

PROUDLY SOUTH AFRICAN

ANNUAL REPORT

2015/16

job creation

patriotism

pride



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1.1 ABOUT PROUDLY SOUTH AFRICAN

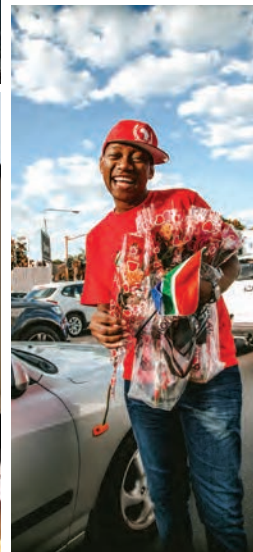
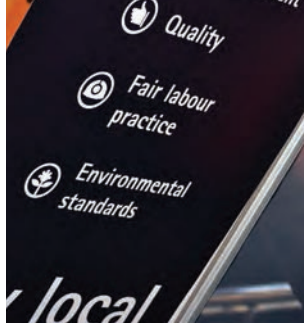
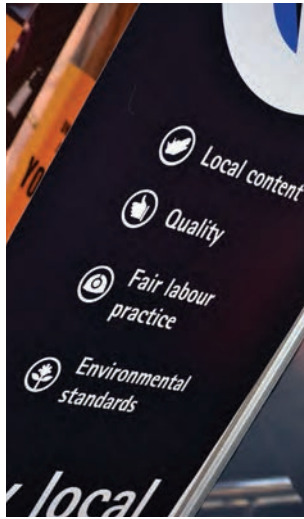
Launched in 2001, Proudly South African (Proudly SA) is this country's "Buy Local" Campaign which seeks to promote South African business, organisations, products and services that demonstrate high quality, local content, fair labour practices and sound environmental standards. "Buy Local" activism is at the heart of the Campaign.

Proudly SA seeks to strongly influence procurement in the public and private sectors, to increase local production and stimulate job creation. This is in line with the government's plans to revive South Africa's economy, so that millions of jobs can be created and unemployment can be decreased to 15% as per the National Development Plan.

Part of Proudly SA's mandate also includes promoting national pride, patriotism and social cohesion.

Proudly SA continues to have a strong focus on educating consumers, businesses and all state organs about the impact of their purchase behaviour and to drive consumer purchases to support local products and services from key sectors identified by government. Proudly SA promotes members' products and services to consumers, businesses and all state organs while encouraging South Africans to buy locally made products bearing the Proudly SA logo.

Only businesses which adhere to the Campaigns' uplifting and empowering criteria are granted membership and are allowed to use the Proudly SA logo which is a mark of quality.



VISION, MISSION, VALUES

Our 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.

Our Mission

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

Our Values

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



STRATEGY & FOCUS

Proudly SA seeks to strongly influence procurement in public and private sectors to increase local production, influence consumers to buy local and stimulate job creation. This is in line with government's plans to revive South Africa's economy so that millions of jobs can be created and unemployment can be reduced under the New Growth Path Plan and The National Development Plan.

Proudly SA fits hand-in-glove with the broader national developmental agenda and the Local Procurement Accord signed in October 2011. The acrostic **PRIDE** summarises the organisation's vision, mission and strategic focus.



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

- Embarking on a national education 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;
- Creating partnerships with enforcement agencies in the fight against illegal imports, counterfeit products and the dumping of unsafe products in South Africa; and
- Developing a national supplier database of local products and services.



2.

JOSEPH MAQHEKENI

INTERIM CHAIRMAN'S REPORT

South Africa remains committed to establishing a strong manufacturing base.

Proudly SA is the fuel that drives our common desire to take the country forward and serves as the leading platform for local enterprises to showcase their locally made goods and services.

Through traversing the lengths and breadths of the country, the organisation has served as an opportunity-creating conduit to propel businesses to new heights.

During the period under review, it has successfully hosted a series of nationwide business forums aimed at equipping local enterprises for growth, success and sustainability.

As part of the country's wider growth and development strategy, Proudly SA continues to work relentlessly to inform consumers and procurement decision makers (in both the public and private sectors)

of the importance of localisation. A philosophy and Campaign for the people, Proudly SA continues to strive to touch the hearts and minds of all South Africans by highlighting that what we produce as a country affirms our national identity.

We continue to encourage dialogue with all sectors of society so that we can showcase what our country produces. As we highlight the high levels of quality and innovation, we are proud of the many manufacturers who have worked tirelessly to compete globally and ensure that their products are export ready.

Let me take this opportunity to thank and encourage our Members, for who we campaign daily. You are at the heartbeat of our efforts and remind us daily that South Africans can and do produce world-class products and services worthy of featuring on the global stage.

Our members keep the wheels of the economy turning and help create jobs.

We thank you and assure you that we will continue to encourage and promote the uptake of local goods and services so that we can help catapult the manufacturing sector to new heights, create and sustain jobs, stimulate the economy and help eradicate poverty one job at a time. Together, we can and we will do more!

We would not be in a position to pursue the path to industrial and economic expansion were it not for the support of our partners, sponsors and supporters.

A special word of thanks, also, to our partners who have played a significant role in assisting and supporting Proudly SA during the period under review.

These include, among others, the dti, the Department of Small Business Development; the Presidency; the IMC; the GCIS; Brand SA; the Department of Heraldry; the Department of Arts and Culture; Economic Development Departments in the various provinces; Productivity SA; and National Cleaner Production Center.

A word of gratitude and appreciation also befits our sponsors. We thank you for sharing our vision of a better South Africa for all who live in it – and we thank you for embracing the Buy Local philosophy and for supporting localisation with a view to creating jobs! Our valued sponsors include, among others, Absa; Nestlé South Africa; BMW South Africa; Transnet; Pikitup; and the CSIR.

Together, let us continue to support and celebrate localisation. It is, after all, key to achieving a better economy and life for all!

On behalf of the Board of Directors of Proudly SA, we extend a heartfelt thank you to the CEO, Executive Management and the entire Proudly SA team for their excellent work during the period under review. Your efforts are to be commended and are worthy of our gratitude and appreciation.

May the next year see Proudly SA continue to grow in strength and may the team continue to scale new heights and achieve further success!



3.

ADV. LESLIE

SEDIBE

CEO'S REPORT

At the time of writing, the latest Quarterly Labour Force Survey (which includes agricultural and household sector jobs), showed that South Africa's economy had shed 355 000 jobs in the first quarter of 2016.

In its latest annual 'economic health check' published in the first quarter of 2016, the International Monetary Fund (IMF) said South Africa faced "significant challenges and needs decisive action to revive growth".

The knock-on effects of a flailing economy and a weak currency means cash-strapped consumers have to further tighten their already tight belts. A weaker Rand ultimately means communities become poorer and have less money to spend – particularly as imported goods become more expensive in a country with an increasing trade deficit.

The latest Nielsen study of SA Shopper Trends 2015/2016 reveals that bargain hunting is high among consumers. Due to the current economic climate, shoppers have become particularly price-conscious and are likely to notice any price fluctuations. Many are switching

to cheaper brands and buying discounted products.

Interestingly, the Nielsen study also reveals that while supermarkets and hypermarkets have seen a decrease in shopper frequency, spaza shops have seen an increase as well as butchers and vegetable vendors.

The study further points out an increased use of more locally-based shops which can better meet the needs of consumers due to the current economic climate.

As the Rand plummets, it therefore makes no sense to import tons of foreign goods while we can acquire those same goods locally. By increasing the uptake of local products and services, we can take advantage of an opportunity to correct the market. Even more relevant is the urgent need to manufacture such goods and build domestic capacity.

We need to fill the shelves of our supermarkets and warehouses with more local goods and give consumers an opportunity to collectively play their part in strengthening the economy and contributing towards job creation.

Over recent years, the influx of unfairly incentivised imports has led to the closure of many small businesses. Companies have gone insolvent, factories have closed down, many breadwinners have lost their jobs and some communities have become significantly poorer.

However, it's not all gloom and doom. Although the economic outlook and projections point to turbulent times ahead, a practical approach to reviving the economy was identified by the McKinsey Global Institute during the period under review.

It released a report identifying five measures which could reignite South Africa's economy and create jobs. Dubbed the "big five", it is widely believed that implementation of these measures has the potential to add over one trillion Rand to the country's annual GDP by 2030, create over 3.4 million jobs and transform the face of South African society:

1. Creating a globally competitive hub in advanced manufacturing;
2. Making infrastructure investment more productive to enable growth across the economy;
3. Harnessing natural gas for power generation and industrial development;
4. Boosting exports of services to the rest of Africa and the world; and
5. Unlocking South Africa's full agricultural production and processing potential.

These measures fall squarely in line with Proudly SA's vision for the country as well as the organisation's strategy. As part of repositioning and reshaping

our messages, we have developed a sector specific based approach called "The MAP Program" - which focuses on productivity and competitiveness with emphasis on (but not limited to) the Manufacturing, Mining, Agro-processing, Automotive, Pharmaceutical and Petrochemical sectors.

Economists the world over agree that governments need to invest in self-sustaining solutions for long-term prosperity. There needs to be continued investment in infrastructure, local manufacturing, skills development, education and entrepreneurship.

Inclusive economic growth lies at the heart of addressing South Africa's prospects for recovery. Proudly SA believes that a substantial increase in the uptake of locally manufactured goods and services (by consumers, retailers as well as public and private sector procurement decision makers) will have a significant and positive impact on the ailing economy, huge trade deficit and the unemployment rate.

When importing goods no longer makes economic sense, domestic manufacturing needs to be in a position to take advantage of the weaker rand, changes in exchange rates and increases in oil prices.

As the country limps through the current tough economic climate, "Buying Local" can help mitigate the negative impact on local communities and serve as their lifeblood.

To meet the afore stated challenges, Proudly SA encountered challenges which reflect the overall state of the economy but we also enjoyed significant successes during the period under review. These include the following, among others:

1. The organisation commissioned an economic impact study that focuses on the multiplier effect of localisation on the Manufacturing, Mining, Automotive, Agro-processing, Pharmaceutical and Petro-chemical sectors (the MAP programme). The study will be led by a world-renowned and leading economist. The outcome of the research study should inform Proudly South African's strategies and tactics going forward.
2. Proudly SA met and started working with the Auditor General of South Africa with a view to investigating compliance by the state and state owned entities with regulations under the Preferential Procurement Policy Framework Act (PPPFA). A project plan has been developed and serious work is underway.
3. Proudly SA has also participated in sector specific forums such as the HIV/AIDS Champions programme led by former President, Kgalema Motlanthe. It is common cause that Africa carries a disproportionate share of the disease burden but very sadly South Africa does not produce any of the Active Pharmaceutical Ingredients ("API's") needed to produce these drugs. Consequently, South Africa imports the API's with limited manufacturing taking place

in the country. The net result is that we are exporting jobs and the initiative with the HIV/AIDS Champions seeks to reverse this trend.

4. Proudly SA is now part of the Inter-Ministerial Committee comprising other entities such as Tourism SA, Brand SA and the GCIS. The IMC is chaired by Minister Jeff Radebe.
5. Visits to several manufacturing plants and factories around the country have formed an integral part of Proudly SA's drive to witness first-hand – and showcase – what South Africans make and what makes South Africa.

Highlights include:

- A visit to the BMW SA plant in Rosslyn, Pretoria, where the multi-national produces the 3 Series BMW for export and local sale. The plant – acclaimed as the best worldwide – will soon begin producing the BMW X3.
- Hisense, a Chinese multi-national, has successfully created hundreds of jobs through its manufacturing facility in Atlantis, in the Western Cape. Local residents have been trained to successfully manufacture televisions and fridges for local sale and for export to Sub-Saharan Africa.
- A tour of the Aspen Factory in Port Elizabeth with the Deputy President Cyril Ramaphosa and Minister of Health Dr. Aaron Motswaledi.

6. Proudly SA hosted and participated in a number of business forums and exhibitions nationwide with a view to anchoring our key messages. These include the SABIC Inaugural Conference, Smart Procurement Conference in Cape Town, UN Procurement held at the CSIR, Tourism Indaba, African Farmers and Consumer Goods Council, SMME Opportunity Roadshow, Stokvel Gauteng Exhibition and Infrastructure Africa 2015, to name a few.
7. Hailed as a major success, Proudly SA hosted the 5th annual Buy Local Summit and Expo at the Sandton Convention Center. The Organisation's flagship event has grown into one of the most significant events on the country's annual business calendar and is billed as the leading platform for local enterprises to showcase their products and services.

Deputy President, Cyril Ramaphosa delivered the keynote address at this year's event, highlighting the importance of local procurement and encouraging support for Proudly SA and its activities.

Other speakers included the Minister of Trade and Industry, Dr. Rob Davies; Minister of Small Business Development, Lindiwe Zulu; the Auditor General of South Africa, Kimi Makwetu; business leaders; captains of industry; manufacturers; organized labour representatives and community organisations.

In a record breaking move, the event was broadcast live across several television and radio platforms and also received widespread coverage in print and online media platforms.

8. In support of our green initiatives, Proudly SA secured funding from UNOPS and participated in the annual UN conference which was held in Kampala, Uganda, during the period under review. The importance of this UN fund is to promote green economies through sustainable consumption and production.
9. The Campaign has retained and increased its sponsorship base by adding Sasol, Transnet and CSIR, among others, to the Proudly SA fold.
10. As a champion of good corporate governance and standards of excellence, I am pleased to announce that the organisation had received yet another clean audit for the tenth consecutive year.

Proudly South African continues to be recognized as the nation's voice advocating for more local content and increased local procurement with a view to creating jobs, stimulating the local economy and equipping local businesses for growth and sustainability.

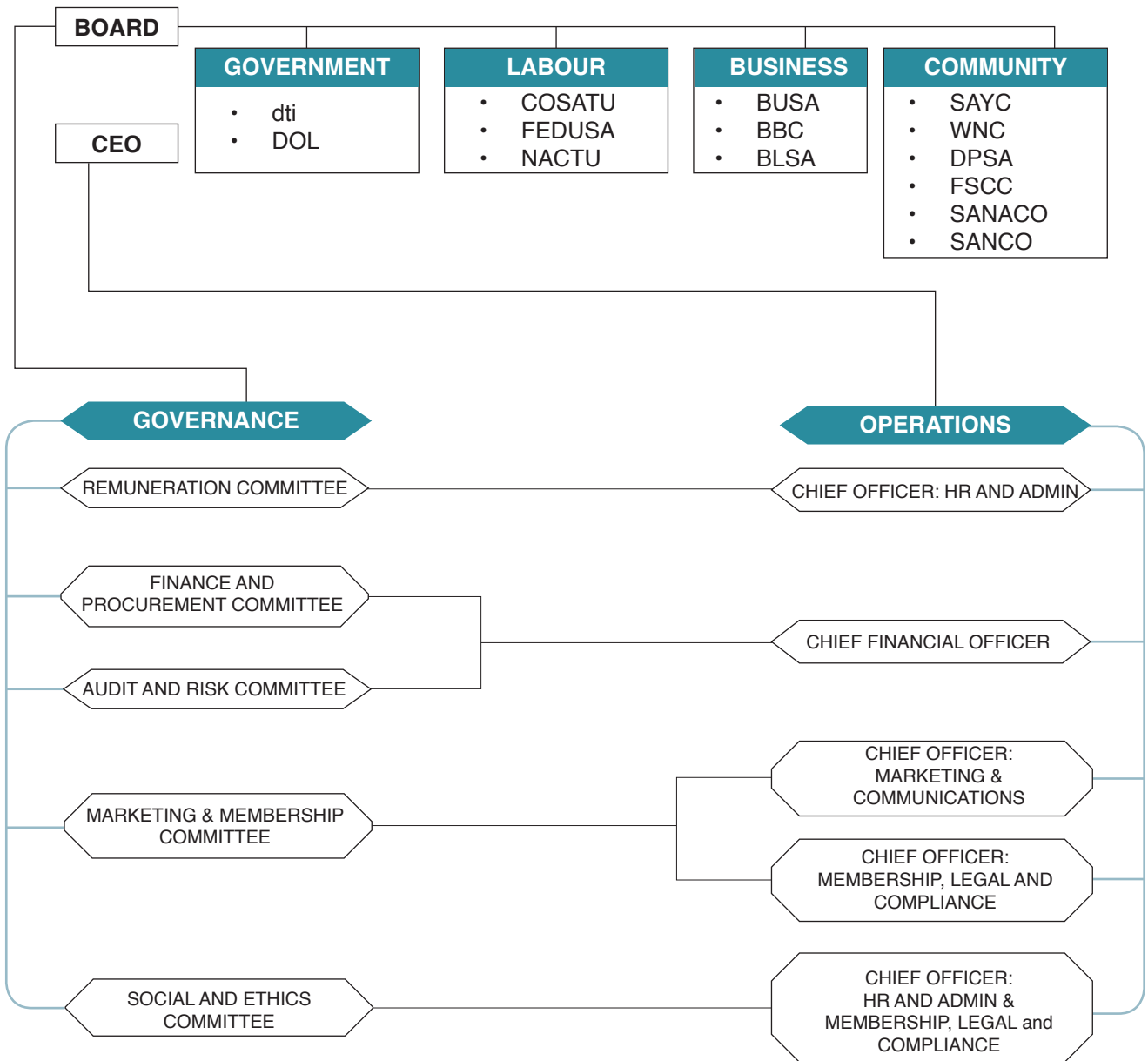
Despite the many notable achievements and praiseworthy successes made by the team, Proudly SA continues to battle with its value proposition for member companies. As we persist in lobbying for our members, we once again urge government - in particular the Department of Trade and Industry - to support the Campaign in this regard. Suggestions from members, in the past, have included possible tax incentives and/or BBBEE points for member companies.

Only through the support of all role players, can we hope to succeed in our quest to uplift the economy and help create jobs through the Buy Local philosophy.

4.

OUR PEOPLE & RESOURCES

4.1. GOVERNANCE STRUCTURE



4.

OUR PEOPLE & RESOURCES

4.2. BOARD OF DIRECTORS



Mr. Joseph Maqhekeni
Interim Chairperson

Mr. Maqhekeni passed Matric in 1975 at St. Johns College in Umtata, Eastern Cape. He has moved within the NACTU ranks as the Deputy President from 1990 to 2001. He was the President of the South African Chemical Workers Union from 1994 to 2008.

He serves in the Job Creation Trust, Nedlac Management Committee and Nedlac Executive and National Skills Authority Board. He is the past Chairperson of Cathseta and National Bargaining Council for the Chemical Industries.

Joseph Maqhekeni was appointed to the Proudly South African Board in 2005 to date. He is serving in the Audit and Risk as well as the Membership, Marketing and Communications Committee. He was appointed as Interim Chairperson of Proudly SA on 28 November 2014.



Adv. Leslie Sedibe
Chief Executive Officer

Adv. Sedibe holds a BA (Law and International Relations), LLB and Masters of Law (LLM) (Tax) from the University of the Witwatersrand. Adv. Sedibe was admitted to practice as a lawyer in 1998.

Adv. Sedibe also served as the Legal Business Affairs Director at EMI Music from September 1998 to February 2007. He resigned from EMI to serve as Head of Legal Services and Ticketing for the 2010 FIFA World Cup Organising Committee South Africa and later became the CEO of the South African Football Association (SAFA). In 2012 Adv. Sedibe was admitted as an Advocate to the High Court of South Africa.



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 NED-LAC. He is responsible for the Trade, Industry and Development portfolio within FEDUSA and represents the federation at international level at Trade Union Advisory Committee Meetings to the OECD and global union programmes for economic cooperation.

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

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



Mr. Garth Strachan
Board Member

Mr. Strachan represents The Department of Trade and Industry (the **dti**). He holds a Master of Science Degree in Public Finance from the School of Oriental and African Studies, University of London.

He serves on the Board of Directors of Trade and Industrial Policy Studies (TIPS), a not-for-profit research and policy organisation. He worked for the ANC in exile in Angola, Zambia and Zimbabwe between 1976 and 1990. Upon his return he held various positions in the Provincial Parliament and Provincial Government, Western Cape, including MEC for Finance and Economic Development.

Resigned on 31 March 2016



Mr. Veli (Bheki) Ntshalintshali

Member of the Remunerations Committee

Mr. Ntshalintshali represents the Labour Constituency on the Board. He studied at Ruskin College in Oxford, UK.

Mr. Ntshalintshali started his career in COSATU as a shop steward. He also served as Chairperson of Sasol and Deputy Chairperson of the SASOL Plants (Sasol 2 and 3) in the 1980's. In 2000, at the COSATU National Congress, he was elected as COSATU Deputy General Secretary. He was appointed as the GS of Cosatu at a conference in November 2015.

He currently serves on several bodies on behalf of COSATU. These include the NEDLAC Management and Executive Committee, Millennium Labour Council, Labour Presidential Working Group, Sustain Labour Board (Spanish based trade union foundation), Social Forum International Council and several others dealing with labour issues.

Resigned on 1 March 2016



Ms. Laura-Joyce Kganyago

- Chairperson of the Remunerations Committee

- Member of the Finance Committee

Ms. Kganyago represents the Community Constituency on the Proudly SA Board. She trained as a nurse at St Ritas Hospital in Glencowie. She completed Pre-School Management and Project Management at Build a Better Society Institution in Cape Town. She also holds a qualification in Community Development for NGO Managers from Pennsylvania University in Philadelphia, USA (IIE) a Sister Partner with EOC. She completed NGO Directors, Leadership and Governance Training with Haifa Management Training Centre in Israel for NGOs.

Ms. Kganyago is a Board Member with acquired experience in NGO management, co-ordination and community development. She has served as a Director in several CBOs and Deputy Chairperson of APRM Focal Point. She is currently a Training Officer and mentor at WNC national office.



Mr. Dumisani Mthalande

- Member of the Audit and Risk Committee
- Member of the Membership, Marketing and Communications 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 and the African Peer Review Mechanism.



Dr. Tebogo Makube

Board Member

Dr. Tebogo Makube is currently employed as Chief Director: Industrial Procurement, Department of Trade and Industry. He has Masters Degrees from Wits, Stellenbosch and Dundee, Scotland and holds a PhD in Energy Studies from the University of Johannesburg. He is currently studying part-time for LLB at UNISA. Dr. Makube 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. He has worked in areas of Fiscal Policy, Energy Economics, Infrastructure Finance, Transport Economics, Supply Chain Management and Management Consulting.

Appointed on 31 March 2016



Mr. Stavros Nicolaou

-Board Member
-Secretary General Of Women's National Coalition

Mr. Nicolaou is Aspen's Group Senior Executive responsible for Strategic Trade. Previously he was CEO of Aspen's Export Division. Aspen is Africa's largest and the world's 9th largest generic Pharmaceutical Company by revenue ranking. He has been instrumental in introducing the first generic ARV's on the African Continent developed by Aspen, which has gone on to save hundreds of thousands of lives in South Africa and on the African Continent.

Nicolaou has over 24 years' experience in the South African and International Pharmaceutical Industry and is a previous winner of the SA Institute of Marketing Management (IMM) Health Care Marketer of the year Award, the most prestigious of its kind at the time. He was recently inducted as one of the youngest Fellow of the Pharmaceutical Society of South Africa (PSSA), one of the highest honours bestowed by the PSSA.

Appointed on 26 March 2016



Mr. Michael Lawrence

Board Member

Mr Lawrence is an Executive Manager with a wide range of entrepreneurial and operational experience. Qualified in Mathematics, Economics and Statistics, his interests are in developing businesses that are well rooted in the soil of Africa and able to grow anywhere on the globe.

This is achieved by applying his problem solving expertise with strong communication and motivation skills in the business arenas of Governance, Strategy and Change Management.

Appointed on 2 November 2015



Mr. Solly Phetoe

Board Member

Mr. Phetoe was appointed as the Deputy General Secretary of Cosatu at a conference 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.

Appointed on 1 March 2016



Adv. Priakumari Hassan

Board Member

Advocate Pria Hassan graduated from the University of Natal with a law degree in the 1990's, and was determined "to go boldly where no women had gone before." She used her legal knowledge and corporate experience to pave the way into Africa. She established the Women of Africa (WOA) Investment Group in 2005, which is a women-owned, women-managed, Black-Economic Empowerment company strongly committed to gender empowerment.

Its extensive networks, solid reputation as a company of integrity, industry expertise as well as its broad ranging partner relationships with private and state-owned finance organisations positions WOA to be a reputable service provider in the pharmaceutical, construction, logistics and energy sectors.

Adv. Hassan's commitment to women empowerment is evidenced by her long history of panel speaking nationally and internationally. She has spoken at the Women in Business and Leadership Conference held in Gaborone, Botswana 2014, the Women in the Energy Industry conference which focused on "Creating Smart Policies to Empower Africa's Women in Energy" and the World Health Conference Participation in Women in Leadership, to name a few.

Appointed on 26 March 2015



Mr. Thulani Tshefuta
Board Member

Mr. Thulani Tshefuta studied BA (majoring in Public Administration and Politics) at the Nelson Mandela Metropolitan University (NMMU). He furthered his studies with UNISA and the University of Johannesburg.

In March 2007, Mr. Tshefuta joined the Gauteng Youth Commission as the Manager: Programmes & Advocacy Unit and was later promoted to Senior Manager of the same unit. In this position he was responsible for conceptualizing and mainstreaming youth development programmes within the Gauteng Provincial Government. On behalf of the Gauteng Youth Commission, he was also the Project Manager for the Volunteer Programme of the 2010 FIFA World Cup in Gauteng Province.

Through his active participation in youth development work, he was elected as the President of the South African Youth Council (SAYC) and is currently serving his second term in office.

4.

OUR PEOPLE & RESOURCES

4.3. EXECUTIVE MANAGERS



Mr. Eustace Mashimbye
Chief Financial Officer

Mr. Mashimbye is a qualified Financial Accountant, who studied at the Technikon Northern Gauteng (now known as Tshwane University of Technology) and the Technikon South Africa (now UNISA). He majored in Financial Accounting and Corporate Law and is currently in the process of completing his MBA studies.

He has over 15 years' experience in Accounting and Financial Management in both the private and the public sectors, having worked for Telkom, Edcon, the Department of Trade and Industry and Proudly SA. He has also undertaken the role of Executive Manager: Corporate Services where he looked after all the support functions of the organisation. He also fulfilled the role of Acting COO for Proudly SA for a two year period.

He has served on the board of The Business Place and is currently a director on the board of the South African Savings Institute.



Mr. Mpho Thothela
Chief Officer: Membership, Legal & Compliance

Mr. Thothela is an admitted Attorney of the High Court of South Africa and he holds the following qualifications: BProc, a Post graduate Diploma in Corporate Law, a Post graduate Diploma in Forensic Auditing, a Higher Diploma in Cyber Law from the University of Johannesburg, a Certificate in Crime Intelligence from the Tshwane University of Technology and a Certificate in Project Management from the Wits University Business School.

He serves on the Proudly SA Board Sub-Committees on Membership, Marketing and Communications as well as the Audit & Risk Finance Committee

He also serves on the following committees: SABS SATS 1286 on Local Content; SABS TC 133 on Clothing Sizing; and the Inter-governmental Enforcement Committee on Counterfeit Goods and Illicit Trading. He previously served on the National Rights Protection Committee of the 2010 FIFA World Cup and has extensive experience in Legal and Forensic Consulting, Turn-around Management, Business Process Re-engineering, Project Management, Legal Drafting, Strategy Development and Strategy Translation.



Mrs. Happy MaKhumalo Ngidi
Executive Manager : Marketing & Communications

Mrs. Happy maKhumalo Ngidi is a leading businesswoman, social entrepreneur, author, motivational speaker and PR and Marketing Executive.

She joined Proudly South African in 2015 to head up the organisation's Marketing and Communications Department.

Mrs. Ngidi brings over ten years of corporate experience to Proudly SA, along with experience in Marketing, Communications and PR Management. She was also the founder and Managing Director of a Public Relations boutique firm that assisted clients form formidable relationships with media giants.

The former Head of PR and Communications for SABC radio station, Metro FM, also has extensive experience in driving strategy development as well as brand and product launches for a number of international and local brands in the hospitality, beverage, FMCG and broadcasting services sectors.

Mrs. Ngidi's experience spans across a number of companies including Seagram SA, Chivas Brothers, The Forum Company and Primi Group as a Franchisee. She has first-hand experience working directly with suppliers and clients in various industries including Gauteng Tourism, Lonmin, Hyundai, LTE Consulting and Regent Insurance to mention a few.



Mr. Vusi Sithole
Executive Manager of HR & Administration

Mr. Sithole holds a B. Admin Degree from the University of the North and a B. Admin Honours Degree in Industrial Psychology from the University of the Free State. He also studied Business Management with Fachhochschule Altmark in Germany in 1999.

He is an experienced professional and strategist in organisational leadership and development. He has a strong background in the academic environment, both as an academic and corporate manager. He has been involved in key leadership roles in governance and operational structures for Gauteng FET Colleges after the promulgation of the FET Act of 2006.

As part of the Proudly South African Executive-Management team, he is closely involved in the driving the Repositioning Strategy aimed at increasing the uptake of locally produced goods and services by consumers, organised business, organised labour and government.

He has recently been involved in the DTI/SABS/SANAS Working Committee that wrote the Technical Specification on Local Content which is central to the implementation of the revised Preferential Procurement Regulation and Local Procurement Accord.

He is also Proudly SA's Project Manager for the SWITCH Africa Green project, funded by UN-OPS in Partnership with the European Union.





THE TEAM

4.

OUR PEOPLE & RESOURCES

4.5. HUMAN RESOURCES MANAGEMENT REPORT

4.5.1 EXECUTIVE SUMMARY

The HR Operational Plan is informed by the Organisational Business Plan translated to Annual Performance Plan. The main objective of HR and Administration department is to provide support to departments by providing a conducive environment, both logistical and work tools and competent talent is sourced, maintained and retained for efficient and effective delivery of overall organisational mandate. The department is also key into ensuring orderly and consistent application and compliance with national legislative prescripts relating to Human Resources, including successful championing of internal ISO-accredited Quality Management System.

All HR functions are provided in-house unless specialized services are required in areas like Labour Relations and intensive Psychological Services. This report covers the following areas:

1. Staff Profile and Movement
2. Staff Performance, Development and Retention
3. Health and Safety
4. Employment Equity
5. Quality Management System

4.5.2 OVERALL STAFF COMPLEMENT PER OCCUPATIONAL LEVEL

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

OCCUPATIONAL LEVELS	MALE				FEMALE				FOREIGN NATIONALS		TOTAL
	A	C	I	W	A	C	I	W	MALE	FEMALE	
TOP MANAGEMENT	01										01
SENIOR MANAGEMENT	03				01						04
PROFESSIONALLY QUALIFIED AND EXPERIENCED SPECIALISTS AND MID-MANAGEMENT	01							01			02
TECHNICALLY AND ACADEMICALLY QUALIFIED PERSONNEL, JUNIOR MANAGEMENT, SUPERVISORS, FOREMEN, AND SUPERINTENDENTS	06	01			09	02	02				20
SEMI-SKILLED AND DISCRETIONARY DECISION MAKING	01				02	01					03
UNSKILLED AND DEFINED DECISION MAKING					01						01
TOTAL	12	01			12	03	02	01			31

a. Promotions

EMPLOYEE	RACE	GENDER	OLD POSITION	PROMOTED TO
SIYABONGA ZUNGU	AFRICAN	MALE	EVENTS AND EXHIBITIONS COORDINATOR	BRAND MANAGER
AMY WILLIAMS	COLOURED	FEMALE	EVENTS AND EXHIBITIONS COORDINATOR	SENIOR EVENTS AND EXHIBITIONS COORDINATOR
KUTLWANO MOSHOLI	AFRICAN	FEMALE	MARKETING ADMINISTRATOR	EVENTS AND EXHIBITIONS COORDINATOR

b. Terminations

OCCUPATIONAL LEVELS	MALE				FEMALE				FOREIGN NATIONALS		TOTAL
	A	C	I	W	A	C	I	W	MALE	FEMALE	
TOP MANAGEMENT											
SENIOR MANAGEMENT					01						01
PROFESSIONALLY QUALIFIED AND EXPERIENCED SPECIALISTS AND MID-MANAGEMENT											
TECHNICALLY AND ACADEMICALLY QUALIFIED PERSONNEL, JUNIOR MANAGEMENT, SUPERVISORS, FOREMEN, AND SUPERINTENDENTS					01	01					02
SEMI-SKILLED AND DISCRETIONARY DECISION MAKING					01						01
UNSKILLED AND DEFINED DECISION MAKING											
TOTAL					03	01					04

c. Recruitment, Selection and Placement

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

OCCUPATIONAL LEVELS	MALE				FEMALE				FOREIGN NATIONALS		TOTAL
	A	C	I	W	A	C	I	W	MALE	FEMALE	
TOP MANAGEMENT											
SENIOR MANAGEMENT					01						01
PROFESSIONALLY QUALIFIED AND EXPERIENCED SPECIALISTS AND MID-MANAGEMENT	01				01						02
TECHNICALLY AND ACADEMICALLY QUALIFIED PERSONNEL											
SEMI-SKILLED AND DISCRETIONARY DECISION MAKING					01						01
UNSKILLED AND DEFINED DECISION MAKING											
TOTAL	01				03						04

4.5.3 STAFF PERFORMANCE, DEVELOPMENT AND RETENTION

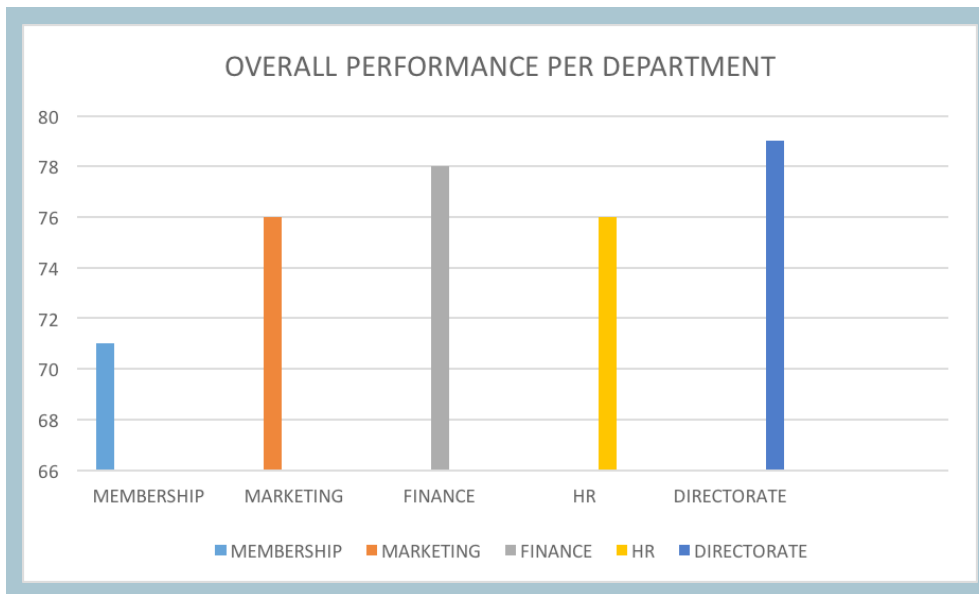
a. Staff Performance

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

AVERAGE STAFF PERFORMANCE FOR PERIOD MARCH 2015- APRIL 2016

DEPARTMENT	AVERAGE PERFORMANCE IN %
MEMBERSHIP, LEGAL & COMPLIANCE	71%
MARKETING & COMMUNICATIONS	76%
FINANCE & BUSINESS SUPPORT	78%
HR AND ADMINISTRATION	76%
DIRECTORATE	79%

AVERAGE STAFF PERFORMANCE	76%
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b. Staff 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 behavior fits to 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.

c. Annual Training Report

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:

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

OCCUPATIONAL LEVELS	MALE				FEMALE				FOREIGN NATIONALS		TOTAL
	A	C	I	W	A	C	I	W	MALE	FEMALE	
ISO 9001 OF 2015	01										01
FIRST AID OFFICER TRAINING	02				04	01					07
BIPOLAR AWARENESS	04	01			12	01					18
SANAS TRAINING	02				04						06
ADVANCE EXCEL TRAINING	01				04						05
INTERMEDIATE EXCEL TRAINING	01				05						06
NEDBANK @WORK	04				11	01	01				17
CREDIT BUREAU EDUCATION	06	01			11	01	01				20
CANCER CARE AWARENESS	04	01			10	02					17
EYE CARE AWARENESS	04	01			09	02					16
PROJECT MANAGEMENT (REFRESHER TRAINING)	02				05	02					09
RISK MANAGEMENT WORKSHOP	03	01			12	02		01			19
PAYROLL BASIC TRAINING					01						01
TOTAL	34	05			88	12	02	01			142

d. Staff Retention

PROUDLY SA EMPLOYEE WELLNESS 2015



PURPOSE OF THE EMPLOYEE WELLNESS PROGRAMME (EWP)

It provides the Campaign with strategic advantages by investing money in a program that aims to bring lowered expenses in return, e.g. better performing employees, lower absenteeism rates and lower health care costs. Employees are the most valuable asset to any company. By providing workers with these services, companies are improving well-being and job satisfaction, as well as raising retention rates

This concept addresses the following issues around Employment Wellness in line with the company's EWP:

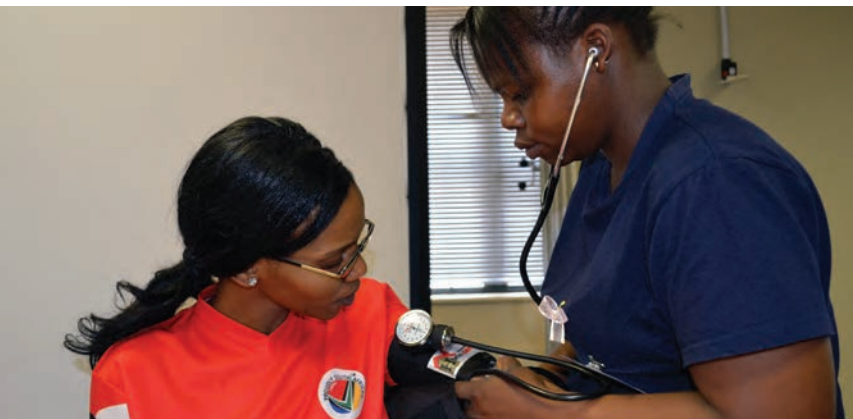
- Physical Wellness;
- Financial Wellness;
- Motivational Interventions;
- Take an Employee to Work;
- Psychological Fitness;
- HR CSI;
- Team Building; and
- Themed Office Days

PHYSICAL WELLNESS

Physical wellness involves aspects of life that are necessary to keep oneself in top condition. Optimal physical wellness is developed through the combination of beneficial physical activity/exercise and healthy eating habits. Elemental components of physical wellness include building muscular strength and endurance, cardiovascular strength, endurance and flexibility.

Activities:

- Gym Fridays
- SABS Blood Donations



FINANCIAL WELLNESS

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

Activities:

- Budget speech break down
- Nedbank @ Work
- Transunion



MOTIVATIONAL INTERVENTIONS

A motivational speaker's message may be tailored to a specific goal, such as increasing sales numbers or losing weight. Audience members may then expect not just inspiring words but specific strategies for reaching goals, strategies that have been shown to work elsewhere. Learning new techniques to help in ones professional or personal life can only increase motivation.

Activities for the interventions:

- Motivational speaker
- Inspirational videos
- Staff awards

THEMED OFFICE DAYS

- Father's Day
- Mother's Day
- Heritage Day
- Casual Day



2015 WELLNESS DAY

EXECUTIVE SUMMARY

Wellness Day provides the company with strategic advantages by investing money in a program that will hopefully bring them lowered expenses in return, often in the form of better performing workers, and lower absenteeism and health care costs. Employees are the most valuable assets to any company. By providing workers with these services, companies are improving wellbeing and job satisfaction, as well as raising retention rates. The welfare of employees has a direct impact on the success of the company.



INVITE



PROGRAMME FOR THE DAY

PROUDLY SOUTH AFRICAN

2015 EMPLOYEE WELLNESS DAY

DATE: 06 NOVEMBER 2015
VENUE: PLANET FITNESS
 (The Radisson Blu Hotel, Cnr Daisy and Rivonia, Road, 10th Floor, Sandton)

TIME	ACTIVITY	CHAMPION
08:00 - 09:00	Aerobics and Stretching	Planet Fitness
09:00 - 09:30	Registration and Breakfast	Project Team
09:30 - 09:40	Opening and Welcome	Mpho Dibeke
09:40 - 09:45	Introduction of the Keynote Speaker	Vusi Selohe
09:45 - 10:30	Address by Keynote Speaker	IBC
10:30 - 10:35	Eye Care	Eyetek
10:35 - 10:55	Financial Investment	Liberty Life
10:55 - 11:15	Financial Wellness	Netbank
11:15 - 11:30	Physical Well-ness	Herbalife
11:30 - 11:50	Maintaining Proper Hydration	Panor Water
11:50 - 12:00	Mental Wellness	SA Depression and Anxiety Group
12:00 - 12:45	Blood Donor Education	SANBS
12:45 - 13:00	Staff Awards	Vusi Selohe
13:00 - 13:10	Closing Remarks	Saleson Mathimbe
13:10 - 14:30 Lunch and Entertainment		
10:20 - 15:30	Eye Screening	Eyetek
	Body Balance	Herbalife
	Care Wellness and HCT	Nursing Skills
	Personal Banking	Netbank
	Physical Wellness	Planet Fitness
	Hand and Shoulder Massages	Hands-on Treatment
	Emergency Support Services	ER 24

Logos for Planet Fitness, Herbalife, Liberty Life, Netbank, Eyetek, SANBS, and Nedbank are displayed on the right side of the program.



FATHER'S DAY



TRANSUNION



2015 STAFF AWARDS

Proudly South African strives to recognise and reward its staff for exceptional performance. This forms part of the HR Staff Retention Strategy to reinforce and maintain a positive working environment to encourage the use of initiative, to boost staff morale and to improve overall productivity of its workforce.

To this end, Staff Awards are held on a quarterly basis to:

- Recognise exceptional performance and/or significant contributions made by employees to the organisation;
- Reinforce and encourage commitment to the organisation;
- To attract and retain quality skills and talent and thereby reduce staff turnover.

AWARD RECIPIENTS

EMPLOYEE OF THE MONTH		
MONTH	EMPLOYEE	REWARD
JANUARY 2015	MALA PILLAY	CERTIFICATE & CASH VOUCHER
FEBRUARY 2015	KELEBOGILE MASUKU	CERTIFICATE & CASH VOUCHER
MARCH 2015	SIYABONGA ZUNGU & KUTLWANO MOSHOLI	CERTIFICATE & CASH VOUCHER
APRIL 2015	KUTLWANO MOSHOLI	CERTIFICATE & CASH VOUCHER
MAY 2015	BONGANI XABA & ZINEIDA POMUSER	CERTIFICATE & CASH VOUCHER
JUNE 2015	SABELO ZIKALALA	CERTIFICATE & CASH VOUCHER
JULY 2015	REBECCA MOFOKENG	CERTIFICATE & CASH VOUCHER
AUGUST 2015	THATO MOGOROSI & PRESSLY MOKHARE	CERTIFICATE & CASH VOUCHER
SEPTEMBER 2015	SABELO ZIKALALA & LESEGO MOSANG	CERTIFICATE & CASH VOUCHER

EMPLOYEE OF THE QUARTER		
NOVEMBER 2014 – FEBRUARY 2015	ROSEMARY HADEBE	CERTIFICATE & CASH VOUCHER
MARCH 2015 – JUNE 2015	SIYABONGA ZUNGU	CERTIFICATE & CASH VOUCHER
JULY 2015 – OCTOBER 2015	TINYIKO MATHEBULA	CERTIFICATE & CASH VOUCHER

CEO'S AWARD		
NOVEMBER 2014 – OCTOBER 2015	PREYA KESHAV	CERTIFICATE & CASH VOUCHER

LONG TERM SERVICE AWARD: 5 YEARS		
EMPLOYEE	POSITION	AWARD
KELEBOGILE MASUKU	HR OFFICER	QUARTER GOLD





BUY BACK SA

**BE PROUDLY SOUTH AFRICAN
BUY LOCAL TO CREATE JOBS**



www.proudlysa.co.za



011 327 7778



www.facebook.com/proudlysa



www.twitter.com/proudlysa

PROUDLY
SOUTH AFRICAN 

4.5.4 HEALTH AND SAFETY

The organisation continues to adhere to its Policy on Occupational Health and Safety. In line with legislative prescripts, the following plan is being followed and improved as and when required:

ASPECT	INTERVENTION/PREVENTION	FREQUENCY
OCCUPATIONAL INJURIES	CREATE AWARENESS ON PREVENTION OF POSSIBLE OCCUPATIONAL HAZARDS	BI- ANNUALLY
	CONDUCT REGULAR INSPECTIONS ON WORKPLACE PREMISES AND EQUIPMENT MACHINERY TO ENSURE CONTINUED COMPLIANCE WITH OHS STANDARDS	QUARTERLY
	ENSURE ACCEPTANCE PROCEDURES ARE IN PLACE TO REPORT, DEAL WITH, AND MANAGE WORKPLACE OHS INCIDENTS	QUARTERLY
	ESTABLISH OHS COMMITTEE AND PROPERLY CAPACITATE ITS MEMBERS	BI- ANNUALLY
OCCUPATIONAL DISEASES	CREATE AWARENESS TO PREVENT CONTAGION OF SICKNESSES/ILLNESSES/DISEASES	AS AND WHEN REQUIRED
	ENSURE ALL REASONABLE MEASURES ARE IN PLACE TO PREVENT CONTAGION 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	DAILY
PERSONNEL PHYSICAL SAFETY	ENSURE REASONABLE SECURITY OF ALL PERSONNEL FROM OUTSIDE INTRUSION	DAILY
GENERAL SAFETY OFFICE HEALTHINESS	PESTICIDES CONTROL	QUARTERLY
	CARPET CLEANING	ANNUALLY
	SUFFICIENT VENTILATION	DAILY
	SERVICING OF OFFICE AIR-CONDITIONING SYSTEM	BI- ANNUALLY

4.5.5 EMPLOYMENT EQUITY TARGETS FOR 2015/16 (INCLUDING PEOPLE WITH DISABILITIES)

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

- Proudly SA is determined to implement an Employment Equity Plan and imperatives in line with the national agenda, to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the Campaign's Employment Equity status;
- Proudly SA, especially after terminations, promotions and transfers, updates EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department;
- Every attempt must be made to deliberately target previously disadvantaged groups in filling existing vacancies, old or new, by new appointments or promotions without promoting window-dressing. Such deliberate placements should be supported by a clear program to support, mentor, educate, re-train and/or under-study selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously taken into account;
- There must be equal opportunities for training and development for all staff. However, the training and development program 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 under 50 employees); and
- 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.

Discriminatory Practices

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

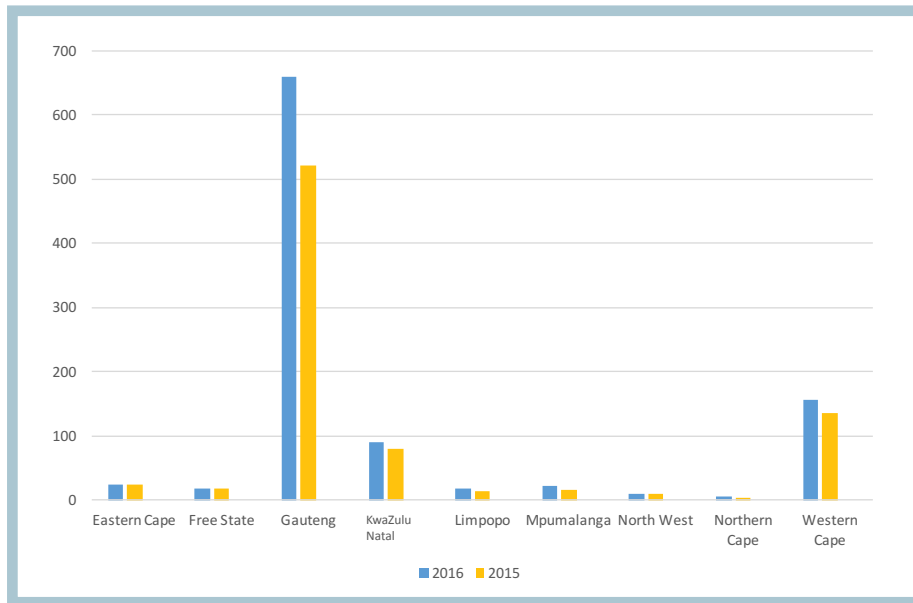
4.5.5 QUALITY MANAGEMENT

To ensure improved customer service, order, consistency, optimal productivity and quality output, the organisation continues to be compliant and certified against the ISO9001 of 2008 Quality Management System standard by SABS. The systems assist in risk management, taking corrective actions in occurred risks and continual improvement of the entire business operation.

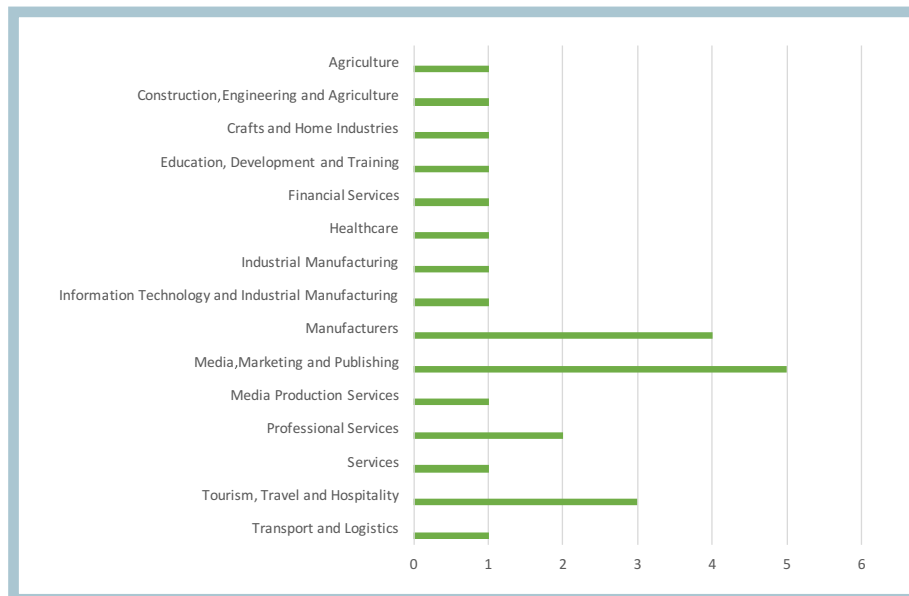
SABS Re-Certification Audits were conducted on 16 and 17 March 2015. The objective of such SABS audits is to verify continued compliance with the requirements of the relevant QMS standard. No major non-conformities were raised during this audit and a Certificate of Conformance was issued.

5. OUR MEMBERS

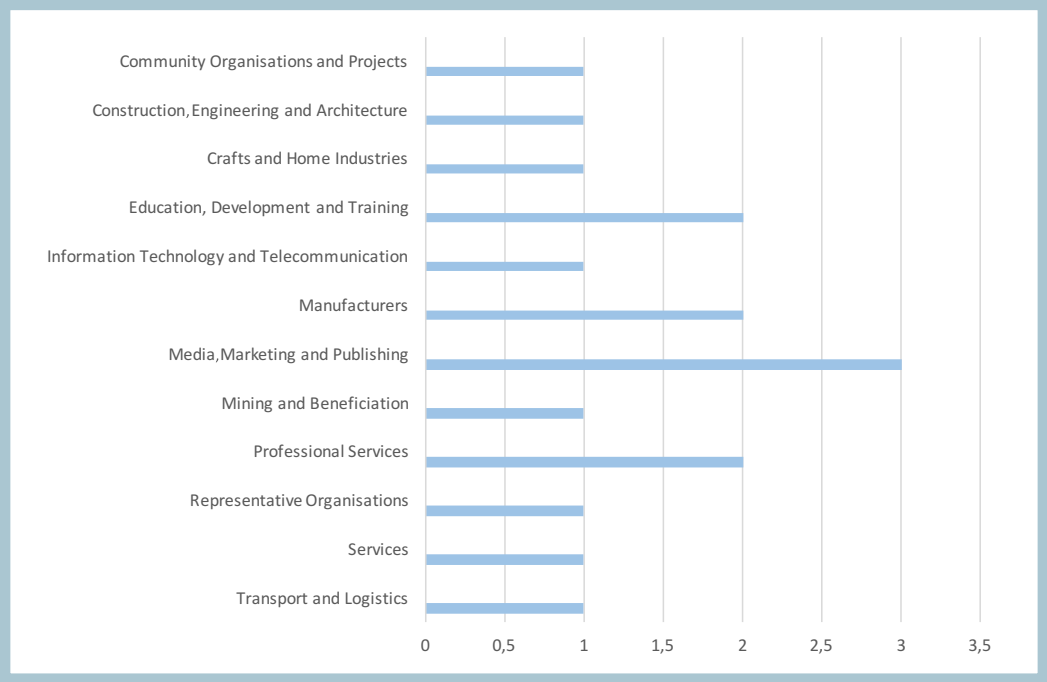
MEMBERSHIP PER PROVINCE



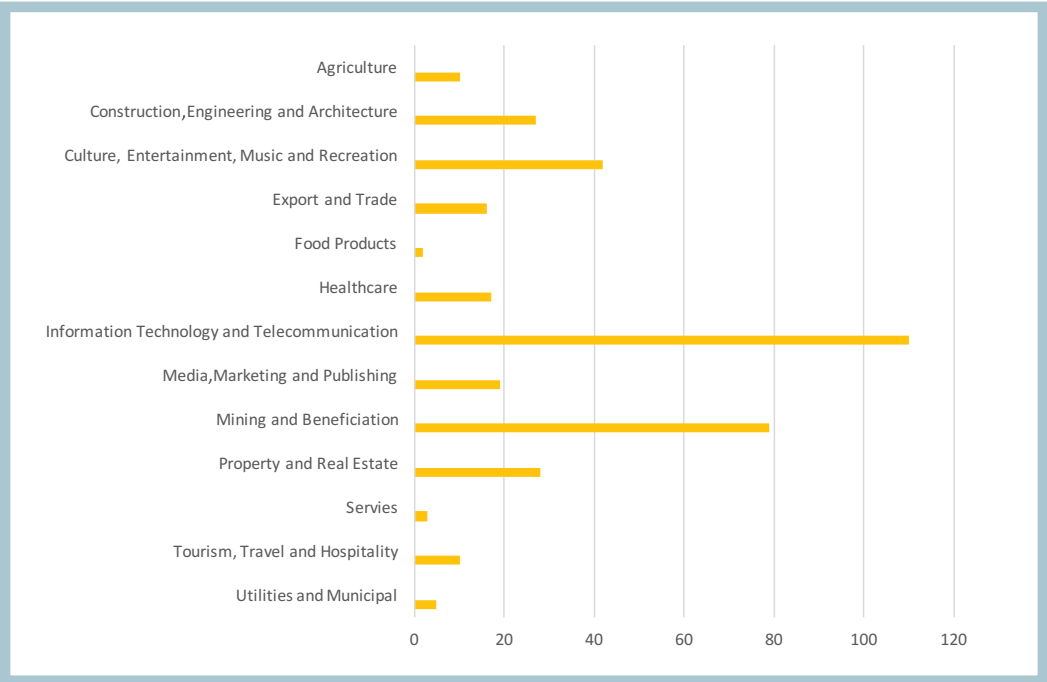
EASTERN CAPE PER SECTOR



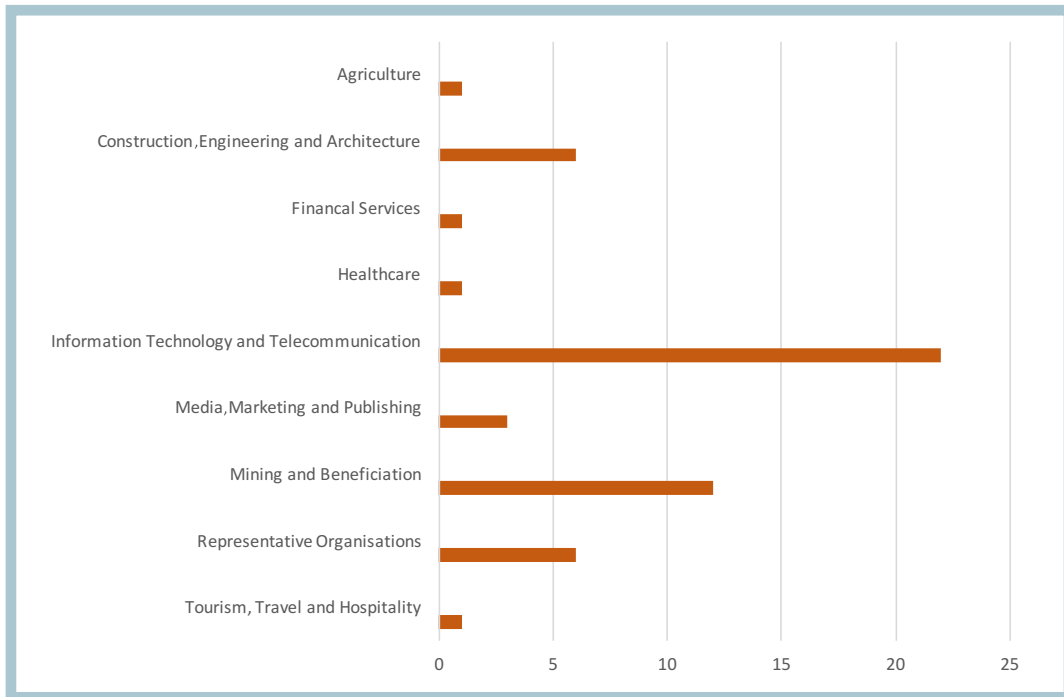
FREE STATE PER SECTOR



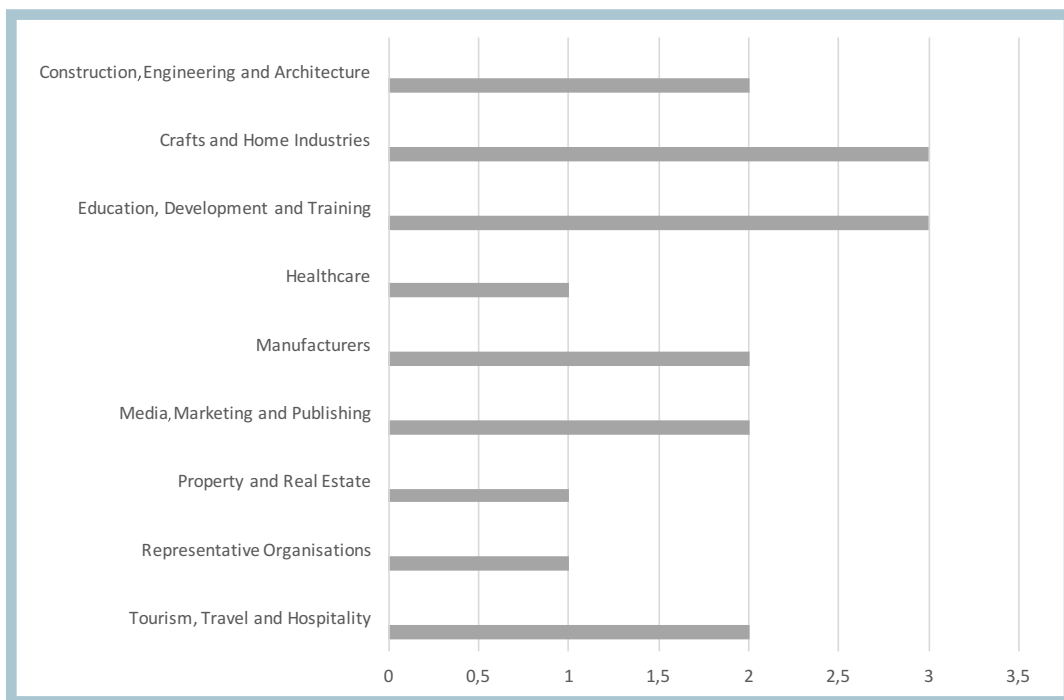
GAUTENG PER SECTOR



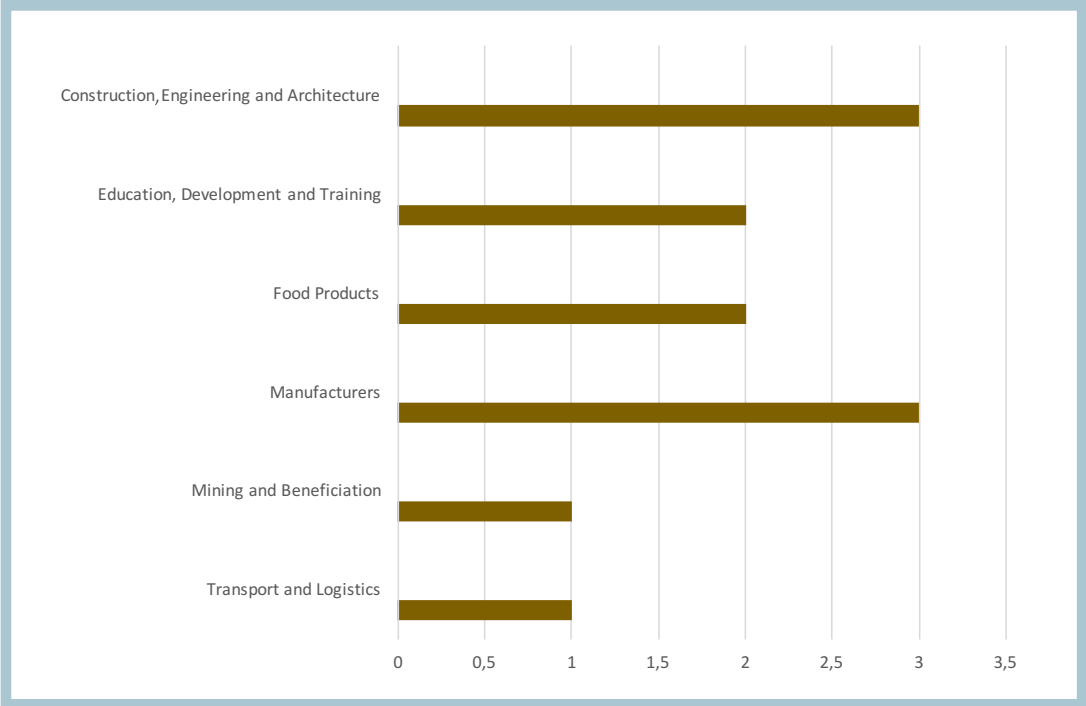
KWAZULU PER SECTOR



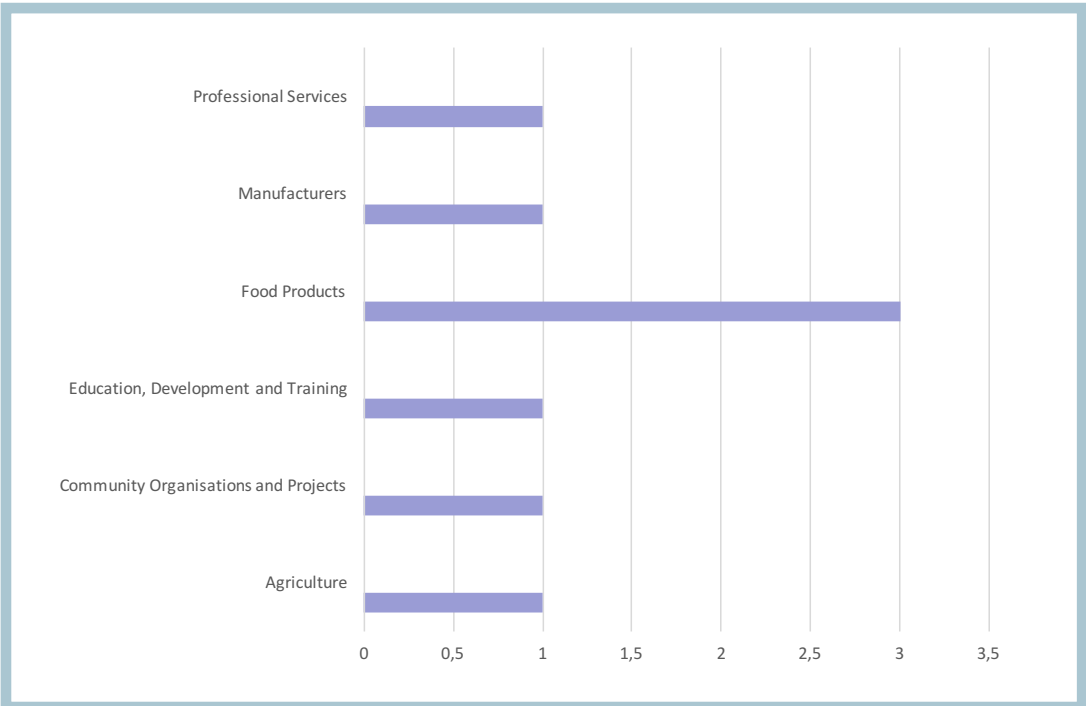
LIMPOPO PER SECTOR



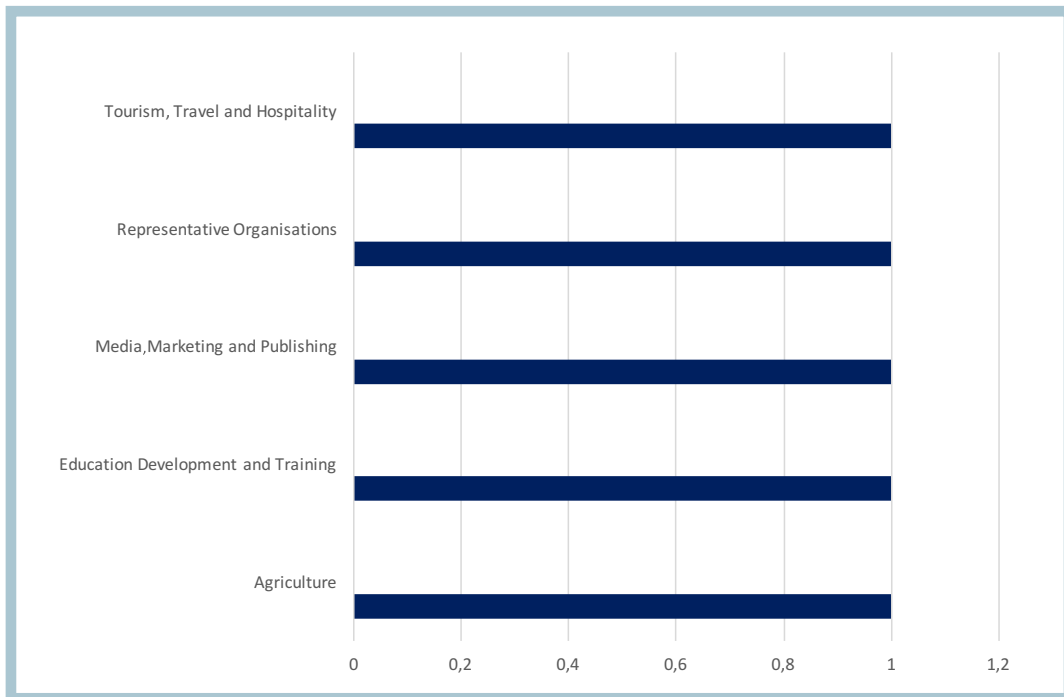
MPUMALANGA PER SECTOR



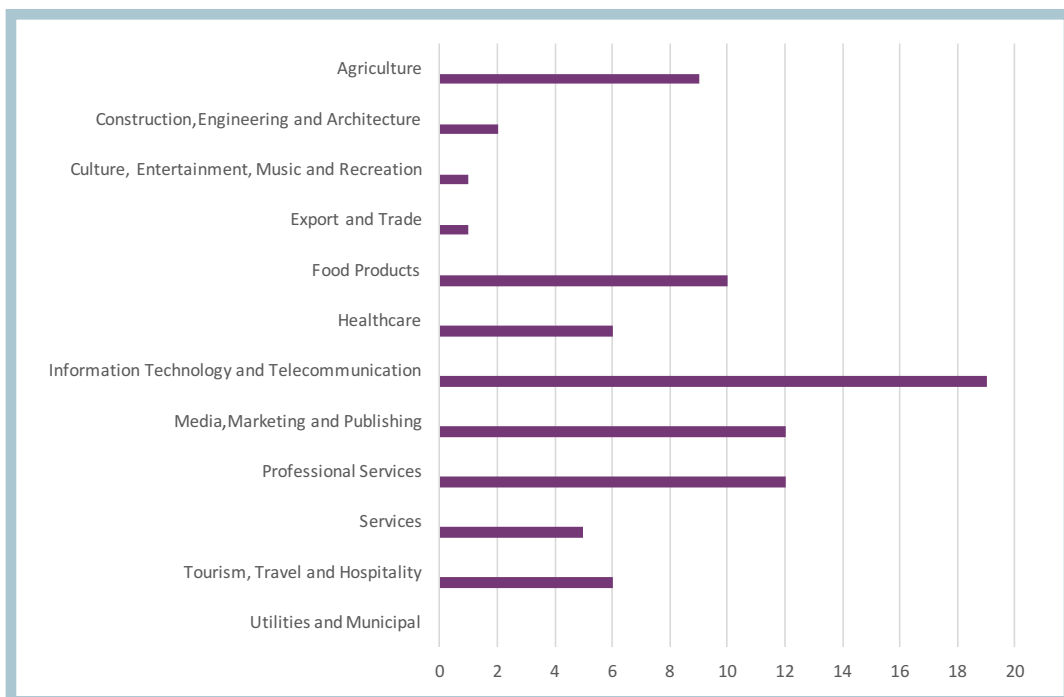
NORTH WEST PER SECTOR



NORTHERN CAPE PER SECTOR



WESTERN CAPE PER SECTOR





**Proudly South African
Since 1916**





6. OUR ACTIVITIES

6.1. KEY ACTIVATIONS AND EVENTS

6.1.1. SA Premier Business Awards

Proudly SA, together with the dti and Brand SA, hosted the 3rd edition of the SA Premier Business Awards at the Sandton Convention Centre. The annual awards recognise business excellence and honour enterprises that promote the spirit of success and innovation as well as job creation, good business ethics and quality.

The awards bring together all single sector awards including technology, manufacturing and women in business, among others. The award categories included;

- Lifetime Achievement Award;
- Play Your Part Award;
- Exporter of the Year Award;
- Investor of the Year Award;
- Young Entrepreneur of the Year Award;
- Women-Owned Business of the Year Award;
- Manufacturer of the Year Award;
- SMME of the Year Award; and
- Proudly SA Enterprise of the Year Award.

The Awards were sponsored by ABSA Bank, the Gordon Institute of Business Science and Tsogo Sun. The keynote speaker was Deputy President, Cyril Ramaphosa.

Reach for this event: Approximately 800 guests

Target Audience: Business, community representatives and the public sector

6.1.2. Taking DTI to the people (Sedibeng, Vereeniging) – 17 April 2015

Proudly South African exhibited and participated in an outreach campaign, aimed at providing a platform for communities to share their experiences and challenges in dealing with the dti and its agencies, creating awareness in smaller outlying regions, educating the audience and incentivizing small enterprises to participate in the economy.

Reach for this event: 170 entrepreneurs and potential business people

Target Audience: Business community

6.1.3. World Intellectual Property (IP) Day – 24 April 2015

The day was celebrated under the theme: “Get Up, Stand Up For Your Rights” and was hosted by the dti, CIPC, NIPMO and the South African State Theatre. The event was used as a platform to educate consumers and business people about the importance and significance of intellectual property. Proudly SA promoted local IP and used the opportunity to sign up companies that have innovations which can be made part of the Campaign and need to be promoted as local quality products.

Reach for this event: 2 000 people attended the event

Target Audience: General public, youth, academics, businesses, legal fraternity and representatives of government

6.1.4. Freedom Day Activation (Back to the City) – 27 April 2015

In celebration of Freedom Day, an annual event is held in Newtown in Johannesburg to attract youth from various backgrounds. It comprises an outdoor music festival and marketplace. Proudly SA’s participation was aimed at encouraging youth to buy local products and make use of local services, in an effort to stimulate the local economy and help create jobs. It was also an opportunity to drive brand awareness, interact with consumers and conduct consumer and exhibitor research.

Proudly SA had a mini pavilion/village and hosted six Proudly SA member companies that sell products aimed at the youth market. Member companies were able to promote and sell their products and services.

Reach for this event: 27 000 consumers

Target Audience: Youth and Business (entrepreneurs and potential business people)

6.1.5. SMME Opportunity Roadshow - 6 May 2015

SMMEs play a crucial role in job creation and developing the economy. Under the leadership of Minister Lindiwe Zulu, the Department of Small Business Development spearheads government initiatives to assist and develop small businesses.

The SMME Opportunity Roadshow, endorsed by the Department, introduced SMMEs to various opportunities, programmes and incentives.

Proudly SA participated in the Johannesburg leg of the roadshow and had a fully branded exhibition stand. Delegates were provided with information relating to Proudly SA, how they can register their SMMEs with the Campaign, the Buy Local philosophy and the economy-wide benefits of local procurement and supporting local manufacturers.

Reach for this event: 500 delegates (SMMEs)

Target Audience: SMMEs





6.1.6. Tshwane SMME Fair 2015 - 7 May 2015

The Tshwane Economic Development Agency (TEDA) hosted an SMME Fair to provide entrepreneurs with information about (and access to) small business support provided in the city as well as through various agencies established to support small businesses.

Proudly SA showcased members' products and services at the Fair and used the platform to educate SMMEs about Proudly SA, recruit potential SMME members and educate them about the economic benefits of buying locally manufactured products and services.

Reach for this event: 100 SMMEs
Target Audience: SMMEs



6.1.7. Sunday Times Generation Next 2015 - 8 May 2015

The 11th annual Sunday Times Generation Next Conference and Awards was hailed as a major success. It is SA's main platform for youth marketing, determining which brands appeal most to the youth. The event also caters for an audience of youth marketers.

Proudly SA was the main strategic Conference partner. The platform was used to educate youth, brand ambassadors and marketers about the "Buy Local" ethos as well as positioning Proudly SA among the "coolest" brands in the country. This helps strengthen Proudly SA's brand equity and value proposition for member companies.

The HDI Youth Marketeers brand survey is conducted before the event and recognises SA's best and "coolest" brands (including products and celebrities) as voted for by thousands of youth aged 8-23. Riaad Moosa was the MC and Cassper Nyovest performed live at the event.

Proudly SA had an interactive exhibition stand at the event to host members and educate youth about local brands, country of origin labels, buying local and the values of Ubuntu and self-respect.

Reach for this event: 800 delegates
Target Audience: Youth and business representatives



6.1.8. Tourism Indaba – 9 & 10 May 2015

The annual Tourism Indaba was held at the Durban ICC, showcasing companies and organizations involved in tourism. The purpose of the Indaba is to engage, showcase and expand business networks in the sector. Proudly SA exhibited at the dti stand, engaging attendees and other exhibitors and communicating the benefits of Proudly SA membership.

Reach for this event: 7 700 people (made up of 1 029 exhibitors, buyers, media and other attendees)

Target Audience: Stakeholders and consumers from the tourism sector

6.1.9. SAPA Gauteng Provincial Conference - 15 May 2015

The South African Principals' Association (SAPA) is a professional body comprising principals and their deputies. Current issues in the education sector are addressed and support is offered. As part of its mandate, SAPA is required to host an annual National Conference that endeavors to promote best practice in schools and schools management as well as enhance the professional development of principals and their deputies.

Proudly SA used this platform to engage the principals and deputies on the role they can play in helping grow the economy, by educating the youth about the long-term economic benefits of buying locally manufactured products and services. This platform is also used as part of the broader strategic objectives of the Campaign aimed at driving social cohesion and national pride, as the long term plan is to access the youth across the country through SAPA.

Reach for this event: 100 attendees

Target Audience: Principals and Teachers (from Gauteng)

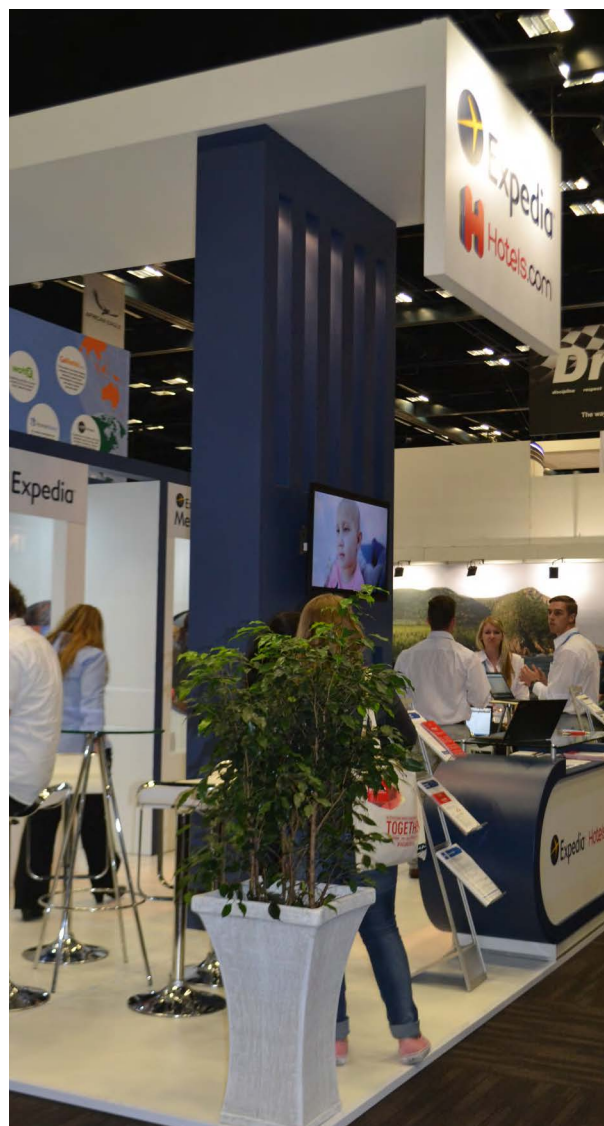
6.1.10 Religion vs Business seminar - 15 May 2015

The “Religion vs Business” event, organised and hosted by Productivity SA, aimed to create dialogue among religious leaders and the business sector with emphasis on the link between the success of the economy of the country and religious issues.

As a strategic partner to Productivity SA, Proudly SA was invited to attend and erect branding at the event, as well as to distribute information about the Campaign to delegates representing religious and business communities.

Reach for this event: 100 people

Target Audience: Religious and Business leaders



6.1.12. Inspire Trade Expo – 10 & 12 June 2015

Inspire Trade Expo (ITE) is the only ‘B2B’ trade exhibition focusing purely on furniture, décor and design. The launch of Inspire Trade Expo, on 10 July 2014, was driven by demand from the industry to have a focused platform where decision makers can network and place orders directly with each other, without catering for consumers in that space. It’s a ‘trade’ platform used to showcase products, network and meet serious industry related trade buyers.

Proudly SA had an exhibition stand and shared the platform with two member companies in that sector. This afforded them an opportunity to showcase their products and meet potential buyers for their locally manufactured furniture.

Reach for this event: 1 000 attendees

Target Audience: Business representatives and decision makers in the furniture, décor and design industry

6.1.13. Dirisanang Career & Business Expo: 15 June 2015

The Dirisanang Career & Business Expo - hosted by the Unique Investment Group and other organisations – aims to create links between tertiary institutions, businesses, communities, government and schools within communities where the event is held.

The objective of the Career & Business Expo is to create an equal opportunity for all participating stakeholders to share information. The primary focus is on learners at high school level as well as SMMEs.

The aim of Proudly SA’s participation was to educate young people about the values of Ubuntu and the important role they play in society and their respective communities. This included teaching attendees about the Campaign and the economic benefits of buying local. Proudly SA’s CEO delivered the keynote speech at the event while the organization also had an exhibition stand showcasing member products.

Reach for this event: 1 000 attendees

Target Audience: Youth



6.1.14. SAPS, Proudly SA & City of Tshwane Partner for Youth Day in Mamelodi - 16 June 2015

Proudly SA partnered with the SAPS, City of Tshwane and Mamelodi Community Policing Forum on Youth Day, to engage community members and youth on issues affecting South African youngsters – particularly the nyaope drug epidemic. An anti-drugs walk was held in the morning, followed by a conference hosted by the SAPS and the National Police Commissioner.

Reach for this event: 3 000 attendees
Target Audience: Community members (mostly the youth)

6.1.15. Public Sector Managers Forum – North West: 23 June 2015

The Public Sector Managers Forum targets employees at middle and senior management in government and state owned entities and is hosted by the GCIS across all provinces. This specific forum was hosted in Mafikeng in partnership with the dti and Proudly South African.

Public Sector Managers in the North West were invited to a conversation with the CEO of Proudly SA, to discuss the organisation’s mandate and their role in public sector procurement.

The key focus was on buying local / local procurement as prescribed in the Local Procurement Accord and the PPPFA (with regard to the designation of sectors). The theme for this forum was “Buy Back South Africa”. This forms part of the broader campaign aimed at encouraging South Africans to buy local in order to stimulate economic growth and job creation.

Reach for this event: 40 senior managers from the public sector
Target Audience: Public sector managers (decision makers)

6.1.16. Proudly SA Buy Back SA Business Forum in Limpopo - 23 June 2015

The 2015/16 edition of the Buy Back SA roadshow kicked off with a business forum in Limpopo, Polokwane. Sponsored by ABSA, it is designed to bring Proudly SA closer to members and to introduce the Campaign to potential members. It also aims to facilitate business to business networking and interaction between the Campaign, decision-makers and key stakeholders across the country. The stimulation of inter-member trade is another key objective of these sessions, which also provides member companies with an opportunity to profile their businesses.

The CEO addressed delegates about the Proudly SA campaign, its mandate and its plans. There were also presentations made by ABSA, the dti, Productivity SA and the NCPC which briefed delegates about financial and non-financial assistance which they offer.

Reach for this event: 50 delegates
Target Audience: Business owners





6.1.17. Manufacturing Indaba - 29 & 30 June 2015

Proudly SA participated in the annual Manufacturing Indaba held at Emperors Palace from 29–30 June 2015. The Indaba focuses on the growth potential of six key industry sectors and unpacks challenges and possible solutions in these sectors. The Indaba also provides a platform for informative and interactive sessions. Proudly SA's CEO participated in one of the forums hosted by the dti's Industrial Development Division.

Proudly SA also hosted an exhibition stand where two member companies were given an opportunity to showcase their offerings. Delegates were also educated about the importance of buying local. The platform was also used to recruit potential members from within the manufacturing sector.

Reach for this event: 1 000 delegates

Target Audience: Representatives of government and business

6.1.18. SMME Opportunity Road Show (PE) - 8 July 2015

SMMEs have been deemed to play a crucial role in creating jobs and developing the economy, which is why State President Jacob Zuma created a Government department especially for this purpose, namely, the Department of Small Business Development. Under the leadership of Minister Lindiwe Zulu, the Department spearheads Government initiatives to develop small businesses in every community throughout the country with a view to growth and opportunity in all sectors.

This is one of the platforms developed to ensure the Department can achieve its objectives. Proudly SA's presence on this platform was to engage with SMME's, to inform them about the Buy Local Campaign and for recruitment.

Reach for this event: 150

Target Audience: SMME and Government representatives



6.1.20. SA Afro Music Awards Launch – 16 July 2015

Nominees in the inaugural SA Afro Music Awards, as well as lifetime achievers, were announced at a launch event

The event aims to celebrate those involved in the Afro music genre. Proudly SA endorsed the event to promote support for local music, localization and patriotism. This has created a much needed platform for Proudly SA to work with the music industry, particularly in the fight against music piracy and counterfeit goods.

Reach for this event: 85 people attended the event

Target Audience: Arts & Culture representatives, Business Media, community, consumers & government

6.1.21. Mandela Day Activation – 18 July 2015

Proudly SA partnered with the Winnie Madikizela Foundation in Soweto on Mandela Day, to honour elderly members of the community. Pensioners were invited to the event and were given blankets and food packs. They were honoured and were also provided with a special lunch and entertainment. Speakers included Winnie Madikizela—Mandela and Mandela family members, the Minister in the Presidency, Jeff Radebe and the CEO of Proudly South African Adv. Leslie Sedibe.

Reach for this event: 300 (excluding those reached through media coverage media)

Target Audience: Community members

6.1.22. Manufacturing Indaba KZN – 21 to 22 July 2015

The aim of the event was to focus on the growth potential of six key industry sectors, as well as unpacking challenges and obstacles to find solutions for growth in each of these sectors. The manufacturing industry continues to face tremendous challenges. A shrinking manufacturing base, supply chain challenges, human capital challenges, the threat of other emerging economies and cheap labour continues to threaten the growth and prosperity of the South African manufacturing sector.

The aim of the Manufacturing Indaba is to bring together business owners, industry leaders, government officials, capital providers and professional experts to discuss challenges faced by industry and to brainstorm solutions.

The success of the nation depends on a strong and innovative manufacturing base, therefore the event serves to ensure that all role players continue to work together to promote prosperity through manufacturing, science and innovation.

Reach for this event: 2 000 delegates (SMMEs)

Target Audience: Business and Industry Sector





6.1.23. Proudly SA Business Forum (Gauteng) – 29 July 2015

This formed part of the continuation of the 2015/16 edition of the Buy Back SA roadshow. Sponsored by ABSA, the forum is designed to bring Proudly SA closer to members and to introduce the campaign to potential members.

Reach for this event: 200

Target Audience: Business sector (mostly SMMEs)

The CEO delivered an address at this event on the Proudly SA campaign and on the economy-wide benefits of Buying local.

6.1.24. Change Makers Conference – 15 August 2015

A network of businesses, NGO's and youths are working together to inspire active citizenship. The conference was held at the University of Johannesburg in an effort to promote active citizenship. The event focused on a number of issues including funding challenges faced by non-profit organisations.

Reach for this event: 300 delegates

Target Audience: Business representatives and students



6.1.25. SMME Opportunity Road Show (Durban) – 18 August 2015

SMMEs play a crucial role in creating jobs and developing the economy, which explains President Jacob Zuma's drive to establish a Government Department especially for this purpose. The Department of Small Business Development, under the leadership of Minister Lindiwe Zulu, spearheads Government initiatives to develop small businesses in every community throughout the country.

Proudly SA's presence on this platform was to engage with the SME companies for recruitment and to inform them about the Buy Local campaign.

Reach for this event: 200

Target Audience: SMME and Government

6.1.26. African Farmers Expo & Workshop – 18 to 20 August 2015

Moshate Media's prime objective for the African Farmers Expo Workshop is to facilitate growth and development for emerging and subsistence farmers and to create a platform where key role players in agriculture come together under one umbrella. Proudly SA's participation included engagement with businesses in the agricultural sector with a view to increase awareness around Proudly SA and membership in this sector.

Reach for this event: 200 attendees

Target Audience: Farmers and Government

6.1.27 Stokvel Gauteng Exhibition – 22 to 23 August 2015

It is estimated that one in every two black adult South Africans belongs to at least one of the existing 800 000 plus stokvels, a traditional savings scheme in which members contribute a fixed amount of money to a common pool weekly, fortnightly or monthly.

Although the concept of stokvels was initiated as a means of survival in hard times, especially among disadvantaged black communities, it has evolved beyond just the realm of providing support and comfort for bereaved families. The stokvel market are bulk purchasers and engagement with them in procuring local products and services will further entrench the effect of buying local and increase consumption of local goods.

Reach for this event: 100 people

Target Audience: Financial services, cooperatives, manufactures and stokvel organisations





6.1.28. Proudly SA Business Forum (Mpumalanga) – 25 August 2015

This forum formed part of the continuation of the 2015/16 edition of the Buy Back SA roadshow. Sponsored by ABSA, the forum is designed to bring Proudly SA closer to members and to introduce the campaign to potential members. It also aims to empower local businesses for growth and sustainability.

The CEO delivered an address at this event, focusing on the Proudly SA campaign and on the economy-wide benefits of buying local.

Reach for this event: 70 people

Target Audience: SMME and Government

6.1.29. Step up 2 a Start Up Launch – 27 August 2015

This is a youth initiative which ignites entrepreneurial and manufacturing talent. Proudly SA is part of this incredible journey to empower aspiring young entrepreneurs with the tools they need to succeed in business. STEP UP 2 A START UP is a nationwide programme to teach high school learners how to start their own businesses. This is a consumer education platform but also forms part of our CSI initiatives aimed at giving back to scholars through our Ubuntu Schools Campaign.

Reach for this event: 400

Target Audience: School students

6.1.30. Infrastructure Africa 2015 – 1 to 2 September 2015

The 4th Annual Infrastructure Africa Business Forum was held in Johannesburg at the Sandton Convention Centre from 1-2 September, 2015. The annual event targets project owners and developers on the African continent who are looking for investors, financiers, partners, service providers and product suppliers. The aim is to develop infrastructure projects across Africa. The focus areas for infrastructure development, which featured at the event, include:

- Addressing Africa's infrastructure project preparation challenges;
- Country focus sessions on Kenya and Tanzania;
- Transport in Africa (air, road, rail and ports);
- ICT & Telecommunications;
- Africa's critical Energy Infrastructure (Energy Projects – Power, Oil and Gas);
- Accelerating regional integration and access to markets; and
- Eastern & Central Africa Transport Corridor.

Proudly SA was an endorsing partner for the Infrastructure Africa Business Forum 2015.

Reach for this event: An estimated 100 delegates attended the summit

Target Audience: Government and Infrastructure Practitioners



6.1.31. Smart Procurement World – 8 to 9 September 2015

Smart Procurement World 2015 was held from 8-9 September 2015, in collaboration with the Chartered Institute of Purchasing and Supply (CIPS). The event affords delegates an opportunity to gain fresh insight into various procurement and supply management topics. This dedicated Enterprise Development conference was attended by corporates throughout South Africa. Proudly SA's presence at this event was to promote local products and educate supply chain managers on local procurement.

The CEO also delivered an address at this event on the Proudly SA campaign and on the economy-wide benefits of Buying local.

Reach for this event: An estimated 2 000 attendees

Target Audience: Business

6.1.32. SMME Opportunity Road Show (Cape Town) - 9 September 2015

Proudly SA's presence at this platform was to engage with the SME companies for recruitment and to inform them about the Buy Local Campaign.

Reach for this event: 200

Target Audience: SMME and Government

6.1.33. Career Day – 10 September 2015

The purpose of the event is to expose students to a variety of career fields and professions, educating high school students about the importance of Buying Local and advice on career guidance.

Reach for this event: 200

Target Audience: Government, business and students





6.1.34. Ekurhuleni Captains of Industry Forum – 16 September 2015

This event aimed to reinforce the partnership with Ekurhuleni Business Initiative, stimulate brand awareness, attract members of the Ekurhuleni Captains of Industry Forum to the Campaign and educate delegates about Proudly SA.

The CEO spoke at this event on the economy-wide benefits of buying local as part of membership recruitment drive.

Reach for this event: 130 attendees

Target Audience: Business and Government

6.1.35. Leaderex – 17 September 2015

Leaderex is Africa's largest gathering of executives, professionals and entrepreneurs. It offered Proudly SA an opportunity to connect with over 200 exhibitors. The event was used as a platform to showcase Proudly South African and increase membership.

Over the past three years, South Africa has become a world leader in the development, implementation and auditing of National HR Standards. The HR Standards journey started in 2013 with the development of the world's first National HR Management System with 13 standard elements, namely: Strategic HR Management, Talent Management, HR Risk Management, Workforce Planning, Learning and Development, Performance Management, Reward and Recognition, Employee Wellness, Employment Relations Management, HR Service Delivery, HR Technology and HR Measurement.

Reach for this event: About 10 000 people were reached through this initiative (pre, during and post event)

Target Audience: Executives, professionals, entrepreneurs and HR managers



6.1.36. Consumer Goods Council Summit – 17 to 18 September 2015

The Consumer Goods Council Summit is the most empowering industry conference where retail industry leaders, aspiring leaders and experts share knowledge and debate best solutions in Digital Ecosystems. Carefully selected speakers from a wide range of leaders, experts and other related organisations motivated and inspired delegates with stories of change, transformation and innovative approaches to business models in an evolving and increasingly digital age. Proudly SA used this platform as a consumer education platform and to attract potential member companies.

Reach for this event: 200 delegates

Target Audience: Business and representatives of government

6.1.37. Maskandi Heritage Festival – 24 September 2015

This event was held in Soweto on Heritage Day and was aimed at celebrating Maskandi music, one of the most supported music genres in the country. Proudly SA's participation was aimed at promoting support for local music, celebrating SA's heritage and National Days and increasing awareness of the Buy Local message. The event was also a platform through which consumers can be educated and informed about Proudly SA and the economic benefits of buying local.

Reach for this event: 15 000 attendees

Target Audience: Community

6.1.38. Township Youth Tourism and Heritage Lekgotla – 20 September 2015

The Lekgotla seeks to create a platform for youth to engage with various tourism stakeholders, both in the private and the public sectors in order to create awareness around township tourism and heritage. This was also a platform to educate the youth on the importance of buying local and the economy wide benefits thereof.

Reach for this event: 50 delegates

Target Audience: Business and Community

6.1.39. East London Business Forum – 29 October 2015

The East London Business Forum was part of Proudly SA's continued drive across all nine provinces to drive Buy Local awareness, networking and membership of the Campaign. This was also part of the broader "Buy Back SA" Campaign.

Reach for this event: 45 attendees

Target Audience: Business, government, member companies and non-member companies





6.1.40. COSATU/ Proudly South African Champions Conference - 3 November 2015

This annual event is organised in partnership with COSATU Western Cape and is aimed at ensuring the implementation of Buy Local principles and support for Proudly SA in the Western Cape.

The conference also promotes the Local Procurement Accord and specifically interrogates measures to ensure its provincial implementation. The conference seeks to boost and increase the uptake and procurement of locally produced products and services, through discussions and commitments, which in turn will lead to greater levels of sustainable job creation.

The second part of the conference was in the form of a local music concert which brought together various communities with a view to galvanizing support on grassroots level and celebrating local talent.

Reach for this event: 1 600 attendees

Target Audience: Workers, small businesses, shop stewards, labour representatives

6.1.41. Manufacturing Indaba Western Cape – 6 November 2015

This event focused on the growth potential of six key industry sectors and unpacked challenges and obstacles with a view to finding solutions for growth in each of these sectors, especially in the Western Cape. The manufacturing industry continues to face tremendous challenges. A shrinking manufacturing base, supply chain challenges, human capital challenges and the threat of other emerging economies and cheap labour continue to threaten the growth and prosperity of the South African manufacturing sector.

The aim of the Manufacturing Indaba is to bring together business owners, industry leaders, government officials, capital providers and professional experts to discuss challenges faced by industry and to brainstorm solutions. The success of the nation depends on a strong and innovative manufacturing base. The event also aimed to ensure that all role players continue to work together to promote prosperity through manufacturing, science and innovation.

Reach for this event: 4 000 delegates

Target Audience: Businesses, consumers, government and members of the community



6.1.42. GenNext 2016 Launch and Youth Insights Breakfast – 17 November 2015

This was the launch event for the next edition of the Generation Next Conference and Awards, scheduled for June 2016. Proudly SA is a strategic partner for both the Awards and the Conference. The organisation was afforded a speaking and branding opportunity at this launch event. The event offered valuable information around the growing influence of Generation Z and why most successful global youth marketing strategies are beginning to make the shift to these successors of millennial Generation Y.

The CEO delivered an address at this event on the Proudly SA campaign and on the economy wide benefits of Buying local.

Reach for this event: 200

Target Audience: Youth, related organisations and media

6.1.43. Durban Business Forum – 19 November 2015

This is a continuation of the 2015/16 edition of the Buy Back SA roadshow. The Durban Business Forum was part of Proudly SA's continued drive across all nine provinces to drive Buy Local awareness, networking and membership of the Campaign. This was also part of the broader "Buy Back SA" Campaign.

Reach for this event: 93 attendees

Target Audience: Business, government, member companies and non-member companies

6.1.44. SA Afro Music Awards – 28 November 2015

Proudly SA is a strategic partner of the newly introduced SA Afro Music Awards (SAAFMA). The inaugural Awards (SAAFMA) were designed to recognise excellence and promote the impact and importance of this genre. The aim of these Awards is to keep the members of Afro Music growing, to recognise the custodians and those who continue to excel and to propel it and commemorate and honour artists and role players in the Afro Music genre.

The idea is to celebrate and keep the Afro Music genre relevant and to show appreciation and encourage the musicians.

The CEO delivered an address at this event on the Proudly SA campaign and on the economy wide benefits of buying local.

Reach for this event: 200

Target Audience: Entertainment and Music related organisations, including the media





6.1.45. MTN & Proudly South African Ubuntu School Shoes Campaign, Swartruggens - 5 February 2016

With this CSI initiative, we aim to assist disadvantaged communities while spreading the Proudly SA Buy Local message. This is also a mechanism developed to bring the Campaign closer to the public and to provide business profiling opportunities. Most of the children who were assisted are from families who are struggling to make ends meet and who face socio economic hardships.

The timing of this event was excellent as the new school term had just started. There was a critical need for shoes for most of the children in the identified schools. Proudly SA partnered with MTN, which supplied 650 pairs of shoes to deserving children at three different schools in the Swartruggens area.

The CEO spoke at the schools to encourage learners and motivate communities to uphold the values and principles of Ubuntu.

Reach for this event: 2 600

Target Audience: Learners, educators and business





6.1.46. Proudly SA Valentine's Day activation - 11 February 2016

Proudly SA Valentine's Day activation is an annual event which seeks to inspire South Africans, show love for the people of South Africa and promote social cohesion and national pride. The event promotes the spirit of tolerance and Ubuntu towards our fellow citizens and encourages the nation to celebrate love, kindness and being considerate. The theme for the event was "Show Your Love For Your Country" and through this event the Proudly SA team, together with local celebrities, spread love by handing out roses and "call to action cards" to the public, urging them to support the "Buy Local" Campaign.

The event is used to promote and encourage South Africans to show their love for South Africa by supporting and buying local products, to help stimulate the local economy and create more jobs.

Members of the public welcome the annual event and particularly enjoy meeting celebrities who form part of the team. The 2016 celebrities included Somizi, Proverb, Miss South Africa 2016, Siphokazi January and William Lehong, to name a few. This gave members of the public photo opportunities with their favourite local celebrities, which in most instances, is a once in a lifetime opportunity for them.

Media publicity was derived from this activation and this included coverage in the Caxton newspapers and Drum magazine, which focused Proudly SA's drive to showing our love for South Africa.

Reach for this event: 2 500
Target Audience: Consumers





6.1.47. Proudly SA in partnership NFVF Movie Night - 24 February 2016

Proudly South African, in partnership with National Film & Video Foundation, has embarked on a campaign to celebrate, embrace and promote local films while educating consumers about the importance of local procurement, buying local and supporting local films.

The first event in this campaign was the premiere of the local movie “Happiness Is A Four Letter Word” held at the Rosebank Zone cinema. Proudly SA reaffirmed its support for local productions while also emphasizing the need to stop piracy and protect intellectual property.

Reach for this event: 120
Target Audience: Business representatives and celebrities

6.1.48. The dti Open Day – 11 March 2016

The dti Open Day aims to educate and create awareness about the services and offerings which the dti offers to the public as a contribution towards building the economy. This also serves as an opportunity for all members of the dti family to build relationships and share information in their areas of business and expertise.

Reach for this event: 500 attendees
Target Audience: SMME and Government



6.1.49. The Economic Research Advisory (ERAN) Conference (the dti) – 10 to 11 March 2016

ERAN is The Department of Trade and Industry's (dti) coordinated economic research advisory network comprising representatives from national and provincial Economic Development Government Departments, government entities, universities and research institutions.

Reach for this event: 200 attendees

Target Audience: Government, SMMEs & businesses

6.1.50. Proudly SA Media Dinner – 17 March 2016

This is a Proudly SA initiative to engage media around the topic of buying local and the Proudly SA Campaign. This is also a media networking event as well as a branding opportunity platform.

The CEO delivered an address at this event and promoted the upcoming Buy Local Summit and Expo.

Reach for this event: 30 attendees

Target Audience: Senior journalists and editors

6.1.51. SABIC – 10 to 11 March 2016

The Small Enterprise Development Agency (SEDA) identified a need to create a platform where "everything Technology Business Incubation related" can be deliberated, shared and explored. Business incubation has been identified as a powerful tool to support and sustain small businesses and boost the economy. As a result, SEDA and the Department of Small Business Development (DSBD) hosted the inaugural South African Business Incubation Conference (SABIC) on 10 and 11 March 2016 at the Gallagher Estate Conference Centre in Midrand.

Reach for this event: 500 attendees

Target Audience: Workers, small businesses, shop stewards, labour representatives

6.1.52. Spaza Shop Summit – 23 March 2016

The main objective of the Summit was to empower township based spaza shops through skills development, the creation of sustainable partnerships between Spaza Retail Enterprises and the private sector and developing economic infrastructure. Proudly SA exhibited at this event and the CFO spoke at this event on the economy-wide benefits of buying local, as well as the importance of collective procuring for businesses, in the interests of deriving lower cost prices (economies of scale).

Reach for this event: 100 attendees

Target Audience: Businesses (SMMEs, mostly Spaza shop owners)





THE PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT & EXPO

6.1.53. Proudly SA Buy Local Summit and Expo – 30 March 2016

Proudly SA hosted the 5th Annual Buy Local Summit and Expo on 30 March 2016 at Sandton Convention Centre in Johannesburg. This event has grown into one of the most significant events on the country’s business calendar. It is sponsored by ABSA and Transnet (the top tier sponsors) as well as CSIR, Pikitup, Nestle, and Sasol.

Recognised as the main institution that has, among others, the potential to strongly influence procurement in favour of domestic production, Proudly SA worked and continues to work closely with both the public and private sector entities to drive the “Buy Local” message extensively.

The event was again two-pronged, in that it had a Summit and an Expo, where the focus of the Summit was on the importance, benefits and challenges of local procurement in SA, in both the public and private sectors.

Some of the speakers on the day included the following, among others:

- The Deputy President Mr. Cyril Ramaphosa;
- The Minister of Trade and Industry, Dr. Rob Davies;
- The Minister of Small Business Development, Lindiwe Zulu;
- The Deputy CEO and Financial Director at ABSA, Mr. David Hodnett;
- The Auditor General of SA, Mr. Kimi Makwetu;
- The Director of Corporate Affairs at Nestlé, Mr. Ravi Pillay;
- The Senior Executive at Aspen, Mr. Stavros Nicolau;
- The MD of Pikitup, Ms. Amanda Nair; and
- The Enterprise Development Executive at Transnet, Ms. Mmadiboka Chokoe;

Two panel discussions were also held on the day. They comprised representatives from the government, business, organised labour and community constituencies.



The Expo showcased local products and services of Proudly SA member companies, partners and strategic stakeholders. Over 1 700 people attended the event and visited the expo area, which resulted in both immediate sales transactions as well as long term business deals for some of the exhibitors.

Some of the exhibitors, representing both the public and the private sectors, which showcased their relevant offerings, included:

- ABSA;
- BMW;
- Sizwe IT;
- Sasol;
- Nestlé;
- Schachter and Namdar;
- Hisense;
- Continental China; and
- Little Master Diapers.

Reach for this event: 1 700 attendees

Target Audience: Businesses, government, captains of industry, consumers and representatives of labour organisations





PROUDLY SOUTH AFRICAN THE NATIONAL BUY LOCAL CAMPAIGN

Proudly South African is a multi level campaign to promote South African Companies, organisations, products and services that demonstrate high quality, local content, fair labour and environmental practices.

Proudly South African promotes members products and services to consumers, businesses and all state organisations, encouraging South Africans to buy locally made products bearing the Proudly South African logo.

WHY BUY LOCAL?

ITS GOOD FOR YOU

The buying of local goods will not only guarantee you good quality products but also has a social impact through job creation. By seeking the Proudly South African logo on products you are putting your money where your heart lies and in so doing you are investing in the local economy and in South Africans as a whole.

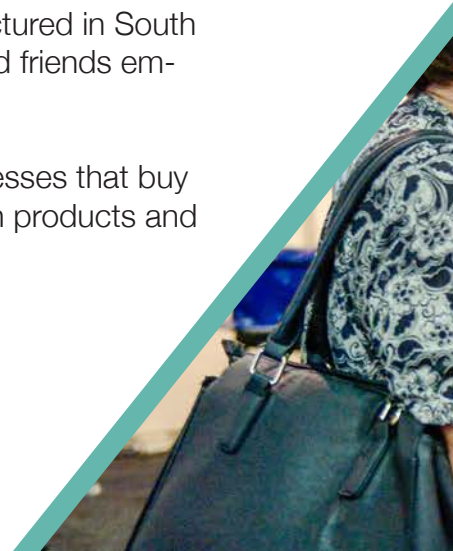
ITS GOOD FOR YOUR FAMILY AND FRIENDS!

When you buy products and services made, grown and manufactured in South Africa, you can be sure you are keeping your family members and friends employed!

It comes down to all of us as consumers - the people and businesses that buy things every day - to consciously purchase Proudly South African products and services.



www.proudlysa.co.za





THE PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

The Buy Local Summit & Expo provides a platform where; business leaders and owners, captains of industry, entrepreneurs, economists, government ministers and officials, procurement decision makers and representatives of community and labour organisations gather under one roof, once a year, to network, sell and engage in all matters related to local manufacturing and procurement.

The exhibition area offers an opportunity for government institutions and corporate businesses to access Proudly SA's member companies as well as other local enterprises and organisations which showcase what South Africa has to offer.

Summit delegates also benefit from high-level networking opportunities and the impact of local purchases on the manufacturing sector and job creation from top level speakers in the Corporate and Government space.



Register at
www.buylocalsummit.co.za

REGISTRATION IS FREE

6. OUR ACTIVITIES

6.2. MEDIA AND PUBLIC RELATIONS

EXECUTIVE SUMMARY (APR-JUN 2015)

1. CLIPCOUNT ANALYSIS - 2012/2013/2014/2015 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (Apr-Jun 2015). Comparison is made with the same period in 2012, 2013 and 2014.

CLIPCOUNT COMPARISON (APR-JUN 2012-2015)



The analysis shows an increase in print, broadcast and online coverage for 2015, compared to the two previous years (for the period under review):

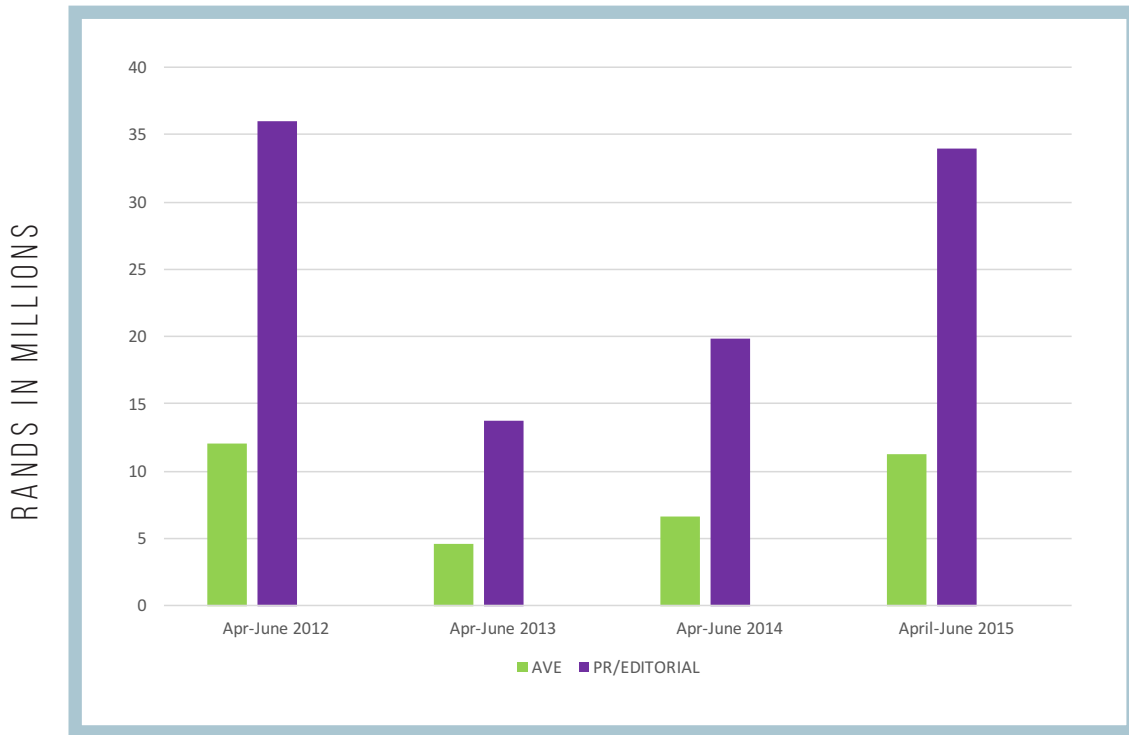
- 2015 yielded a total of 303 news clippings;
- 2014 yielded a total of 181 news clippings;
- 2013 yielded 166 clippings; and
- 2012 yielded 409 clippings.

(Only clips relating specifically to Proudly SA and its activities are included in the clipcount analysis. The clipcount is extracted from daily notifications from Newsclip Media Monitoring Services relating to phrases/key words “Proudly South African”).

2. AVE/PR VALUE – 2012/2013/2014/2015 JAN-MAR COMPARISON

The AVE/PR Value Comparison shows an increase for the period April-June 2015 compared to the two previous years.

AVE COMPARISON (APR-JUN 2012-2015)



HIGHLIGHTS FOR THE PAPER UNDER REVIEW

APRIL - JUNE 2015

Let's work to shake off skunk of world tag

SOME 21 years ago, we became the shame of the world when South Africa was freed from the system called apartheid.

We were called a "miracle nation" and a "rainbow nation" as we had struggled and traversed through a very dark period in our history and miraculously moved into the light without falling into the precipice into a full blown civil war. However the world over watched as South Africa navigated its way into democracy. Thousands of people – of various tribes and cultures – through the Union Buildings to witness first hand as the fate of our nation was sealed.

On May 10, 1994, as he was inaugurated the first democratically elected president of South Africa, Nelson Mandela and the government of national unity stood tall on the words of the historic Constitution and called for national unity and social cohesion.

We celebrated together. Blacks and white, locals and foreigners, old and young. People literally held each other's hands that day as they cheered with joy.

It was Mandela's words that resonated from the Union Buildings to the rest of the world, as citizens and residents from every nook and cranny of the planet roared and cheered enthusiastically.

"Now, never and never again shall it be that this beautiful land will again experience the oppression of one by another and today the injustice of being the skunk of the world."

Fast forward 21 years and we are being to ask ourselves certain questions about the trajectory we are following as a nation.

What does the "miracle nation" in an advanced nation. The "rainbow nation" is being stained by many as nothing more than an optical illusion.

The violence in IxwalaZulu Natal and Gauteng against lecturers has driven our country into world headlines.

Corruption and robbery, still rampant, has stolen a better story of fellow Africans who are treated indignantly by the majority South Africans who murder and maim without flinching.

An African as it is to expect, we have become the skunk of the world in the eyes of many across the African continent. In as much as I am proud of this country, its people, the achievements they are traversed and everything great we have achieved over the years, I am today ashamed and devastated that some of our fellow countrymen have spat on our constitution and brought shame upon us through senseless, barbaric and evil acts of violence against our African brothers and sisters.

They have attacked and effectively launched a full scale attack on our Constitution which states in the preamble: "South Africa belongs to all who live in it, united in our diversity..."

"To this minority I say: Not in my name!" I still believe the majority of South Africans are good people, a people loving, caring people who care for the Constitution and laws of the land.

I believe we are a nation that holds Ubuntu in our hearts and have respect for human life.

It is critical that we all stand up and condemn the violent attacks on foreigners in the strongest terms and speak out against the perpetrators.

How can we sleep peacefully when thousands of God's children continue to suffer? How can we celebrate freedom at a time when millions of African people suffer the indignity of poverty and war?

How do we respond to the kind voices that come out of the war-torn streets of Africa's children who have no food to eat? How can we as South Africans, at the rest of Africa did for us during the many years of Struggle?

Africa cannot leave to drift to the soundtrack of freedom until we are the south most free. And now this? Why this act of hate under the misguidance of a pastor that savagery are attacking our jobs? Which jobs? Wake up Mandela!

You have become too complacent and arrogant and I can hear the voice of eternity screaming don't play with me! Stop abusing God's children for false motives and personal ambition! Wake up! Wake up! Bring back Ubuntu and let us rebuild from ashes. It is never too late to grapple with the eternal meaning of love.

We cannot stand idly by and remain silent when innocent people – fellow Africans – are being victims, attacked and targeted by unscrupulous and immoral thugs. The world is watching and an impression is being created that South Africans are intolerant, senseless and violent.

We need to make sure the message across that such lawlessness will not be tolerated in any form. Let's stand together. South Africa, and say No in our name! We dare not sleep quiet, but we are succumb to cowardice through our silence. Darling or skunk of the world – the choice lies in our hands.

Leslie Sedibe is chief executive officer of Proudly South African.

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• **CEO COLUMNS:**

The CEO of Proudly SA continued to maintain his monthly column in the Pretoria News. The same column is also used within the Independent Group of Newspapers and online from time to time. This provides an opportunity for the CEO to regularly communicate the Proudly SA ethos and messaging to the public through the media.

The CEO also writes opinion pieces for other publications from time to time and continues to do regular media interviews (radio, television and print) with regard to issues including local procurement, economic issues and issues around social cohesion, national pride and patriotism.

SUNDAY INDEPENDENT, LUSKATONG
14 Jun 2015, p.18

The Apostle Paul's letter to the church in SA

LESIE SEDIBE

AS I WRITE this letter to you, I sit behind prison doors, with armed guards all around me. Let it be known that I am a prisoner for Christ and the gospel of our Lord Jesus Christ.

Besides all my troubles, I have received the good news about your heroic struggle against colonialism, imperialism and apartheid. I was encouraged by the manner in which through dialogue and sufficient consensus you managed to overcome your greatest adversary and the demons of racism.

The brutal killing of your liberation hero Chris Hani and many others before the dawn of your democracy was intended to learn your triumphant march towards freedom and justice for all. By the grace of God, you overcame the designs of the enemy and remained united in your resolve to build a new nation, a rainbow nation.

Timidly my servant and brother shared with me the news about your historic elections for a free and democratic nation. My heart sang as I saw images of many citizens of your country stood in long, single queues to cast their ballot for the first time. Since your first democratic elections, you have done well to develop a constitution that seeks to protect the rights of all your citizens. The hosting of the 1995 rugby World Cup and the Africa Cup of Nations, the cricket World Cup, the FIFA Confederations

your churches are becoming social clubs and feeding on the desperate circumstances of your poor. I will not even comment about the immorality that is fast growing in your communities. Your children have now turned to drugs like rhyzo because you have kicked Christ out of your schools. And then you wonder what teenage pregnancies are for over on the rise, with some of your teachers taking advantage of your children.

What is this rubbish I hear about a 30 percent pass rate at your schools? Are you serious? Did you really struggle against apartheid to afford your children such an inferior pass rate or is this meant to make the teachers look good while cancelling the real problems in your education system?

Can you really expect to be a leading nation with such poor education outcomes? Is this what Tjaka Mashimane, Hector Pieterse and others died for? I encourage you to ponder this as you remember June 16, 1976. The best tribute you can pay your fallen heroes and legacy for future generations is to fix what is broken in your education system.

Just ask Uncle Bob in Zimbabwe! He may have some good ideas to help you on this journey. After all, his people are better educated, despite all their challenges.

Speaking of education, have you paused for a moment to notice the link between your sluggish economic growth rate and the lack of innovation, creativity and support for small businesses? The biggest employer in many countries is small businesses. Your wage bill for the civil service is way too high. Watch out!

Do you have a good story to tell? Yes, you do – without a doubt, but I must issue a sound warning that this will not be for long if you carry on like this. You have turned your parliament into the most watched cable strip on television and children are watching all of this. Always remember that children copy your actions.

The newspapers in your country have placed a limit on the number of words to my letters and I must, now stay, but please remember to take care of the poor and stop sending public funds on vanity projects and enriching the few politically connected. Corruption is a terrible thing that acts like a cancer and has destroyed many nations. Don't be next!

Always remember to do good and to support and uplift Proudly South African, and do trade with your African brothers. Grow your local economies, feed the hungry and create sustainable jobs.

Let us dare remain outstanding among you except your love for each other. This is the same message that I wrote to the church at Rome. I told the Philippians church not to be anxious. I encouraged the Colossians to set their minds on the things above.

I have noticed a major change in the church at Ephesus since my letter to them and I wish the same for you. Meditate on what is good. Abhor evil. Pray for your leaders that you may live in peace and without anxious similar to those in the Middle East.

Grace, peace and mercy be with you until the coming of our Lord Jesus Christ, Amen!

Leslie is chief executive officer of Proudly South African. This opinion piece was compiled by a former editor of Dr Martin Luther King Jr. Sud- the service in his personal capacity.

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• **SA PREMIER BUSINESS AWARDS:**

Proudly South African partnered with the Department of Trade and Industry (the dti) and Brand SA to host the annual SA Premier Business Awards in Sandton, Gauteng. The prestigious event recognises business excellence in South Africa. Through the Awards, the partners honour enterprises that promote innovation and competitiveness – as well as job creation, good business ethics and quality. Local enterprises, that have promoted the spirit of success and entrepreneurship in South Africa, are also celebrated. The Awards were held on 9 April 2015 and the keynote address was delivered by Deputy President, Cyril Ramaphosa.

SA's competitiveness showcased at Premier Business Awards

The 2015 SA Premier Business Awards ceremony was held at the Sandton Convention Centre on 9 April 2015. Deputy President Cyril Ramaphosa delivered the keynote address, highlighting the importance of business excellence and innovation in driving South Africa's economic growth.

The awards recognized outstanding achievements in various sectors, including manufacturing, services, and technology. The event was a significant milestone in celebrating the success of South African enterprises and their contribution to the national economy.

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- **GENERATION NEXT:**

As part of its mandate to promote local brands and the “Buy Local” ethos for economic growth, Proudly SA became the headline partner for the inaugural Generation Next Youth Conference.

The annual Sunday Times Generation Next Survey, in partnership with HDI Youth Marketers, announced the inaugural Conference as part of the overall prestigious event. It was hosted at the Sandton Convention Centre on 8 May 2015.

While the Conference hosted marketing, advertising and public relations professionals, hundreds of youth had the opportunity to enjoy an interactive expo area which included brand activations.

South Africa’s youth continues to guide marketers on what is considered to be ‘cool’, and with an annual spending power of over R98 billion per year, SA brands can’t afford not to take notice.



- **BUSINESS FORUMS: ROADSHOW**

Proudly SA once again embarked on a nationwide initiative to empower and equip small businesses and entrepreneurs for success and sustainability. The first event kicked off in Polokwane in Limpopo on Tuesday, 30 June 2015 under the theme “Innovation and Competitiveness”.

The Business Forums, sponsored by Absa and supported by the dti, form part of Proudly SA’s mandate to promote locally manufactured products and services and to educate procurers, enterprises and consumers about the economy-wide benefits of supporting and buying locally made goods.

There was extensive media coverage around the initiative and Proudly SA’s CEO, Adv. Leslie Sedibe, did interviews with various media organisations including various radio interviews and a live interview on eNCA (television) on the morning of the event on 30 June.



- **CEO SLEEPOUT**

Proudly SA was a Stakeholder Partner of the inaugural 702 Sun International CEO SleepOut™ and the CEO of Proudly SA, Adv. Leslie Sedibe, spent one of the coldest nights of winter sleeping on a street along with some 250 other South African CEOs.

This initiative formed part of efforts to raise awareness about homelessness and to show a commitment towards tackling South Africa’s triple challenges of poverty, unemployment and inequality. The challenge, which took place on 18 June 2015, also aimed to raise funds for homeless and vulnerable children.

Proudly SA received extensive media coverage and PR exposure through this event and the CEO was also asked to take part in various interviews on radio and television. The event also provided an opportunity for the CEO to network with other CEOs and to spread the Buy Local messaging at a high level.



4. PRESS RELEASES

The following Press Releases were issued during the quarter under review:

NO	DATE	HEADLINE
1	8 APRIL	SA PREMIER BUSINESS AWARDS (PARTNER PRESS RELEASE) – FINALISTS ANNOUNCEMENT
2	APRIL	SA PREMIER BUSINESS AWARDS (PARTNER MEDIA ADVISORY) – MEDIA INVITE
3	APRIL	SAPBA WINNERS (PARTNER PRESS RELEASE)
4	7 APRIL	GENERATION NEXT (PARTNER PRESS RELEASE)
5	15 APRIL	SOUTH AFRICANS CANNOT AND MUST NOT REMAIN SILENT ON XENOPHOBIC ATTACKS
6	23 APRIL	PROUDLY SA PARTNERS ON INAUGURAL GENERATION NEXT YOUTH CONFERENCE
7	7 MAY	INAUGURAL GENERATION NEXT CONFERENCE TO TAKE PLACE TOMORROW
8	2 JUNE	PROUDLY SA COMMITTED TO FIGHT AGAINST POVERTY, UNEMPLOYMENT AND INEQUALITY – CEO SLEEPOUT
9	28 JUNE	PROUDLY SA TO ASSIST SMALL BUSINESS AND ENTREPRENEURS UNLOCK AND IGNITE LOCAL TRADE – LIMPOPO BUSINESS FORUM

5. MEDIA VISITS / ENGAGEMENTS

In order 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 had both formal and informal meetings/networking sessions with members of the media and/or advertising officials from the following media platforms (among others), during the period under review:

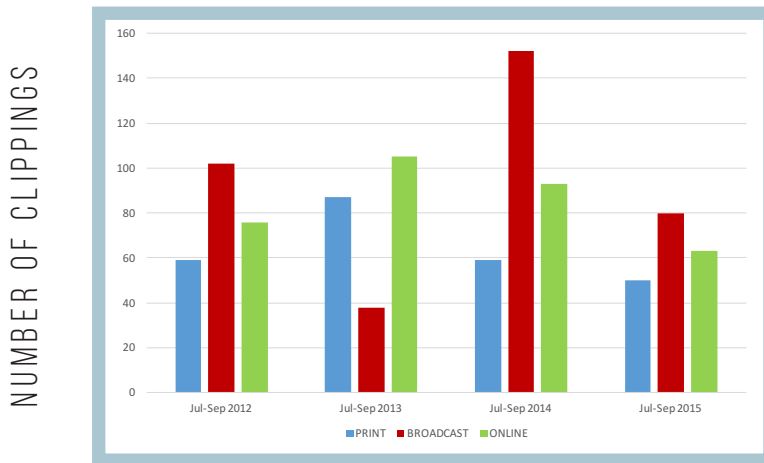
1. PRETORIA NEWS	7. SMALL BUSINESS CONNECT (DTI)	13. EWN (702 VISIT)
2. SABC RADIO	8. THE TIMES	
3. SABC RADIO SALES	9. MEDIA24	
4. SABC TV	10. ENCA	
5. KAYA FM	11. SABC TV ADVERTISING	
6. CLASSIC FM	12. ANN7	

EXECUTIVE SUMMARY (JUL-SEP 2015)

1. CLIPCOUNT ANALYSIS - 2012/2013/2014/2015 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (Jul-Sep 2015). Comparison is made with the same period in 2012, 2013 and 2014.

CLIPCOUNT COMPARISON (JUL-SEP 2012-2015)

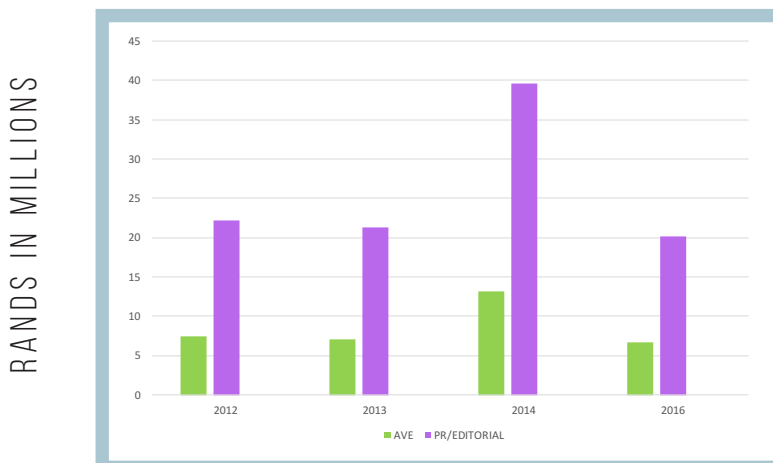


Only clips relating specifically to Proudly SA and its activities are included in the clipcount analysis. The clipcount is extracted from daily notifications from Newsclip Media Monitoring Services relating to phrases/key words “Proudly South African”).

2. AVE/PR VALUE – 2012/2013/2014/2015 JUL-SEP COMPARISON

The AVE/PR Value Comparison shows a decrease for the period July-September 2015 compared to the three previous years.

AVE COMPARISON (JUL-SEP 2012-2015)



3. HIGHLIGHTS FOR THE PERIOD UNDER REVIEW JULY-SEPTEMBER 2015

- CEO columns included the following:

Let's all join in to uplift the economy

The South African government has a clear vision for the future of the country. It is to create a vibrant, growing, and sustainable economy that provides decent work and a better life for all South Africans. This vision is being realized through a series of reforms and initiatives that are aimed at stimulating economic growth and creating jobs.

One of the key areas of focus is the manufacturing sector. The government is providing support to local manufacturers through various programs and initiatives. This includes providing access to finance, technical assistance, and market information. The goal is to help local manufacturers become more competitive and sustainable.

Another key area of focus is the services sector. The government is providing support to service providers through various programs and initiatives. This includes providing access to finance, technical assistance, and market information. The goal is to help service providers become more competitive and sustainable.

The government is also focusing on improving the infrastructure of the country. This includes investing in roads, ports, and airports. The goal is to improve the efficiency of the transport and logistics sectors, which will help to reduce costs and improve the competitiveness of South African products.

Finally, the government is focusing on improving the skills of the South African workforce. This includes investing in education and training programs. The goal is to ensure that the South African workforce has the skills and knowledge needed to compete in the global market.

Prudent fiscal management supports economy

Leslie Sedibe

Prudent fiscal management is a key factor in supporting economic growth and stability. The South African government has demonstrated a commitment to sound fiscal management, which has helped to maintain a low level of public debt and a strong credit rating.

The government has implemented a series of measures to improve fiscal management, including reducing government expenditure and increasing revenue. These measures have helped to reduce the budget deficit and improve the government's financial position.

The government has also implemented a series of measures to improve the efficiency of public service delivery. This includes streamlining government processes and improving the quality of public services. These measures have helped to reduce government costs and improve the quality of public services.

The government has also implemented a series of measures to improve the competitiveness of the South African economy. This includes providing support to local manufacturers and service providers, and improving the infrastructure of the country. These measures have helped to improve the competitiveness of the South African economy and create jobs.

Although there were no major events hosted by Proudly SA for the period under review, a few PR/Media highlights included:

- Proudly South African continued with its nationwide Business Forums.

Proudly SA to assist small businesses

Leslie Sedibe

Proudly South African is pleased to announce that it will be assisting small businesses in the manufacturing and services sectors. This assistance will be provided through a series of programs and initiatives that are aimed at providing small businesses with access to finance, technical assistance, and market information.

The government is providing support to small businesses through various programs and initiatives. This includes providing access to finance, technical assistance, and market information. The goal is to help small businesses become more competitive and sustainable.

The government is also focusing on improving the infrastructure of the country. This includes investing in roads, ports, and airports. The goal is to improve the efficiency of the transport and logistics sectors, which will help to reduce costs and improve the competitiveness of South African products.

Finally, the government is focusing on improving the skills of the South African workforce. This includes investing in education and training programs. The goal is to ensure that the South African workforce has the skills and knowledge needed to compete in the global market.

Put your cash in the pockets of our people

Purchasing goods produced outside of SA creates jobs in other countries – this message is here

The South African government is encouraging consumers to purchase goods and services produced locally. This is because purchasing locally produced goods and services helps to create jobs and stimulate economic growth.

The government is providing support to local manufacturers and service providers through various programs and initiatives. This includes providing access to finance, technical assistance, and market information. The goal is to help local manufacturers and service providers become more competitive and sustainable.

The government is also focusing on improving the infrastructure of the country. This includes investing in roads, ports, and airports. The goal is to improve the efficiency of the transport and logistics sectors, which will help to reduce costs and improve the competitiveness of South African products.

Finally, the government is focusing on improving the skills of the South African workforce. This includes investing in education and training programs. The goal is to ensure that the South African workforce has the skills and knowledge needed to compete in the global market.



Buy local and help save SA economy

ZIMBABWEAN cabinet minister Jonathan Moyo sparked outrage among the South African Twitter-sphere following his glowing remarks about the plummeting value of the rand.

His tweet about South Africa losing position as Africa's largest economy in Nigeria and the rand being "like any other African currency" elicited an avalanche of responses as South Africans milled into what some described as a "patriotic rallying cry".

Even Clayton Moxley, spokesman for the Department of International Relations and Co-operation, tweeted: "I wish I could put Jonathan aside for a min". SA Twitter can't seem to please itself. @Someonetellmoyomoy

They did, and as we reported in the Pretoria News, the topic trended within hours.

It's commendable that South Africans are ready and willing to defend the country and speak out against evils, misdeeds and doomday prophets who revel in negative sentiment.

After all, our achievements over the past 20 years are laudable and we should have cause to celebrate.

There are many good stories to tell. But we also need to face the facts and keep in mind that actions speak louder than words.

We all have a stake in this country and its future. That's why we all have a responsibility to roll up our sleeves and do something to make a difference.

Here are the facts, and there's nothing to gloss about:

- South Africa's unemployment rate remains stubbornly high by global standards. 25 percent of our country's population remains jobless. We are said to have the highest jobless rate of 65 emerging markets tracked by Bloomberg and fact jobs in the mining sector.
- The already ailing manufacturing sector continues to shed jobs and we continue to import more than we export. And, to top it all off, our currency is trading at 14-year lows.
- Our economy weakened by 1.3 percent between April and June, leading some analysts to conclude that the country may be headed towards a recession.

So, what are we going to do about it?

Those very South Africans who were willing to defend their country with a strong sense of patriotism on Twitter are the same people who shop at retailers and wholesalers.

They are consumers who have the power to turn the economy around but they can't do it alone. If South Africans are willing to defend their country to the hilt, merely because of words uttered by someone hundreds of kilometers away, surely they would spring into action if there was something pre-emptive they could do to help grow the economy and create jobs.

Well, Buying Local is a proven solution for filling micro- and micro-economies worldwide. As Proudly South African, we have travelled the length and breadth of the country to spread the Buy Local message to consumers at shopping malls, schools, business forums and through the media.

But without the support of retailers and wholesalers, our message will be difficult to put into action. If you don't stock and sell local goods, consumers won't be able to buy them and we will continue to increase the risk of South Africa becoming a warehouse for imported goods. And the economy and mind will continue to suffer.

As Proudly South African, we are appealing to retailers and wholesalers to strike while the iron is hot! As the rand plummets, the country will be import tons of foreign goods while we can acquire those same goods locally by increasing the uptake of local products and services. We can take advantage of an opportunity to correct the market.

We need to fill the shelves of our supermarkets and warehouses with local goods and give consumers an opportunity to put their patriotism into action to strengthen the economy and help create and sustain jobs.

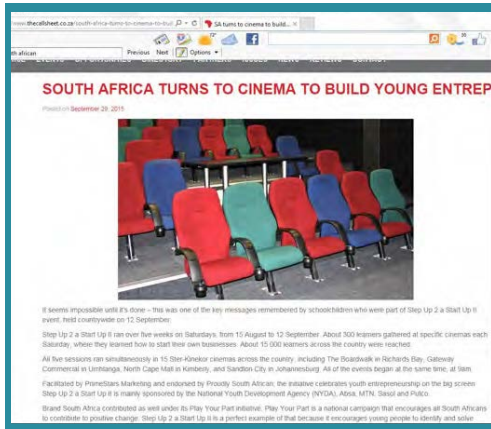
That is our "patriotic rallying cry" to wholesalers and retailers. At the same time, we call on local manufacturers to engage with retailers to understand and address their concerns around issues including price, style/design, turnaround times, volumes and quality.

Perhaps it's time for retailers, wholesalers, manufacturers and entrepreneurs to hold a "Code of sorts".

Proudly South African will fully support the parties coming together to find solutions – in fact, we are willing to facilitate and organise such.

We just need retailers, wholesalers, manufacturers and entrepreneurs to come to the table. Who will join us?

• Advocate Leslie Sedibe is chief executive, Proudly South African.



• **STEP UP 2 A START UP:**

Proudly SA officially endorsed STEP UP 2 A START UP, a youth development initiative by Primestars Marketing, which has seen vital entrepreneurship lessons reaching thousands of historically disadvantaged high school learners across the country.

This ground-breaking initiative aims to inspire a culture of entrepreneurship and wealth creation among youths. The official media launch took place on Thursday, 27 August 2015 and the Minister of Small Business Development, Lindiwe Zulu, was the keynote speaker.

• **HERITAGE DAY:**

Proudly SA marked Heritage Day on 23 September by issuing a press release, calling on the nation to celebrate its cultural wealth and to embrace a greater sense of 'unity in diversity'. The organisation also took part in a Pretoria News advertorial feature, marking Heritage Day.



• **CGF RESEARCH INSTITUTE - PARTNERSHIP**

Proudly SA also generated widespread media coverage to mark the renewal of its strategic partnership with the CGF Research Institute.

The CGF Research Institute is a Proudly South African organisation that specialises in conducting umbrella research on Corporate Governance, Risk and Compliance (GRC).



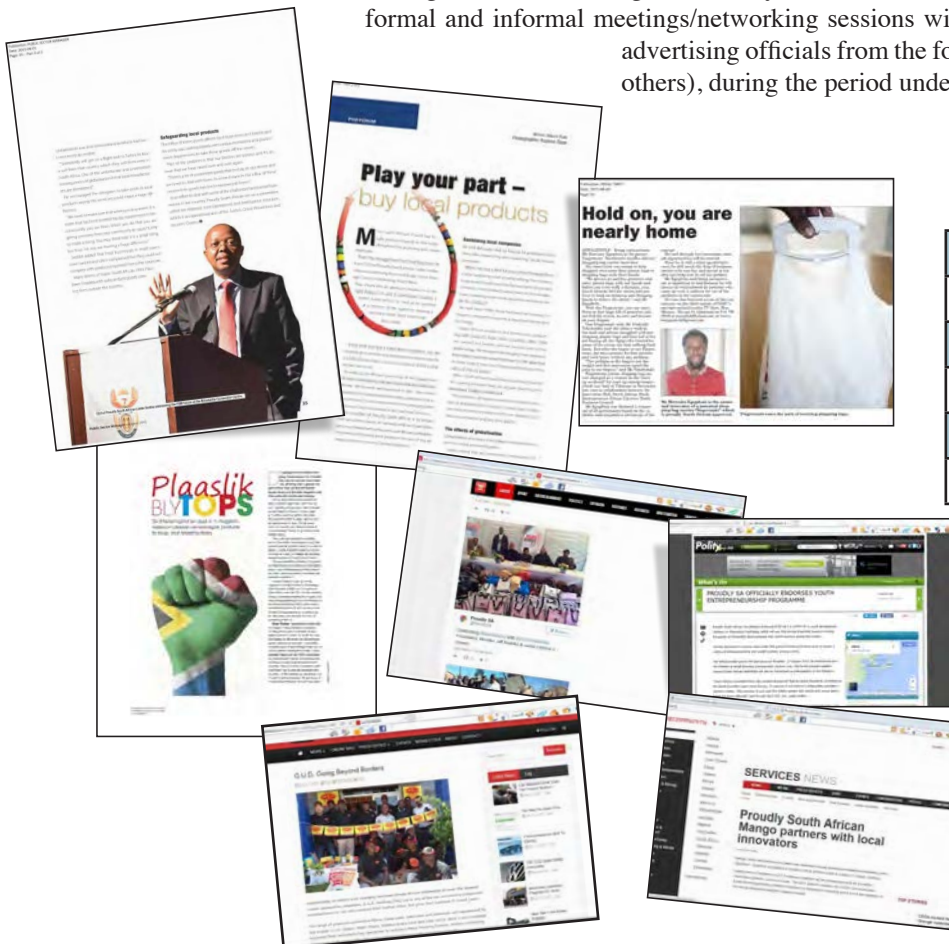
4. PRESS RELEASES

The following Press Releases were issued during the quarter under review:

NO	DATE	HEADLINE
1	16 JULY	PROUDLY SA PAYS TRIBUTE TO VETERAN JOURNALIST, RAMATSIYI MOHOLOA, FOLLOWING REPORTS OF HIS PASSING
2	28 JULY	PROUDLY SA- EMPOWERING SMALL BUSINESS & ENTREPRENEURS THROUGH "BUY LOCAL" DRIVE – PRESS RELEASE
3	28 JULY	PROUDLY SA- EMPOWERING SMALL BUSINESS & ENTREPRENEURS THROUGH "BUY LOCAL" DRIVE – MEDIA ADVISORY
4	28 JULY	PROUDLY SA PAYS TRIBUTE TO LEGENDARY SOUTH AFRICAN CRICKETER, CLIVE RICE
5	28 AUG	(PRE-WRITTEN) PROUDLY SOUTH AFRICAN AND CGF RESEARCH INSTITUTE RENEW STRATEGIC PARTNERSHIP
6	21 AUG	PROUDLY SA EMPOWERING MPUMALANGA LOCAL BUSINESS
7	26 AUG	PROUDLY SA OFFICIALLY ENDORSES YOUTH ENTREPRENEURSHIP PROGRAMME
8	23 SEP	(PRE-WRITTEN) HERITAGE DAY PRESS RELEASE

5. MEDIA VISITS / ENGAGEMENTS

In order 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 had both formal and informal meetings/networking sessions with members of the media and/or advertising officials from the following media platforms (among others), during the period under review:

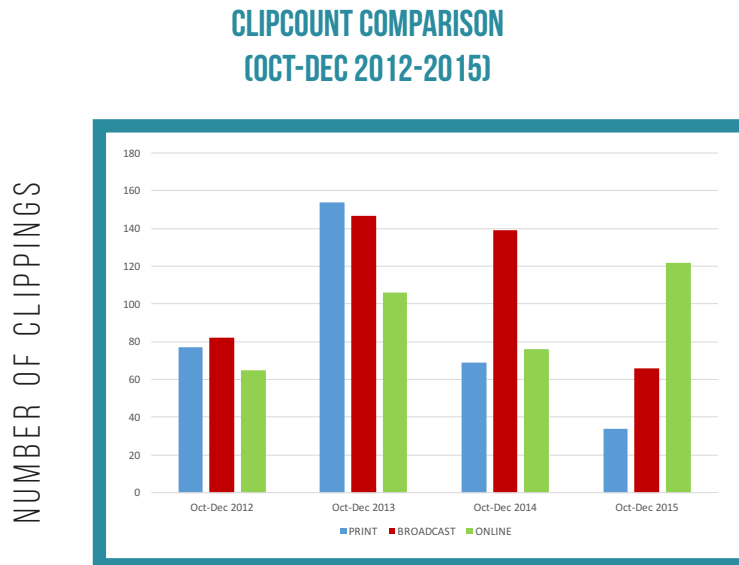


- | |
|-----------------------------------|
| 1. SABC RADIO |
| 2. ANN7 |
| 3. EWN |
| 4. RECORD – WEST, NOWETO, CENTRAL |
| 5. CLASSIC FM |
| 6. GOVERNMENT COMMUNICATIONS |

EXECUTIVE SUMMARY (OCT-DEC 2015)

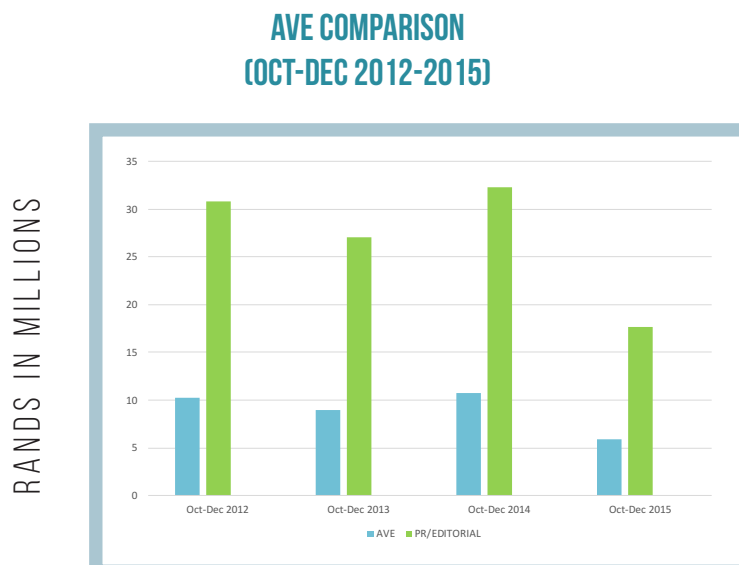
1. CLIPCOUNT ANALYSIS - 2012/2013/2014/2015 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the number of media clippings for print, broadcast and online media for the period under review compared with previous years. Clippings relating to Proudly SA are extracted from daily notifications from Newsclip Media Monitoring Services.



2. AVE/PR VALUE – 2012/2013/2014/2015 OCT-DEC COMPARISON

Advertising Value Equivalency (AVE) is what editorial coverage would cost if it were advertising space (or time). PR/editorial value is derived (per industry norms) by multiplying AVE by three.



Decline in Clipcount and AVE/PR Values for 2015 period under review:

Previous years yielded higher Clipcounts and AVE/PR values due to specific events not held in 2015. Therefore, previous years generated higher levels of media coverage. For example, the same period in 2014 yielded higher figures as a result of the following events, not held in 2015:

- In 2014 the international policing organisation, Interpol, named five South Africans as global ambassadors for its anti-crime initiative “Turn Back Crime” (including the Proudly SA CEO, Adv. Leslie Sedibe). The Southern African leg of the Campaign was launched in Gauteng, during a meeting of the Southern African Regional Police Chiefs Co-Operation Organisation (SARPCCO);
- In 2014 Proudly SA executed a “16 days of No Violence Against Women And Children” Campaign. SAPS members and well-known personalities joined Proudly SA to assist the NGO, Matla a Bana, which is a voice against child abuse. In a show of active citizenship and Ubuntu, officials and personalities rolled up their sleeves to assist Matla a Bana to pack “comfort packs” for child victims of violence and sexual crimes;
- Proudly SA and SALGA officially joined forces during the 2014 period under review;
- Commentary by Proudly SA following the murder of Senzo Meyiwa; and
- Commentary by Proudly SA following Rolene Straus being crowned as Miss World.

3. HIGHLIGHTS FOR THE PERIOD UNDER REVIEW OCTOBER-DECEMBER 2015

- Proudly SA continued to host Business Forums for the period under review.

Publication: Business City Times
Date: 2015-12-13
Page: 4

Business breakfast for captains

Eric van Dyk

Recently, South African business leaders gathered in Durban for a breakfast meeting, a policy aimed at helping them to better understand the challenges they face in the current economic environment.

The breakfast was organized by the Durban Chamber of Commerce and Industry, in partnership with the Durban City Council and the Durban Economic Development Corporation.



The breakfast was organized to launch the Captains of Industry within the Durban City Council and Economic Development Corporation.

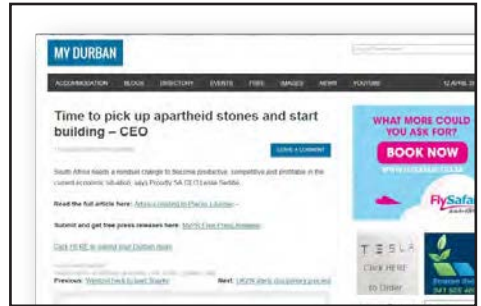
The breakfast was organized to launch the Captains of Industry within the Durban City Council and Economic Development Corporation.



- Proudly South African officially endorsed STEP UP 2 A START UP, a youth development initiative by Primestars Marketing, which has seen vital entrepreneurship lessons reaching thousands of historically disadvantaged high school learners across the country.



- South Africa needs a mindset change to become productive, competitive and profitable says Proudly SA's CEO, Adv. Leslie Sedibe.



• General coverage: highlights

Publication: Water - Sanitation Africa
Date: 2015-11-01
Page: 5



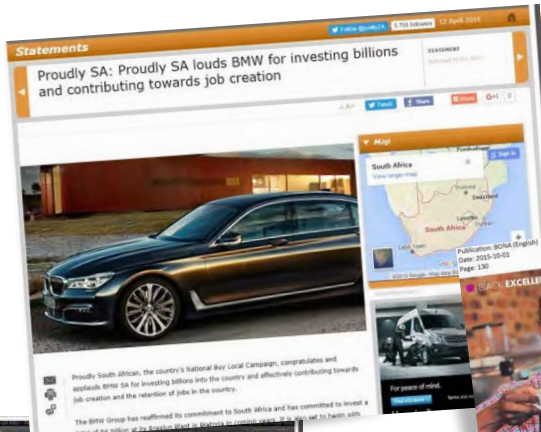
COVER STORY

More than just a tank

In New York City at the end of September 2015, representatives from around the world gathered to adopt a new global agenda for sustainable development.

SUBS AFRICA FROM member of the Sustainable Development Goals, aims to reduce poverty and hunger, improve economic, social and environmental conditions, and to ensure that all people have access to clean water and sanitation. The goal is to ensure that all people have access to clean water and sanitation.

... (text continues) ...



4. PRESS RELEASES

The following Press Releases were issued during the quarter under review:

NO	DATE	HEADLINE
1	18 OCT	PROUDLY SA - EMPOWERING CAPE TOWN LOCAL BUSINESSES FOR INNOVATION AND COMPETITIVENESS
2	19 OCT	PROUDLY SA - EMPOWERING CAPE TOWN LOCAL BUSINESSES FOR INNOVATION AND COMPETITIVENESS
3	30 OCT	PROUDLY SA WELCOMES INDUSTRY-WIDE PROBE INTO LABELLING AND TRADE DESCRIPTIONS
4	17 NOV	PROUDLY SA LAUDS BMW SA FOR INVESTING BILLIONS AND CONTRIBUTING TOWARDS JOB CREATION
5	17 NOV	HELPING BUSINESSES GROW - PROUDLY SA TARGETS SMALL BUSINESS AND ENTREPRENEURS IN KZN
6	24 NOV	PROUDLY SA APPOINTS TOP MARKETING & COMMUNICATIONS EXECUTIVE
7	1 DEC	WINNERS OF NATIONAL YOUTH ENTREPRENEURSHIP PROGRAMME TO BE ANNOUNCED

1. ETV SUNRISE
2. EWN
3. SABC 24 HOUR NEWS CHANNEL
4. IOL – BUSINESS REPORT
5. SABC RADIO
6. CLASSIC FM
7. GOVERNMENT COMMUNICATIONS
8. TNA MEDIA (ANN7 & NEW AGE)

5. MEDIA VISITS / ENGAGEMENTS

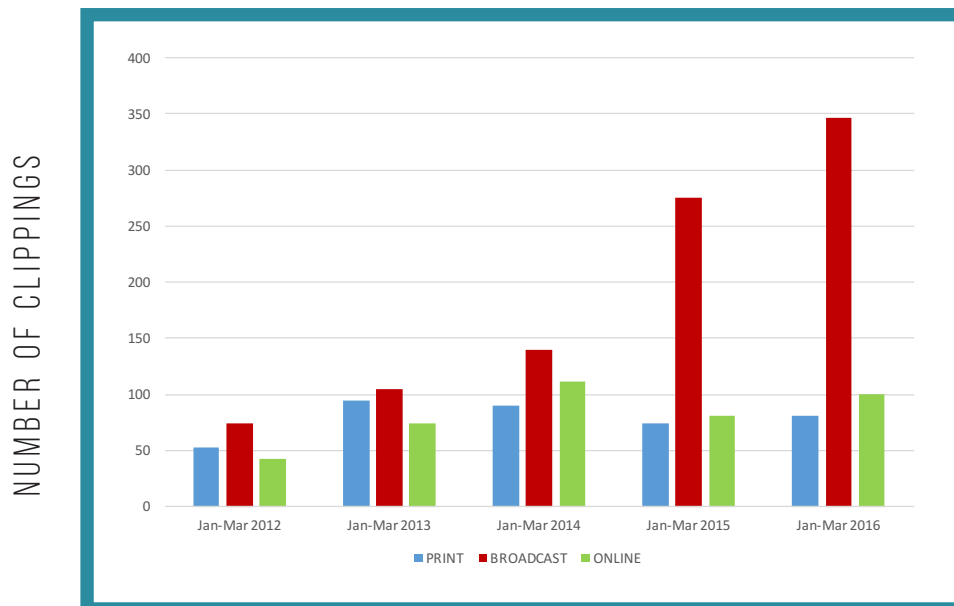
To build and strengthen good working relationships with the media – and to promote good media coverage of Proudly SA and its activities - the PR Manager had both formal and informal meetings/networking sessions with members of the media and/or advertising officials during the period under review:

EXECUTIVE SUMMARY (JAN-MAR 2016)

1. CLIPCOUNT ANALYSIS - 2012/2013/2014/2015/2016 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (January-March 2016). Comparison is made with the same period in 2012, 2013 and 2014.

CLIPCOUNT COMPARISON (JAN-MAR 2012-2016)



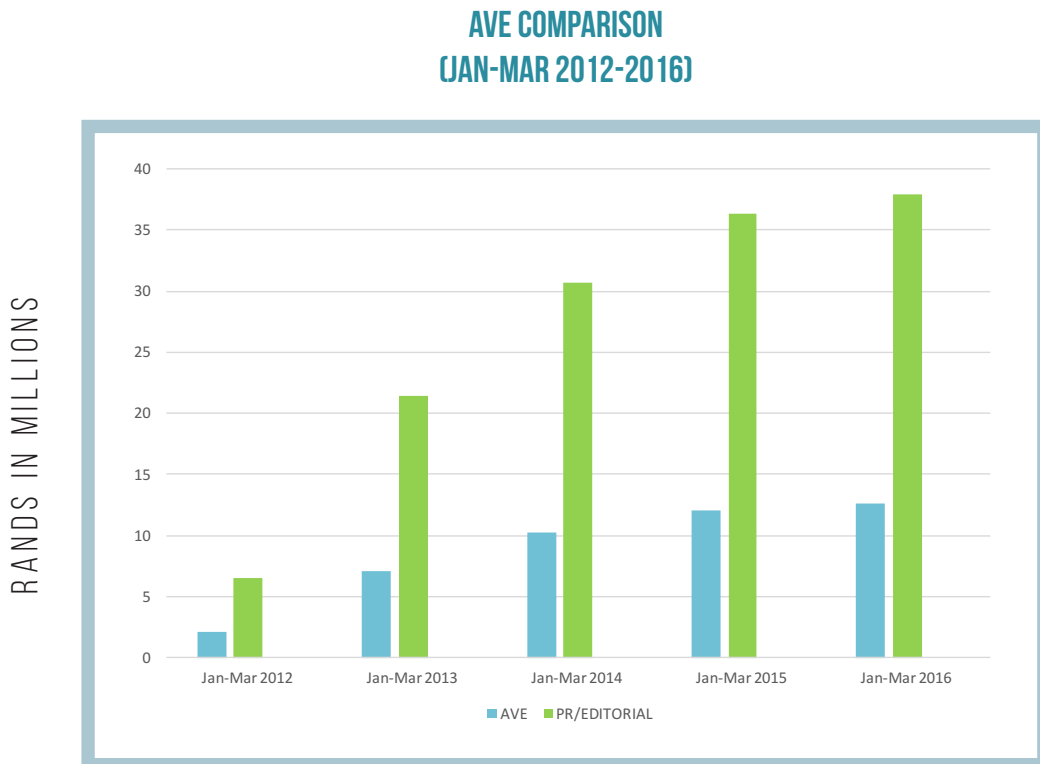
The analysis shows that substantially more broadcast coverage was obtained for January-March 2016, compared to the same period in previous years. Print and online coverage remained, on average, the same as in previous years. The substantially higher broadcast coverage in 2016 can be ascribed to the Buy Local Summit & Expo which hosted more live broadcasts than in previous years.

2016 yielded the highest clipcount for the period under review (January-March) and this demonstrates consistent year-on-year growth in terms of the number of news clippings.

(Only clips relating specifically to Proudly SA and its activities are included in the clipcount analysis. The clipcount is extracted from daily notifications from Newsclip Media Monitoring Services relating to phrases/key words “Proudly South African”).

2. AVE/PR VALUE – 2012/2013/2014/2015/2016 JAN-MAR COMPARISON

The AVE/PR Value Comparison shows a consistent year-on-year increase for the period January-March from 2012-2016. In line with this trend, 2016 saw the highest figures when compared to the same period in previous years.



The high figures are ascribed to the following events during the 2016 period under review:

- Proudly SA's partnership with Operation Hydrate and the Nelson Mandela Foundation;
- Proudly SA garnering publicity after its billboard on a Gauteng highway was repeatedly damaged through sabotage;
- Proudly SA's annual Show Your Love for SA Valentine's Day event; and
- Proudly SA's annual Buy Local Summit and Expo, which saw a record number of live broadcasts from the event.

3.
**HIGHLIGHTS FOR THE
 PERIOD UNDER REVIEW**
 JANUARY-MARCH 2016



- Proudly SA partnered with Operation Hydrate and the Nelson Mandela Foundation as part of efforts to collect water for drought stricken communities around the country. In a show of unity and Ubuntu, millions of Rand were raised and hundreds of thousands of litres of water were collected and distributed to communities where taps had run dry. The initiative galvanized the nation to work together, as part of social cohesion and nation building efforts, to assist the less fortunate. Financial donations were also used to purchase water and set up boreholes in communities.



- Proudly SA condemned the repeated sabotage of its giant billboard on the M1 highway in Johannesburg. The billboard advertised Proudly SA's annual flagship event, the Buy Local Summit and Expo, on 30 March at the Sandton Convention Centre. Proudly SA received widespread coverage after issuing a media statement on the matter.



Proudly SA fed up with billboard vandalism
 The billboard, on Joburg's M1 highway, advertises Proudly SA's annual flagship event, the Buy Local Summit and Expo, to be held on March 30 at the Sandton Convention Centre. As part of the Buy Local SA local procurement campaign, it aims to promote local products and services with a view to create jobs.
 "This weekend they discovered it had been vandalised for the third time since December," Proudly SA's chief executive, advocate Leslie Sedibe, said. It was very frustrating and created unnecessary expenses.
 "It is very clear that the billboard has been targeted by criminal elements who have vandalised our property by cutting and damaging it. The damage is definitely not a result of the weather and adjacent

billboards remain in perfect condition," Sedibe said.
 Proudly SA appealed on social media for the public to share any information they have about the vandalism. They tweeted: "Anyone with info on who sabotaged our billboard, pls DM us. 3rd time we must erect our billboard on M1 between Oxford & Empire. Pls DM us if you have info on saboteurs 'PLS RT'".
 Sedibe said that as a non-profit organisation the constant repairing of the billboard was particularly vexing. "It's an expensive exercise, especially for us as a non-profit entity." "Whatever the motive behind these criminal acts may be, we remain resolute in the work that we do and we will not allow this to deter us from fulfilling our mandate."

- It is estimated that some seven million children from impoverished communities around South Africa do not have school shoes. Many of these children are injured on a daily basis, as they are forced to navigate their way across rugged terrain on their bare feet.



As part of its Ubuntu Schools Campaign, Proudly SA partnered with MTN to help put a solid foundation under the feet of some of these disadvantaged children.

Some 650 children were identified as being in urgent need of school shoes. These children are from poverty stricken areas in Swartruggens, in the North West, where families struggle to make ends meet.



- Proudly SA held its annual “Show Your Love for South Africa” Valentines’ event during the period under review, as part of social cohesion and nation building efforts.

- A record number of live broadcasts (OB’s) were hosted at the Proudly South African Buy Local Summit & Expo 2016 held at the Sandton Convention Centre on 30 March. The live broadcasts were carried out by eTV Sunrise, SABC Morning Live, Kaya FM, Power FM, SAfm and Radio 2000.

The event also received widespread coverage from working media who attended the event (print, broadcast and online media platforms).

This resulted in a spike in the broadcast clipcount for the period under review as well as the general media coverage for the period under review (also see detailed Summit & Expo Media/PR report).



4. PRESS RELEASES / OP EDs / MEDIA ARTICLES

The following Press Releases were issued during the quarter under review:

NO	DATE	HEADLINE
1	FRI, 8 JAN	OPINION PIECE FOR SANCO'S MR. DUMISANI MTHALANE (ALSO OVERALL CONVENER: NEDLAC AND PROUDLY SA BOARD MEMBER) IMPORTANCE OF BUYING LOCAL AND HOW IT BENEFITS COMMUNITIES
2	SUN, 10 JAN	PROUDLY SOUTH AFRICAN ENDORSES "OPERATION HYDRATE" - ENCOURAGES CORPORATE SA TO ASSIST
3	WED, 13 JAN	OPERATION HYDRATE NOW TARGETS 2-MILLION LITER MARK
4	17NOV	OPERATION HYDRATE SET TO REACH THE 2-MILLION LITER MARK THIS WEEKEND
5	FRI, 15 JAN	OPERATION HYDRATE HAS REACHED THE 2-LITER WATER DISTRIBUTION TARGET IN SOME OF SOUTH AFRICA'S WORST DROUGHT AFFECTED AREAS
6	SUN, 17 JAN	TRUCKLOADS OF WATER TO BE DISPATCHED TO DROUGHT-STRICKEN AREAS
7	FRI, 22 JAN	MASSIVE WATER COLLECTION DRIVE - LET'S MAKE EVERY DAY A MANDELA DAY! (JOINT STATEMENT BY: THE NELSON MANDELA FOUNDATION, OPERATION HYDRATE & PROUDLY SOUTH AFRICAN)
8	MON, 25 JAN	TWO MILLION LITERS OF WATER DONATED WITHIN HOURS OF WATER DRIVE ANNOUNCEMENT
9	TUE, 26 JAN	PROUDLY SA CONDEMNS BILLBOARD SABOTAGE – CALLS FOR INFORMATION FROM PUBLIC
10	THU, 28 JAN	SA'S BIGGEST WATER DRIVE TO BE LAUNCHED TOMORROW
11	FRI, 29 JAN	OPERATION HYDRATE'S #WATERDRIVE - BIGGEST HUMANITARIAN DRIVE IN SA
12	MON, 1 FEB	PROUDLY SA & MTN PARTNER TO PUT BAREFOOT LEARNERS ON AN EVEN FOOTING
13	THU, 4 FEB	PROUDLY SA PUTTING BAREFOOT LEARNERS ON AN EVEN FOOTING
14	FRI, 5 FEB	SCHOOL SHOE DISTRIBUTION AIMS TO LEAD CHILDREN ON A PATH TO A BRIGHTER FUTURE
15	SUN, 7 FEB	OPERATION HYDRATE EXCEEDS 6M LITER DISTRIBUTION MARK
16	MON, 8 FEB	DRIVE TO PROMOTE SOCIAL COHESION AND LOVE FOR SA
17	FRI, 19 FEB	PROUDLY SA LAUDS ABSA FOR COMMITMENT TO ENTERPRISE DEVELOPMENT AND GROWING LOCAL SMALL BUSINESSES (SUMMIT)
18	MON, 22 FEB	PROUDLY SA AND NFVF PARTNER TO PROMOTE LOCAL TALENT AND LOCAL FILM
19	TUE, 23 FEB	PROUDLY SA AND NFVF PARTNER TO PROMOTE LOCAL TALENT AND LOCAL FILM – MEDIA SCREENING INVITE: INTERVIEW AND PHOTO OPPORTUNITY

NO	DATE	HEADLINE
20	WED, 24 FEB	PROUDLY SA AND NFVF PARTNER TO PROMOTE LOCAL TALENT AND LOCAL FILM – MEDIA SCREENING INVITE: INTERVIEW AND PHOTO OPPORTUNITY
21	WED, 2 MAR	PROUDLY SA APPLAUDS ABSA FOR COMMITMENT TO BUY LOCAL, ENTERPRISE DEVELOPMENT AND GROWING LOCAL SMALL BUSINESSES
22	FRI, 4 MAR	PROUDLY SA SUPPORTS DTI CALL FOR PROPER CHICKEN LABELING, CALLS ON SA TO BUY LOCAL CHICKEN
23	FRI, 4 MAR	PROUDLY SA ENCOURAGES ALL NON-REGISTERED ELIGIBLE VOTERS TO REGISTER THIS WEEKEND
24	SUN, 6 MAR	PROUDLY SA LAUDS SAA'S "SET-ASIDES" FOR DESIGNATED GROUP PREFERENCE - CALLS FOR CHANGES TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT
25	MON, 7 MAR	PROUDLY SA LAUDS SAA'S "SET-ASIDES" FOR DESIGNATED GROUP PREFERENCE - CALLS FOR CHANGES TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT
26	WED, 9 MAR	OPINION PIECE FOR GCIS - SA DOWNGRADE IS NOT A DONE DEAL
27	FRI, 11 MAR	PROUDLY SOUTH AFRICAN LAUDS BMW FOR DRIVING BUY LOCAL MESSAGE IN SA
28	MON, 14 MAR	PROUDLY SA BOARD CHAIRMAN STATEMENT - FIFA FINDINGS ON LESLIE SEDIBE
29	SUN, 27 MAR	PROUDLY SA BUY LOCAL SUMMIT & EXPO
30	MON, 28 MAR	PROUDLY SA BUY LOCAL SUMMIT & EXPO
31	MON, 28 MAR	MEDIA ADVISORY: DEPUTY PRESIDENT TO DELIVER KEYNOTE ADDRESS AT PROUDLY SA BUY LOCAL SUMMIT
32	TUE, 29 MAR	PROUDLY SA BUY LOCAL SUMMIT & EXPO

5. MEDIA VISITS / ENGAGEMENTS

In order 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 had both formal and informal meetings/networking sessions with media and/or advertising officials:

1. ETV SUNRISE	8. RADIO 2000
2. ENCA / MONEYLINE	9. METRO FM
3. SABC MORNING LIVE	10. BUSINESS REPORT
4. SABC NEWS	11. THE STAR
5. POWER FM	12. SOWETAN
6. KAYA FM	13. BUSINESS DAY
7. CLASSIC FM	14. POLITY



BUY LOCAL
TAKE IT
YOUR
BUSINESS



6.

OUR ACTIVITIES

6.3. BRAND MANAGEMENT

Branding is a very important tool in the assets of an organisation. It has a value applied to it and can increase the value of a company. The elements of the brand need to be looked at holistically and all the components need to work in synergy, in order to create a common perception of the brand as a whole. A strong brand creates value through customer retention, customer familiarity when seeing the logo, reduces buyer dissonance etc. As the importance of a brand increases throughout the business space, more companies are investing in their brands and add value to their total packages.

The Proudly South African brand has therefore followed suit and built a brand value that can add value to those brands that bear the logo. This exercise was aimed at increasing logo usage and membership uptake. The use of theoretic analysis enables us to reflect and analyse the marketing activity selected.

A look into the Campaign highlighted some marketing activities that it could embark on and these activities were implemented in order to change buying behaviour, increase brand awareness of the campaign as well as increase visibility of

the campaign.

The activities included:

- Below-the-line marketing events, in order to gain direct access to companies for recruitment purpose and to educate them on the buy local campaign;
- Above-the-line marketing which provided for a mass marketing approach to educating consumers on buying local and recruitment to the campaign;
- Brand positioning which is aimed at improving brand value through positioning and appealing to the consumers via improved brand trust and credibility for businesses through association and value derived from it; and
- The last activity is consumer activations which aim to educate consumers on the logo and what it means. This is to create an experiential approach to educating consumers on checking labels and choosing local products & services.

This activity aims to improve awareness and appeal to consumers and increases the brand value of the Campaign.

6.3.1

BELOW THE LINE

The design of a new, user friendly website aimed to allow the user to understand the Campaign and navigate the website easier. A fresh look was given to the site to improve the appeal and drive feet to the website. Promotional material was designed to supplement the events that we participate in. This improves the dissemination of information to the consumers and businesses we have reached.





6.3.2

ABOVE THE LINE

(APRIL 2015 TO MARCH 2016)

1. BUY BACK SA CONSUMER EDUCATION CAMPAIGN

The Buy Back SA campaign is an advertising campaign initially conceptualized by the dti in partnership with Manufacturing Circle and the Proudly SA Campaign. It was initially launched in 2013 and was later transferred to Proudly SA for continued implementation.

The purpose of the campaign is to educate consumers and/or the public at large about the importance of buying locally made products and services, as well as the economy-wide benefits of buying local. The messaging of the campaign is therefore tailor-made to achieve this objective of educating consumers on the Buy Local Campaign.

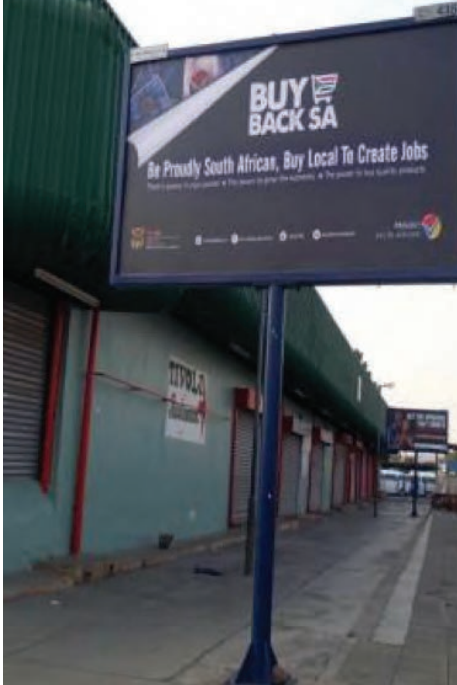
This campaign was continued during the financial year under review and was executed on various platforms, including the following:

Outdoor campaign (Billboards at 30 Taxi Ranks)

A total of 30 billboards strategically placed at taxi ranks with high traffic volume, especially those next to shopping centres and/or malls were identified all over the country and Buy Back SA campaign adverts were placed on the billboards.

AREAS INCLUDED;

- Bellville Bus Terminus, Cnr. Belrail & Carl Malan Street, Bellville
- Belle Ombre Station, Pretoria
- Berea Road Station, inside station, above walkway, Durban
- Temba City Shopping Centre & Taxi Rank
- Germiston Station Taxi Rank, Germiston
- Lehurutse Shopping Centre, Lehurutshe
- Mega City Shopping Centre, Taxi & Bus Rank, Mmabatho
- Mogwase Shopping Centre, Mogwase
- Inside Polokwane Centre, Polokwane
- Power Road Taxi Terminus, Welkom
- Pine St Taxi Rank cnr Church & Pine Streets, Pietermaritzburg
- Taxi Rank Cnr Rein and Kiddel Street, Entrance to Idutywa Shopping Centre, Idutywa
- Taxi Rank cnr De Clecq & Voortrekker Street, Lydenburg
- Meadow Point Shopping, Hekroodt Circle, Soweto
- Main Street at Taxi Rank, Lady Frere
- Uitenhage Mall, Constitution/Drostdy entrance, Uitenhage
- At Bongo Beat Mall (formerly Direla Shopping Centre)
- Harrismith Taxi Terminus, cnr McKechnie & Bester St, Harrismith
- Roodepoort Taxi Terminus & Station, Roodepoort
- Boithabisong Supermarket, Koloane Street, Tumahole, Parys
- Siyabuswa Shopping Centre, Siyabuswa Mall, Siyabuswa
- Kwa Mashu Station, Mandela Rd, Kwa Mashu
- Dube Station inside on walkway, Soweto
- Lesedi Shopping Centre, MC Botha Drive, Boksburg
- Tonis Place, cnr Fonteins and Pretoria Streets, Krugersdorp
- Crossroads Shopping Centre cnr Elias Motsoaledi & Phera St
- Main Road next to KFC, at bottom Taxi Rank, Mount Frere
- Rocklands Shopping Centre Park, cnr Park Ave & Caravelle St, Mitchells Plain
- Madadeni Shopping Centre, Newcastle
- Chris Hani Drive, next to Gugu Centre, Nelspruit



Community Township walls (10 township walls)

Buy Back SA campaign adverts were placed on walls in ten different townships, which are primarily used for advertising purposes or for communicating key messages in those townships. The walls identified for this campaign were those on main roads or streets primarily used as entry and exit points to those townships. These are high traffic streets which enabled the campaign to obtain optimum exposure and maximum value from the investment made.

The community walls which were used for the campaign were in the following townships:

PROVINCE	AREA	LOCATION
Gauteng	Soweto	Klipspruit Valley Road, Orlando West, Soweto
Gauteng	Soweto	Chris Hani Road, Pimville, Soweto
Kwa-Zulu Natal	uMlazi	Sibusiso Mdakane, uMlazi, V-Section, KZN
Western Cape	Gugulethu	Klipfontein Road, Gugulethu, Western Cape
Gauteng	Pretoria	Tsamaya Avenue, Mamelodi, Pretoria/Tshwane
Gauteng	Pretoria	Maunde Street, Atteridgeville, Pretoria/Tshwane
Kwa-Zulu Natal	Kwa Mashu	Queen Nandi Drive, Kwa Mashu, KZN
Kwa-Zulu Natal	Lamontville	Mhlongo Drive, Lamontville, KZN
Eastern Cape	New Brighton	Ferguson Road, New Brighton, PE, EC
Eastern Cape	Mthatha	uKhozi Street, Mthatha, Eastern Cape





Trucks (12 branded trucks)

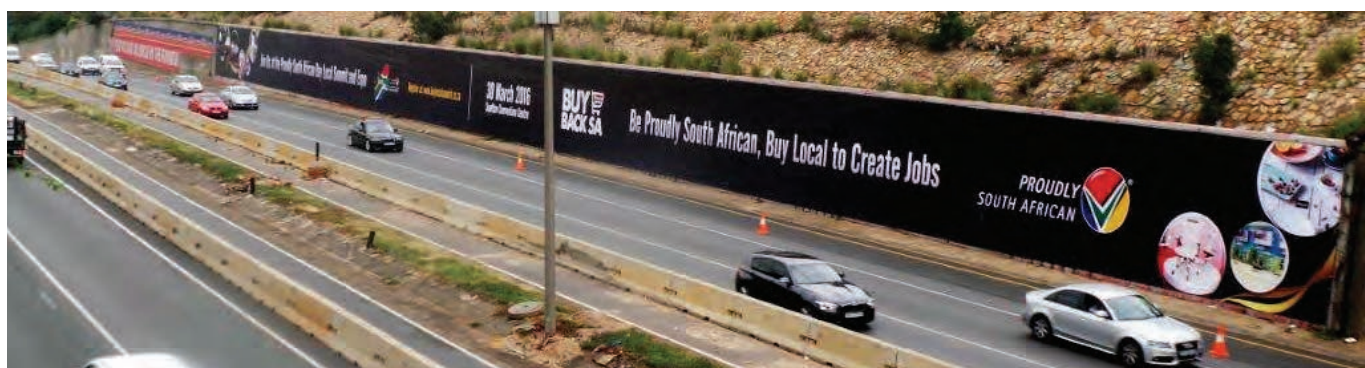
Advertising space was also secured on 12 branded trucks in Gauteng and the Western Cape as these are considered to be moving billboards which give maximum value. The trucks travel between the two provinces.

The trucks give high exposure for the campaign as the number of people exposed to the consumer education messaging is usually high and is not just concentrated and restricted in one area only.

2. BUY LOCAL SUMMIT & EXPO ABOVE THE LINE CAMPAIGN

An Above The Line campaign aimed at creating awareness about and promoting the 2016 Buy Local Summit and Expo, (which was to take place on 30 March 2016), was carried out on various platforms ahead of the event, including the following:

- MultiChoice DSTV channels including Mzansi Magic, Vuzu, Super-sport channels and some Mnet Movies channels;
- Radio advertising communicating the Outside Broadcasts planned for the event, on all the radio stations which had been arranged to do broadcasts at the event, including Classic FM, Kaya FM, Power FM, SAfm and Radio 2000.
- Billboard on the N1, between New Road and Allandale off ramps in Johannesburg;
- A wall (billboard) on the M1 North at Empire Road in Johannesburg.



6.3.3

BRAND POSITIONING

Proudly South African is an internationally recognized organisation and is South Africa's national "Buy Local" Campaign. In South Africa, Proudly SA is the proprietor of the Trademark phrase, '**Proudly South African**'

As the proprietor of the trademark registration, Proudly South African is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using the mark in the course of trade, without

Proudly South African's authority, that is identical or confusingly similar to the Proudly South African Logo.

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 authorized to use the trademarks

1. MEMBER AND PARTNER LOGO

Brand management and branding assistance was provided to all event coordinators for the reported events. Logos are usually sent to event organizers with the Proudly South African corporate identity.

This is to increase brand awareness and brand association. showing our association with local initiatives and events.





2. CORRECT USE OF TRADEMARKS

Proudly South African members, upon approval of membership, are given access to the Members' Portal. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials.

Members are also given the option to forward their designs to Proudly South African, to ensure that the logo is applied correctly. A Corporate Identity Manual

was repackaged to give users of the logo a guideline on the use and application of the logo. Continuous communication and marketing of the logo is used to educate members about correct logo use and correct logo application. This includes getting members to use the logo to promote their membership to the Proudly SA Campaign.

3. TRADEMARK PERMISSIONS

To ensure that the Buy Local message reaches the youth, Proudly South African often grants publishers permission to use the Trademarks in various educational materials. The Trademark is also given to all members and partners of the Campaign. The right to use the logo lies with

the Proudly South African Campaign and we hold the right to decline the use of the logo. Once companies are granted membership, they are given the Corporate Identity manual in order for them to correctly use the logo.

4. UNAUTHORISED USE OF TRADEMARKS

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 entails:

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

- Misleading the public by using a logo that is confusingly similar to that of the Campaign, to gain undue benefits from the association with the campaign.

The illegal use of the logo will result in an internal cease and desist letter. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams.

Cases are monitored with the law firm through monthly meetings, updates on open cases as well as new infringement cases.

6.3.4

CORPORATE IDENTITY

The design of all advertising, internal and external material is handled through the Brand Manager and the design team.

This is to maintain a corporate identity that is consistent throughout the organisation. The designs and messaging are applied in such a way that it is easily identifiable by consumers when they see adverts or promotional material.



Internal presentations, e.g. for sponsorships, follow the same design path. Maintaining the same look improves the brand value and brand image in the consumer's mind, makes the brand identifiable and gives the brand a personality. This has been done for our purchases of promotional material as well as for our messaging and design in all above the line and below the line activities.

6.3.5

CONSUMER ACTIVATION

Advertising campaigns have been designed to educate consumers about the logo and what it signifies on a product. The media used to promote this includes print ads, Proudly SA presentations as well as promotional material. Consumers are urged to check labels to identify country of origin as well as to keep the Proudly South African logo top of mind when purchasing

products. The push to increase the use of the logo on member products is important to the brand as it allows the consumer to identify local products and adds value to the Campaign through practical association of the brand and local product.



7. CORPORATE GOVERNANCE

7.1. LEGISLATIVE & GOVERNANCE FRAMEWORK

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

7.1.1. GOVERNANCE

King III 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 and Industry.

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

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

The recommendation obtained through the legal opinion was that in as much as Proudly SA is not a PFMA listed entity, it would make for good corporate governance for Proudly SA to subscribe and comply with the spirit, purport 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.

7.1.2. 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 programs including the creation of a financially sound Campaign built on a sustainable business model - and ensures that its assets are used in an effective and efficient way in line with the requirements of key legislation to which Proudly South African is subject.

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

7.1.3. 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.

7.1.4. 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 it and must present its 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 two (2) Board Committees. Board Committees will consist of a maximum of four (4) non-executive Board members, excluding invitees;
4. Board Committees are constituted having regard to the skills, expertise and experience of members apropos the respective Committees' mandates. Where appropriate or necessary, independent external professionals with relevant skills and expertise may be co-opted as permanent members of the Committees to assist or bolster the Committees where there is a shortage of such skills or expertise. Such co-opted professionals must have the status of invitees to the Committee, will not form part of the quorum for meetings and will have no voting rights.

5. Board Committees are entitled to seek independent professional guidance and advice at the cost of the Campaign where the Committee deems it appropriate for the proper discharge of its mandate;
6. A formal report back, either orally or in writing, is provided by the Chairman of each Committee to all Board meetings following the Committee meetings to keep the Board informed and to enable the Board to monitor the Committee's effectiveness;
7. A member of a Board Committee ceases to hold office as such immediately when he becomes ineligible or disqualified in terms of the Companies Act; and
8. Committees of the Board may consult with or receive advice from any person.

7.1.5. GENERAL PRINCIPLES OF DELEGATION OF AUTHORITY

The Board has the power to delegate to any specific person or Committee any of its powers and discretions and to grant to such person or Committee general or specific powers of sub-delegation. Such delegation is subject to the limitations and conditions imposed by the Board and do not absolve the Board of its liability and accountability for the due exercise of any authority delegated by it in terms of the PFMA.

The delegation of authority to any person or Committee does not divest the Board of that authority. Notwithstanding any delegation, the Board retains residual authority and any authority delegated by the Board in terms of the Charter, the Schedule of Delegated Authority Framework or the terms of reference in terms of which the Board Committees are constituted may be revoked at will, by resolution, at the discretion of the Board.

7.2. RELATIONSHIP WITH the dti

Proudly SA is funded by National Treasury via **the dti** and accordingly the Board regards its relationship with **the dti** as very key and strategic towards the attainment of the objectives of the Campaign.

7.2.1. THE VISION OF **the dti** IS TO CREATE:

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

7.2.2. THE MISSION OF **the dti** IS TO:

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

7.2.3. **the dti's** KEY STRATEGIC OBJECTIVES ARE TO:

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

7.2.4. SHAREHOLDER COMPACT KEY DELIVARABLES

The Policy Objectives contained in the Annual Performance Plan (APP) for Proudly South African for the financial year 2013/14-2015/16 are as follows:

1. To promote the buying of locally manufactured products and services;
2. To roll out national campaigns to the public sector, the private sector, workers and consumers to create awareness and build support for 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.

7.2.5. THE ROLES AND RESPONSIBILITIES OF THE dti

The Policy Objectives contained in the Annual Performance Plan (APP) for Proudly South African for the financial year 2013/14-2015/16 are as follows:

1. 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; and
2. To 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.

7.2.6. PROUDLY SOUTH AFRICAN UNDERTAKES FOR THE DURATION OF THIS AGREEMENT 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.

7.3. PROUDLY SOUTH AFRICAN BOARD AND BOARD COMMITTEES REPORT

For the year ended 31 March 2015

BOARD OF PROUDLY SOUTH AFRICAN

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

AUDIT AND RISK COMMITTEE

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

RISK MANAGEMENT

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

INTERNAL CONTROL SYSTEMS

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

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

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

- Mr. Dumisani Mthalani (Interim Chairperson)
- Mr. Joseph Maqhekeni
- Mr. Tebogo Makube
- Mr. Stavros Nicolaou
- Adv. Leslie Sedibe - Chief Executive Officer
- Mr. Eustace Mashimbye - Chief Financial Officer
- Internal Audit Representatives – SEMA Integrated Risk Solutions
- External Auditors – NEXIA SAB&T
- Company Secretary - Permanent Invitees
- Auditor General - Permanent Invitees

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.

7.4. 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:

7.4.1. 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.

7.4.2. PROCUREMENT FUNCTION

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

The members of the Committee are:

- Adv. Priakumari Hassan - Chairperson
- Mr. Ashley Benjamin
- Mr. Thulani Tshefuta
- Mr. Michael Lawrence
- Mrs. Laura Kganyago
- Adv. Leslie Sedibe – CEO
- Mr. Eustace Mashimbye – CFO
- Company Secretary - Permanent Invitee

7.5. MARKETING, COMMUNICATIONS AND MEMBERSHIP COMMITTEE

The primary function of this Committee is to provide strategic direction and focus on matters involving Marketing programs of the Organization and the communications plan plus build a viable value proposition for the members of the campaign.

7.5.1. 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
- Adv. Leslie Sedibe – CEO
- Mr. Eustace Mashimbye – CFO
- Mr. Dumisani Mthlani
- Mr. Joseph Maqhekeni
- Mrs. Happy Ngidi - Permanent Invitee
- Company Secretary - Permanent Invitee
- Dr. Tebogo Makube

7.6. HR REMUNERATIONS COMMITTEE

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

7.6.1. 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. Laura Kganyago - Chairperson
- Adv. Leslie Sedibe – CEO
- Mr. Eustace Mashimbye – CFO
- Mr. Thulani Tshefuta
- Mr. Ashley Benjamin
- Adv. Priakumari Hassan
- Company Secretary - Permanent Invitee





MADE WITH PRIDE



Job creation is the hot topic of today, but it has been our mandate since 2001. The Proudly South African Campaign, which is South Africa's national Buy Local Campaign, was established to stimulate job creation and economic growth in South Africa. We can all contribute to job creation by always thinking local, buying local and supporting local companies.

Through the promotion of Proudly SA member companies' products and services, we have contributed to the growth and recognition of some of South Africa's well known, innovative and refreshingly home-brewed products and services.

Our members, big and small meet our Proudly South African criteria which form the pillars and values of the Campaign



Delivering high quality products and services.



Respecting the environment for future generations by greening our production processes, focusing on waste management and recycling.



Complying with the current labour legislation of the country to ensure that we respect each other as people.



Ensuring that atleast 50% of the cost of production is incurred within the borders of South Africa.

8. PERFORMANCE INFORMATION

PERFORMANCE FOR THE PERIOD (1 APRIL 2015 TO 31 MARCH 2016)

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
1 Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behavior to increase awareness of Proudly SA, influence purchase behaviour in favour of local products and raise the profile of local products	* Above-the-line campaign , i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	Above-the-line – Buy Local (Buy Back SA) activism campaign reaching at least 10 million consumers	*In excess of 10 million consumers reached through the Buy Back SA campaign with advertising on: - 12 branded trucks; - 10 community township walls; - 30 billboards in taxi ranks and around shopping malls, all over the country. - 2 major billboard adverts on the M1 and N1 in Jhb - TV and radio adverts	
2 Promoting Proudly SA logo as a Country of Origin label to improve fair and legal trade	Above-the-line campaigns promoting the Proudly SA logo as the Country of Origin label. These include radio and TV adverts, TV blurbs, print banners, street posters, social media campaigns and the Proudly SA website. The indicator is the number of people reached through these campaigns.	Above-the-line campaigns promoting the Proudly SA logo as the Country of Origin label reaching 10 million consumers per annum.	*In excess of 10 million consumers reached through the Buy Back SA campaign, which promoted the Proudly SA logo as a Country of Origin label with advertising on: - 12 branded trucks; - 10 community township walls; - 30 billboards in taxi ranks and around shopping malls, all over the country. - 2 major billboard adverts on the M1 and N1 in Gauteng - TV and radio adverts	
3 Increase procurement of local products and services in the public sector through increased engagements with the public sector.	Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through: *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with National Treasury to drive Buy Local Message to procurement decision makers in all spheres	*At least 1 presentation to SOEPF per annum	*Presentation done by the CEO to SOEPF at their quarterly meeting during Q4	

	Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
4	Business (incl. BUSA, BBC and BLSA)	<p>* Presentations to BUSA, BBC and BLSA members;</p> <p>* Briefing sessions/ one-on-one visits to/with retailers</p> <p>*1-2 x Day Buy Local Summit - focusing on all state organs and business procurement</p> <p>1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo</p> <p>*Sector Specific Workshops/Business Forums</p> <p>*SME & Co-operatives workshops with dti, dti COTII's and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*SA Premier Business Awards (in partnership with the dti and Brand SA)</p>	<p>*1 presentation to BUSA, BBC and BLSA per annum;</p> <p>*Briefing sessions with at least 2 major retailers per annum;</p> <p>*At least 1 summit to be held per annum;</p> <p>*At least 1 Buy Local Expo held per annum;</p> <p>*1 x workshops/forums per annum</p> <p>*4 workshops per annum</p> <p>* Participation in at least 8 trade expos, event, etc. per annum</p> <p>* Hosting 1x annual SA Premier Business Awards event</p> <p>*1 Above- and below-the-line campaign reaching 2 million people</p> <p>*Participation in the bi-annual meetings and raids as arranged by the enforcement team</p>	<p>*1 x Quoloquium on the effects of xenophobia held with BUSA. Presentations with BBC and BLSA Presented to at least 10 major retailers at the Franchise Association of South Africa Forum</p> <p>*1 x Day Buy Local Summit held on 30 March 2016</p> <p>*1 x Buy Local Expo held on 30 March 2016</p> <p>*Sector specific forum not held as per request from paying sponsor (Sizwe IT)</p> <p>*4 Business forums held with dti, ABSA, NCPC and Productivity SA and served the same purpose</p> <p>*Participated in 32 events and expos (as detailed in Section 6.2 of this Annual Report)</p> <p>*The awards postponed to September 2016 by the dti</p> <p>* Anti-piracy campaign postponed due to lack of funds</p>	<p>Sizwe IT requested a postponement of the planned IT forums</p> <p>*The awards postponed to September 2016 by the dti</p> <p>*Strategic partnerships for the campaign still being sourced as funds not available internally for this campaign</p>
5	Partnership with enforcement agencies against illegal import, counterfeit products, under invoiced products and dumping of unsafe products	<p>*Below- and above-the-line anti-piracy and illicit trading campaigns reaching 2 million people per annum;</p> <p>*Develop partnerships with inter-governmental state enforcement agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, and Adams & Adams etc.</p>			

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
	*Road shows to customs, ports, borders to educate staff on counterfeit products	*At least 2 roadshows per annum		
6	Growing the database of South African supplier products and services for local procurement. Promotion of database of local products and services to all government entities through workshops / regular communicate (this will include the promotion of all other SA Made products and services as per the designated sectors).	*10 national departments reached *4 provincial governments reached	*7 national departments reached – DTI, EDD, SBD, S & R, A & C, DOL *4 provincial govt. dept. – Gauteng, North West, Western Cape & KZN	
		*30 district municipalities reached	*Participated at the SALGA National Assembly with all 278 municipalities present	
		*20 State owned entities and agencies	*Presentation done by the CEO to the State Owned Enterprises Procurement Forum (SOEPF) at their quarterly meeting during Q4 where at least 20 SOEs were present	
	*Call to Action campaigns (above- and below-the-line campaigns) reaching 1 000 businesses.	*1 000 businesses reached through these campaigns	*Approx. 1 350 businesses reached through various Below the Line activations and events including over 4 000 entrepreneurs (and budding entrepreneurs)	
7	Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behavior to increase awareness of Proudly SA, influence	*PR & below-the-line activities reaching at least 5 million consumers	*Approximately 20 million consumers reached through Social media activities, radio interviews and the Buy Back SA Radio and TV campaigns on various platforms (based on RAMS/ TAMIS/ circulation)	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
purchase behaviour in favour of local products and raise the profile of local products	*National consumer educational road show through mall activations (Education Through Edutainment)	*Mall activations in at least 4 provinces annually	*No mall activations undertaken during the year	*Mall Activations objectives achieved through participation in various consumer targeted Expos and events throughout the year
	*Ubuntu Campaign in secondary schools and FET colleges	*Roll out of Ubuntu campaign in at least 8 school and/or FET colleges per annum	*3 schools visited as part of the Ubuntu schools campaign. Step Up 2 A Start Up awards participation reached students in all nine provinces	*Proudly SA also participated at career expos reaching school going students (See Section 6.2 of this Annual Report)
	*University activation campaigns campus radio adverts / live reads, industrial theatre and edutainment	*During RAG 2 x Universities per annum. Campus radio throughout the year	*1 x activation done at Change-makers conference at University of Johannesburg *1 x activation replaced by the participation in the Sunday Times Gen-Next event which reached the same market on a broader scale	
	*Proudly SA events/ exhibitions/ expo's/ villages at trade expos	*Participation in at least 8 trade expos, events, etc. per annum	*Participated in 32 events and expos (as detailed in Section 6.2 of this Annual Report)	
	* Proudly SA CSI projects	*At least 2 CSI projects per annum	*2 x CSI projects done during the year	
Brand Management Brand research - Development of a reliable monitoring and evaluation system	Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Bi-annual research on brand awareness and uptake of Proudly SA member products and services conducted	*Bi-annual research not conducted during 2015/16 – due to budget constraints	*No research conducted due to budget constraints – An Economic Impact Study on the impact of Buy Local commissioned for implementation during 2016/17
Existence of a reliable monitoring and	*At least 2 x dipstick surveys per quarter conducted at Proudly SA	*At least 2 x dipstick surveys per quarter conducted at Proudly SA	*9 dipstick surveys done using the Questback Research Software at	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
evaluation system – to measure uptake of local products and services and procurement by the public sector, private sector and consumers;		events and exhibitions/ consumer outreach campaigns *Qualitative & Quantitative Research – once per annum	Business forums and some of the major events * No Qualitative & Quantitative research undertaken due to budget constraints	*An Economic Impact Study on the impact of Buy Local commissioned for implementation during 2016/17
9 Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Weekly monitoring of the Proudly SA logo to identify irregular use and counterfeit goods *Action/letters of demand to irregular users of the Proudly SA logo *Regular compliance reviews of all members *Weekly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*Weekly monitoring done *All identified irregular users were sent letters *All members checked as part of the new and renewals membership process *Monitoring done by the internal compliance team as well as Adams & Adams on a weekly basis	
10 Strengthening Media relations, PR and social media	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof * Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders) *Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media through media breakfasts/lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager	*Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders *Press releases At least 24 press releases per annum *At least 4x media breakfast meeting per annum *Individual meetings with Editors - 4 per annum	*Daily monitoring of media reports done on relevant coverage *56 press releases issued during the year on various subjects *1 x media dinner during Q4 on the Buy Local Summit and Expo *41 media meetings/engagements held during the year with editors and/or journalists as well as media representatives	*Media events replaced with individual meetings with media houses (41 media meetings held)

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
	*Daily communication on Twitter and Facebook	* Social Media activities daily;	*Daily updates done on Twitter and Facebook resulting in an increase in the number of followers on both platforms. The Proudly SA Twitter account now has 123 000 followers and Facebook more than 12 200 followers. *No weekly competitions during the year *This activation took place on 11 February 2016	
	*Increase following on social media platforms and increase in publicity	*Increase in social media platforms and increase in publicity		
	*Increased activities and competitions during Campaigns	*Weekly competitions once a month;		
		*Valentine's Day activation 1x per year on Valentine's day		
11 Growing the database of South African supplier products and services for local procurement.	Promotion of database of local products and services to all government entities through workshops /regular communicate (this will include the promotion of all other SA Made products and services as per the designated sectors).	*6 national departments reached per annum	*7 national departments reached – DTI, EDD, SBD, S & R, A & C, DOL	
		*2 provincial governments reached per annum	*4 provincial govt. dept. – Gauteng, North West, Western Cape & KZN	
		*20 district municipalities reached per annum	*Participated at the SALGA National Assembly with all 278 municipalities present	
		*20 State owned entities and agencies	*Presentation done by the CEO to the State Owned Enterprises Procurement Forum (SOEPF) at their quarterly meeting during Q4 where at least 20 SOEs were present	

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2015/16 Financial year	Reason for Variance
	Call to Action campaigns (above- and below-the-line campaigns) reaching 1 000 businesses.	*1 000 businesses reached through these campaigns	*Approx. 1 350 businesses reached through various Below The Line activations and events including over 4 000 entrepreneurs (and budding entrepreneurs)	
12	Retention and Recruitment Members	*Recruit at least 144 new members for the year *Retain at least 50% of all members due for renewal for the year	*185 new members successfully recruited and approved for the year *88% of all members due for renewal (mostly low value members), renewed their membership during the year	*The campaign still struggles to retain and attract high value members due to a weaker value proposition but attracts SMMEs

9.

AUDITED ANNUAL FINANCIAL STATEMENTS

Proudly South African

(Registration number 2001/021636/08)

Annual Financial statements

for the year ended 31 March 2016

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, E Mashimbye

These annual financial statements were authorised by the Board of Directors on 26 August 2016.

GENERAL INFORMATION

Company registration number	2001/021636/08
Country of incorporation and domicile	South Africa
Nature of business and principal activities	Buy Local campaign
Directors	J. Maqhekeni (Interim Chairperson) Adv. L Sedibe (CEO) B. Ntshalintshali M. Lawrence L. Kganyago S. Nicolaou Adv. P. Hassan G. Strachan Dr. T. Makube A. Benjamin D. Mthalane T. Tshefuta S. Phetoe L. Gunkel-Keuler T. Mkalipi
Registered office	23 Sturdee Avenue Rosebank 2196
Business address	23 Sturdee Avenue Rosebank 2196
Postal address	P O Box 1062 Saxonwold 2132
Bankers	Nedbank Rand Merchant Bank
Auditors	Nexia SAB&T Registered Auditors

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DIRECTORS' RESPONSIBILITIES AND APPROVAL

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

The Annual Financial Statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgements 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 endeavours to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behaviour 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 2016 and ending 31 March 2019 as contained in the 2016/17 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 122 to 124.

The Annual Financial Statements set out on pages 127 to 143, which have been prepared on the going concern basis, were approved by the board of directors and signed on its behalf, by:

Mr. Joseph Maqhekeni (Interim Chairperson)

Advocate L Sedibe (CEO)

INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Proudly South African

Introduction

We have audited the annual financial statements of Proudly South African as set out on pages 127 to 143, which comprise the statement of financial position as at 31 March 2016, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and the notes, comprising a summary of significant accounting policies and other explanatory information.

Directors' Responsibility for the Annual Financial Statements

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

Auditors' Responsibility

Our responsibility is to express an opinion on these annual financial statements based on our audit. We conducted our audit in accordance with the Public Audit Act of South Africa, 2004 (Act No. 25 of 2004) (PAA), the general notice issued in terms thereof and International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the annual financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the annual financial statements. The procedures selected depend on the auditors' judgement, including the assessment of the risks of material misstatement of the annual financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the annual financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the annual financial statements.

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

Opinion

In our opinion, the annual financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2016, and its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa.

Emphasis of matters

We draw attention to the matter below. Our opinion is not modified in respect of this matter:

Restatement of corresponding figures

As disclosed in note 20 to the financial statements, the corresponding figures for 31 March 2015 have been restated as a result of errors identified during the 2016 financial year.

Additional Matter

We draw attention to the matter below. Our opinion is not modified in respect of this matter.

Supplementary information

Without qualifying our opinion, we draw attention to the fact that supplementary information set out on page 143 does not form part of the annual financial statements and is presented as additional information. We have not audited this information and accordingly do not express an opinion thereon.

Other reports required by the Companies Act

As part of our audit of the annual financial statements for the year ended 31 March 2016, we have read the Directors' Report for the purposes of identifying whether there are material inconsistencies between this report and the audited annual financial statements. This report is the responsibility of the respective preparers. Based on reading this report we have not identified material inconsistencies between this report and the audited annual financial statements. However, we have not audited this report and accordingly do not express an opinion thereon.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENT

In accordance with the PAA and the general notice issued in terms thereof, we report the following finding relevant to performance against predetermined objectives, but not for the purpose of expressing an opinion.

Predetermined objectives

We did not audit performance against predetermined objectives, as the entity is not required to prepare a report on its performance against predetermined objectives. The entity does not fall within the ambit of the PFMA and the entity-specific legislation does not require reporting on performance against predetermined objectives.

Compliance with legislation

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

Internal control

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

Nexia SAB&T
Per. N.C Soopal
Director
Registered Auditor
26 August 2016

DIRECTORS' REPORT

The directors submit their report for the year ended 31 March 2016.

1. Review of activities

Main business and operations

Proudly South African is a campaign formed by the NEDLAC social partners namely, government, organised business, organised 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 and comply with labour legislation.

Environmental standards – the company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable.

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 2016 financial year was R2 188 969 (2015: R3 817 171).

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 R31, 8m for the 2016/17 financial year, and increased allocations of R32, 6m and R33, 7m for the 2017/18 and 2018/19 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. Post balance sheet events

The directors are not aware of any matter or circumstance arising since the end of the financial year. Subsequent to the end of the financial year, funds have been received from the dti, as per their allocation letter and the deficit reflected in these statements has been subsequently reversed.

4. Directors

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

Name	Organisation	Changes
J Maqhekeni (Interim Chairperson)	Labour	
Adv. L Sedibe (CEO)	CEO Proudly SA	
B Ntshalintshali	Labour	Resigned on 1 March 2016
A Benjamin	Labour	Resigned on 31 July 2015
T. Mkalipi	Government	
T. Tshefuta	Community	
D. Mthalane	Community	
L. Kganyago	Community	
S. Phetoe	Labour	Appointed on 1 March 2016
Adv. P. Hassan	Business	Appointed on 26 March 2015
S. Nicolau	Business	Appointed on 26 March 2015
G. Strachan	Government	Resigned on 31 March 2016
Dr. T Makube	Government	Appointed on 31 March 2016
L. Gunkel-Keuler	Business	Resigned on 31 July 2015
M. Lawrence	Business	Appointed on 2 November 2015

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 three-year period, which ends after conclusion of the 2015/16 financial year end audit and auditors will have to be appointed for the company in line with the company's Supply Chain Management Policy for the 2016/17 financial year.

7. Secretary

The company secretary is Mr. Mpho Thothela and was appointed by the board of directors.

PROUDLY SOUTH AFRICAN

(REGISTRATION NUMBER 2001/021636/08)

ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

STATEMENT OF FINANCIAL POSITION

Figures in Rand	Note(s)	2016	2015
Assets			
Non-Current Assets			
Property, Plant and Equipment	2	1 439 735	1 267 504
Intangible Assets	3	0	1 765
		1 439 735	1 269 269
Current Assets			
Inventories	4	178 041	224 792
Trade and other receivables	5	4 827 693	1 675 317
Cash and cash equivalents	6	2 905 934	5 186 070
		7 911 668	7 086 179
Total Assets		9 351 403	8 355 448
Equity and Liabilities			
Equity			
Retained Income		5 469 271	3 280 290
Liabilities			
Current Liabilities			
Trade and other payables	8	2 737 637	3 031 576
Deferred Income	9	833 845	543 324
Provisions	7	310 650	1 500 257
		3 882 132	5 075 157
Total Equity and Liabilities		9 351 403	8 355 448

STATEMENT OF FINANCIAL PERFORMANCE

Figures in Rand	Note(s)	2016	2015
Revenue	10	34 056 161	34 277 713
Cost of sales	11	(6 139)	(10 249)
Gross surplus		34 050 022	34 267 464
Operating expenses		(32 194 052)	(30 755 472)
Operating surplus	12	1 855 970	3 511 993
Investment income	13	333 954	307 703
Disposal of assets		11 012	2 485
Finance costs	14	(11 967)	(5 009)
Surplus for the year		2 188 969	3 817 171
Other Comprehensive income		0	0
Total Comprehensive surplus		2 188 969	3 817 171

PROUDLY SOUTH AFRICAN

(REGISTRATION NUMBER 2001/021636/08)

ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

STATEMENT OF CHANGES IN EQUITY

Figures in Rands	Accumulated surplus	Total equity
Balance at 01 April 2014	(536 869)	(536 869)
Changes in equity		
Total surplus for the year	3 817 171	3 817 171
Total changes	3 817 171	3 817 171
Balance at 01 April 2015	3 280 302	3 280 302
Total surplus for the year	2 188 969	2 188 969
Total changes	2 188 969	2 188 969
Balance at 31 March 2016	5 469 271	5 469 271

STATEMENT OF CASH FLOWS

Figures in Rand	Note(s)	2016	2015
Cash flows from operating activities			
Cash used in (from) operations	15	(2 018 196)	4 773 101
Interest income		333 954	307 703
Finance costs		(11 967)	(5 009)
Net cash (in) from operating activities		(1 696 209)	5 075 795
Cash flows from investing activities			
Purchase of property, plant and equipment	2	(599 597)	(17 613)
Disposal of assets		15 670	43 068
Net cash (in) from investing activities		(583 927)	25 455
Total cash movement for the year		(2 280 136)	5 101 250
Cash at the beginning of the year		5 186 070	84 820
Total cash at end of the year		2 905 934	5 186 070

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 8 - 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 derecognised.

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	7 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.

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.

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.

Item	Average useful life (years)
Computer software	3

1.4 Financial instruments

Financial instruments 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 recognised.

Financial instruments at cost

Commitments to receive a loan are measured at cost less impairment.

Equity instruments that are not publicly traded and whose fair value cannot otherwise be measured reliably are measured at cost less impairment. This includes equity instruments held in unlisted investments.

Financial instruments at fair value

All other financial instruments are measured at fair value through profit and loss. Proudly SA does not have any Financial Instruments for the period under review.

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.

ACCOUNTING POLICIES

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.

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 Share capital and equity

An equity instrument is any contract that evidences a residual interest in the assets of an entity after deducting all of its liabilities.

1.9 . 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 care), are recognised in the period in which the service is rendered and are not discounted.

ACCOUNTING POLICIES

1.10 Provisions and contingencies

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.

1.11 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.

1.12 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 (and over the period of membership), as at that point all the conditions for membership will have been satisfied and complied with by the paying member.

ACCOUNTING POLICIES

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.

1.13 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 utilised.

1.14 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:

- 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
- terms and conditions within the normal operating parameters established by the reporting entity's legal mandate;

1.15 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

2. Property, plant and equipment

	2016			2015		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	874 004	(618 884)	255 117	862 251	(547 999)	314 252
Office equipment	114 178	(93 541)	20 637	112 540	(75 804)	36 736
IT equipment	1 264 617	(754 941)	509 675	721 184	(570 705)	150 481
Leasehold improvements	986 577	(360 782)	625 795	986 577	(226 889)	759 688
Sundry equipment	42 887	(14 378)	28 509	18 277	(11 930)	6 347
Total	3 282 263	(1 842 527)	1 439 732	2 700 829	(1 433 327)	1 267 504

The Company did not pledge any item of property, plant and equipment as security for borrowings during the year (2015: Rnil).

Reconciliation of property, plant and equipment – 2016

	Opening Balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	314 252		11 750	(70 885)	255 117
Office equipment	36 736		1 636	(17 735)	20 637
IT equipment	150 481	(4 658)	561 603	(197 749)	509 675
Leasehold improvements	759 688			(133 893)	625 795
Sundry equipment	6 347		24 609	(2 448)	28 509
	1 267 504	(4 658)	599 598	(422 710)	1 439 732

Reconciliation of property, plant & equipment – 2015

	Opening Balance	Disposal	Additions	Depreciation	Total
Furniture and fixtures	383 545			(69 291)	314 252
Office equipment	54 206			(17 470)	36 736
IT equipment	255 022	(2 488)	17 613	(119 666)	150 481
Leasehold improvements	931 674	(38 094)		(133 893)	759 688
Sundry equipment	8 498			(2 151)	6 347
	1 632 954	(40 582)	17 613	(342 471)	1 267 504

3. Intangible assets

	2016			2015		
	Cost	Accumulated amortisation	Carrying value	Cost	Accumulated amortisation	Carrying value
Computer software	336 616	(336 616)	0	336 616	(334 851)	1 765

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2016

	Opening balance	Additions	Amortisation	Total
Computer software	1 765	0	(1 765)	0

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

Figures in Rand 2016 2015

Reconciliation of intangible assets – 2015

	Opening balance	Additions	Amortisation	Total
Computer software	6 225	0	(4 460)	1 765

4. Inventories

Promotional stock	178 041	224 792
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None of the Promotional stock has been pledged as security.

5. Trade and other receivables

Trade receivables	3 717 928	279 074
Deposits	288 198	288 198
VAT	315 271	442 547
Staff loans	494 910	594 230
Prepayments	11 386	71 268
	4 827 693	1 675 317

6. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	2 893	4 013
Bank balances	2 903 040	5 182 057
	2 905 933	5 186 070

7. Provisions

Reconciliation of provisions - 2016

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	288 257	97 889	(75 496)	310 650
Total				310 650

Reconciliation of provisions – 2015

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	279 608	168 054	(159 405)	288 257
Provision for Bonuses	0	0	1 212 000	1 212 000
Total				1 500 257

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

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

Figures in Rand	2016	2015
8. Trade and other payables		
Trade payables	2 036 039	2 396 472
Amounts received in advance	723	453
Accrual – Straight lining of leases	5 475	4 138
Accrual (Proudly SA Buy Local Summit and Expo)	37 809	0
Payroll Accruals (Provision for expenses)	216 581	630 013
Provision for Director's Tax	255 731	0
Provision for PAYE Interest and SARS re-assessment	184 779	0
Unallocated deposits	500	500
	2 737 637	3 031 576
9. Deferred income		
Non-current liabilities	0	0
Current Liabilities	833 845	543 324
	833 845	543 324
Deferred income represents membership fees received from members which relates to fees for the following financial year		
10. Revenue		
Sale of promotional items	9 420	23 700
Government grant - The dti	25 208 000	30 000 000
Grant – UNOPS	869 646	0
Sponsorship	6 187 588	3 461 085
Membership fees	1 531 761	792 929
Sundry Income	249 746	0
Total	34 056 161	34 277 714
11. Cost of Sales		
Sale of goods		
Promotional items	6 139	10 249
12. Operating surplus/ (deficit)		
Operating surplus / (deficit) for the year is stated after accounting for the following:		
Operating lease charges		
Premises		
• Contractual Amounts	741 942	857 320
Equipment		
• Contractual Amounts	306 861	319 769
	1 048 803	1 177 089
Depreciation on property, plant and equipment	424 474	346 930
Directors' emoluments	3 513 558	4 051 588
Employee costs	14 025 947	2 420 260

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

Figures in Rand	2016	2015
13. Investment revenue		
Investment revenue		
Interest received	333 954	307 703
14. Finance costs		
Interest paid - other	11 967	5 009
15. Auditors' remuneration		
External audit fees	196 580	185 500
Internal audit fees	358 078	640 806
	554 658	826 306
16. Cash generated from operations		
Surplus/(Deficit) before taxation	2 188 969	3 817 171
Adjustments for:		
Depreciation and amortisation	424 474	346 930
(Profit) on sale of assets	(11 012)	(2 485)
Interest received - investment	(333 954)	(307 703)
Finance costs	11 967	5 009
Movements in provisions	(1 189 607)	1 220 650
Changes in working capital:		
Inventories	46 751	45 868
Trade and other receivables	(3 152 376)	412 057
Trade and other payables	(3 408)	(764 397)
	(2 018 196)	4 773 101
17. Commitments		
Operating leases – as lessee (expense)		
Minimum lease payments due		
- within one year	801 905	735 692
- in second to fifth year inclusive	874 076	1 675 982
	1 675 982	2 411 674
Operating lease payments represent rentals payable by the company for its leased office equipment. The escalation rates from 0% to 5%. The leases 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.		
Related party balances		
Amount included in Trade Payables owing to NEDLAC	0	244 902

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

19. Directors' Emoluments

2016

Executive	Emoluments	Total
Adv. L. Sedibe		
Basic Salary	2 047 368	2 047 368
Performance Bonus	1 000 000	1 000 000
Total Executive Emoluments	3 047 368	3 047 368
Non-Executive: Director's Fees		
Joseph Maqhekeni	88 050	88 050
Dumisani Mthalane	88 800	88 800
Laura Kganyago	79 717	79 717
Ashley Benjamin	26 444	26 444
Adv. Pria Hassan	42 779	42 779
Leigh Gunkel-Keuler	24 995	24 995
Thulani Tshefuta	42 190	42 190
Stavros Nicolau	38 634	38 634
Michael Lawrence	16 120	16 120
Additional Tax paid to SARS for 2015 (Directors fees liability declared and agreed with SARS)	18 460	18 460
Total: Non Executive Director's Fees	466 189	466 189
Total Emoluments	3 513 558	3 513 558

2015

Executive	Emoluments	Total
Adv. L. Sedibe		
Basic Salary	2 054 624	2 054 624
Performance Bonus	1 200 000	1 200 000
Total Executive Emoluments	3 254 624	3 254 624
Previous allowance: Acting CEO (Executive Director)		
H. Mkhize	400 000	400 000
Total	400 000	400 000
Non-Executive: Director's Fees		
Eugenia Kula Ameyaw	43 676	43 676
Joseph Maqhekeni	72 355	72 355
Dumisani Mthalane	72 355	72 355
Laura Kganyago	52 446	52 446
Guy Harris	57 445	57 455
Bheki Ntshalintshali	14 997	14 997
Thandiwe Moshobane	29 994	29 994
Ashley Benjamin	4 999	4 999
Thulani Tshefuta	4 999	4 999
Tax paid to SARS for 2015 (Directors fees liability declared and agreed with SARS)	43 697	43 697
Total: Non Executive Director's Fees	396 964	396 964
Total Emoluments	4 051 588	4 051 588

PROUDLY SOUTH AFRICAN

(REGISTRATION NUMBER 2001/021636/08)

ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

20. Prior period error

Membership fees were recorded in full in the prior year. The membership is now recognised on a basis that reflects the timing, nature and value of benefits provided

The correction of the error(s) resulted in adjustments as follows:

Statement of Financial Position

Previously reported deferred income	
Deferred Income – membership fees	0
Restated deferred income	543 324
Surplus as previously reported	
Deferred Income – membership fees	4 360 496
Restated surplus	(543 324)
	3 817 171
Profit & Loss	
Membership fees as previously reported	
Deferred income – membership fees	1 336 253
Restated membership	(543 324)
	792 929

PROUDLY SOUTH AFRICAN

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ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

DETAILED INCOME STATEMENT

Figures in Rand	Note(s)	2016	2015
Revenue			
Sale of goods		9 420	23 700
Government grant - The dti		25 208 000	30 000 000
Grant: UNOPS		869 646	0
Sundry Income		249 746	0
Sponsorship		6 187 588	3 461 085
Membership fees		1 531 761	792 929
	10	34 056 161	34 277 714
Opening stock		(224 792)	(270 660)
Purchases		52 890	56 117
Closing stock	11	178 041	224 792
		(6 139)	(10 249)
Gross Surplus		34 050 022	34 267 465
Other income			
Profit on Disposal of Assets		11 012	2 485
Interest Received	13	333 954	307 703
Operating expenses			
Advertising posts and tenders		0	(45 752)
Auditors remuneration	15	(554 658)	(826 306)
Bad debts		(53 586)	(12 334)
Bank charges		(17 387)	(19 651)
Depreciation, amortisation and impairments		(424 474)	(346 930)
Directors' emoluments	19	(3 513 558)	(4 051 588)
Employee costs		(14 025 947)	(12 420 260)
Fines and penalties		(175 325)	(120 120)
IT expenses		(379 932)	(244 052)
Insurance		(75 273)	(72 064)
Lease rentals on operating lease		(1 048 803)	(1 177 089)
Legal and professional services		(445 134)	(539 847)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(5 597 255)	(7 333 067)
Membership costs		(7 836)	(3 378)
SA Premier Business Awards		(324 080)	(323 969)
Proudly SA Buy Local Summit and Expo		(3 638 723)	(2 101 996)
Photocopier costs		(9 374)	(9 620)
Postage		(146 648)	(20 385)
Printing and stationery		(250 061)	(135 434)
Proudly South African CSI activities		(30 040)	(40 802)
Repairs and maintenance		(100 948)	(65 675)
Staff training		(58 106)	(19 709)
Staff welfare		(82 629)	(155 550)
Subscriptions		(16 363)	(10 985)
Telephone and fax		(123 114)	(131 496)
Travel - local		(564 357)	(486 103)
Travel - international		(20 213)	0
Workshops and seminars		(66 255)	(41 310)
Utilities		(355 314)	0
UNOPS project (new project)		(88 659)	0
		(32 194 052)	(30 755 472)
Operating surplus	12	2 200 936	3 822 181
Finance costs	14	(11 967)	(5 009)
Surplus for the year		2 188 969	3 817 171

The supplementary information does not form part of the annual financial statements and is unaudited



JOIN THE PROUDLY SOUTH AFRICAN BUY LOCAL MOVEMENT

Launched in 2001, Proudly South African is a multi level campaign to promote South African Companies, organisations, products and services that demonstrate high quality, local content, fair labour and environmental practices.

Proudly South African promotes members products and services to consumers, businesses and all state organs, encouraging South Africans to buy locally made products bearing the Proudly South African logo.

WHO CAN JOIN?

Any company of any size can join, whether it specialises in products or services. Non-business entities such as educational institutions; national, provincial and local government departments. Stateowned enterprises, NGO's, craftsmen, sports teams, other professional bodies and individuals are also eligible for membership of the Campaign.

WHAT ARE THE QUALIFYING CRITERIA?

Organisations that want to use the Proudly South African mark of quality to identify themselves and their products/ services have to meet four criteria:

Local Content, Quality, Fair labour practice, Environmental standards

There are numerous benefits associated with being a member of Proudly South African. For more information contact us on:

Tel: 011 327 7778

Fax: 011 327 7459

Email: info@proudlysa.co.za

Website: www.proudlysa.co.za



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA



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