given one year's membership of Proudly SA as part of our Tsogo Sun partnership, and Proudly SA played a prominent role in the events over two days of finalists' presentations, an exhibition and awards dinner with three speaking opportunities.

**Attendance: 150**

**Target Audience:** SMMEs, entrepreneurs, business owners, members, non-members, media

**Consumer Goods Council of South Africa Summit,  
Johannesburg: 06 November 2019**

The two-day CGCSA Summit & Exhibition was hosted under the theme 'Is South Africa at a tipping point? How to grow business sustainably in an ever-changing environment' the event offered a platform to network and engage with CEOs and leaders from some of South Africa's most successful vendors.

Proudly SA exhibited at the event together with members Molly's Food Enterprise, YaMama Gemmer and Why Cook.

**Attendance: 300**

**Target Audience:** Sector CEO's, supply chain, commercial and integrated sustainability executives and management, brand executives, shopper analytics, SMME suppliers / manufactures, category managers, merchandisers and buyers, sales and marketing executives





**Kyalami 9 Hour Race, Kyalami Grand Prix Circuit, Johannesburg: 21 & 23 November 2019**

Back in South Africa after an absence of over 30 years, the Kyalami 9 Hour Race attracted massive publicity and local and international visitor numbers.

The race hosted 30 GT cars on the track, including South African drivers Kelvin van der Linde, Gennaro Bonafede, Sheldon van der Linde, and championship winner Jordan Pepper, amongst others. This was both a motor racing and lifestyle event, at which Proudly SA had a presence as an awareness and brand activation only.

**Attendance:** 22 000

**Target Audience:** General public

**Schools Recycling Awards, Johannesburg: 03 December 2019**

The Schools Recycling Programme (SRP) is a successful Coca-Cola Beverages South Africa (CCBSA) initiative and is central to its integrated approach to the sustainability of the PET packaging value chain.

The company takes responsibility for collecting consumer waste as well as raising awareness amongst learners and communities around the importance of waste management and recycling. The fun, competitive element to the initiative gives learners a reason to drive a culture of recycling.

Held at the University of Johannesburg, Kingsway Campus, the awards honour the top schools nationally that have excelled in the programme.

Prize money is given for the improvement of the winning schools' facilities.

Proudly South African took Green Coffee, a member company that is manufacturing carry out trays from coffee grounds and supplying to Mc Cafe as a working example of recycling as a commercial business.

**Attendance:** 120

**Target market:** Learners, teachers, stakeholders and sponsors

**Township Business Innovation Summit: 22-23 November 2019**

Organised under the umbrella of the Township Entrepreneurship Alliance which Proudly SA supports throughout the year and which is run by member Bulelani Balabala, this event was held in the Dlamini Multipurpose Hall in Soweto. Well attended by young people from the township and surrounding areas, there was a strong visibility of various brands looking for support from the young, local market.

Proudly South African contributed financially as a sponsor in support of SMME and entrepreneur development and job creation in the township and used the event as a member recruitment opportunity.

The Proudly SA CMO was given a speaking platform and presented on the role of Proudly SA in influencing change.

**Attendance:** 200

**Target Audience:** Youth, young business owners, SMMEs







**Proudly SA Media Tour, Eastern Cape:  
15-17 October 2019**

The second collaboration with Tourism SA and Comair on a media tour into one of the country's provinces took to the Eastern Cape this year. Using tourism and investment projects and Proudly SA member companies as the content of the tour, we took four mainstream journalists from broadcast, print and online platforms to showcase a variety of sites and activities.

The 2-day experience was a twin centre trip, arriving in Port Elizabeth and departing from East London.

Day 1 ground activities and lunch were sponsored by E Cape Tourism and Nelson Mandela Bay Tourism and comprised a brief tour of the city followed by a Segway tour along the seafront. Former and prospective new member The Knysna Oyster Company, now operating from Port Elizabeth's bay took us out to their oyster fields during the afternoon and spoke about the job creation the relocation from Knysna has brought to the Eastern Cape.

At a reception at the hotel in the evening we were joined by members of local media and secured 2 radio interviews as a result.

On the second day we travelled from Port Elizabeth to Queenstown for a site inspection of member company Twizza and their Crickley Dairy plant. After a presentation of the company and the scope of its operations across the country, but most important in the Eastern Cape where job opportunities are scarce, the group toured the plants.

The tour concluded with a cocktail evening and networking session in East London with local media once again invited.

**Reach for this event:** 4 media houses

**Target Market:** External stakeholders and media



**PROUDLY SA  
INITIATED  
EVENTS**





**Festive Season Market, SABC Radio Park, Johannesburg: 28 November 2019**

Hosted in conjunction with the SABC to kick off the festive season and held one day before Black Friday, this one day pop up market saw 11 member companies exhibiting and selling to an estimated 2500 employees and visitors to the national broadcaster. The market also gave employees of the SABC a better understanding of the Proudly South African campaign.

Members that participated were Alex Ceramic Art in Design, Blaamor, Sister Jenny Jen-Til Touch CC, African Butterfly Trading CC, The Chocolatiers, Kono Authentic, Dimzique Jewellery, Skinny Sbu Socks, SerenitiilBC By Sarinah, Ledikana, Mara Phones SA (Pty)Ltd.

**Reach for this event:** 1500-2500

**Target Audience:** SABC employees and visitors to the SABC offices



**Pusha Local Pop Up Market, Parow, Western Cape: 05 December 2019**

The Foschini Group's Parow headquarters was transformed into a vibrant market of local member companies for the #Pusha Local market day, offering a sales opportunity for vendors and an opportunity to involve employees at the TFG head office in furthering the goals of the buy local campaign. The market underlined TFG's positioning in the marketplace as a conscious retailer that supports the South African clothing and textiles sector.

Together Proudly SA and TFG brought on board a mixture of local vendors including Proudly SA members My Crunch Box, Darling Sweet, The Bean People and KV Concepts

**Number of employees at the offices:** 3 000

**Target Market:** TFG employees as consumers & TFG management



**Valentine's Day Activation, Sandton Gautrain Station: 14 February 2020**

The Valentine's Day activation is designed to inspire national pride, patriotism and love for the country amongst South Africans, as well as creating awareness around supporting local goods, products and services to help with the creation of jobs.

In partnership with The Gautrain and Nestle, the team and activators branded outside the Sandton station ensuring visibility to more people than just Gautrain commuters. Three thousand roses, cards and chocolates were distributed during the morning.

Media traction included from the widely circulated Sandton Chronicle

**Reach for this event:** 3000+

**Target Market:** Consumers







**SONA, Cape Town: 13 February 2020**

Board Chair, CEO, CMO, PR Manager and PRO attended this 2020 State of the Nation Address and took the opportunity to distribute lapel pins and chat to government ministers and other invited guests.

**Buy Local Summit & Expo 2020 Media Launch: 4 March**

Held at an Edcon supported CMT in Victoria Yards from which a number of Design Innovation Challenge alumni work, the media launch gave us an opportunity to showcase these young designers, as well as giving a spotlight to other member companies who gave testimonials of the success that previous Buy Local Summits have represented for them. Well supported by sponsors, stakeholders and the press, the event presented the programme for the two day Summit and other information related to the expo and importance of this flagship event.





**Proudly SA Mandela Day CSI Project, Thokoza: 18 July 2019**

2019's Mandela Day project was a continuation of Proudly SA's 2018 CSI commitment to Buhlebuzile School in Thokoza, comprising a refurbishment and stocking of their library. For the 2019 phase of the project, Proudly SA worked with Bidvest Waltons, Mondi and Sizwe IT to further upgrade the library of Buhlebuzile School.

After a motivational morning assembly, some fun interactive activities and an address by Sizwe Jantjie from Bidvest Waltons, we proceeded to utilise our 67 minutes to paint an inspiring mural on the library wall, as well as cover the library books with protective materials in order to preserve them.

Six desktop computers, a printer and a projector with screen were handed over to the school and installed in the library as part of Proudly SA's promise to contribute to the upskilling of the school's 1600 learners.







**Proudly SA Women in Leadership 2019, Johannesburg: 23 August 2019**

Each year to mark Women’s Month, Proudly South African celebrates women in leadership roles in all facets and walks of life, also celebrating the gift of sisterhood. The day also marks a call to action for accelerating gender parity.

The event was the third collaboration with Tsogo Sun who hosted the event at the 54 on Bath Hotel in Rosebank.

The guests (including Proudly SA female employees) were treated to a day filled with food, live entertainment by The Muses, as well as the panel session that was facilitated by Happy Ngidi, and consisted of inspirational female pioneers in their respective fields, namely Thabile Ngwato (co-founder of Newzroom Afrika), Khusela Diko (Presidential spokesperson), Candy Tothill (Tsogo Sun), Unathi Nkayi (entertainer) and Philippa Rodseth (The Manufacturing Circle).

The event served as an opportunity to strengthen relationships with stakeholders and influential figures in business and media which gave good coverage to the event.

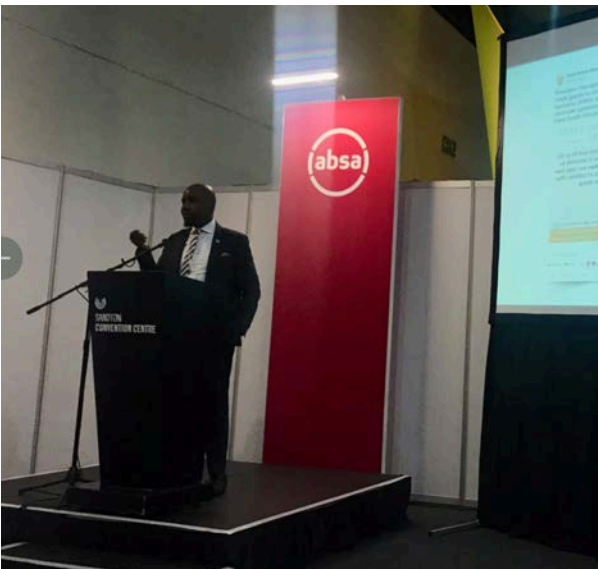
**Attendance:** 94







## PROUDLY SA PARTICIPATION IN PARTNERSHIP WITH THE dtic



### Source Africa, Cape Town: 12-14 June 2019

The country's leading fabric and textile industry event, Source Africa is an expo of local and overseas manufacturers and features a number of workshops and panel discussions on industry trends and technological issues. These talks and presentations included a high-level seminar presented by leading experts on the topic "State of the South African Clothing and Textile industry" which highlighted government activity and support for improving industry competitiveness. Speakers included Jackie May, Founder of Twyg (Panel Host), Nerisha Jaira, Executive Director of SAFLEC, Simon Eppel, Director of SALRI and SACTWU member and Proudly SA board member Michael Lawrence, Executive Director of National Clothing Retail Federation.

The event included a series of fashion shows including two Proudly South African members, Ledikana and Lust be Original.

Proudly South African exhibited as part of **the dtic** pavilion and utilised the event for membership lead generation.

**Reach for this event:** 100

**Target Audience:** Business owners, industry leaders, government officials, buyers, manufactures and suppliers

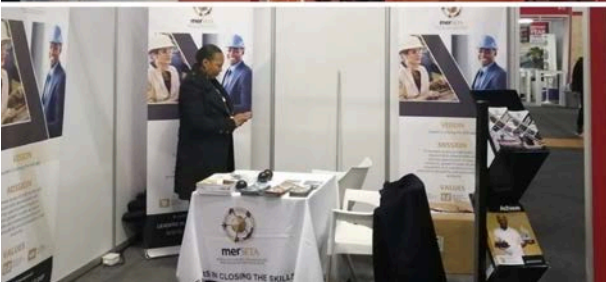
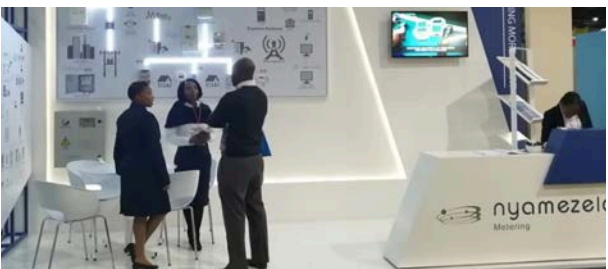


### Manufacturing Indaba, Johannesburg: 25-26 June 2019

Proudly South African both exhibited and presented at the 2-day event, held at the Sandton Convention Centre. With the focus on how manufacturing promotes development and boosts the African economy, and the latest innovative technologies and approaches to improve manufacturing activities, the event hosted a ministerial panel, consisting of Pan-African ministers which discussed "Vision to Action: Manufacturing as a Powerhouse of Emerging Countries & Economies". Strategic partners included **the dtic**, the Manufacturing Circle and the Department of Science and Technology.

**Reach for this event:** 200

**Target Audience:** Manufacturing industry professionals, buyers, government, public visitors, international investors







**The Rand Show, Gauteng: 19-28 April 2019**

The Rand Show is the province’s premier consumer expo. The consumer show displays an array of offerings in the building, construction, home furnishings and home textiles, architecture and design, sports, and real estate industries. The show revolves around families, their lifestyles and living spaces. Providing access to market opportunities for Proudly SA member companies, and generating a significant number of leads for membership, the show was also a consumer education opportunity for the buy local campaign. Members that joined Proudly SA were Sihle’s Brew, Okubababayo, and Jen-Til Touch all of whom who made great sales through this platform.

**Attendance at the event:** 400 000

**Target Audience:** Business owners, start-up businesses, consumers, Proudly SA member companies



**Meetings Africa, Johannesburg: 25-26 February 2020**

Celebrating 15 years of advancing African tourism, Meetings Africa brings key business tourism sector players under one roof. Proudly SA’s participation was largely around membership lead generation of local tourism related operators as well as speaking to exhibitors regarding local procurement and companies creating local content for that sector (Guest amenities, linen etc)

**Reach for this event:** 1300

**Target audience:** Suppliers, manufactures, buyers (hotel groups, lodges etc)





**PARTNERSHIP**

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**EVENTS**



**Tops at Spar Wine Show, Durban: 9-11 May 2019 & Johannesburg 6-8 June 2019**

The Tops at SPAR Wine Show is South Africa’s best attended consumer wine event and takes place in seven cities across South Africa - Durban, Johannesburg, Cape Town, Port Elizabeth, Pretoria, East London and Nelspruit. Proudly South African opted to participate in 3 shows in this current cycle, and Durban was the first of this series. Hosted at the Suncoast Globe, the show provided an access to market platform for two member companies, namely La Ricmal and Darling Sweet. Both achieved high consumer sales and good visibility.

At the Johannesburg edition Proudly SA was joined by J9 Wines and The Chocolatiers. The latter in particular enjoyed a great show and large volume sales.

**Target Audience:** Wine estate, consumers



**Tops @ Spar Wine Show, Cape Town: 11 -13 July 2019**

TOPS at SPAR Wine Show has quickly risen to become South Africa’s favourite consumer wine event. Celebrating its 13-year anniversary in 2019, the show has grown consistently year on year.

Proudly SA participated in the Cape Town leg of the event which took place at the Grand West Casino.

The access to market platform was greatly beneficial to member companies, La Ricmal Wines and African Roots Wines who both achieved high sales scores over the 3-day event.

**Attendance:** 15 000

**Target Audience:** Wine producers, consumers, media, procurement officials





**MTN 702 Walk the Talk, Johannesburg: 28 July 2019**

Proudly SA participated for the 2nd time in the MTN 702 Walk the Talk, Africa's largest mass participation event.

Proudly SA had a strategically located activation space at the entrance of Marks Park. A DJ created a fun and dynamic atmosphere and promoters encouraged walkers to utilise the 'Buy Local' selfie frames. A Proudly SA branded en-route area provided continuity throughout the participant experience.

A week-long radio campaign on 702 leading up to the event provided the ideal foundation upon which our participation was built in that listeners and walkers were habituated to our messaging and looked for our presence on the day.

The objectives of this mass consumer awareness campaign were successfully achieved, the Buy Local messaging was absorbed by 55 000 individuals on event day – this, aside from the social media traction which was gained using the branded selfie frames and #WalkForJobs, which underpinned our involvement.

**Attendance:** 55 000

**Target Audience:** Mass Consumers

**Student Pre-Entrepreneurship Week at Wits, Johannesburg: 29 – 30 July 2019**

In preparation for Wits Student Entrepreneurship Week taking place in September 2019, Proudly SA was invited by the University to activate on-campus over a 2-day period.

Members - Kota King, Corner Dladla, Align-Ed and Prims Creations, joined the activation which took place on the main library lawns. In addition to being an access to market platform, this activation proved to be an ideal opportunity for Proudly SA and associated members to conduct research and gain insight into the youth market.

The feedback received has resulted in members adjusting their price-points and creating youth-targeted specials which will undoubtedly lead to increased sales during Student Entrepreneurship Week, as well as effectively expand their consumer/client base for future trade.

**Attendance:** 800

**Target Audience:** Youth

**SMME Sustainability Summit 2019, Johannesburg: 30 -31 July 2019**

The SMME Sustainability Summit promotes entrepreneurship, new venture creation, as well as sustainable enterprise development initiatives. It serves as a platform for networking and sharing of best practice among established, emerging and aspirant entrepreneurs. It also provides an opportunity to public and private sector organisations as well as SMME's to exhibit and showcase their products and services.

Proudly SA used this exhibition opportunity to attract potential members through promotion of the benefits associated with membership.

A speaking slot for CEO on day-2 of the event was instrumental in reinforcing the important role that Proudly SA plays as custodian of the "Buy Local" campaign.

**Target Audience:** SMME's, aspiring entrepreneurs, procurement officials, media







**Decorex, Johannesburg: 7 August – 11 August 2019**

The annual Decorex Exhibition is synonymous with sophisticated décor and design. This year's theme was 'Designing for Africa' which highlighted the intercontinental reach of Africa's design influence and brought together the finest local manufacturers, retailers and creatives.

Proudly SA and members The Urbanative (furniture design competition winner – 2019 Buy Local Summit and Expo) and Magauta Designs and Projects exhibited under the dti banner. The platform was successful in that it provided the ideal opportunity for members to showcase their distinctive designs to a targeted audience at a niche industry event. Membership was present at the expo and generated 15 leads.

**Attendees:** 15 000

**Target Audience:** Buyers, consumers, retailers, manufacturers, trend analysts

**The Business Show, Johannesburg: 31 July – 1 August 2019**

The Business Show: South Africa is Africa's largest business expo, conference and networking event for anyone serious about starting or growing a bigger and more successful business. With more than 20 000 delegates, 250 exhibitors, masterclasses, seminars and sessions, it's the most successful show of its kind in Africa.

Proudly SA exhibited under the dti over the 2-day event, taking advantage of the access to the large delegate and exhibitor base to actively recruit new Members.

**Attendees:** 20 000

**Target Audience:** SMME's, aspiring entrepreneurs



**DSTV Delicious International Food & Music Festival 2019, Johannesburg: 21-22 September 2019**

Tying into Proudly SA's Heritage Day celebrations, DSTV's flagship lifestyle property and South Africa's biggest food and music event, the DSTV Delicious International Food & Music Festival attracted a crowd of 50 000 festival goers over the weekend. Through its partnership with DSTV, the Festival benefits from millions of Rands worth of TV advertising exposure across DSTV platforms in South Africa and many African territories. All advertising features our logo as one of the strategic partners.

International and local chefs featured in various pop-up restaurants and cooking theatres. Channel activations, brand activations, an interactive kid's zone and a massive gourmet street food market made up the list of things to do and see at the festival.

With a prominent position on the 'food mile' the Proudly South African Village hosted a total of 10 member companies and reported good sales over the 2 days.

Through the hosting of stakeholders at the VIP Hospitality Suite, new partnerships were formed, old partnerships were maintained.

Adding in an offsite ticket collection process had multiple benefits for both the sponsor of the venue (Bidvest Nissan Woodmead) who offered test drives to guests in their new, locally manufactured Navara, providing them with additional exposure and a lot of social media space, but also assisted the team in managing the timing and efficiency of the collections.





# JOIN THE **BUY LOCAL** MOVEMENT

*Proudly South African seeks to strongly influence procurement in public and private sectors, to increase local production, influence consumers to buy local and stimulate job creation.*



**To become a Proudly SA member company, the following compliance criteria apply:**

- Local content: For products at least 50% of the final cost of production must have been incurred in South Africa, or if raw material has been imported, substantial transformation must have taken place in our country; for service companies, we consider local procurement habits;
- Proof of quality by way of certification from an accredited verification body or industry association;
- Adherence to the country's labour legislation; and
- Adherence to the country's environmental legislation.

**Members have access to a wide range of benefits including:**

- Use of the Proudly South African logo
- Access to market platforms including free listing on [www.rsamade.co.za](http://www.rsamade.co.za) – Proudly SA's official online store
- First-hand access to tender opportunities issued by public entities for products that have been designated for local content by the Department of Trade and Industry;

*Become a member today in order to **stand out** above the rest!*

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



# Media & Public Relations.

## Summary

The Financial Year in review was the Public Relations Department's best to date and one in which the team celebrated amassing coverage worth over R235 million in editorial value for the Campaign. This figure is almost the same as both the 2018/2019 and 2017/2018 financial years combined (R236 million.)

A number of events contributed to elevating the profile of Proudly South African, and these included the Rugby World Cup. The Springboks left South Africa for their winning world cup campaign with the announcement that their off-field kit, including their official blazers, were locally made and this gave the manufacturers, SACTWU and Proudly SA a great media opportunity. This press conference followed our public response to the photo opp by the national soccer team a few weeks earlier as it left for its less than successful Afcon campaign in suits sponsored by a Turkish clothing manufacturer. This incident alone translated to over R110 million in editorial value.

The first quarter of the year in review also saw us hand over the CEO's weekly column in Business Report to a series of young people to mark Youth Month in June, something that we repeated in August for Women's Month and this gave us additional coverage from the column itself.

An extremely successful sector specific business forum which focussed on the furniture sector yielded R4.5 million coverage, and the one year anniversary of our online shop, RSA Made also boosted AVE figures.

However, it is not only about the advertising and Rand value equivalents, but pushing the campaign and getting its message maximum exposure across all media platforms. We were able to do this utilising a number of other occasions, some of which we seized, and some of which we created. The team was given access to both the IEC Operations Centre during May elections (abuzz with media practitioners) and both of the President's 2019 State of the Nation Addresses, putting the Campaign at the centre of some of the most talked about events of the year.

Our success also derived from refocussing our media relations approach to one that is more proactive in our interactions and exchanges with content producers and journalists, to help keep us top of mind whenever issues surrounding localisation come to the fore. One of the most notable achievements was the establishment of a close relationship with new broadcast and online media house Newzroom Afrika, which has already yielded good results in coverage. Many of their producers moved from media houses with whom we already had relationships and this benefitted us as our profile was in part already established.

The fourth quarter in review began with the team continuing with careful monitoring and management of a potential media crisis around former and then current employees who made accusations against the organisation on social media platforms. The alertness of the team supported by the board and executive ensured that Proudly SA controlled the narrative and that the story did not get out of hand.

As is the case every year, the final quarter saw us fully immersed in the final stages of the preparations for what was to have been the 9th annual Buy Local Summit & Expo. We managed to host the media launch before the lockdown restrictions forced us to cancel the event, and so we did generate some publicity and media space before cancellation.

We also signed an MOU with the SABC on the day of the launch and featured on Morning Live and other SABC platforms.

Our social media following continues to grow and to be a valuable source of news dissemination for the campaign.

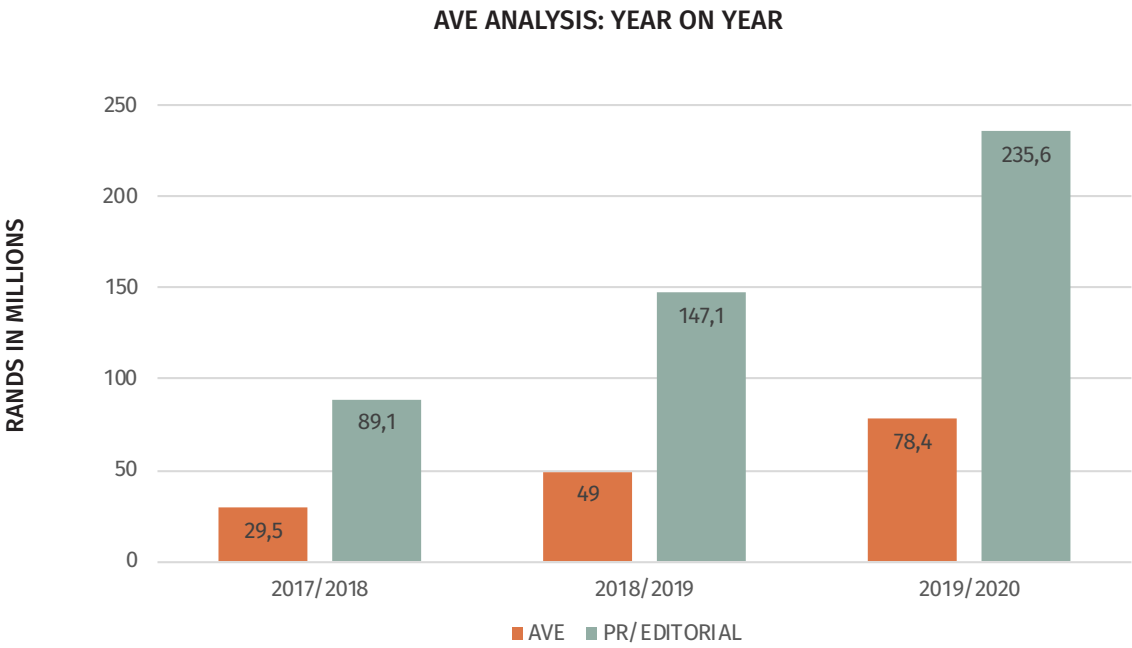
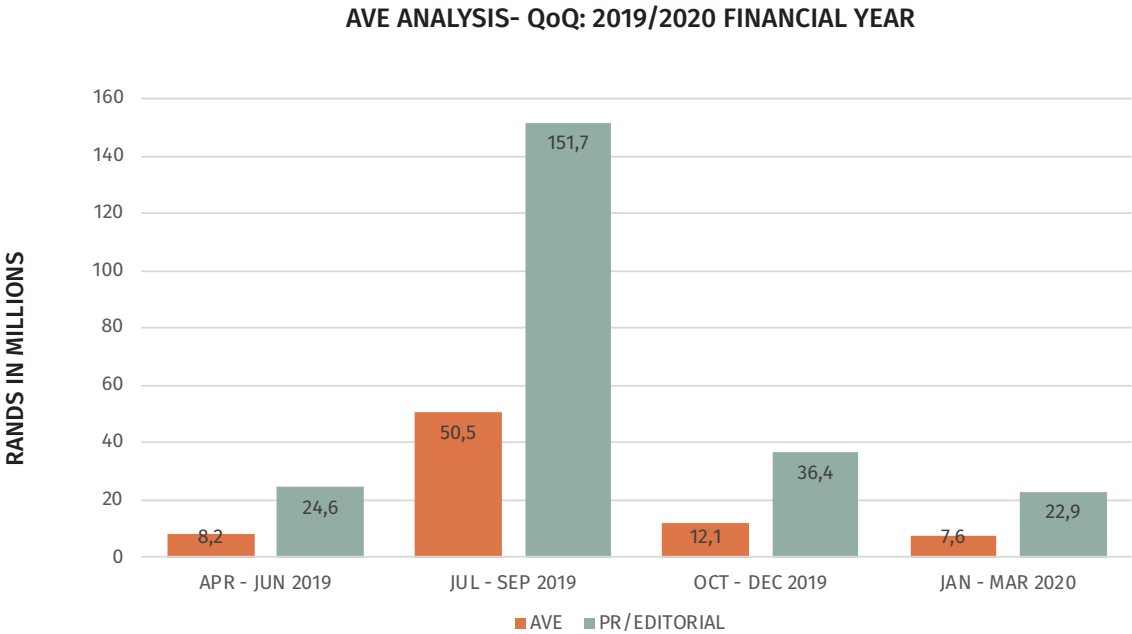
Despite the detrimental effects of the COVID-19 pandemic on the country's economy, all signs point to a recommitment by the country – the public and private sectors as well as individual consumers – to buying local and so we look forward to building on this sentiment in the new fiscal year.



AVE Analysis

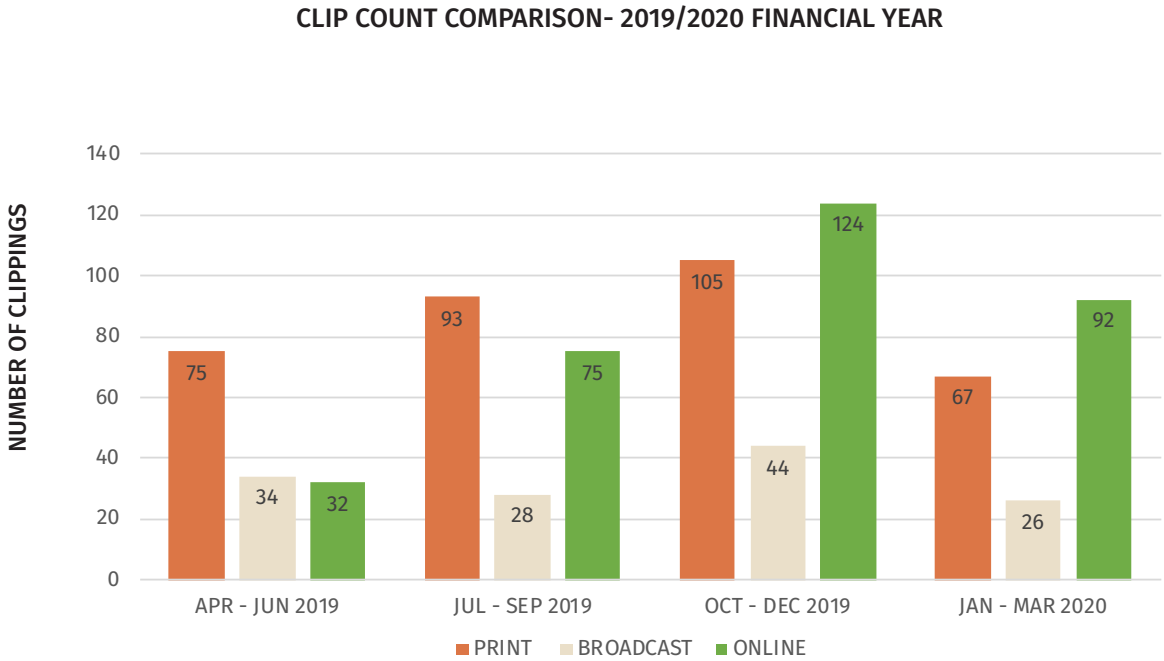
The Advertising Value Equivalency (AVE) is what editorial coverage would cost if it were advertising space (or time). The PR value is derived by multiplying the AVE by three, as per industry norms. The total AVE value for the 2019/2020 financial year is R78.4 million while the PR value amounts to R235.6 million.

This is the highest PR value enjoyed by Proudly SA over the past three financial years.



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 2019 – March 2020).



Press Releases/Op Eds/ Media Articles

The following is the material that was issued during the 2019/2020 financial year.

No.	Date	Release/Commission	Title	
1	April 2019	Commissioned by GCIS	Q&A with the CEO	
2	02 April 2019	Business Report Column	Transformation & Job Creation in Agriculture	
3	09 April	Business Report Column	The Middleman is not economic empowerment	
4	16 April	Business Report column	Investment that equals jobs for our country	
5	07 May	Business Report column	Why wait for outside approval to hail our own	
6	14 May	Business Report column	Don't sit on the fence, sit on a local chair	
7	15 May	Press release	Youth Design studio helping businesses grow: SINTU Design	
8	21 May	Business Report column	Collective effort is required to create jobs	
9	28 May	Business Report column	Youth unemployment an impediment to SA growth	
10	04 June	Business Report column	Give youth a voice to change SA for the better - Siyabonga Zungu, Proudly SA Brand Manager	
11	05 June	Press release	Proudly SA company SMERGOS champions the needs of disabled	
12	11 June	Business Report column	Crying out for change and jobs as anger mounts - Roseline Sefuthi, Unemployed	
13	14 June	Press release with dti	Source Africa: Clothing & textiles need fundamental value chains to succeed	
14	18 June	Business Report column	Make your skills relevant to opportunities- Sibusiso Mkhwanazi, SINTU Design	
15	21 June 2019	Press Release	SONA: When the President said he listened...he really meant it	
16	25 June	Business Report column	We should proceed to supply our own light – Kelton Smith, AFDA Student	
17	02 July 2019	Business Report column	Youth month a real eye opener	R264 052.38

No.	Date	Release/Commission	Title	
18	09 July 2019	Release	Proudly SA supports the furniture sector with dedicated business event	Event coverage: R 1 435 487.36
19	09 July 2019	Business Report column	Consumers face bite of import tariffs	R280 976.58
20	16 July 2019	Business Report column	SA entrepreneurs also struggle under debt	R348 506.22
21	16 July 2019	Release	Proudly SA & SACTWU respond to imported formal suits worn by Bafana Bafana en route to Egypt	R36 030 345.82
22	17 July 2019	Q&A submitted to The Economist	SA & Ethiopian textile and clothing industry	N/A
23	23 July 2019	Business Report column	SA's furniture industry clawing its way back to former glory	R485 606.76
24	30 July 2019	Business Report column	Putting more home-grown products on retailer shelves	R221 851.04
25	01 August 2019	Release	Proudly SA's online shopping store turns one	R25 667.73
26	06 Aug	Business Report column	It's in our hands to correct injustices by Happy Ngidi	R280 976.58
27	07 August 2019	Release	Proudly SA hosts business forums in KZN for public & private sector	R39 000.00
28	13 August 2019	Business Report column	The long slog to serious women empowerment for BLSA CEO Busisiwe Mavuso	R482 551.52
29	15 August 2019	Press conference	Springboks announce locally made blazer	R1 056 462.61
30	21 August 2019	Business Report column	Celebrating women of all shapes and sizes by Erica Louw	R 327 849.22
31	23 August 2019	Release	Proudly SA & Tsogo Sun celebrate formidable women in business	R 137 063.79
32	27 August	Business Report column	The time has come for financiers to take women entrepreneurs seriously by Mosibudi Makgato, Yamama Gemmer	R 434 567.10
33	03 September	Business Report Column	Tito's calls for localisation most welcome	R 530 770.30
34	10 September	Business Report column	The meaning of heritage when buying local products	R 555 177.46



No.	Date	Release/Commission	Title	
35	September	Top 100 Series DPS	Free space	N/A
36	September	Business Integrator CEO Foreword	Free space	N/A
37	17 September	Business Report Column	Creating employment in SA through reindustrialisation	R 606 455.86
38	24 September	Business Report Column	Make sure your value proposition is worth it	R 214 342.80
39	04 October	Press statement	Illegal use of the Proudly SA logo by Petronella	R0.00
40	15 October	Business Report column	Vehicle sector gearing up to put a tiger in economy's tank	R457 635.86
41	17 October	Press release	First of its kind – Mara Smartphones joins Proudly SA	R2 116 218.04
42	22 October	Business Report column	Local products for local people way to go in SA	R262 289.84
43	October 2019	Editorial for SA Profile magazine	Building the South African brand by investing in South African products	
44	29 October	Business Report column	Innovative ways that can reverse youth unemployment	R 555 301.30
45	05 November	Business Report column	We salute Boks for going into battle in SA made jerseys	R 409 850.42
46	12 November	Business Report column	Price vs value, and no, local isn't expensive	R 203 196.00
47	19 November	Business Report column	Clearing confusion local tenders are facing	R 277 888.01
48	22 November	Press release	Proudly SA assists Edcon to grow its pool of local designers	
49	26 November	Press release	Proudly SA reminder to buy local this Black Friday and through the festive season	R 129 458.36
50	26 November	Business Report column	Implementing social compacts at grassroots	R 903 068.28
51	3 December	Business Report column	Poor procurement practices undermine economic growth	R 384 253.12
52	September	Top 100 Series DPS	Free space	N/A

No.	Date	Release/Commission	Title	
53	10 December	Business Report column	Give economy a holiday boost by buying Made in SA products	R 440 437.12
54	11 December	Media gift box drop	Proudly SA Christmas Gift Box	
55	17 January	Press release	Proudly SA Business Forum in Bloemfontein	R42 828.45
56	26 January	Social Media Statement	Proudly SA refutes all allegations made in social media parody account	N/A
57	04 February	Business Report Column	New year, growing challenges	R529 901.06
58	11 February	Business Report Column	Open letter to parliamentarians ahead of SONA	R262 756.94
59	18 February	Business Report Column	Speech offers opportunities for localisation	R385 892.22
60	20 February	Press Release	Proudly SA responds to recent allegations of corruption within the organisation	R200 453.72
61	20 February	Press Release – Limpopo only	Proudly SA's Business Forum comes to Polokwane	R2 668.05
62	24 February	Press Release – Mpumalanga only	Proudly SA Business & Public Sector Forums come to Nelspruit	R33 510.00
63	25 February	Business Report Column	Coronavirus exposes market vulnerabilities, opportunities	R879 622.03
64	03 March	Business Report Column	Mboweni's wriggle room rests with private enterprise	R275 242.60
65	04 March	Press Release	Proudly SA & SABC sign three year partnership agreement	R325 833.11
66	04 March	Press Release	Proudly SA launches the 9th edition of its Buy Local Summit & Expo	R319 059.67
67	10 March	Business Report Column	Inclusivity paves way for new entrants to economy	R 372 472.65
68	16 March	Press Release	Coronavirus postpones Buy Local Summit & Expo	R681 046.19
69	17 March	Business Report Column	It is critical to link corporates and small business	R282 990.27
70	24 March	Business Report Column	Short term profiteering will cause damage in the long run	R446 377.00

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).

No.	Date	Release/Commission	Title
1	03 April	SABC Sales	
2 & 3	10 & 21 May	Bomb Productions	Meet series producers/writers
4	17 May	Ochre Media	Meet series producers
5	8-10 May	Multiple media houses	At IEC media and operations centre
6	20 May	Mnet/Multichoice	Programming heads
7	20 June	Multiple media houses	State of the Nation Address
8	3 July	Media 24	One on one for 2020/1 strategy
9	9 July	Newzroom Afrika	Launch of Channel 405 Newzroom Afrika. Engaged management, presenters, content producers and advertising sales.
10	15 July	GCIS	Meeting with media team at GCIS for closer collaboration
11	29 July	Forbes Africa, Powerfm, Newzroom Afrika	Cooking demo and competition with Chef Nompumelelo Mqwebu R 61 400.00
12	7 August	BBC Africa	Recorded interview with CEO and side meeting with producer
13	13 August	Gagasi fm KZN	In studio interview with Happy Ngidi and side meeting with programme manager R 39 000.00
14	15 August	eNCA, Rapport, Polity, Netwerk24 & others	Springbok blazer press conference R 1 056 462.61
15	23 August	Business Report, The Star	Women's Day event R 89 247.60
16	27 August	Talk Radio 702	One on one meeting with Eusebius McKaiser executive producer Interview on 19 Sep: R482 706.50
17	30 August	TheAuthenticGirl.com, Independent Media (CTN)	Visit to vineyard of member company, The Seven Sisters
18	25 September	Farmers Weekly (Caxton Press), Engineering News (Creamer Media), GCIS, Landscape SA, Hardware Retailer, DIY & Industrial Trade News	Media Tour of Lasher Tools' manufacturing plant, Germiston Smile FM: R16 800.00

No.	Date	Release/Commission	Title
19	8 October	Meeting at Newzroom Afrika	N/A
20	9 October	DIY Trade News Editor and Journalist	This has had traction over a period of time in various DIY kind of publications
21	10 October	Tiso Black Star Top Brands panel	
22	15-17 October	Eastern Cape Media Tour – The Sowetan, Mail & Guardian, Power fm & GCIS	R 383,312.77
23	21 October	Social-TV	Resulting in podcast series
24	12 November	Meeting at SABC	N/A
25	21 November	SABC Networking event	N/A
26	22 November	Design Innovation Challenge fashion show – Kaya FM, Business Report	R 690 383.38
27	28 November	SABC pop up market and media engagements	R 32 634.00
28		Media bag drop	
29	24 January	Yfm meeting for BLSE engagement	N/A
30		Unisa Radio	N/A
31	28 January	Cliff Central for BLSE engagement	N/A
32	31 January	Meeting with GCIS media team	N/A
33	12 February	SONA media dinner - Media 24 CTN	N/A
34	17 February	Meeting with SABC, Auckland Park	N/A
35	20 February	Press Conference, The Star	N/A
36	26 February	Nelspruit, Barberton Radio	N/A
37	04 March	BLSE Media Launch, Misc media	N/A



Social media

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

	07 MAR 2019	09 MAR 2020	GROWTH
Facebook likes	15 085	16 874	1,789 (11.9%)
Facebook followers	15 070	17 560	2 490 (16.5%)
Twitter followers	160 851	167 677	6 826* (4.2%)
Instagram followers	3 043	4 411	1 368 (45%)
LinkedIn followers	397	934	537 (135%**)
TOTAL	194 446	207 456	13 010 (6.7%)

\*Highest growth of individual followers  
\*\*Highest percentage growth

Coverage examples

Publication: Sowetan (Early Edition), Job Market  
Date: Tuesday, March 31, 2020  
Page: 18

### Designer tells African stories through fashion

Buy local, it's lekker – Neo

Why look to Europe for fashion inspiration when SA has such a rich story to share? The world is starting to look to Africa, and a local fashion designer believes it is the right time for her to expand her brand.

Neo Rangaka, 23, is the owner of Johannesburg-based BLVNK, a range of luxury streetwear. "The brand is all about telling African stories through fashion," says Rangaka, who holds a degree in fashion design from the Villoti Fashion Institute. "I started my company back in 2017 while I was still studying. It started off as a consulting company, offering personal styling, custom-made garments, wardrobe consulting and shopping," she says.

She got her big break when she came across the Design Innovation Challenge hosted by Edcon and Runway Productions in 2018.

It is an incubation programme in which designers come up with new concepts and create something out of it.



Taking her passion in fashion to the world is Neo Rangaka's ultimate goal.

"I saw this as an opportunity to start a clothing brand, which is something I had always wanted to do, but I first needed to acquire the right skills and knowledge. That is how BLVNK was born."

Rangaka has so far managed to hire one permanent employee, who is responsible for marketing. However, she outsources human resources from local places such as Victoria Yards in Johannesburg, from where her business operates.

"We [at the Victoria Yards] are a number of designers who share space and work together. I bring my designs to the team, which assists in meeting my manufacturing needs," she says.

She sells her clothes at Victoria Yards as well as via an online platform called Vibe Life Culture. "My ultimate goal is for the world to buy clothes in South Africa. We all want these well-known international brands. I also love and admire them but South Africa has so much to offer in culture and diversity," she says.

The Design Innovation Challenge is endorsed by Proudly South African as it helps create employment for young fashion industry professionals. The initiative enabled Rangaka to showcase her clothes at the South African Fashion Week.

With the help of Proudly South African, she also got an opportunity to erect a pop-up store in Milan, Italy. Although the event has been postponed as a result of the coronavirus, she was among the local designers chosen to showcase their products at the next Buy Local Summit and Expo.

The National Youth Development Agency also assisted her with R10,000 that she used to buy fabric.

For Rangaka, resilience is what keeps her going because she believes talent and connections are not enough to survive in the industry.

■ This article first appeared in GQ's Vukuzenzele

Publication: Bloemfontein Courant  
Date: Thursday, January 16, 2020  
Page: 11

# Proudly SA business forum comes to Bfn

**Nomaqhawe Mtebele**  
nomaqhawe@mahareng.co.za

A Proudly South African business forum will be hosted in Bloemfontein with the aim of supporting local small businesses. The event is a part of the larger campaign by the organisation to increase local procurement in both the public and private sectors.

According to Proudly South African's Public Relations Officer, Tshiamo Ndlovu, a better economy needs consumers to buy more local goods and services. "Proudly South African aims to increase the uptake of locally made goods and services by consumers, the public sector as well as the private sector, in order to help grow the country's economy and help with the unemployment challenge our country faces," he said.



CEO of Proudly South African, Eustace Mashimbye, takes the stage. PHOTO: PROUDLY SOUTH AFRICAN

The provincial business forum is described as an atmosphere ripe for inter-trading. "Our provincial business networking forums are aimed particularly at the private sector, especially SMEs, where we not only create an atmosphere for inter-trading but also arrange presentations from our partners from various organisations who present on the financial and non-financial opportunities and programmes they have available for businesses to take advantage of," he added.

Local businesses will be presented by representatives of various organisations from different industries. "We aim to bring along organisations such as the CIPC, Seda, Sefa and the Economic Development Department among others. As things stand we have confirmation from the Department of Trade and Industry (DTI) as well as the South African Revenue Service (SARS) for the Bloemfontein leg of the Proudly SA Business Forum," said Ndlovu.

The business networking forum on 29th January 2020 will give small businesses the opportunity to connect with existing member companies in the province and with any company interested in learning more about the benefits of becoming part of the movement.

Another forum will be held on 30 January 2020 where Proudly South African will address public sector procurement and supply chain officials with regard to their roles and responsibilities.

Both events will take place at the Protea Hotel in Bloemfontein with registration from 08:00. Attendance is free of charge, but delegates are requested to register beforehand by sending an RSVP to nadiaar@proudlysa.co.za.

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Publication: Business Report (The Star)  
Date: Tuesday, December 10, 2019  
Page: 18

# Give economy a holiday boost by buying 'Made in SA' products

*But don't over-extend your December budget as a cash-strapped 'Januworry' will follow*

PROUDLY SA



EUSTACE MASHIMBYE

IN OUR final column for the year, we want to appeal to South Africans to spend wisely this festive season.

We know that we are a nation of poor savers that lives on credit and so we want to caution everyone not to over-extend this December.

You know "Januworry" follows closely behind the holidays and back to work, back to school, and the long drag until pay day all come as a rude awakening after a few indulgent weeks.

According to a survey by Wonga, the short-term loan provider, South Africans will spend an additional R200 billion over the holidays, with 76 percent of us saying we will definitely be spending more than usual this month.

Of this, 37 percent will go to groceries and 20 percent to gifts.

The survey also shows, however, that many of us will be using savings made throughout the year, including stokvel payouts, bonuses and 13th cheques, to finance the additional expenditure.

We applaud this sensible approach.

But what we would encourage is that as much of this R200 billion as possible be spent on locally manufactured goods and services. The best gift we could give to over 6 million South Africans this Christmas is a job, and imagine how much demand we could drive up, by channelling our seasonal spend into "made in SA" items.

We are often met with the question – but where do we find Proudly South African or made in South Africa products? The answer is in many places; you just need to look, but here are some ideas:

www.rsamade.co.za is our dedicated online shopping store, selling only locally made products – both practical items and lovely gift ideas – and offering delivery to anywhere in the country. Edcon (Edgars, Jet and



IF YOU have to go to a specialist outfitter to buy your child's school uniform, the writer says you should check to see whether clothes have 'Made in SA' labels. | DAVID RITCHIE African News Agency (ANA)

CNA) are all members of the Proudly SA campaign and offer over 60 percent of goods made right here at home.

Similarly, The Foschini Group, which includes Foschini, Markham, @Home, Sportscene and Sterns, among other brands, is also a Proudly SA member and carries a high percentage of locally made apparel.

Mr Price, as the latest recruit into the Proudly SA stable, also has great locally made products in its stores across the country. If fixing up the house and garden over the holidays is your thing, Cobra and Vaal bathroom and sanitary wear are Proudly SA, Lasher Tools for the garden carry our logo and CTM, Italtile and Top T are recent additions to our portfolio.

If you haven't booked your flights for the holidays yet, Mango and Comair are both member companies and have great route networks across

the country and region. Tsogo Sun hotels offer great "staycation" rates for families when you get to your destination.

As for groceries – consumables as well as toiletries – Nestlé SA, Unilever and Maq are among our members in the FMCG space and Hulett has just become part of the buy local campaign, supporting jobs in the country, in line with our membership criteria.

In January, when thoughts turn to new school uniform, if your child needs generic grey shorts, trousers or skirts, and blue or white shirts along with jerseys and socks, Jet carries a wide range of locally manufactured uniform items. If, however, you have to go to a specialist outfitter, check labels for "Made in SA".

In fact, we did a straw poll of one outfitter in Pretoria and one leading school uniform retailer in Joburg.

They each supply 80 different schools and we were gratified to hear that they both profess to procure 100 percent locally manufactured school kit.

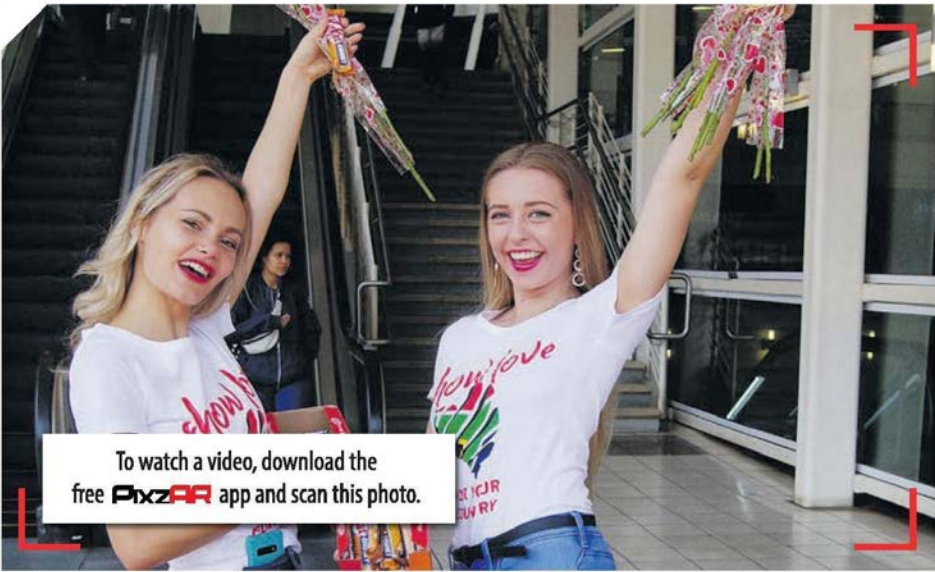
We have to start to believe that collectively we can make a positive impact on the economy and this can start with festive season spending. Simply check labels and look for the Proudly SA logo (it's sometimes hidden on the back of a bottle or packet) or for anything that is made in South Africa. Buy someone a job this festive season and help them find their *Sunshine Through the Rain* that *Idols SA* winner Luyolo sings about. Buy local to create jobs.

We wish everyone a happy and safe festive season.

Eustace Mashimbye is chief executive of Proudly South African.

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Publication: Sandton Chronicle  
Date: Friday, February 21, 2020  
Page: 3



To watch a video, download the free PixzAR app and scan this photo.

## Proudly SA spread the love with free roses and chocolates

Proudly South Africa took to the streets of Sandton to spread a little love this Valentine's Day outside of the Gautrain station. Smiles, laughter and a strong sense of community was shared as the team handed out complimentary roses and chocolates to everyone on the street. Photo: Chante'Ho Hip

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Publication: Star (Country Edition)  
Date: Thursday, March 05, 2020  
Page: 3

EXPO

## Rising stars make mark with local is lekker designs

MPILETSO MOTUMI

NEO RANGAKA is one of the rising talents to come out of this country.

The young woman has become part of a growing movement towards "local is lekker", a motto Proudly South African lives by.

"I am honoured to be part of such a nation-building movement. I am a product of the Design Innovation Challenge by Edcon... which showed me what it truly means to be South African."

"It started off as a three-month programme of intensive training (on) design collections that are retail ready, and we were taught how to monetise our talents."

Rangaka, whose brand BLVNK was founded in 2016 as a fashion consulting company, was talking at the media launch of the Buy Local Summit and Expo at Victoria Yards in Joburg.

She has used her fashion and business training to build her brand to fit the global scale. She will also be designing the uniforms to be worn at the summit.

Victoria Yards houses the local



MPUMELELO Dhlamini embraces the movement towards 'local is lekker', a Proudly South African motto.



Neo Rangaka has used her fashion and business training to build her brand to fit the global scale.

designers. "This place is empowering and they do so much to uplift the community. I am incredibly proud of my fellow designers."

"We all love it here and have grown so much."

Mpumelelo Dhlamini's brand, Ezokherho, is selling in boutique stores like Burgundy Fly, while Shaylene Morris of Bi Parel is producing the bags for the Buy Local Summit.

Since opening her cut, make and trim business Morris has been able to

create jobs and is also training the women that work for her.

"Being part of this programme has also made us get seen by major brands such as Woolworths. Sthembiso Mchunu's brand Watermelon Social Club designed a collection for Woolies."

"These are just a handful of the opportunities we have gotten from the Design Innovation Challenge."

Proudly South African chief executive Eustace Mashimbye, explaining the importance of the

The event will feature at least 200 member companies ranging from small, artisanal enterprises to large multinationals and large corporates with manufacturing bases in South Africa.

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BOC SCAPPA Sapa Kholi holds the World Cup trophy with President Cyril Ramaphosa after South Africa convincingly defeated England in a Rugby World Cup final thriller at international Yokohama Stadium in Japan on Saturday. © CHRISTOPHE ENA/AP

# We salute Boks for going into battle in SA-made jerseys

THERE is no doubt that sport has the capacity to unite us as a nation. Take the Rugby World Cup final at the weekend. The country was awash in gold and green on Saturday as we stood behind the Boks.

We are proud of their win, which comes at a time when as a nation, we need all the good news we can get.

What is heartening is that most of the green-and-gold jerseys we were wearing (if they were not cheap knock-offs) were made here in South Africa. More than 90 percent of the Boks' formal and off-field wear and its supporters' kit is locally manufactured, in fact they share a suit-maker with the President!

The cost of a ticket to Japan to see any of the World Cup matches, let alone the final, was beyond the reach of most of us, but our economy and our sense of pride in our country as a good number of fans who wore their team's kit to cheer the boys to victory.

The fact that they were able to attend a tournament so far away and in such an expensive destination, suggests they are among the fortunate ones to have a job.

We stand by our national team and become the *Stadium Nation* again whenever they compete on the world stage.

When we can, we buy the kit and go to matches. Our teams appreciate the support, but do they enjoy their fans with the kind of support they and we as a country merit?

It is no secret who my own team is. Matched here and there, I live by the face of loyal supporters to take the manufacturing of your sportsman's kit.

It is not a cheap outing for any fan by the time they have purchased a ticket, paid for parking and bought snacks and drinks at the ground. For a couple of guys with their kids, the total for a 90-minute match can cost R200 for three people.

It may be a happy coincidence that my team is one of the few, if not only, in the PSL whose kit and supporters' items are made here in South Africa. If one of these people employed in the factory where Puma South Africa has these items manufactured, I would repay the team with my finest and most cheering support, for being supporters themselves of the *Buy Local* movement.

If teams want fans to come to their games to match, home and away, they must invest in the country's economy and in jobs, because an unemployed fan base is one that can only afford to watch matches on TV. Purchasing team wear and supporters' kit locally is deserving respect for him. It is disrespectful, and a slap in the face of loyal supporters to take



EUSTACE MASHIMBYE

Publication: Chatsworth Tabloid  
Date: Wednesday, October 23, 2019  
Page: 10

# SA to make its own Mara smart phone



President Cyril Ramaphosa at the Mara Phones plant launch at Dube Trade Port

In an effort to boost investment and to create jobs in South Africa, last week saw South Africa's first smart phone plant opening in KwaZulu-Natal. It was an historic occasion as the Mara Phone plant was officially launched by president Cyril Ramaphosa at the Dube TradePort Special Economic Zone, on 17 October. "It is not just an assembly plant but a manufacturing plant," said Ramaphosa.

At the South African Investment Forum, last October, Ashish Thakkar, 38, CEO and founder of Rwandan based Mara Group promised to make a R1.5 billion investment in SA and also promised to build a smart phone manufacturing plant. In less than 12 months Mara Phones has delivered on its promise.

Thakkar said: "Today is history in the making. We Africans dare to dream and we make our dreams come true. A dream for Africa and a dream for Mara has come true."

"The challenge with cellphones is that there are high quality and not affordable and the ones that are affordable are not high quality. Today Mara Phones has changed that. Mara Phone is an African venture and its phones are high quality and affordable."

"Korea has Samsung, China has Huawei and Xiaomi, USA has Apple and now Africa and South Africa has Mara. This is high tech manufacturing in Africa, by Africans for Africa and the rest of the world right here in South Africa. It is time we use our own," said Thakkar.

The Mara Phone factory was officially opened in Rwanda a week ago. Thakkar promised a Mara Foundation Trust will contribute towards projects to benefit youth, women empowerment and job creation in South Africa.

President Ramaphosa said that the launch of the Mara Phone plant will instil confidence in other investors. "South Africans can be skeptical and nervous about new ventures," said Ramaphosa.

negative about the good that is happening in our country. Today we are reaping the fruits of what was promised in the investment summit," he said.

"SA's overall ranking at the World Economic Forum's Global Competitiveness Index has improved from 67 in 2018 to 60 in 2019 out of 141 nations. The World Economic Forum's Global Competitiveness Index indicates South Africa's overall ranking improved from 67 in 2018 to 60 out of 141 nations in 2019.

It is something to be celebrated. Be ambitious and dream. We are working in partnership with businesses, labour and civil society to unlock growth, create jobs and build an inclusive economy," said Ramaphosa.

The Mara Phone plant currently employs 200 skilled employees who were previously unemployed, of which 66 percent are women and 94 percent are youth.

The state-of-the-art, world class plant will manufacture two models of smartphones in phase one – the Mara X and Mara Z. The smartphones are affordable with a long lasting battery, immense storage and a two-year Android version update delivered through a partnership with Google's Android One programme.

Ramaphosa said: "Government plans to be within the top 50 cohort of countries featured in the world banks ease of doing business index. Though our work to achieve that ranking is nascent, we expect to see improvements in the next three years."

There has been an increase in investment from overseas. In 2018, inward direct investment increased from only R26.8 billion in 2017 to R70.7 billion in 2018.

"The plant is technologically advanced and the phone is of high quality and it is 'Made in South Africa'. As part of the buy local campaign driven by Proudly South African, we urge all individuals and companies to support and promote this local brand," said Ramaphosa.

Publication: South African Country Life  
Date: Friday, November 01, 2019  
Page: 4

# Editor's Note Local is just so much lekkerder...

Where has the year gone? It feels like just the other day that we were making plans in the office for 2019, and here we are in November. (Okay, technically it's the end of September, but in the magazine world we work three months in advance).

It suddenly dawned on me that I still have to book Christmas flights. Horribly expensive now and, whenever I resume my online search, ticket prices have jumped (and the return flights in January are double). Ever heard of dynamic pricing? (Read Colin Cullis' column *Future Watch* on page 88 and all will be revealed about Big Brother and his minions).

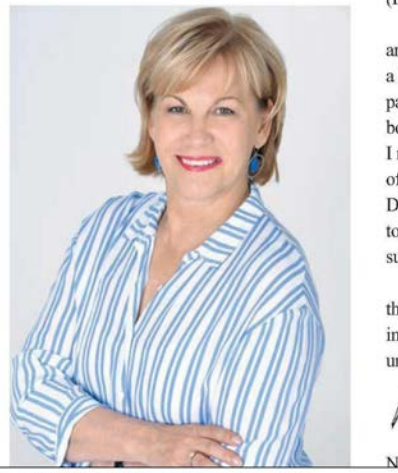
Presents? Here at COUNTRY LIFE we're all about local, and kudos to President Cyril Ramaphosa for challenging South Africans to buy local to boost our ailing economy and create jobs. With 15 million of the country's citizens unemployed, 'tis surely the season to be Proudly South African.

But do we really get the positive impact of being Proudly South African? An economist friend explained that keeping it local doesn't just support the economy, it helps diversify it, by encouraging more entrepreneurs and businesses, such as arts and crafts, unique products and food items, which larger commercial stores cannot accommodate.

Small business accounts for almost

a third of the country's employed (27 per cent), but 38 per cent of these businesses don't make a profit. By supporting local, we help create and retain jobs. And we also help the environment, as less spend on fuel and packaging means a lower carbon footprint (and less time in the car means more happiness).

So on your local travels, make a habit of popping into art galleries, delis, wine estates, craft breweries and distilleries, and don't forget the roadside crafters, whose creativity and skills are often overlooked. And if you're



travelling via Cradock you've hit the jackpot, as there you'll find an emporium to knock your bobby socks off, and add a new dimension to 'one man's old is another man's gold'. (Read *A Pre-loved Treasure House* on page 56).

When it comes to presents, think out the box (and be done with expensive, tree-guzzling gift wrap, or ask a local artist, jeweller or crafter to create something unique and personal). Think gift vouchers from your local beauty therapist or hairdresser. A gym membership or golf lessons (don't we all need more exercise?), a new skill like art classes, or bridge lessons (I have the name of the most patient teacher).

Support Christmas and farmers' markets, and if you need more inspiration just take a look at our *Country Kit* (*SA by Design* page 18). There's also nothing like a good book and, judging by the piles of new titles I receive every week, there's no shortage of great South African authors. (Tip: in our December issue Nancy Richards gives her top ten titles for serious, and not so serious, summer reading).

Enough retail therapy for now, but with the festive season not far off, let's keep local in mind, and add a special touch of Africa under the Christmas tree.

Nita  
Nita Hazell, Editor

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Publication: Sowetan (Free State), Job Market  
Date: Tuesday, November 26, 2019  
Page: 18

# Local goods improve job creation, retention

Soft-drink maker Twizza all about staff welfare

Twizza is a local office with other branches in Midrand and Cape Town.

"I started working for Twizza in December 2018. Working for the company has been an eye-opening experience. I have developed from being an operator to a supervisor and now I am the production filling unit manager at the company," he says.

Since Twizza's inception directly depend on the financial support.

"I take pride in knowing that our product is not just a drink but it is a product that is made in South Africa and it is a product that is made in South Africa."



Modisi Dube at his work place at Twizza bottling factory in Quthing, Eastern Cape. © JEFFREY D

any brands," said Dube.

"Twizza also produces bottled water. Chief financial officer Ntokezo Dube said Twizza was established in 2015 by Sam Chelwe, who had studied for a while in the early years for bringing the water to employees and produced 2,000 litres of fresh water a day, which is supplied to a local community."

To the company's credit is to give people in those of the plants. Dube said Twizza's state-of-the-art factory equipment can produce 2,000 bottles per hour.

"We believe that for every person working at our company, we support them in other people through their lives," he said.

Twizza is located in SA, Lesotho, Swaziland, Namibia, Botswana and Mozambique.

Did you know?

"Proudly SA is the country's official buy local campaign. To sign up, visit [www.proudlysa.co.za](http://www.proudlysa.co.za) or call 011 247 7775."

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Publication: Pretoria News  
Date: Friday, October 18, 2019  
Page: 5

# Commerce Smartphone company sets up shop in SA

MARA PHONES have officially launched their first made-on-the-continent smartphones – the Mara X and Mara Z.

The move is a good one for South Africa and KwaZulu-Natal in particular as the local plant is based at the special economic zone of Dube TradePort.

Mara Phones will create hundreds of highly skilled direct jobs and many thousands more indirect jobs, and will contribute to the transfer of technology and high-tech knowledge in the country. The brand joins a number of other large multinationals in becoming part of the Buy Local movement and has become a member of Proudly South African, by virtue of the local content and job creation that the innovative company represents.



MARA Group said the plant was set to produce just over 1.2 million smartphone handsets annually.

Mara will manufacture two smartphones developed in partnership with Google. From the use of local contractors to fit out the high-tech facility within Dube TradePort, including specific dust-free space with electro-static flooring, sophisticated air-conditioning and security systems, 100% of packaging material being sourced in the country, to vehicles, clothing and other items through the company's supply chain – this project is of significant value to South Africa.

"The establishment of Mara's smartphone production plant sends a very

strong message of confidence for local manufacturing in our country," said Proudly SA chief executive Eustace Mashimbye.

"This operation has an extensive and diverse supply chain for which Mara has committed to sourcing from other local enterprises, creating many much-needed jobs," she said.

Yesterday President Cyril Ramaphosa visited the Dube district-based development model and the Mara plant. With an initial work force of 313 in year one, Mara plans to take the staff

complement up to 1369 in year five, and the entire operation represents an opportunity for the import replacement of some of the 4 million smartphones imported in 2017 alone. The other Mara plant is in Kigali, Rwanda.

STAFF REPORT

Publication: Sowetan (Early Edition), Job Market  
Date: Tuesday, March 31, 2020  
Page: 18

# Designer tells African stories through fashion

Buy local, it's lekker – Neo

Why look to Europe for fashion inspiration when SA has such a rich story to share? The world is starting to look to Africa, and a local fashion designer believes it is the right time for her to expand her brand.

Neo Rangaka, 26, is the owner of Johannesburg-based BLVNK. A range of luxury streetwear. "The brand is all about telling African stories through fashion," says Rangaka, who holds a degree in fashion design from the Villotti Fashion Institute.

"I started my company back in 2017 while I was still studying. It started off as a consulting company, offering personal styling, custom-made garments, wardrobe consulting and shopping," she says.

She got her big break when she came across the Design Innovation Challenge hosted by Edcon and Runway Productions in 2018.



Taking her passion in fashion to the world is Neo Rangaka's ultimate goal.

It is an incubation programme in which designers come up with new concepts and create something out of it.

"I saw this as an opportunity to start a clothing brand, which is something I had always wanted to do, but I first needed to acquire the right skills and knowledge. That is how BLVNK was born."

Rangaka has so far managed to hire one permanent employee, who is responsible for marketing. However, she outsources human resources from local places such as Victoria Yards in Johannesburg, from

where her business operates.

"We [at the Victoria Yards] are a number of designers who share space and work together. I bring my designs to the team, which assists in meeting my manufacturing needs," she says.

She sells her clothes at Victoria Yards as well as via an online platform called Vibe Life Culture. "My ultimate goal is for the world to buy clothes in South Africa. We all want these well-known international brands. I also love and admire them but South Africa has so much to offer in culture and diversity," she says.

"The Design Innovation Challenge is endorsed by Proudly South African as it helps create employment for young fashion industry professionals. The initiative enabled Rangaka to showcase her clothes at the South African Fashion Week.

With the help of Proudly South African, she also got an opportunity to erect a pop-up store in Milan, Italy. Although the event has been postponed as a result of the coronavirus, she was among the local designers chosen to showcase their products at the next Buy Local Summit and Expo.

The National Youth Development Agency also assisted her with R10,000 that she used to buy fabric.

For Rangaka, resilience is what keeps her going because she believes talent and connections are not enough to survive in the industry.

■ This article first appeared in GCIS's Vukuzenzele

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Publication: UD Express  
Date: Thursday, March 05, 2020  
Page: 8

# Corona-virus creates demand for locally manufactured products

**REPORTER**

THE World Health Organisation has declared the coronavirus outbreak a global emergency.

The mandatory closure of Chinese factories has left a massive gap as the country is the world's largest manufacturing economy. This resulted in opening up new markets for South African manufacturers.

Eustace Mashimbye, chief executive from Proudly SA, says, "With China's manufacturing output hamstrung by the corona-virus, South Africa has an opportunity to review what it imports and capacitate local industries to secure the supply chain of local products."

"While we do not in any way celebrate what has befallen China, and like the rest of the world, we join in sending our sympathies and hopes for a speedy end to the infection."

"We also have to recognise that it exposes the vulnerabilities of markets to single-supplier sources and offers opportunities to others to strengthen their own domestic capabilities."

Albert Louw, Lasher Tools Marketing Manager, said that the company had gained new business as a consequence of

the outbreak of corona-virus in China and the closure of manufacturing in the country in an attempt to stem the spread of the deadly virus.

"For the first time, a big local retailer placed a multi-million-rand order with Lasher for products that the company has never bought from us before," Louw said, adding that the order was a direct result of the curtailed supply of tools from China.

Louw stated that supporting locally manufactured products would translate into greater job security throughout the manufacturing value chain at a time when local economic growth is stagnant and unemployment is near record levels.

He believes that local manufacturers need to stand together and work with the government to maintain and expand the sector, which until recently had faced an increasing onslaught from low-priced imported Chinese goods.

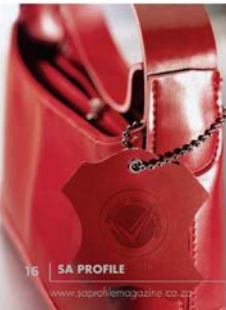
"The South African manufacturing industry has declined from 20% of the gross domestic product in 1994 to 14% today."

"Chinese imports have had a detrimental impact on local manufacturing, jobs and reduced demand for local goods and services."

(Issued by Stone Soup PR)

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Publication: SA Profile  
Date: Saturday, February 01, 2020  
Page: 16



People are often surprised that amongst our Proudly South African member companies, we count many multinationals whose ownership lies outside our own country. This does not mean we are not supporting our own. These companies represent massive investment and job creation in South Africa and many have become a part of the fabric of our society, and the communities in which they operate. These companies also contribute to the fiscus; they employ many people who pay income tax; they procure other products and services locally and so their brands become South African brands.

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www.saprofilemagazine.co.za

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Publication: International FMCG Retailer  
Date: Friday, November 01, 2019  
Page: 8

## Local and lekker Twizza continues to be proudly South Africa

Twizza was invited two years ago to become the very first official Proudly South African carbonated soft drink. "That was very exciting for us. It proves that after years of hard work and motivation to produce the best local carbonated drinks on the market, we were recognized as an authentically South African brand," says Twizza Group Marketing Manager Lance Coertzen.

Who could have imagined that what began as founder Ken Clark stumbling across some antiquated soft drink manufacturing equipment would result in a company today with a distribution network that spans South Africa, Lesotho, Swaziland, Namibia, Botswana and Mozambique?

The humble story of Twizza begins in Oudtshoorn, Eastern Cape in 2003, where Clark had the foresight to install a state-of-the-art carbonated soft drink line on Crickley Dairy's site where he was involved. Due to its success, by 2012 another Twizza factory was opened in Middelburg, with a third plant established in 2015 in Cape Town. Twizza has now become one of the country's best-loved soft drinks and supplying loyal consumers far and wide.

"Beginning our days as a small start-up, through sheer dedication and passion, we've grown into one of the most sophisticated production lines in the country. We're very proud of how we've grown as a company. Twizza remains committed to leading local innovation in the soft-drinks category," says Coertzen.

Twizza continues to keep it local and lekker with its recently launched delicious new flavours: Baobab and

TASTE THE MOMENT WITH Twizza



Ginger Cola which have already become firm favourites amongst Twizza fans.

The Baobab tree has a strong African heritage: its juicy fruit is instantly associated with recognisable African landscapes and with being keeping cool in the shade as the African sun beats down. Owing to its strong African roots, the flavour was a natural addition to the Twizza range. Ginger Cola which combines the popularity of ginger with cola, an all-time favourite, is a definite winner that's making waves around the country.

"Our flavours are specifically curated and created for our local market. We knew that we were on the right track with these flavours

because we're in touch with what our consumers want and enjoy," explains Coertzen. "Both flavours are authentically African. We understand the South African market because we're a proud local company."

Despite stiff competition from international soft drink brands, Twizza is now one of South Africa's most popular soft drink brands recognised as such by the Proudly South African family.

"We'd like to thank our customers for buying local and supporting the local economy," says Coertzen, "and we promise to continue as pioneers of the carbonated drinks and refreshment space in South Africa."

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Publication: Landscape SA  
Date: Friday, November 01, 2019  
Page: 24

## LASHER TOOLS: A PROUDLY SOUTH AFRICAN ICON

For the past 90 years, Lasher Tools has played an important part in creating jobs and helping to build South Africa's economy. With a history that predates even Arcelor Mittal (formerly Iscor), Lasher started out as the African Shovel Company, providing tools for Johannesburg's gold rush. It has grown into a thriving manufacturer, producing a range of more than 1000 tools for the mining, forestry, agricultural, construction, DIY and gardening sectors.

Lasher is a South African company committed to creating employment and wherever possible, to upskilling its employees. Proudly South African believes that "by choosing to buy local, we buy back jobs and the future we are destined for". To become a member, applicants must adhere to the following criteria:

- at least 50% of the cost of production must be incurred in South Africa. Lasher sources its steel and plastic locally and its tools are exclusively manufactured at its three factories in Waderville, Germiston and Ladysmith;
- the product or service must be of a proven high quality. Lasher is a manufacturer of tough, reliable tools. Its factories are ISO 9001 compliant and no shortcuts are taken in the manufacturing of its products. Raw materials are high quality and processes are followed according to a tried and tested recipe. Lasher produces the only SABS-accredited wheelbarrow;
- the company must be environmentally responsible and adhere to production processes that are environmentally acceptable. Metal and plastic offcuts are recycled and there is minimal waste generated in Lasher's ISO 9001 factories. Lasher has produced the world's first recycled and recyclable wheelbarrow;
- the company must comply with current labour legislation and adhere to fair labour practices. Lasher is highly committed to its staff and has a proud history of longstanding employees, many of whom have followed their parents into employment at the company. Lasher remains dedicated to its mandate to boost the local economy by growing the business from its South African base, while extending its export network to the rest of Africa, the US, Europe and Australasia.

On 25 September 2019, Lasher hosted members of the media at its Waderville factory as part of its 90th birthday celebrations. The event provided an opportunity to experience local manufacturing at the coalface and to understand why supporting local products bolsters job creation and South Africa's economy. In addition, it showed the hard work that goes into manufacturing quality hand tools from engineering and design through to the hardening and tempering of high grade steel for added strength and durability.

### Proudly South African

Proudly South African was founded in 2011 and is the country's official 'buy local' advocacy campaign. A registered NPO, it is partly funded by the Department of Trade and Industry, but it also raises funds through membership fees and ad hoc sponsorship.

Proudly SA's mandate is to drive increased levels of local procurement in the public

and private sectors. It encourages businesses and individuals to procure all their consumables from local sources and local manufacturers. In the same way, large businesses are encouraged to procure from small, local businesses and PSA assists all its members to find access to new markets, and to trade with each other.

The PSA logo assists consumers to make local purchasing decisions based on the knowledge that products bearing the logo have been vetted for local content and high quality. Consumers should look for a 'Made in SA' label and choose local over imported goods. Buying locally manufactured goods and services is a recognised contributor to job creation and job retention.

In August 2018, PSA launched www.sasade.co.za as its exclusive online shopping store.

For further information contact Albert Louw on 011 825 1100



Jan Koudie, MD of Lasher Tools

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# Brand management.

03



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

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

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

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

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

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





## brand 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.





## Our logo

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

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



## brand trademark

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

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

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







# Correct use of trademark

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

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

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



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## Trademark Permissions

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

## Unauthorised use Of trademark

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

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

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



# flying the South African flag everytime we buy local

## Below the line

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

- Edcon Fashion Show
- MTN Walk the Talk
- DStv Delicious International Food & Music Festival.
- Buy Local Summit 2020

Our branding was showcased on these events' own marketing collateral including on TV commercials, in house or on site big screens as well as printed banners showcasing our messaging.

These public platforms allowed us to further amplify the brand message by showing consumers the linkage between buying local and what they were seeing or consuming at each event. This included local clothing ranges at the fashion show and local music and food at the DStv Delicious International Food & Music Festival.





# Above the line

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

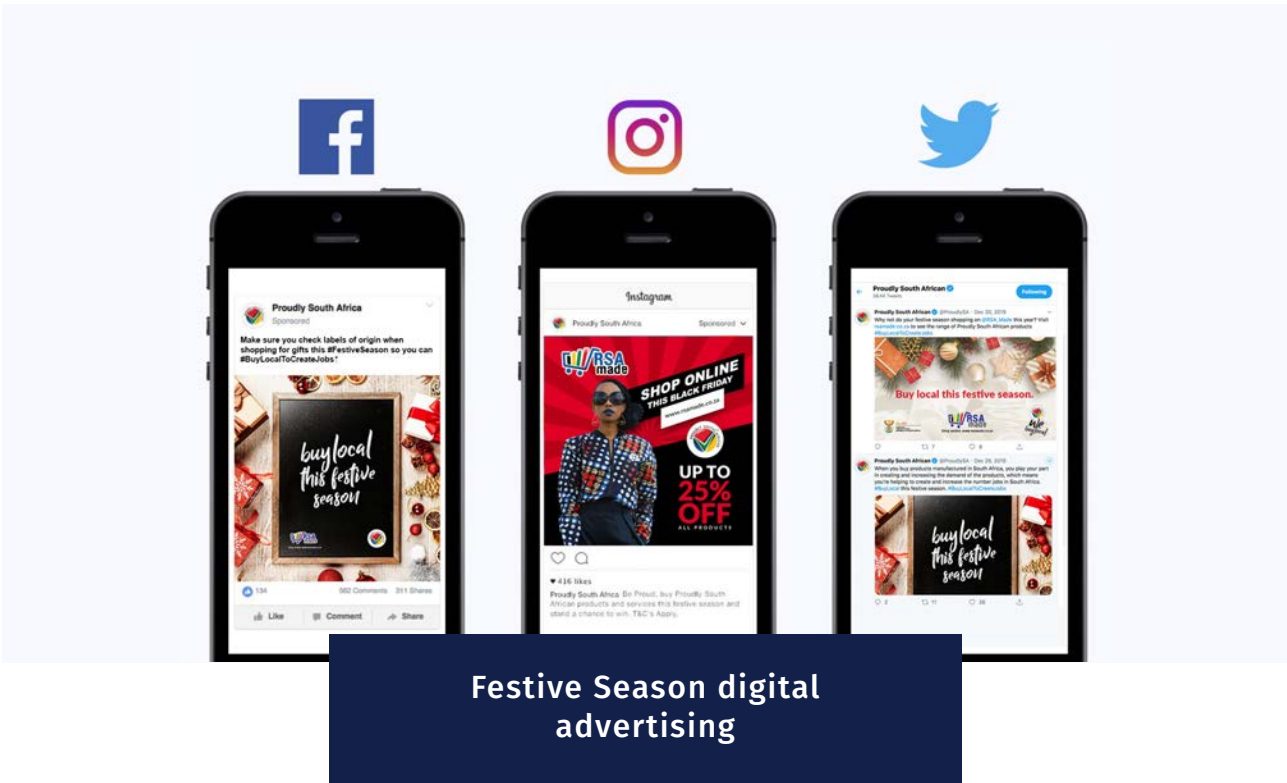
- Join the Buy Local movement
- Festive Season campaign
- Buy Local Summit & Expo

Using platforms that reach the identified target audience and are cost effective, we used various print, digital as well as outdoor media to share the key messages. Designed both to increase awareness to consumers of the campaign and of our logo, as well as to increase uptake of membership of 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 assists in value creation to members whose products carry our logo.



Print ad ran in Transform SA magazine, designed as a recruitment message for potential new members.



Sponsored post on twitter

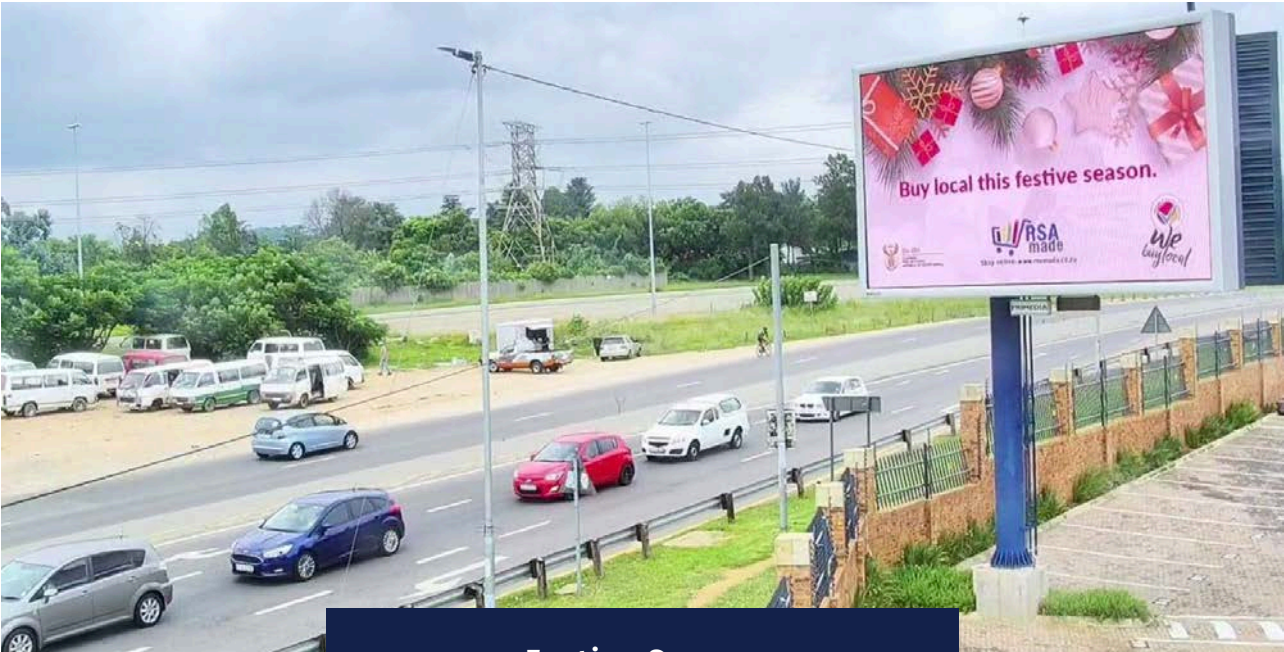
Sponsored post on Facebook

Sponsored post on Instagram

3rd party advertising

Programmatics





Festive Season  
billboards



Festive Season  
mall advertising





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



The Proudly SA car was rebranded to match our colour palette as well as new messaging - 'We Buy Local' as well as to include RSA Made branding.

**ORIGINS**

**NEW**

Rustic Wood Beige  
NOW 89<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
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**NEW**

Housetop Beige  
NOW 109<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

**NEW**

Strand White  
NOW 104<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

**NEW**

Herringbone Mosaic  
NOW 59<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

**NEW**

Camp Bay Natural  
NOW 99<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

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**KILIMANJARO**

Desert Beige  
NOW 74<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

Herringbone  
NOW 39<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

Herringbone  
NOW 79<sup>90</sup>  
PER M<sup>2</sup> - 2000000000  
CODE: P1000000000

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**We buy local**

**A made in SA symbol**

Taking inspiration from one of the most iconic flags in the world, created and adopted during the Mariba years, Proudly SA has used the vibrant colours to recreate the logo of the country's national Buy Local campaign.

Any company or product bearing the Proudly SA logo has been given the tick of quality and verification of local content.

Look for the tick which, like the flag, marks our pride in locally grown, manufactured and produced goods and services. Buying local creates jobs and strengthens our local economy.

For above the line we designed an ad that was used in the East Rand Industrial Magazine as well as City Press in partnership with the dtic. In the Transformation magazine we created a "Flying with Pride" advert.

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# The Buy Local Summit & Expo 2020.

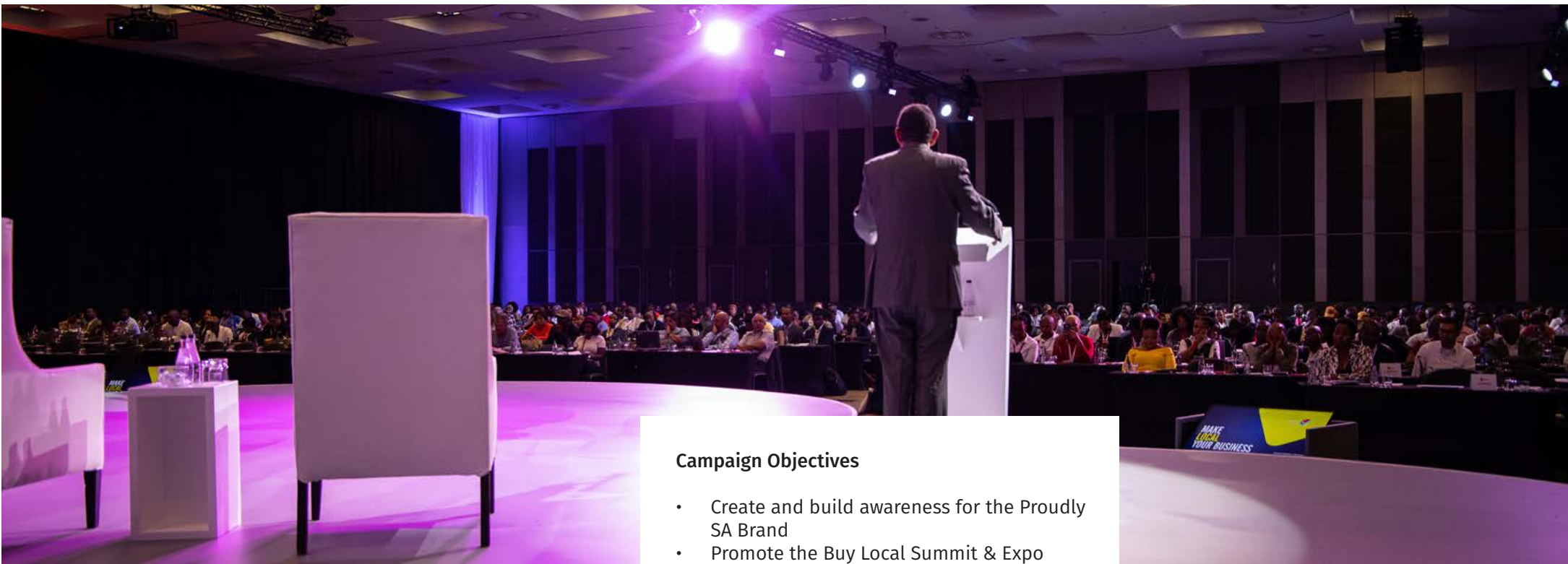
All internal and external material and messaging was designed to promote the event and to amplify the buy local message. Both the above and below the line activities were used to promote the Summit and to drive up registration to the event.

The design team worked on all the branding material and components for the Buy Local Summit & Expo including creating a new look and feel for what was to have been the 9th annual event. These elements were applied to the website, invitations, programmes, booklet and all other related material.

The above the line campaign had a two-pronged message, to drive feet to the event and to create awareness about the campaign and its activities. The two main drivers of advertising included digital advertising on billboards and in mall advertising. Digital advertising extended across social media platforms including Twitter, Facebook, Instagram and LinkedIn as well as 3rd party advertising and programmatic.

This fed into a targeted audience to whom we ‘sold’ attendance at the event. The results in terms of event registration were extremely good up until the point at which we halted registration and postponed the Summit.

All branding channels performed well, including the digital billboards and mall advertising, generating registrations and awareness around the event and recognition of the Proudly South African brand on its own and of local brands by association.

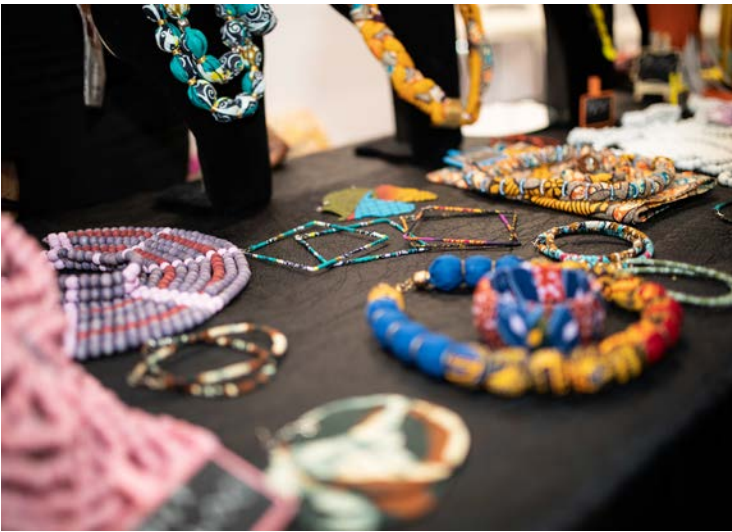


### Campaign Objectives

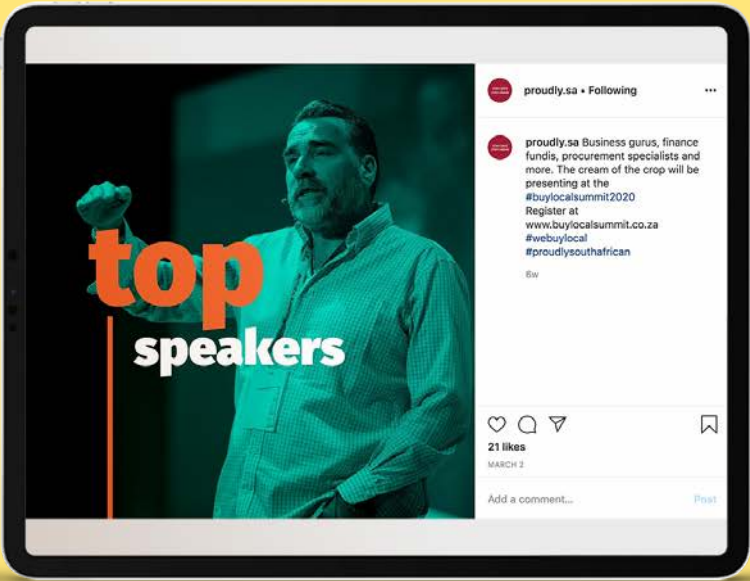
- Create and build awareness for the Proudly SA Brand
- Promote the Buy Local Summit & Expo
- Showcase local brands sponsoring the Buy Local Summit & Expo
- Educate consumers on the importance of buying local
- Promote the Country of Origin label to improve sales of local products
- Strengthen our brand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

### Social Media

The role of social media as an increasingly important tool to spread the buy local message has necessitated the creation of platform specific messages to reach a wider audience and to increase our social media following. The #WillYouCommit campaign was one such example, with a Twitter focus on identified procurers of furniture.







Buy Local Summit & Expo digital advertising



Buy Local Summit & Expo digital advertising







# Corporate governance

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



# Legislative & Governance Framework.

## Legislative and Governance Framework

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

### *Governance*

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

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

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

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

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



**Board's mandate and corporate goals**

The Board of Proudly SA is responsible for ensuring that the mandate of the Campaign is achieved. In this regard, the Board has adopted a number of programmes including the creation of a financially sound Campaign built on a sustainable business model and it 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 Committees' 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 dtic.

## Relationship with the dtic

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

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

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

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

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

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

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



***dtic MOU compact key deliverables***

The Policy Objectives contained in the Annual Performance Plan(APP) for Proudly South African for the financial year 2016/17 - 2019/20 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 dtic***

the dti's primary role and responsibilities as contained in the MOU for the period 2016/17 – 2019/20 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 dtic to:***

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



# PSA Board & Board Committees' Reports.

For the year ended 31 March 2020

## ***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. Thulani Tshafuta (Chairperson)
- Mr. Howard Gabriels (Chairman of the Board, by special invitation)
- Dr. Tebogo Makube
- Mr. Michael Lawrence
- Ms. Caroline Rakgotsoka
- Mr. Sipho Ndebele
- Mr. Eustace Mashimbye: CEO
- Internal Audit Representatives – Vigil Chartered Accountants
- External Auditors – Rain Chartered Accountants
- 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 & Procurement Committee.

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

## Finance Function

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

## Procurement Function

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

## The members of the Committee are:

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

# Marketing, Communications & Membership Committee.

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

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

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

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

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



# HR & Remunerations Committee.

## HR and Remunerations Committee

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

### Function of the Committee is to:

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

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

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

# Social & Ethics Committee.

## Social and Ethics Committee

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### Role of the Committee

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

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

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

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

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

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



06

# Performance information

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

# Performance information.

1 April 2019 to 31 March 2020



Performance for the period 1 April 2019 to 31 March 2020

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	<p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>* Above-the-line campaign i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and mail advertising campaigns</p>	<p>*Above-the-line – Buy Local (Buy Back SA/Meet the Locals) activism campaign reaching at least 20 million consumers</p>	<p>*In excess of 20 million consumers reached during 2019/20 through campaigns for the MTN Walk The Talk, the DSTV Delicious Festival, the Festive Season &amp; Back to School Campaigns, and the Buy Local Summit &amp; Expo media launch, digital rollout and social media drive</p>	
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	<p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>*PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities;</p> <p>*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);</p> <p>*Youth targeted Campaign, with radio stations of Tertiary institutions and/ or youth targeted commercial and community radio stations (programs)</p>	<p>*PR &amp; Below the Line Activities reaching at least 10 million consumers per annum;</p> <p>*At least 6 Activations hosted annually</p> <p>*10 x Youth targeted Radio interviews/ competitions or advertising campaigns per annum</p>	<p>*In excess of 10 million consumers reached through PR &amp; Below the Line activities during 2019/20 for the Festive Season/Back to School Campaign, Furniture Sector Forums, press releases and the CEO’s weekly column</p> <p>7 Consumer activations undertaken: - Valentines, SABC Pop-up Market, TFG Pop-up Market, Edcon Design Innovation Challenge/Fashion Show, WearSA Activation and Wits Pop-up Activation</p> <p>6 Youth targeted Campaign undertaken: • Wits Pop-up Activation • Schools Recycling Awards with CCBSA (Coca-Cola) • Discussions had with Campus Activation with WearSA • Cliff Central • GCIS Media Engagement • Media24 – CPT</p>	<p>Due to the academic year end during Q3, Proudly SA was unable to reach the target. However, the Festive Season Campaign advertising took place on various youth community radio stations in order to reach this segment of the market</p>



Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;	*Participation in at least 12 trade expos per annum;	*Participated in 13 trade expos, namely: Tops @Spar Wine Show – DBN & JHB, The Rand Easter Show, Manufacturing Indaba Show – JHB, SA Investment Summit, Consumer Goods Council of SA Summit, Township Business Innovation Summit, Tops @ Spar Wine Show CT, Sustainability Summit, Business Show SA, Decorex, Meetings Africa and Tsogo Sun Entrepreneurship Program	
	*Increased awareness of the buy-local message in support of Heritage Month	*Roll out of at least 3 major Heritage month activities per annum	*2 Heritage month activities undertaken: - DSTV Delicious Festival - Lasher Tools Factory visit (Sector activity)	*Fashion Show postponed due to the fact that our Sponsor (Edcon) encountered internal difficulties and had to postpone the event to November and aligned the project with Entrepreneurship activities in that particular month.
	*Proudly SA CSI projects	*At least 2 CSI projects per annum	* 1 CSI projects undertaken, i.e. Mandela Day Library Project	*Second and final CSI activity scheduled for Q4 was not conducted
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<b>Educational roadshows</b> 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 session at their offices and CEO presented.	
	*Partnership with the dtic, 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	*Presentation at 1 government's SCM forum with Heads of procurement from various national government departments	*CEO was invited by the Eastern Cape Province to present at their annual Procurement Forum.	

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Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
	*National, provincial and local departments visits – engagement with procurement officers	* Provincial Public Sector forums in at least 9 provinces	* 8 Provincial Public Sector forums done – one in each province	*Gauteng provincial public sector forum did not take place as the collaboration with the City of Johannesburg to host the Gauteng forum did not materialize as agreed
	* Presentation to officials in metropolitan councils – engage with local government on localisation	*Presentation to at least 2 metropolitan council procurement forums per annum	*None took place *Gauteng Metro pulled out of the agreement due to their budget constraints	*Postponed to next fiscal year. Other 2 other metros (Ekurhuleni and eThekweni) also approached but plans could not be finalised in time
	*Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	*1661 tenders/RFPs were identified and monitored	
	*CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2019/20)	*No member companies have been integrated with CSD to date as National Treasury requested a MoU to be signed first	*No member companies have been integrated with CSD to date as National Treasury requested a MoU
	*1-2 x day Buy Local Summit – focusing on all state organs and business procurement	*At least 1 Buy Local Summit to be held per annum	*Summit did not take place	*Postponed due to the COVID-19 pandemic restrictions
	*1-2 x Day Buy Local Expo – of all SA companies focusing on the priority Sectors – Sandton Convention Centre – “Made in SA” Expo	*At least 1 Buy Local Expo held per annum	*Expo did not take place	*Postponed due to the COVID-19 pandemic restrictions
Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA	<b>National Educational road shows:</b> 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:			

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Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
	* Presentations to BUSA, BBC and BLSA members plus Business Chambers;	*1 presentation to each BUSA, BBC and BLSA per annum;	<ul style="list-style-type: none"><li>Meeting with BLSA Executive held to finalize working relationship</li><li>Participated in the BUSA caucus(es) for Jobs Summit Localisation project. Presented at PWC with organised business after the caucus(es)</li><li>Jointly formed a local procurement committee with BUSA</li><li>Presentation done at the Black Business Summit (BBC)</li></ul>	
		*Presentations to at least 4 business chambers, associations and/or industry events per annum	<ul style="list-style-type: none"><li>Presented to 6 business chambers, associations and/or industries:</li><li>- Provincial Treasury of Limpopo's suppliers and the incubatees that form a part of the City of Polokwane's SMME programme</li><li>- Consumer Goods Council of SA</li><li>- Manufacturing Indaba</li><li>- Banking Association of SA (BASA)</li><li>- Chartered Institute of Procurement &amp; Supply</li><li>- Proudly SA participated in 11 industry specific bodies in SARS led Customs &amp; Excise Industry Forums</li></ul>	
	* Local Procurement Partnerships with large <b>retailers and /or manufacturers;</b>	*Partnerships with at least 2 <b>major retailers/manufacturers</b> per annum;	<ul style="list-style-type: none"><li>Partnerships concluded with Mr Price, Trelidor, USC Metering and Aberdare Cables</li><li>Consultative workshop with the Manufacturing Circle, Consumer Goods Council of SA &amp; dti with retailers PnP, Spar, Food Lovers Market, OBC &amp; Shoprite in attendance</li></ul>	
	*1-2 x Day Buy Local Summit – focusing on all state organs and business procurement	*At least 1 Buy Local Summit to be held per annum;	*Summit did not take place	*Postponed due to the COVID-19 pandemic restrictions
	1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo	*At least 1 Buy Local Expo held per annum;	*Expo did not take place	*Postponed due to the COVID-19 pandemic restrictions

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
	*1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo	*At least 1 Buy Local Expo held per annum;		
	*Sector Specific Workshops	*3 x sector specific workshops/forums per annum	<ul style="list-style-type: none"><li>Furniture Sector Forum was conducted</li><li>Automotive Sector Forum was replaced with an intimate session where CEO presented to the NAAMSA Board meeting (Automotive manufacturers association)</li></ul>	*Final sector specific forum (Steel) cancelled due to changes in Arcelor Mittal
	*Business Forums with dtic and other strategic partners	*9 business forums per annum	*Participated in 14 trade expos,	
	*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos	* Participation in at least 12 major trade expos per annum		
	*SA Premier Business Awards aimed at rewarding SA companies that achieve high levels of excellence in the course of doing business	* Co-hosting 1X annual SA Premier Business Awards event (as a partner to the dti)	*Awards event did not take place	
	*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Secure an industry commitment from at least one major sector per annum	<ul style="list-style-type: none"><li>Localisation commitments were obtained from the Furniture sector forum</li><li>Discussions were held with Tourism Business Council of SA and the Banking Association (BASA).</li><li>BASA is currently working on their industry level commitment</li></ul>	
		*Secure new localisation commitments from at least 5 major corporates per annum	<ul style="list-style-type: none"><li>Localisation commitments were obtained from 3 retailers, 1 raw materials supplier and 2 major banks for Furniture</li><li>Additional commitments also obtained from Vitafoam, OBC Retail and SASOL</li></ul>	



Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
<b>Brand Management</b> Brand research - Development of a scientific basis for local procurement	*Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*Implementation of Import Replacement in at least one key industry/product per annum	*Proudly SA has met with the SARS' customs and excise team and an agreement reached for SARS to capture imports up to granular level in order to establish exact items being imported into the country. This will allow Proudly SA with insights on selecting the products to form a part of the import replacement project.	
	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;	*Brand or Consumer Research undertaken at least once per annum	*Massmart agreed to again conduct study on behalf of Proudly SA, and focus as well as approach of the study finalised	*Study not undertaken by year end, and postponed to next financial year
	Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*At least 18 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	*15 x dipstick surveys were conducted were conducted at Business Forums and Public Sector Forums	*The rest of the activations undertaken were not appropriate platforms to conduct the surveys
<b>Brand Compliance and IP.</b> Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified	*100% of all identified illegal users were sent letters	
		*Annual compliance reviews of all members	*All members contacted as part of the new and renewals membership compliance process – 100%	
		*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*Monitoring done by Adams and Adams monthly – 100%	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	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 four times per annum	*This Task Team had concluded its work in Q1 and a report was issued to Nedlac	
Growing the database of South African supplier products and services for local procurement  *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 - NATIONAL CAMPAIGN to Grow the number of companies registering on the database.	*500 new products and/or services registered	*In excess of 4 892 new products and/or services registered	
	*Grow the number of companies registering on the database.	*Promotion of database to at least 9 provincial public sector forums	*8 provincial public-sector forums conducted, one in each province	*Gauteng provincial public sector forum did not take place as the collaboration with the City of Johannesburg to host the Gauteng forum did not materialize as agreed
	*Promotion of database to both the public and private sector through workshops / regular communique (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*Promotion of database to at least 9 provincial business forums	*9 provincial business forums conducted, one in each province	
		*Promotion of database to at least 2 business association or chambers	*Presented database to 7 Business Associations/Business Chambers	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
Strengthening Media relations, PR and social media	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	<b>*Media Monitoring</b> Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders	*100% of Daily monitoring through Newsclip of all coverage on Proudly SA	
	* Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	<b>*Press releases</b> At least 36 press releases per annum	*In excess of 70 press releases issued	
	*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	<b>*Media engagement</b> *At least 40x individual media engagements per annum	*Total of 38 media engagements were held	*Media engagements linked to the hosting of the Buy Local Summit & Expo postponed due to Covid-19 restrictions
		* At least 3 x Media meet & greet networking sessions per annum	*3 media meet & greet networking sessions were done: - Lasher Tools Media Visit - Media Tour took place Eastern Cape - Buy Local Summit & Expo Media Launch	
Increased growth and awareness through Social Media platforms	* Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns	* Social Media activities daily	*Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 167,677 followers and Facebook has more than 17,560 followers & Instagram has more than 4,411 followers. LinkedIn has 934 followers.	
	*Increase following on social media platforms and increase in publicity	*Increase following on all social media platforms by 2% per annum	*Increased following on all social media platforms in excess of 2% on each of the platforms	
	*Major PR activation to increase awareness about the campaign and the “Buy Local” campaign	*Valentine’s Day activation 1x per year on Valentine’s day	*This activation took place on 14 February 2020	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
Retention and Recruitment Members	Number of members recruited and retained	*Recruit at least 220 new members for the year	*243 fully paid-up new members recruited during the year	
		*Retain at least 80% of all members due for renewal for the year	*An annual average of 70% of all members due for renewal renewed membership	*The renewal process is a timeous one as various compliance documents are required. The process can take at least 3 months to complete in its entirety. With the tough economic climate, members are renewing at a slower pace.
*Improvement of accessibility and uptake of locally made products	*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually	*20% growth in number of products and/or services registered on the platform per annum	*Average growth in products registered of 12% in number of products and/or services registered on the platform	*The focus for the platform was on increasing the number & range of products, prior to commencing with a marketing & sales drive
(Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Growth in sales of products on the online shopping platform (RSA Made)	*30% growth in sales on the RSA Made platform year on year	*Average growth in sales of 90% year on year	
Financial Management: Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2019/20 financial year end audit – Annual Financial Statements	*All financial transactions correctly and accurately processed during each quarter	
Annual Strategic Risk Register	Approved annual strategic risk register and quarterly risk management reports	100% compliance	*Risk Register finalized and Risk Management Reports submitted to each Audit and Risk Committee meeting	



Output	Performance Measure or Indicator	Annual Target	Actual Achievement for 2019/20	Reason for Variance
Human Resources Management: Organisational structure is always aligned to organisational strategy	*Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*100% alignment of organogram to the strategy during the year	
Performance Management	*Percentage of critical positions filled	*All (100%) critical positions filled at all times	*All critical positions filled as at year end except 2 managerial positions namely Marketing Manager and Human Resources Manager	*These 2 positions became vacant in the latter part of the financial year
Quality Management System in place	Performance management system to set and evaluate performance targets and levels every 4 months	*Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2019 to July 2020. Performance across all departments is not lesser than 70%	*100% Compliance apart from Q4 – 66% compliance. Average organisational performance for cycles concluded was 70%.	Finalisation of performance for the last cycle of the financial year postponed due to COVID-19 lockdown regulations
Compliance to Statutory Requirements	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 – system successfully migrated and successfully underwent 2 surveillance audits	
	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 across all quarters apart from Q4 – 95% compliance	Voluntary EE Report not submitted on time due to system challenges. Report to be submitted in Q1 of next financial year







# Audited financial statements

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- 07 Statement of Changes in Equity
- 08 Statement of Cash Flows
- 09 Accounting Policies
- 10 Notes to the Annual Financial Statements
- 11 Detailed Income Statement



# General information.

**Proudly South African**  
(Registration number 2001/021636/08)  
Annual Financial statements  
for the year ended 31 March 2020

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 27 October 2020

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

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:	
Index	Page
Directors' Responsibilities and Approval	219
Independent Auditors' Report	221 - 224
Directors' Report	227 - 228
Statement of Financial Position	231
Statement of Financial performance	233
Statement of Changes in Equity	235
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Notes to the Annual Financial Statements	245 - 253
The following supplementary information does not form part of the Annual Financial Statements and is unaudited:	
Detailed Income Statement	255



# Directors' responsibilities & approval.

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

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

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating 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 2019 and ending 31 March 2022 as contained in the 2019/20 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.

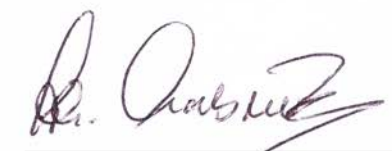
The external auditors are responsible for independently reviewing and reporting on the company's Annual Financial Statements.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 221 to 224.

The Annual Financial Statements set out on pages 245 to 253, which have been prepared on the going concern basis, were approved by the Board of Directors on 27 October 2020 and signed on its behalf, by:



Mr. Eustace Mashimbye  
(Chief Executive Officer)



Mr. Howard Gabriels  
(Chairman)

# Independent Auditor's Report.

03



## FINAL AUDITOR'S REPORT

**Report to the board of directors of Proudly South African NPC for the year ended 31 March 2020**

### Report on the audit of the financial statements

#### Opinion

We have audited the financial statements of Proudly South African NPC set out on page 8-25, which comprise the statement of financial position as at 31 March 2020, 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 Proudly South African NPC as at 31 March 2020, and its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa No. 71 of 2008.

#### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing and the International Standards of Supreme Audit Institutions ("ISSAI"). 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 with the IRBA Codes) and other independence requirements applicable to performing audits of financial statements in South Africa.

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

RAIN Chartered Accountants Inc.

Director: Ian Pierce

Registration number : 2000/023955/21

P O Box 1006 Saxonwold 2132 Johannesburg South Africa

34 Fricker Road Illovo 2196 Johannesburg South Africa

Tel (+27) 011 243 5030 www.rain.org.za info@rain.org.za



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

## 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 Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa No. 71 of 2008, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing 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 International Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Report on the audit of the annual performance report

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

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

We evaluated the usefulness and reliability of the reported performance information in accordance with the criteria developed from the performance management and reporting framework, as defined in the general notice, for the following selected programme presented in the annual performance report of the entity for the year ended 31 March 2020:

Programmes	Pages in the consolidated annual performance report
Programme 1 – Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing "Buy Local" purchase behaviour	1 -2

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

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

## Report on the audit of compliance with legislation

### Introduction and scope

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

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

### Other information

The directors are responsible for the other information. The other information comprises the information included in the document titled "Proudly South African NPC financial statements for the year ended 31 March 2020", which includes the Directors' Report as required by the Companies Act of South Africa No. 71 of 2008 and the Detailed Income Statement, which we obtained prior to the date of this report. 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 else to report in this regard.

As part of an audit in accordance with International Standards on Auditing, 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.

#### Communication with those charged with governance

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.

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



**RAIN Chartered Accountants Incorporated**  
**Registered Auditors**

Per: I.E. Pierce  
Johannesburg  
07 October 2020



**CHOOSE LOCAL,  
CREATE A JOB  
AND GROW  
THE ECONOMY**



[www.proudlysa.co.za](http://www.proudlysa.co.za) | [@ProudlySA](https://www.instagram.com/ProudlySA) | 011 327 7778

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



# Directors' report.

The directors submit their report for the year ended 31 March 2020.

## 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 2020 financial year was R7 213 680 (2018: R1 905 128).

## 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 R35,4m for the 2020/21 financial year, and increased allocations of R41,9m and R43,4m for the 2021/22 and 2022/23 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.

## 3. Subsequent events

The COVID-19 Pandemic had resulted in Proudly South African postponing its March 2020 Buy Local Summit & Expo. Proudly South African did not incur any losses due to the postponement of the event. The directors are not aware of any other 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. Mthalande	Community	Term expired on 26 August 2019
M. Sokoyi	Community	Appointed on 26 August 2019
N. Kganyago	Community	Term expired on 26 August 2019
L. Bali	Community	Appointed on 26 August 2019
S. Phetoe	Labour	
S. Eppel	Labour	Appointed on 26 August 2019
Adv. P. Hassan	Business	
S. Nicolaou	Business	
Dr. T Makube	Government	
M. Lawrence	Business	
C. Rakgotsoka	Labour	
M. Vilakazi	NEDLAC	Resigned on 26 November 2019
V. Seafeld	Government	Term expired on 26 August 2019
S. Ndebele	Government	Appointed on 26 August 2019
J. Scholtz	Government	

5. Taxation

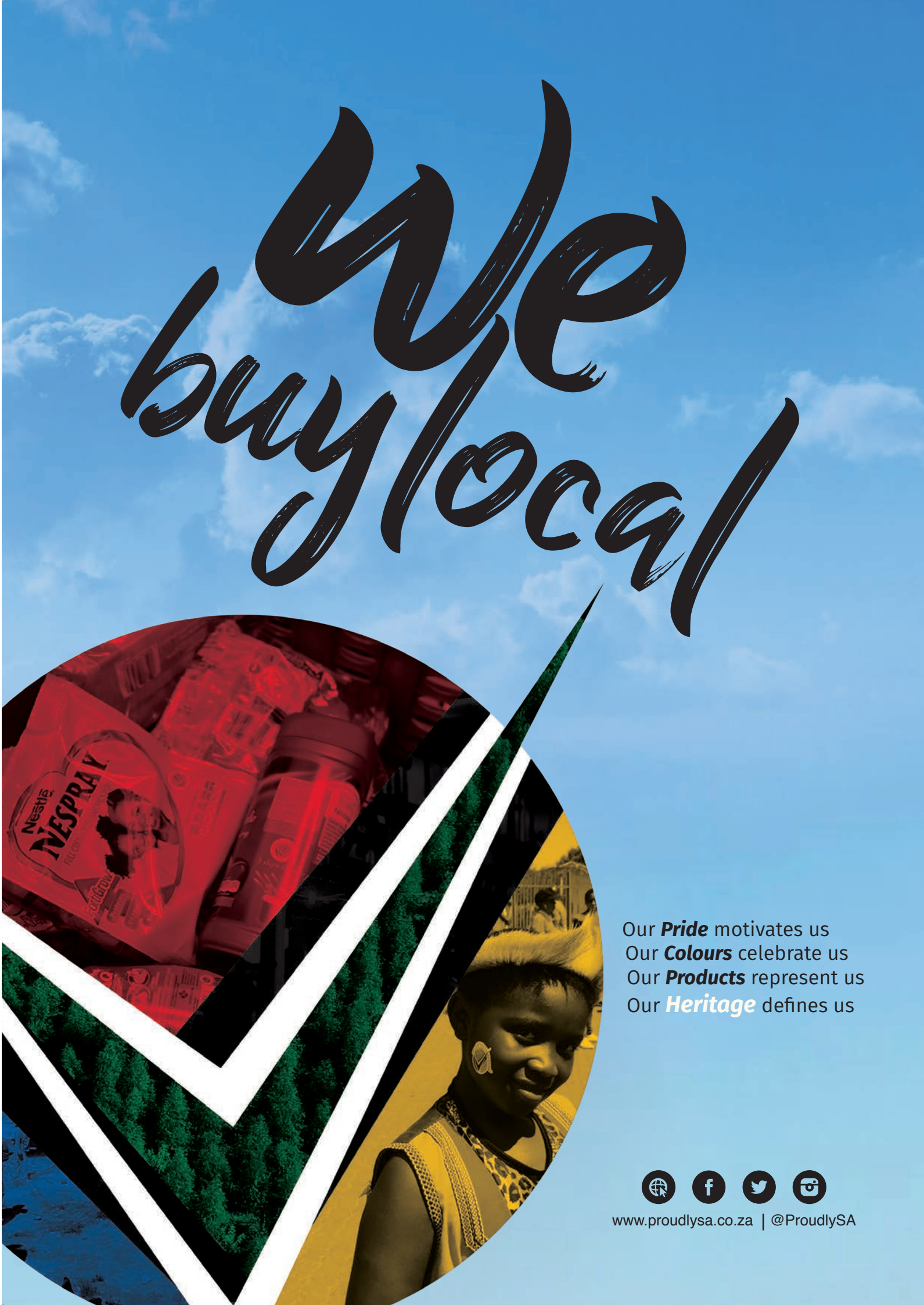
Proudly South African has been granted an exemption from income tax and donation tax by the South African Revenue Services in terms of section 10(1)(d)(iii) of the Income Tax Act and section 56(1)(h) of the Donation Tax Act.

6. Auditors

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.



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



# Statement of Financial Position.

05

Figures in Rand	Note(s)	2020	2019
<b>Assets</b>			
Non-Current Assets			
Property, Plant and Equipment	2	969 650	1 060 578
Intangible Assets	3	170 677	260 368
		<u>1 140 327</u>	<u>1 320 946</u>
Current Assets			
Inventories	4	102 127	105 452
Trade and other receivables	5	4 220 103	6 987 474
Cash and cash equivalents	6	5 371 515	501 717
		<u>9 493 745</u>	<u>7 594 643</u>
<b>Total Assets</b>		<b><u>10 834 072</u></b>	<b><u>8 915 588</u></b>
Equity and Liabilities			
<b>Equity</b>			
Retained Income		<u>7 148 359</u>	<u>(65 322)</u>
<b>Liabilities</b>			
Non-Current Liabilities			
Deferred Income	9	97 667	0
Current Liabilities			
Trade and other payables	8	1 232 415	6 614 408
Deferred Income	9	1 863 396	1 832 688
Provisions	7	492 235	533 814
		<u>3 588 046</u>	<u>8 980 910</u>
<b>Total Equity and Liabilities</b>		<b><u>10 834 072</u></b>	<b><u>8 915 588</u></b>

# Statement of Financial Performance.

Figures in Rand	Note(s)	2020	2019
Revenue	10	41 482 895	48 021 435
Other Income		19 390	21 985
Cost of sales	11	(3 828)	(3 439)
<b>Gross Surplus</b>		<b>41 498 457</b>	<b>48 039 981</b>
Operating Expenses		34 880 784	46 312 681
<b>Operating surplus</b>	12	<b>6 617 674</b>	<b>1 727 300</b>
Investment income	13	598 133	179 342
Disposal of assets		-	-
Finance costs	14	(2 126)	(1 514)
<b>Surplus for the year</b>		<b>7 213 680</b>	<b>1 905 128</b>
Other Comprehensive income		-	-
<b>Total Comprehensive surplus</b>		<b>7 213 680</b>	<b>1 905 128</b>



# Statement of Changes in Equity.

Figures in Rand

**Balance at 01 April 2018**

Changes in equity

Total surplus for the year

Total changes

**Balance at 31 March 2019**

Changes in equity

Total surplus for the year

Total changes

**Balance at 31 March 2020**

Accumulated Surplus

Total Equity

**(1 970 449)**

**(1 970 449)**

1 905 127

1 905 127

1 905 127

1 905 127

**(65 322)**

**(65 322)**

7 213 680

7 213 680

7 213 680

7 213 680

**7 148 359**

**7 148 359**

# Statement of Cash flows.

08

Figures in Rand	Note(s)	2020	2019
Cash flows from operating activities			
Cash used in operating activities	16	4 722 480	(288 963)
Interest income		598 133	179 342
Finance costs		(2 126)	(1514)
<b>Net cash in operating activities</b>		<b>5 318 486</b>	<b>(111 135)</b>
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(448 688)	(357 888)
Disposal of assets		-	311
<b>Net cash in investing activities</b>		<b>(448 688)</b>	<b>(357 577)</b>
Total cash movement for the year		4 869 798	(468 711)
Cash at the beginning of the year		501 717	970 428
<b>Total cash at end of the year</b>		<b>5 371 515</b>	<b>501 717</b>



# Accounting Policies.

## 1. Presentation of Annual Financial Statements

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

These accounting policies are consistent with the previous period.

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

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

Critical judgements in applying accounting policies

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

- **Impairment testing**

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

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

- **Provisions**

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

### 1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

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

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

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

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

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

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

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

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

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

1.3. Intangible assets

An intangible asset is recognised when:

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

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

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

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

Item	Average useful life
Computer Software	3

1.4. Financial instruments

Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

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

1.5. Leases

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

Operating leases - lessee

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

1.6. Inventories

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

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

1.7. Impairment of assets

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



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

## 1.8. Employee benefits

### Short-term employee benefits

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

## 1.9. Provisions and contingencies

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

Provisions are recognised when:

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

Contingent assets and contingent liabilities are not recognised.

## 1.10. Government grants

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

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

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

## 1.11. Revenue

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

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

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

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

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

## 1.12. Trade exchanges.

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

## 1.13. Related Parties

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

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

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

## 1.14. Deferred income

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

# Notes to the Annual Financial Statements.

Figures in Rand

2020

2019

## 2. Property, plant and equipment

	2020			2019		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	547 893	(485 021)	62 873	534 762	(413 447)	121 316
Office equipment	38 585	(28 276)	10 308	38 585	(24 821)	13 764
IT equipment	1 364 076	(1 025 470)	338 606	1 222 422	(851 426)	370 996
Leasehold improvements	1 092 306	(722 968)	369 338	986 577	(500 873)	485 704
Sundry equipment	216 887	(48 571)	168 316	56 332	(23 741)	32 591
Motor vehicle	84 202	(63 993)	20 208	84 202	(47 995)	36 207
<b>Total</b>	<b>3 343 949</b>	<b>(2 374 299)</b>	<b>969 650</b>	<b>2 922 880</b>	<b>(1 862 302)</b>	<b>1 060 578</b>

The Company did not pledge any item of property, plant and equipment as security for borrowings during the year. (2019: Rnil)

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

	Opening balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	121 314		13 134	(71 575)	62 873
Office equipment	13 764			(3 457)	10 306
IT equipment	370 998		169 271	(201 432)	338 837
Leasehold improvements	485 704		105 729	(222 096)	369 337
Sundry equipment	32 590		160 554	(24 829)	168 315
Motor vehicle	36 208			(15 998)	20 209
<b>Total</b>	<b>1 060 578</b>		<b>448 688</b>	<b>(539 388)</b>	<b>969 878</b>

### Reconciliation of property, plant & 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)	32 590
Motor vehicle	52 206			(15 998)	36 208
<b>Total</b>	<b>885 517</b>	<b>(7 671)</b>	<b>80 888</b>	<b>101 844</b>	<b>1 060 578</b>

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



Figures in Rand 2020 2019

### 3. Intangible assets

	2020			2019		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	277 000	(106 323)	170 677	289 705	(29 338)	260 368

None of the intangible assets have been pledged as security.

#### Reconciliation of intangible assets – 2020

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

#### Reconciliation of intangible assets – 2019

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

### 4. Inventories

	2020	2019
Promotional stock	102 127	105 452

None of the Promotional stock has been pledged as security.

Figures in Rand 2020 2019

### 5. Trade and other receivables

Trade receivables	636 454	3 920 685
Accrued income		592 616
Deposits	288 198	288 198
VAT	1 193 897	1 792 578
Staff loans	110 750	288 633
Prepayments	1 990 804	104 763
	<b>4 220 103</b>	<b>6 987 474</b>

### 6. Cash and cash equivalents

#### Cash and cash equivalents consist of:

Cash on hand	5 606	11 185
Bank balances	5 365 909	490 532
	<b>5 371 515</b>	<b>501 717</b>

### 7. Provisions

#### Reconciliation of provisions - 2020

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

#### 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

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

Figures in Rand

	2020	2019
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## 8. Trade and other payables

	2020	2019
Trade payables	680 390	6 032 247
Accrual (Proudly SA Buy Local Summit and Expo)	-	-
Payroll Accruals (Provision for expenses)	561 226	580 565
Salaries clearing	(10 217)	-
Unallocated deposits	1 016	1 596
	<b>1 232 415</b>	<b>6 614 408</b>

## 9. Deferred income

Current Liabilities	1 863 396	1 832 688
Non-Current Liabilities	97 667	
	<b>1 961 063</b>	<b>1 832 688</b>

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

## 10. Revenue

Sale of promotional items	4 630	6 068
Government grant - The dti	37 623 000	35 734 000
Grant – UNOPS	-	1 086 037
Sponsorship	200 000	6 752 122
Membership fees	3 655 266	4 443 209
<b>Total</b>	<b>41 482 896</b>	<b>48 021 435</b>

## 11. Cost of sales

<b>Sale of goods</b>		
Promotional items	3 828	3 439

Figures in Rand

	2020	2019
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## 12. Operating surplus/ (deficit)

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

Premises		
• Contractual amounts	899 443	923 414
Equipment		
• Contractual Amounts	292 883	297 808
	<b>1 192 327</b>	<b>1 221 222</b>
Depreciation and Amortization	629 307	(80 977)
Directors' emoluments	2 893 995	2 894 727
Employee costs	20 312 550	18 859 358

## 13. Investment revenue

<b>Investment revenue</b>		
Interest received	<b>598 133</b>	<b>179 342</b>

## 14. Finance costs

Interest paid – other	<b>2 126</b>	<b>1 514</b>
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## 15. Auditors remuneration

External audit fees	204 364	191 076
Internal audit fees	110 971	548 369
	<b>315 335</b>	<b>739 445</b>



Figures in Rand20202019

16. Cash generated from operations

Surplus/(Deficit) before taxation	7 213 680	1 905 128
Adjustments for:		
Depreciation and amortisation	629 307	(80 977)
(Profit)/ Loss on sale of assets	-	7 359
Interest received - investment	(598 133)	(179 342)
Finance costs	2 126	1 514
Movements in provisions	(41 579)	62 511
Changes in working capital:		
Inventories	3 325	49 537
Trade and other receivables	2 767 371	(71 321)
Trade and other payables	(5 253 617)	(1 983 371)
	4 722 480	(288 963)

17. Commitments

Operating leases – as lessee (expense)		
Minimum lease payments due		
- within one year	1 290 472	886 894
- in second to fifth year inclusive	546 576	1 285 210
	1 837 048	2 172 104

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises have an escalation of 8%. The lease agreements do not carry option to purchase the assets at the end of lease terms.

18. Related parties

Relationships

Proudly South African was a project initially launched through NEDLAC.

All related parties have been disclosed in note 19

Figures in Rand20202019

19. Directors’ Emoluments

2020		
Executive	Emoluments	Total
Eustace Mashimbye		
Basic Salary	1 942 587	1 942 587
Performance Bonus	127 358	127 358
Total Executive Emoluments	2 069 945	2 069 945
Non-Executive: Director’s Fees		
Howard Gabriels	360 000	360 000
Dumisani Mthalane	42 419	42 419
Nondwe Kganyago	40 193	40 193
Ashley Benjamin	78 173	78 173
Adv Pria Hassan	-	-
Thulani Tshefuta	99 179	99 179
Stavros Nicolaou	45 566	45 566
Michael Lawrence	76 517	76 517
Solly Phetoe	10 747	10 747
Caroline Rakgotsoka	48 844	48 844
Lawrence Bale	53 212	53 212
Simon Eppel	32 563	32 563
Masonwabe Sokoyi	27 136	27 136
Total: Non-Executive Director’s Fees	914 549	914 549
Total Emoluments	2 984 495	2 984 495

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 Mthalande	110 542	110 542
Nondwe Kganyago	107 253	107 253
Ashley Benjamin	80 601	80 601
Adv. Pria Hassan	-	-
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

20. Events after the reporting date

The COVID-19 Pandemic had resulted in Proudly South African postponing its March 2020 Buy Local Summit & Expo. Proudly South African did not incur any losses due to the postponement of the event.

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

21. Going concern

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

22. Financial instruments

Categories of financial instruments

2020  
Financial Assets

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

Financial liabilities

	At amortised cost	Total
Trade and other payables	1 232 415	1 232 415

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



# Detailed Income Statement.

Figures in Rand	Note(s)	2020	2019
<b>Revenue</b>			
Sale of goods		4 630	6 068
Government grant - The dti		37 623 000	35 734 000
Grant: UNOPS		-	1 086 037
Sundry Income		19 390	21 985
Sponsorship		200 000	6 752 122
Membership fees		3 655 266	4 443 209
		<b>41 502 285</b>	<b>48 043 420</b>
Opening stock		(105 452)	(154 989)
Purchases		7 153	52 976
Closing stock	11	102 127	105 452
		<b>(3 828)</b>	<b>(3 439)</b>
Gross Surplus		41 498 457	48 039 981
<b>Other income</b>			
Profit on Disposal of Assets		-	-
Interest Received	13	598 133	179 342
<b>Operating expenses</b>			
Advertising posts and tenders		(73 744)	(76 444)
Auditors remuneration	15	(315 335)	(739 445)
Bad debts		(265)	(22 635)
Bank charges		(25 813)	(28 458)
Depreciation, amortisation and impairments		629 307	80 977
Loss on disposal of fixed assets		-	7 359
Directors' emoluments	19	(2 984 495)	(2 894 727)
Employee costs		(20 222 049)	(18 859 358)
Fines and penalties		-	-
IT expenses		(924 245)	(823 078)
Insurance		(125 082)	(119 157)
Lease rentals on operating lease		(1 192 327)	(1 221 222)
Legal and professional services		(458 219)	(442 157)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(5 056 479)	(10 133 811)
Membership costs		(16 881)	(96 770)
SA Premier Business Awards		-	(306 015)
Proudly SA Buy Local Summit and Expo		(496 438)	(7 647 789)
Photocopier costs		(92 925)	(96 784)
Postage		(69 520)	(94 554)
Printing and stationery		(221 088)	(91 626)
Proudly South African CSI activities		(38 694)	(71 025)
Repairs and maintenance		(138 529)	(73 796)
Staff training		(202 649)	(45 195)
Staff welfare		(245 821)	(191 148)
Subscriptions		(128 121)	(110 408)
Telephone and fax		(106 711)	(113 689)
Travel local		(700 435)	(730 308)
Workshops and seminars		(75 707)	(92 193)
Utilities		(339 905)	(329 500)
UNOPS project (new project)		-	(935 007)
		<b>(34 880 784)</b>	<b>(46 312 681)</b>
<b>Operating surplus</b>	12	<b>7 215 806</b>	<b>1 906 642</b>
Finance costs	14	(2 126)	(1 514)
<b>Surplus/(Deficit) for the year</b>		<b>7 213 680</b>	<b>1 905 128</b>



PROUDLY SOUTH AFRICAN



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