



# CONTENT OUTLINE

4	UTDO	DILLO	TION
	MIDII		
	N I R I I		
			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

- 1.1 About Proudly South African
- 1.2 Vision, Mission, Values
- 1.3 Strategy & Focus
- 2. FOREWORD BY THE CHAIRPERSON
- 3. OVERVIEW BY THE CHIEF EXECUTIVE OFFICER
- 4. OUR PEOPLE AND RESOURCES
  - 4.1 Governance Structure
  - 4.2 Board of Directors
  - 4.3 Executive Managers
  - 4.4 The Team
  - 4.5 Human Resources

    Management Report
- 5. OUR MEMBERS
- 6. OUR ACTIVITIES
  - 6.1 Key Activations & Events
  - 6.2 Participation at Events & Exhibitions
  - 6.3 Media and Public Relations
  - 6.4 Advertising
  - 6.5 Brand Management
- 7. CORPORATE GOVERNANCE
- 8. PERFORMANCE INFORMATION
- 9. AUDITED ANNUAL FINANCIAL STATEMENTS



# PROUDLY SOUTH AFRICAN The National Buy local Campaign

Launched in 2001, Proudly South African is this country's Buy Local Campaign which seeks to promote South African companies, organisations, products and services that demonstrate high quality, local content, fair labour practices and sound/responsible environmental standards. The focus areas and strategic thrust, which is at the heart of the Proudly South African Campaign, is "Buy Local" activism.

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 unemployement can be decreased to 15% over the next 10 years under the National Development Plan.

Part of Proudly SA's mandate also includes promoting National Pride, Patriotism and Social Cohesion. Apart from the national "Buy Local" Campaign, Proudly SA also engages in social dialogue through schools via the national "Ubuntu Schools' Campaign" to educate the youth about issues pertaining national symbols and the negative effects of drug abuse and bullying – and to teach them about living according to the core principles of Ubuntu as Proud South South Africans.

Proudly SA continues to have a strong focus on educating consumers, business 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 South African promotes members products and services to consumers, businesses and all state organs while encouraging South Africans to buy locally made products bearing the Proudly South African logo.

Only companies which adhere to the campaigns uplifting and empowering criteria are granted membership and are allowed to use the mark of quality, the Proudly South African logo.

### **Our Vision**

The Proudly South African campaign will encourage the nation to make personal and organisational contributions towards economic growth and prospecity in South Africa, thereby increasing employment opportunities, economic growth and local value add while reinforcing National Pride and Patriotism.

### Our Mission

Our 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 are committed to creating and sustaining employment and meaningful gain for local industries by joining the organisation.

### **Our Values**

To provide a country-of-origin brand that effectively identifies, diffirentiates and promotes local companies, their products and services which meet the organisation's criteria.





Proudly South African seeks to strongly influence procurement in public and private sectors to increase local production, influence consumers to buy local and stimulate job creation. 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 decreased under the New Growth Path Plan and The National Development Plan.

Proudly South African fits hand-in-glove with the broader national developmental agenda and the Local Procurement Accord signed in October 2011. We use the acrostic PRIDE to summarise our vision, mission and strategic focus.



The key focus areas as per the Strategic Plan are:

- Embarking on a national education campaign to educate consumers, the private sector and all spheres of the public sector on the economic 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.



# INTERIM CHAIRMAN'S REPORT

## JOSEPH Maqhekeni

Proudly South African has been hard at work during the period under review to facilitate and influence interaction between local businesses, entrepreneurs and procurement decision makers, with a view to an increased uptake of locally manufactured goods in both the public and private sectors to increase local production and stimulate job creation.

As part of these efforts, Proudly SA has also successfully hosted high-level discussions around local procurement efforts in the country and the impact of local purchases (or lack thereof) on the manufacturing sector and job creation.

Let me take this opportunity to thank the Department of Trade and Industry for their continued support which empowers Proudly South African to fulfill its mandate.

Our journey - to rid South Africa of the triple challenges of poverty, inequality and unemployment - is a long one but we can succeed if we work together and support each other.

Each and every South African can make a contribution to this nation's progress, well-being and prosperity through promoting the "Buy Local" ethos in their homes and places of work.

This is our call to action to everyone in South Africa. Help us create a demand for local products so that we can stimulate the economy, create jobs and all enjoy a more prosperous society.

Local procurement - or the "Buy Local" ethos - has long been recognised as a key driver for economic growth and job creation by government, in partnership with business, organised labour and community constituencies.

As part of government's commitment to create millions of jobs by 2020, through the National Development Plan and the macro-economic strategic policy framework under the New Growth Path and the Industrial Policy Action Plan, the Social Partners signed the Local Procurement Accord in 2011. Through this, they are committed to sourcing local products and services in designated sectors.

Another significant boost for local procurement efforts in our country over recent years was the promulgation by the former Finance Minister, Pravin Gordhan, of the Regulations to the Preferential Procurement Policy Framework Act (PPPFA). These came into effect in December 2011 through the designation of sectors by the Minister of Trade and Industry, Dr. Rob Davies.

This was done to strengthen industrial policy and requires all stakeholders, including government departments and state owned companies, to implement and comply with the regulations.

## ADV. LESLIE Sedibe

### BUY LOCAL PHILOSOPHY GROWS GLOBALLY

In September 2014, two of South Africa's BRICS partners launched their own "Buy Local" campaigns in an effort to boost local manufacturing, create jobs and entice investment.

India's Prime Minister, Narendra Modi, launched that country's "Made in India" marketing campaign amidst much fanfare. Flanked by some of that nation's wealthiest businessmen, Modi headed up the launch in the presence of diplomats and journalists. The event was carried live across India and even to diplomatic missions abroad.

Four months into office, the Prime Minister has been unrelenting in his efforts to promote India as the world's next manufacturing giant. In a country where a reported 700 million people live in poverty, it was suggested at the "Made In India" event that 90 million manufacturing jobs could be created in India in the next 10 years alone. Speakers also suggested that a stronger manufacturing base would boost exports while linking India to global supply chains and help reduce the current account deficit.

Hot on the heels of the "Made In India" launch, China's government launched their "Made In China" campaign. The Chinese campaign comes with a host of tax concessions for local businesses to boost the manufacturing sector, a key driver of China's economic growth.

The two examples cited above clearly demonstrate a worldwide reliance on Buy Local movements and their ability to gain traction globally.

Buy Local movements have shown time and again that buying close to home is more than a feel-good matter.

"Buying Local" is an internationally tried and tested method to stimulate job creation and alleviate poverty – and in our country, where we continue to grapple with unemployment, poverty and inequality, every South African can make a difference in this regard.

Buying locally manufactured goods - whether it involves purchasing machinery worth millions or even just a t-shirt - begins a cycle in which you re-invest money into the local economy, instead of spending it on an imported product and sending the money out of the country.

Research shows there is a positive economic impact associated with keeping money "in town" and communities around the world are increasingly depending on the "Buy Local" philosophy.

Spending your money on a Proudly South African product means you also help keep the worker – who made that product – in the their job. When you buy local you help create jobs and, in turn, help alleviate poverty. That, simply put, is the multiplier effect of buying local.

As consumers, both at home and at the workplace, we also have immense power to help uplift and grow the economy of South Africa, create jobs and make a tangible difference in the lives of ordinary South Africans.

### A LOCAL PERSPECTIVE

As the country's national Buy Local Campaign, Proudly South African continues to promote and lobby for an increase in the uptake of locally manufactured goods and services. During the period under review, the organization has succeeded in its efforts to maintain a top-of-mind presence in the hearts and minds of consumers.

In June 2014, one of the top three market research providers in the Southern African market research industry, Consulta Research, presented an insightful research paper at the annual South African Market Research (SAMRA) Conference held in Stellenbosch, Cape Town.

The presentation entitled *Patriotic Sentiment: Do South Africans really prefer South African products?* tested the level of awareness regarding the national "Buy Local" Campaign. The results (based on food and beverage preferences) showed that 93.20% of respondents who completed the survey were aware that Proudly South African is the name of the country's "Buy Local" Campaign. We can therefore conclude that there is a high level of awareness with regard to the Campaign name.

The research yielded other valuable insights into consumer preferences and behavior. The research revealed that patriotic sentiment value was just over 25%.

Some of the positive conclusions that were drawn from the research included the following:

- The top ten South African food and beverage brands were Coca-Cola, Woolworths, Koo, Mrs H.S. Ball's, All Gold, Nando's, Castle, Clover, Nestlé, Pick n Pay and Simba;
- South Africans believe that local food and beverages are of the same high quality as imported products;
- They believe local products are as healthy and nutritious as imported products; and
- They believe that local food and beverages are reasonably inexpensive compared to imported products.

Just before the start of the period under review, the Purchasing Managers' Index showed that South Africans were buying locally produced goods as opposed to the more expensive imported ones. Price remains a major factor for consumers who have had to regularly tighten their belts.

### AN ONGOING JOURNEY

If anything, it is important for Proudly South African to continually educate and inform consumers and procurers that "buying local" is more than a feel-good factor. Education around the long-term and economy-wide benefits of "buying local" has to be ongoing.

In this regard, during the period under review, Proudly SA has continued to cross the lengths and breadths of the country as part of various initiatives and roadshows to educate consumers and empower small businesses, entrepreneurs and SMMEs.

As the organisation's flagship event, the annual "Buy Local Summit and Expo" continues to grow from success to success as it promotes local procurement, showcases what South Africa has to offer and tackles the issues around local manufacturing, job creation

and support for locally produced products and services.

This year's event – generously supported by Absa, Mango Airlines and Transnet – took place at the Sandton Convention Centre on Tuesday, 3 March 2015. Over 500 delegates participated in the Summit, where they had an opportunity to interact and network with government officials, procurement officers, entrepreneurs, business owners and captains of industry.

Some 150 enterprises and organisations showcased their products and services at the Expo, which saw a record number of day visitors and live radio and television broadcasts. The Expo also served to link state organs and corporate business to local suppliers and entrepreneurs.

### WAY FORWARD

Proudly South African remains fully committed to its mandate, supporting its member companies and working with the Department of Trade and Industry and government to create millions of jobs. We continue to encourage the private sector to support local manufacturers and we urge procurement officials within government to adhere to the policy on procurement and designation of sectors for local procurement.

We look forward to the year ahead as we develop new strategies to improve on the foundation which has been built over the years and are confident of the continued success and growth of the "buy local" Campaign in South Africa.

Proudly South African values its partnerships and thanks the Department of Trade and Industry and Minister Rob Davies for the continued support and financial backing. The organization also applauds and thanks Absa for their generous support during the period under review, along with Mango Airlines and Transnet.

Proudly South African enjoys good working relationships with various government departments, organisations, companies, corporates, individuals and civil society. We salute you for supporting our efforts to contribute towards tackling the triple challenges of unemployment, poverty and inequality.

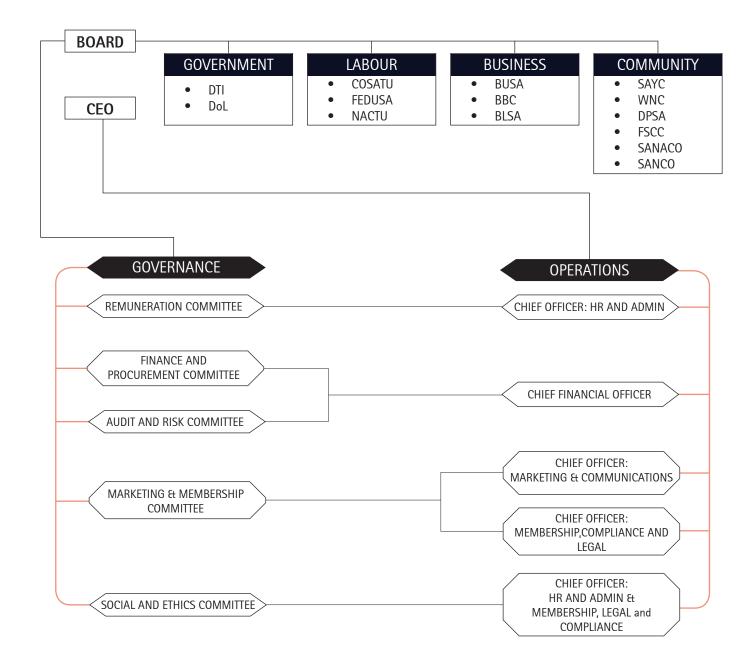
In supporting Proudly South African members and the "buy local" philosophy, we can collectively make a tangible difference and make a meaningful contribution towards a better country for all who live in it. In the now famous words of Steve Bantu Biko, "the power of a movement lies in its ability to change the habits of people through the force of moral persuasion" and this lies at the heart of our vision and mission to transform society.

We encourage all South Africans to join us in supporting, promoting and celebrating local products and services: Be Proudly South African – Buy Local to create jobs!

# FEFTVANE

**OUR PEOPLE AND RESOURCES** 

# 4.1 GOVERNANCESTRUCTURE



### **BOARD OF DIRECTORS**



Mr. Joseph MaqhekeniProudly South AfricanInterim Chairperson



Adv. Leslie Sedibe
Proudly South African

Chief Executive Officer

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 – 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 when former Chairperson, Dali Mpofu, resigned.

Appointed to Proudly SA Board: 2005/02/25 Appointed as Interim Chairman: 2014/11/28

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.

Appointed to Proudly SA Board: 2011/09/01



Mr. Alistair SmithProudly South AfricanNEDLAC Executive Director



Mr. Clement Manoko Proudly South African

- Member of the Membership, Marketing and Communications Committee
  - Member of the Finance and Procurement Committee

Mr. Smith holds a Masters Degree in Development Studies from the University of Sussex. He has extensive leadership and senior management experience. For eight years he was the CEO of the Metal and Engineering Industries Bargaining Council (MEIBC).

He is an experienced labour mediator and facilitator who has successfully completed CCMA commissioner training. He was an organiser for the National Union of Metal Workers during 1986–1994 and was employed as a research coordinator for the COSATU research Institute, NALEDI. Mr. Smith is the Executive Director of NEDLAC and represents NEDLAC on the Proudly SA Board. He is also a member of the Finance and Procurement Committee of the Board.

Mr. Manoko represents the Department of Trade and Industry (the dti). He holds a BA in Information Science (University of Limpopo), Honours Degree in Information Science and Programme in Strategic Marketing and Marketing Research (UNISA) plus a BTech Degree in Business Communication (TUT).

He is currently the Head of Communication and Marketing at the Department of Trade and Industry (the dti). Mr. Manoko has held positions at Trade and Investment South Africa (TISA) and other government entities. He served as Co-Chairperson of the Economic, Investment and Employment Cluster Communicators Forum from 2005–2009.

Appointed to the Proudly SA Board: 2012/05/03

Resigned: 2015/01/30

Appointed to Proudly SA Board: 2012/10/26

Resigned: 2014/12/31



Mr. Garth Strachan
Proudly South African

• Roard Member



Mr. Veli (Bheki) Ntshalintshali
Proudly South African
Member of the Remunerations Committee

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.

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 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.

Appointed to Proudly SA Board: 2013/11/09

Appointed to Proudly SA Board: 2005/02/25



Ms. Laura-Joyce Kganyago Proudly South African

- Chairperson of the Remunerations Committee
- Member of the Finance Committee

Ms. Kganyago represents the Community Constituecy 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. She is a semi-trained nurse and trained as a Manager in the Accounts Department at Truworths.

She also holds a qualifation in Community Development for NGO Managers from the Pennsylvania University in Philadelphia, USA (IIE) EOC. She completed NGO Directors, Leadership and Governance Training with the Haifa Management Training Centre in Israel.

Ms. Kganyago is a Board Member with acquired experience in NGO management, co-ordination and community development. She has served as a Director and Deputy Chairperson in various community development organisations.

Appointed to the Proudly SA Board: 2005/02/25



Mr. Dumisani Mthalane Proudly South African

- Member of the Audit and Risk Committee
- Member of the Membership, Marketing and Communications Committee

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

Mr. Mthalane 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.

Appointed to Proudly SA Board: 2005/08/05



Ms. Thandiwe Moshabane
Proudly South African

• Board Member

Ms. Moshabane represents the Community Constituency on the Proudly SA Board. She attained her B.Juris from the University of Transkei and her LLB from the University of the North. She is an admitted attorney serving in lower courts and high courts in South Africa. She is currently working as a Magistrate and previously ran a law practice under Moshabane Attorneys.

Ms. Moshabane is a member of the Women's Networking Coalition and represents the Community Constituency at NEDLAC.



Ms. Eugenia Kula Ameyaw
Proudly South African
Chairperson of the Finance and Procurement Committee

Ms. Kula Ameyaw represents the Business Constituency on the Board of Proudly SA. She holds an MBA in Entrepreneurship and Strategy from Oxford Brookes Business School, Oxford UK and a Board Leadership Certificate from GIBS.

She is an entrepreneurial, corporate woman who has significant experience in strategy, entrepreneurship development, Private Public Partnership (PPP) and Business Support. She is the Chairperson of BWOSA, a social enterprise with a vision which aims to empower, position, and grow black owned enterprises. She is passionate about transformation and development and is a volunteer mentor for NYDA. She Chairs the Transformation Policy Committee of BUSA and also coaches career women and entrepreneurs.

Appointed to the Proudly SA Board: 2013/06/27

Resigned: 2015/01/31

Appointed to Proudly SA Board: 2012/06/07

Resigned: 2015/03/26



Mr. Thulani TshefutaProudly South AfricanBoard 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 be 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.

Appointed to Proudly SA Board: 26/03/2015



Mr. Guy Harris
Proudly South African
Chairman of the Membership, Marketing
and Communications Committee
Member of the Audit and Risk Committee

Mr. Harris represents the Business Constituency on the Proudly South African Board. He holds a CTA, CA (SA), Bcom (Hons), AMP – UCT GSB and

successfully completed the UK based CEDR's

Course on Commercial Mediation.

He is the Chief Entrepreneuship Officer of the South African Institute of Entrepreneuship. He is also an advisor to the CEO of Bell Equipment, focusing on goverment, industry relations, strategic empowerment and stakeholders relations. He is a participant in the SA Bureau of Standards and Booyco Engineering. He is a member of Productivity SA's Workplace Challenge and National Advisory Council on Innovation's Task Group.

Appointed to Proudly SA Board: 2011/06/28

Resigned: 2015/03/26

### **EXECUTIVE MANAGERS**



Mr. Eustace Mashimbye Chief Financial Officer



He has over 15 years' experience in Accounting and Financial Management in both the private and the public sector, 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, where he is also the Chairman of the Audit and Risk Committee.



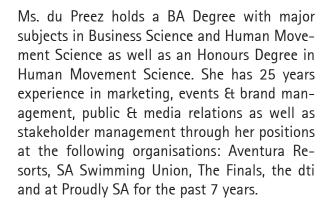
Mr. Mpho Thothela Executive Manager of Membership, Legal & Compliance

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 following Committees: The Proudly SA Board Sub-Committee on Membership, Marketing and Communications; SABS SATS 1286 on Local Content; SABS TC 133 on 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, Turnaround Management, Business Processes Re-engineering, Project Management, Legal Drafting, Strategy Development and Translation.



Ms. Dalene Du Preez
Executive Manager: Marketing & Communication



As acting Director: Brand Management and Special Projects at the Department of Trade and Industry's Marketing Department, she developed the dti Brand Architecture and Corporate Identity. She also played an integral management role in the development/design of the new dti campus and the relocation of the entire dti family to its current head office in Pretoria.

She has also served on the following Committees: SABS SATS 1286 on Local Content and SAQI Board - Vice Chair. She currently serves on the Inter-governmental Enforcement Committee on Counterfeit Goods and Illicit Trading, the National Arts & Crafts Steering Committee, the National Intergovernmental Co-operatives Committee and the dti COTII Marketing & Communications Forum.



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 Fachhoschule 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 senior management team, he is closely involved in the driving of 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.

# 4.4 THETEAM









### EXECUTIVE SUMMARY

The Human Resources Plan for 2014/15 was developed, structured and implemented to reflect on departmental deliverables derived from Proudly SA business requirements, as outlined in the organisational strategy and Corporate Business Plan. This report sets out high level strategic objectives and programs carried out in pursuit of such objectives.

### STAFF PROFILE

The overall Staff Complement per Occupational Level for period April 2014 to March 2015 was as follows:

- 01 African Male Chief Executive Officer
- 03 African Male and 01 African Female Executive Managers
- 01 White Female and 01 Coloured Female Middle Managers
- Technically and Academically qualified personnel: 08 African Males; 13 African Females; 01 Coloured Female and 02 Indian Females
- 01 Unskilled African Female

### STAFF MOVEMENT DURING 2014/15

During the 2014/15 financial year the following staff movements took place:

### Recruitment

- 1 African Male was re-appointed at Executive Management level;
- 1 African Female was appointed to replace a resigned female Executive;
- 3 Technically and Academically Qualified recruits comprising of 02 African Males and one Coloured Males;
- 4 African Females and 01 Coloured Female; and
- 1 African Female was appointed as Office Organizer/Cleaner to replace a retired employee.

### Resignations/Retirements

- 1 White Female Executive Manager;
- 1 African Male Executive;
- 1 Coloured Female Manager resigned during 2014;
- 2 Technically and Academically Qualified African Males resigned; and
- 04 African Female employees resigned during this period.

### **Promotions**

04 African Males and 02 African Females received promotions during 2014/15.

### 4. Staff Complement

Actuals

The schedule below tabulates the numerical goals of staff per occupational level projected as Staff Profile for 2014/15, including people with disabilities. Note: A=Africans, C=Coloureds, I=Indians and W=Whites

Occupational Levels		Ma	ale			Fen	nale		Foreign Nationals		Total	
	А	С	I	W	Α	С	1	W	Male	Female	Total	
Top Management	01										01	
Senior Management	03				01						04	
Professionally qualified and experienced Mid-Management						01		01			02	
Technically and Academically qualified personnel	09	01			12	02	02				26	
Semi-skilled and discretionary decision making	01				03						04	
Unskilled and defined decision making					01						01	
TOTAL	14	01			17	03	02	01			38	

### 5. Employment Equity: 2014

The organization successfully filed for Employment Equity for 2014 and received an acknowledgement from the Employment Equity Commissioner as evidence of compliance for that year.

### **Awareness of Employment Equity**

Activity	Yes	No	No. of employees
Formal written communication	<b>✓</b>		38
Policy statement includes reference to employment equity	<b>✓</b>		38
Summary of the Act displayed	<b>✓</b>		38
Employment Equity training	<b>✓</b>		38
Diversity management programmes	<b>✓</b>		07
Discrimination awareness programmes	<b>✓</b>		38

### **Barriers And Affirmative Action Measures**

Possible categories of employment policy or practice barriers to employment equity which were identified, including developed preventative affirmative action measures and the time frames to overcome them.

Category	Bar	riers	1	mative Measures	Time-Frame For Implemen tion of AA Measures		
	Yes	No	Yes	No	Start Date	End Date	
Recruitment procedures		<b>✓</b>					
Advertising positions		<b>✓</b>					
Selection criteria		<b>✓</b>					
Appointments		<b>✓</b>					
Job classification and grading		<b>✓</b>					
Remuneration and benefits		<b>✓</b>					
Job Assignments		<b>✓</b>					
Work Environment and Facilities	<b>✓</b>		<b>✓</b>		01/01/2014	31/12/2014	
Training and Development		<b>✓</b>					
Performance and Evaluation		<b>✓</b>					
Promotions		<b>✓</b>					
Transfers		<b>✓</b>					
Succession and experience planning		<b>✓</b>					

### **6. Training And Development**

### Training Plan

Type of Training		Male			Female				
	А	С	ı	W	А	С	I	W	Total
TB Awareness	10				8	2	2	1	23
Health and Safety	3				3				6
Mental Health Awareness	10				8	2	2	1	23
ISO 9001 od 2015	1								1
Advanced Accounting Science					1				1
BPH.L Strategic Marketing Management	1								1
Project Management					1				1
Payroll Tax Seminar	1								1
BCOM Financial Planning	1								1
Quality Management System	8				10	2	2	1	23
Benefit Administration	8	1			9	2	2	1	23
Financial Fitness	10				8	2	2	1	23

### Training Conducted

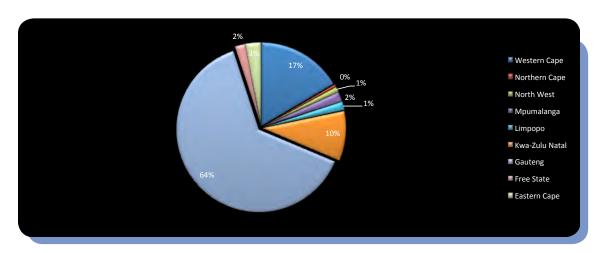
Profile of Employee	Type of Training	Internal	External	Number of Employees	
All Staff	TB Awareness	х		30	
All Staff	Mental Health Awareness	Х		30	
All Staff	Quality Management System	х		32	
All Staff	Financial Wellness	Х		32	
All Staff	Benefit Administration	Х		32	
Black African Male	ISO 9001 of 2015		х	1	
Black African Male	VIP Payroll Tax Seminar		Х	1	
Black African Male	BPH.L Strategic Marketing Management		х	1	
Black African Male	Certificate in Project Management		Х	1	
3 Black African Males 3 Black African Females	Health and Safety		х	6	
Black African Male	BCOMM Accounting		х	1	
Black African Female	Advanced Accounting Science		Х	1	

### Internal Staff Development

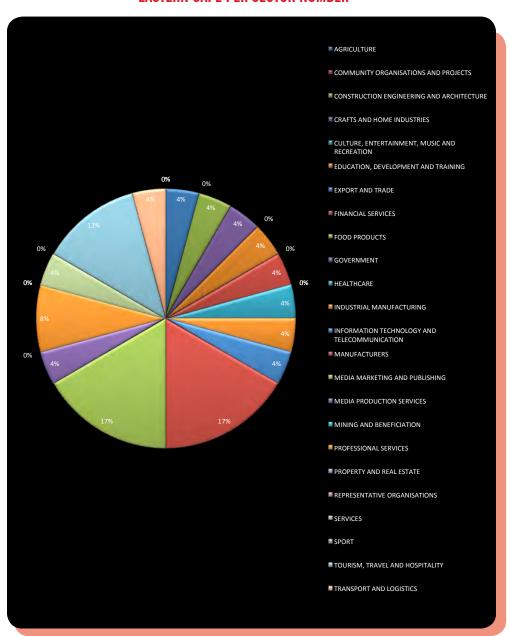
Name of Employee	Type of Training	Number of Employees	Mentor
All Staff	Procurement Process	32	Slindile Nkosi
Rosemary Hadebe	Organisational Productivity	1	Vusi Sithole
Kelebogile Masuku	Payroll Administration	1	Vusi Sithole
Brian Mthembu	Electronic Media Design	1	Leisle Timol
Lesego Mosang	Events Management	1	Dalene Du Preez



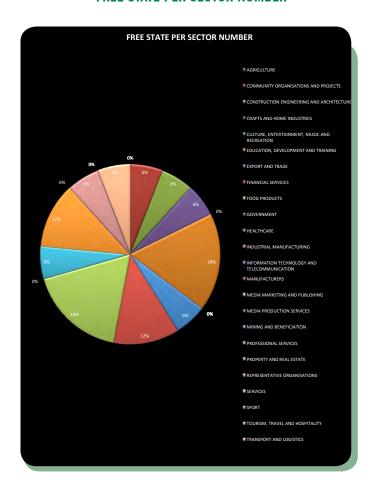
### MEMBERSHIP PER PROVINCE TOTAL NUMBER



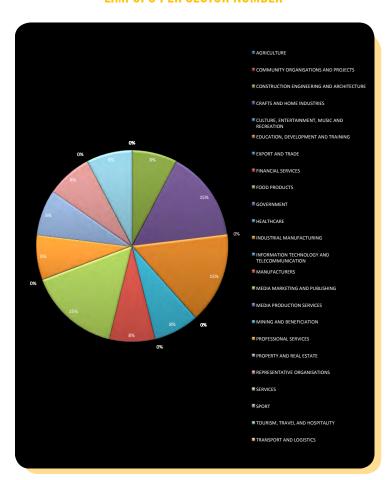
### **EASTERN CAPE PER SECTOR NUMBER**



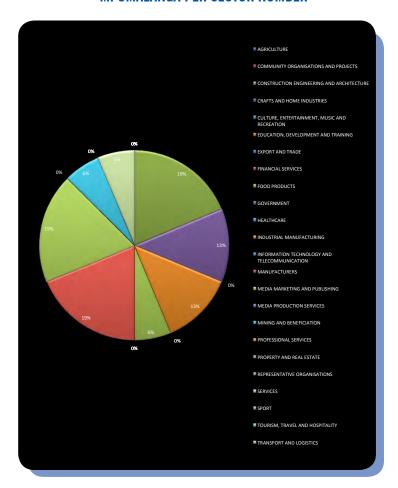
### FREE STATE PER SECTOR NUMBER



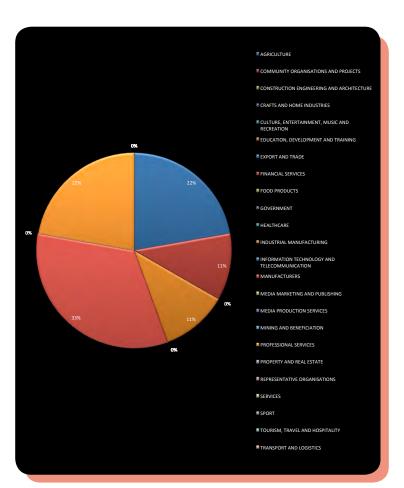
### LIMPOPO PER SECTOR NUMBER



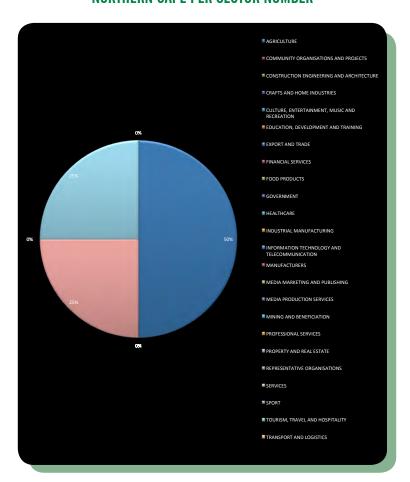
### MPUMALANGA PER SECTOR NUMBER



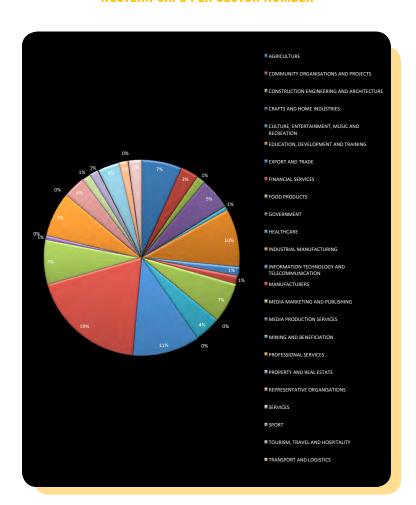
### **NORTH WEST PER SECTOR NUMBER**



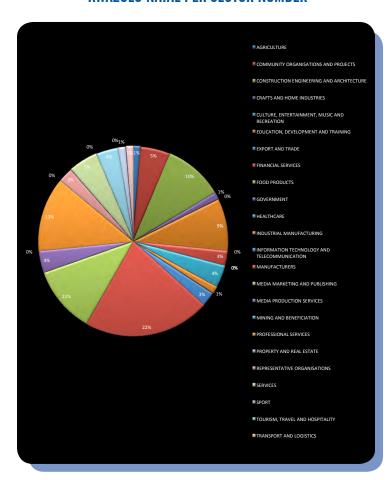
### **NORTHERN CAPE PER SECTOR NUMBER**



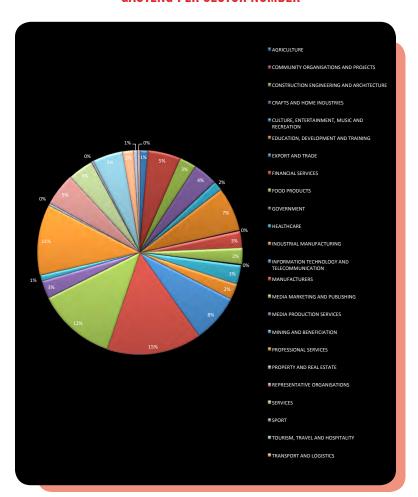
### **WESTERN CAPE PER SECTOR NUMBER**



#### **KWAZULU NATAL PER SECTOR NUMBER**



#### **GAUTENG PER SECTOR NUMBER**



# **OUR ACTIVITIES** ly Local to

# 6.1 KEY ACTIVATIONS AND EVENTS

## PROUDLY SA BUY BACK SA ROADSHOW (SUPPORTED BY ABSA)

Proudly SA embarked on a national roadshow visiting 4 provinces during the financial year, namely:

- Free State;
- Northern Cape;
- Gauteng; and
- North West

The roadshow was three-fold and was divided into Mall Activations, Business Forums and School Visits. Local procurement was the main focus of the roadshows. It also aimed to add value to local businesses and government entities in the region and promoted "buying local" as a mechanism to help local businesses grow.

Proudly SA also used this platform to encourage businesses to join the Campaign and increase its membership base. Through this Campaign, Proudly SA increased its visibility and educated local businesses and

consumers about the importance of buying local.

The purpose of the consumer education element of the roadshow was to inform and educate consumers about the Proudly SA ethos, local procurement and the economy-wide benefits of buying local.

The roadshow also aimed to:

- Add value to small businesses, entrepreneurs and Proudly SA members;
- Create linkages between small businesses and government entities;
- Encourage businesses to join Proudly SA and increase the membership base;
- Increase Proudly SA's visibility;
- Educate local businesses and consumers about the impact of their purchase behavior and the importance of buying local; and
- Promote social cohesion, national pride, patriotism and Ubuntu.

#### 1. CONSUMER EDUCATION CAMPAIGN MALL ACTIVATIONS (SUPPORTED BY ABSA)

The purpose of the Mall Activations was to educate consumers about Proudly SA, the organisation's logo and Labels of Origin. This, in an effort to create awareness among consumers on how to identify locally made products and services.

The Mall Activations were made up of a twoday-long mall activation in high volume traffic malls, supported and made possible by ABSA. Shoppers were also told about the economy-wide benefits of buying local, including job creation and poverty alleviation.

Local enterprises and Proudly SA members were given an opportunity to exhibit their products and services while shoppers were entertained and educated through music and dance. So-called "trolley checks" were also conducted to determine if shoppers had purchased local products. They were then rewarded with prizes.



#### 1.1 Free State - 26-27 July 2014

The mall activation in the Free State province was held at the Bloemfontein Plaza shopping center in Bloemfontein.

#### Target Audience:

Consumers

#### Reach:

Apart from the people reached during the Business Forum, school visits and mall activation, the roadshow also experienced extended reach through media/PR exposure:

50 000 Through social media (Twitter & Facebook)

27 000 Smile FM;

936 000 Phalaphala FM; 1 048 000 Munghana Lonene;

3 968 000 Lesedi FM;

3 324 000 Motsweding FM; 1 855 000 Ikwekwezi FM; 351 000 Lotus FM;

9 745 Diamond Field Advertiser; and

118 000 Vibe FM

#### 1.2 North West - 27-28 September 2014

The two-day-long mall activation in the North West province was held at the Mega City Mall in Mahikeng.

#### Target Audience:

Consumers

#### Reach:

About 2500 shoppers were reached during the activation. Apart from the people reached during the mall activation, the roadshow also experienced extended reach through media/PR

#### Exposure:

50 000 Through social media (Twitter & Facebook);
3 292 000 listeners were reached through an interview
the CEO did on Motsweding FM during which

he did a wrap on the North West roadshow.

#### 1.3 Gauteng - 29-30 November 2014

The two-day-long mall activation in Gauteng was held at the East Gate Mall in Johannesburg.

#### Target Audience:

Consumers

#### Reach for this event:

60 000

#### 2. Business Forums

The objective of hosting Business Forums is to educate businesses and Proudly SA member companies about the designation of sectors by the dti, including the impact of designations on their businesses. While the events promoted the importance of buying local, they also served as networking opportunities for delegates through which they identified possible opportunities for collaboration.

The Business Forums were supported by Absa and speakers included officials from ABSA (Enterprise Development); the dti; the National Cleaner Production Center SA (NCPC), a dti initiative which focusses on the Green Economy, Energy Efficiency and Cleaner Production Methodologies and Technologies in the workplace; Productivity SA, which focuses on productivity and skills development in the workplace; and the Proudly SA CEO. The speakers presented on their respective offerings to small enterprises and entrepreneurs.

#### 2.1 Northern Cape Business Forum - 22 July 2014

The Business Forum in the Northern Cape was held at the Protea Hotel in Kimberley and 89 guests were hosted. The guests were made up of both Proudly SA member companies and non-member businesses operating in Kimberley and surrounding areas.

#### 2.2 Free State Business Forum - 23 July 2014

The Business Forum in the Free State province was held at the Protea Hotel Willow Lake in Bloemfontein and 95 guests attended the event. The guests comprised both Proudly SA member companies and non-member businesses operating in Bloemfontein and surrounding areas.

#### 2.3 North West Business Forum - 23 September 2014

The Business Forum in the North West was held at the Protea Hotel in Mahikeng and had 103 guests in attendance. These included Proudly SA member companies as well as non-member businesses operating in Mahikeng and surrounding areas

#### 2.4 Gauteng Business Forum - 18 November 2014

The Business Forum was held in Johannesburg with 200 delegates in attendance. The Gauteng MEC for Economic Development, Mr. Lebogang Maile, delivered the keynote address at this business forum.





3. Ubuntu Schools' Campaign

Endorsed by the national Department of Education, the Ubuntu Schools' Campaign is rolled out by Proudly SA in partnership with Absa and the Zinto Activation Group. The Campaign seeks to inspire, motivate and bring hope to the youth while highlighting the challenges faced in schools daily. In addition to the Buy Local message that is part of the Campaign, students are educated about the importance of education, self-respect, respect for elders and the general principles of Ubuntu. The Campaign also carries a strong anti-bullying, anti-violence, anti-sexual violence and anti-drug abuse message.

Thousands of youths were also reached through Proudly SA's Ubuntu Schools' Campaign. It promotes social cohesion, national pride and patriotism, among others.

The Ubuntu Schools campaign was rolled out in 3 provinces namely:

- Gauteng 09 June 2014;
- Free State 24-25 July 2014; and
- North West, Mafikeng 25 -26 September 2014

# 3.1 Proudly SA Ubuntu Schools' Campaign (Gauteng - Department of Education) - 9 June 2014

Proudly South African partnered with Gauteng Education MEC, Mr. Panyaza Lesufi, as well as Lead SA and Crime Line on unannounced visits to four schools situated in the West of Tshwane. The Proudly SA "Ubuntu Pledge" for schools, the Lead SA/Department of Basic Education "Bill of Responsibilities" as well as the "Young Crime Liners Programme" were promoted during the school visits.

Audience and Reach: The target audience included the learners, teachers and administrators at the schools. In total, some 2 000 school children were reached through the Campaign.



A total of three school activations took place in Bloemfontein during August 2014, as part of Proudly SA's national roadshow visit to the Free State province. This was held in partnership with Absa and the Zinto Activation Group.

Reach: About 2100 learners were reached

#### 3.3 Proudly SA Ubuntu Schools' Campaign (Mahikeng) - 25-26 September 2014

Proudly SA visited three schools in Mahikeng, in the North West in September 2014.

Reach: About 2300 school learners were reached.



#### TOURISM INDABA: 10-12 MAY 2014

The Tourism Indaba was held at the Inkosi Albert Luthuli ICC, showcasing companies and organizations involved in the Tourism Sector. The purpose of the Indaba and Trade Show is to engage, showcase and expand business networks. Proudly SA exhibited at the dti stand while engaging with delegates

and communicating the benefits associated with Proudly SA membership.

Audience and Reach: The Tourism Indaba attracts thousands of people and Proudly SA recorded a total 1 053 delegates and exhibitors that visited its stand at the Indaba.

#### THE DTI EMPOWERMENT WORKSHOP: 30 MAY 2014

The aim of this event was to educate the public about the dti's offerings as well as those of the dti COTII institutions. The COTII institutions were given an opportunity to speak about their offerings and how they can assist businesses such as co-operatives and SMMEs. The empowerment workshop was held in the Tshwane municipality. Proudly SA was afforded an opportunity to exhibit at the

event as well as to deliver a presentation to delegates. Proudly South African was therefore afforded an opportunity to once again educate the public about the importance of buying local as well as membership benefits.

**Audience and Reach:** Proudly SA was able to reach at least 100 entrepreneurs who attended the event.

# GAUTENG SOCIAL DEVELOPMENT YOUTH DIALOGUE: 21 JUNE 2014

This was the first Youth Dialogue in which challenges faced by the youth were identified, along with opportunities and solutions which the government plans to implement.

Proudly SA participated in this event in order to educate participants about national pride,

patriotism and social cohesion – as well as buying local as a means to address challenges such as unemployment and poverty.

**Audience and Reach:** The Campaign reached 150 youths who attended the event.

#### GENERATION EARTH EVENT: 24 JUNE 2014

Generation Earth is a youth-focused environmental organization that strives to cultivate green leaders for the next generation. By changing the mindset of the youth, Generation Earth aims to create eco-conscious leaders for the future who are aware of how their consumer habits and lifestyles impact on the environment. This is an organization that strives to recognize and develop green thinkers, nurturing them to become tomorrow's global green leaders.

Proudly SA participated in this event in order to educate the youth about the importance of buying locally manufactured products and services as well as its impact on the economy, the environment and employment levels.

Audience and Reach: The target audience was predominantly the youth and the Proudly SA message reached approximately 150 youths who attended the event.

#### THE DTI INTERNATIONAL CO-OPERATIVES DAY: 3-5 JULY 2014

A partnership comprising the Department of Small Business Development, the Limpopo Province, the Small Enterprise Development Agency (SEDA) and South African National Apex Cooperatives (SANACO) hosted the International Day of Co-operatives from 3–5 July 2014 in Limpopo. This event included an exhibition and workshop and aimed to:

- Increase public awareness around co-operatives and their contributions to socio-economic development and the achievement of the Millennium Development Goals;
- Promote the formation and growth of co-operatives among individuals and in-

- stitutions, to address common economic needs and to promote socio-economic empowerment; and
- Encourage laws and regulations conducive to co-operative formation and growth.

Audience and Reach: Some 1500 delegates attended this event. The target audience included existing and possible new co-operatives in the Limpopo Region.

#### GAUTENG SPORTS AWARDS: 11 JULY 2014

The Gauteng Sports Awards are part of the Gauteng Provincial Government's drive to create an environment that is conducive for developing sporting excellence, recognizing talent and inspiring future generations.

Audience and Reach: The reach is estimated at about 2 million through attendees and above-the-line advertising. Delegates were from all sporting codes in Gauteng, government officials, sponsors and business leaders.

## TAKING DTI TO THE PEOPLE(QUEENSTOWN) WORKSHOP EXHIBITION: 8 AUGUST 2014

Proudly South African partnered with the dti on various roadshows during the period under review. In working with the dti, Proudly SA actively supports their mission to broaden participation in the economy and strengthen economic development. Proudly SA supports the dti's purpose of promoting its offerings to small enterprises and young entrepreneurs, with a special focus on rural areas. This is done in order to address the needs of the so-called "second economy".

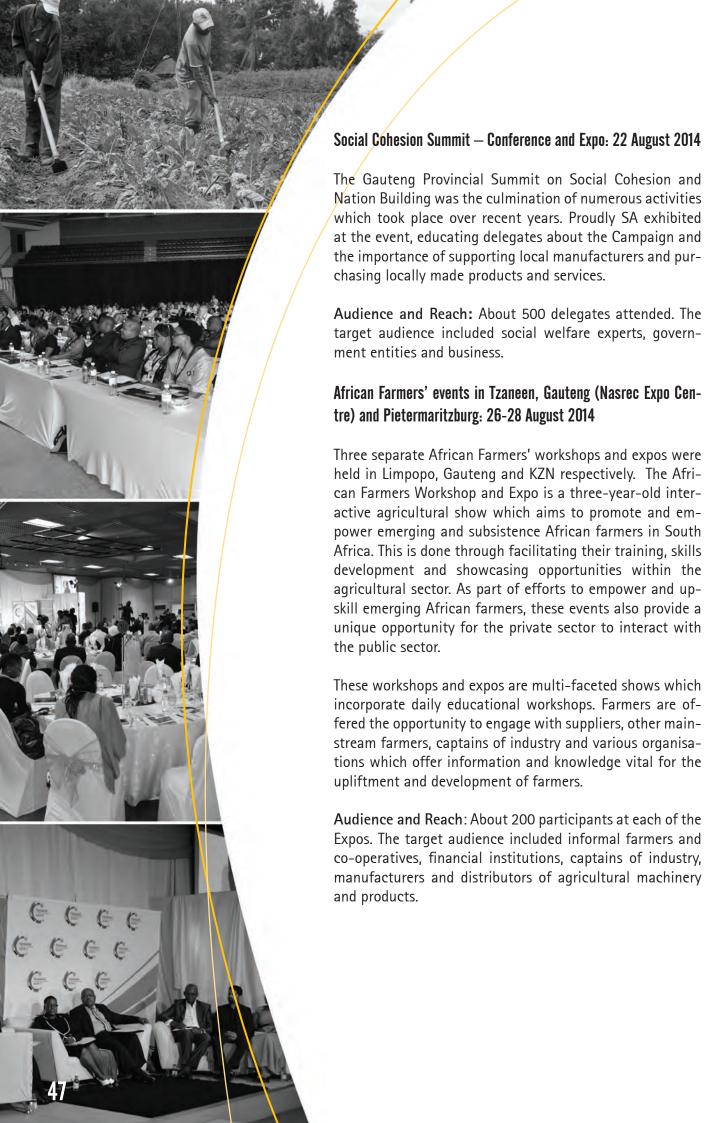
These roadshows are also used as a medium to communicate the incentives and grants offered by the dti – as well as the offerings of the dti family (Council of Trade & Industry Institutions, COTII) – to small enterprises.

In effect, this creates a one-stop-shop for small enterprises and entrepreneurs.

This particular workshop in Queenstown also allowed for face-to-face interaction with business advisors from each of the dti family businesses. The objective was to address sustainable job opportunities and enable small enterprises and entrepreneurs to have meaningful participation in the economic activities of the country.

Audience and Reach: About 400 participants. The target audience included SME businesses and young entrepreneurs.





Women of Destiny in Partnership with the City of Tshwane (Gauteng): 29 August 2014

This was a Proudly SA initiated event, in partnership with the City of Tshwane. The Tshwane Department of Economic Development (DED) negotiated a partnership agreement with Proudly SA in hosting the "Women in Business" breakfast.

The objective was to show commitment and support to local women and girls, with an emphasis on women in business.

This is a powerful initiative dedicated to creating opportunities for women – from diverse backgrounds – to network, discuss issues affecting them as well as solutions to advance women and girls in business.

It is also a platform to educate women about the importance of local procurement/buying local, social cohesions, national pride and patriotism.

**Audience and Reach:** About 400 women participated in this event. The target audience included women in business and government.

#### CEO Member Breakfasts: 2 September 2014

This event was organised with a view to connect with Proudly SA member companies and solidify relationships with them. The province of KwaZulu Natal was used to kick off the event, which will also be held in various provinces over time.

Proudly SA members were invited to share their opinions, raise questions and discuss both the positive and negative aspects of their working relationship with the organization. This will enable Proudly SA to better understand the needs and challenges of its members and to gather information on possible improvements and opportunities, inter-member trade and development opportunities.

**Audience and Reach:** About 100 members attended the event. The target audience included Proudly SA member companies, business and government.





Empowering Girls in Schools - a project launched in partnership with Sun International and Proctor & Gamble (Gauteng): 18 September 2014

Millions of young girl learners miss up to one week of school every month, as they do not have access to sanitary products, puberty education, access to educational resources and motivation.

Audience and reach: About 500 delegates/attendees were involved in the event. This excludes media reach. The target audience included young girl learners, businesses and government.

#### Smart Procurement Conference & Expo: 9-11 September 2014

The Smart Procurement Conference and Expo was an opportunity to meet buyers from South Africa's top corporates. This is a sourcing exhibition which offers access to procurement professionals and ensures education on their requirements and needs. Proudly SA exhibited at this event and the CEO was a speaker.

Audience and Reach: About 2800 delegates attended the event. Target audience included businesses and SMMEs.

#### Sea-Expo Conference & Exhibition: 10-11 September 2014

The creative industries have a history of instability and this particular event was established to educate people within these industries on how they can become more sustainable in terms of increasing their role on the economy. Creative industries refer to the following fields: photography, music, fashion, film & video, dance & poetry, media, arts & crafts, marketing etc.

Proudly SA's CEO was a keynote speaker at the event. He spoke about the importance of supporting the local creative industries as well as issues around piracy and counterfeit products.

**Audience and Reach**: About 200 people attended the event. The target audience included businesses within the creative industries.

Nedlac Summit — Conference & Exhibition: 18 September 2014

This unique conference / forum of multilateral decision-makers, created by Nedlac, provides an opportunity for major stakeholders in South African society to discuss the challenges the country faces.

Audience and Reach: About 400 delegates attended. The target audience included delegates from the four constituencies: government, business, organised labour and community organisations.

#### Soweto Festival & Expo: 20 September 2014

The Soweto Festival & Expo is one of the oldest events in Soweto, in which products and services sourced in Soweto and Gauteng are showcased. The latest technology, within a wide range of products, also provides big traders and business with an opportunity to engage with these enterprises. The event also serves to celebrate South African culture and heritage.

Networking opportunities are also created for various small and big brands from all over Soweto and Gauteng, providing opportunities for collaboration. Consumers are exposed to a wide variety of products and are able to take advantage of discounts and special offers provided by manufacturers to promote their brands.

Audience and Reach: About 10 000 consumers attended. The target audience included youths, families, Soweto communities, Gauteng visitors, small businesses, entrepreneurs and buvers.

#### Pick n Pay Taste Festival — Exhibition: 25-28 September 2014

The focus of the event was to encourage people to eat at local restaurants and taste new food. Proudly SA used this opportunity to showcase local products which consumers can purchase in stores. These included Nestlé and Mantelli's products. Consumers were also educated about the Proudly SA logo and Labels of Origin on products.

Audience and Reach: About 23 000 consumers were reached through this event. The target audience included consumers and businesses.







The 35th Annual Crime Stoppers International (CSI) conference, hosted by Crime Line and the South African Police Service, took place in Cape Town from 12–15 October 2014. Hundreds of delegates from across the country and the globe gathered in the Mother City for the conference which was hosted on the African continent for the first time.

The CEO of Proudly South African, Adv. Leslie Sedibe, was a panelist at the conference. Proudly South African also exhibited at the Expo which ran parallel to the conference.

The purpose of participation was to provide a Proudly South African perspective, to network with delegates, to educate delegates and businesses about the Buy Local Campaign and to promote national pride and patriotism.

**Audience and reach**: About 10 000 delegates attended. The Target audience included Business.

#### Vukani Fashion Awards 2014: 15-17 October 2014

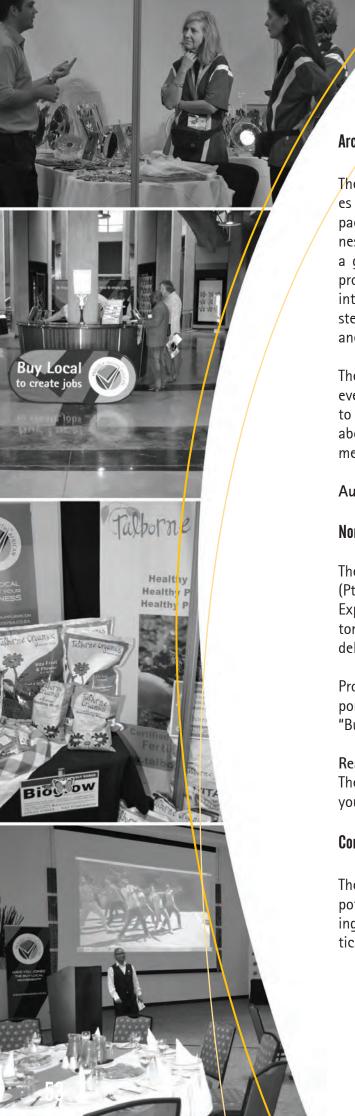
Proudly South African supports the annual Vukani Fashion Awards, hosted by a member enterprise which seeks to address many of the issues and challenges in the clothing and textile industry.

The annual event offers the following incentives:

- Education, training and career opportunities for promising designers in South Africa;
- Promotion of the work of emerging and talented designers at local and international exhibitions;
- Exposure of young designers to fashion buyers and consumers;
- Stimulation of competition among local designers;
- Stimulation of innovative garments that reflect South African culture; and
- Encouragement of consumers and designers to buy local.

Audience and Reach: About 300 000 (through various media) with the target audience being business, comprising mostly young designers aged 17–35.





Arcelor Mittal Rising Stars: 22 October 2014

The Standard Bank Rising Star Awards publicly recognises inspirational and passionate individuals who have a capacity for achievement and success. The Awards are business-sector (rather than profession) specific and encompass a gamut of different professions. A stringent assessment process is followed to identify stars, culminating in a panel interview with leading talent and industry specialists. All steps in the process are monitored to ensure good governance, integrity and high standards

The CEO of Proudly SA, Adv. Leslie Sedibe, was invited to the event as a panelist. Proudly SA also used the opportunity to exhibit at the event, with a view to educating delegates about the "Buy Local" philosophy and to recruit possible members.

Audience and Reach: About 200 business leaders attended.

#### Northern Cape BRICS Summit 2014: 27-31 October 2014

The Northern Cape Province – in partnership with Brics Expo (Pty) Ltd – hosted the BRICS Trade, Tourism & Investment Expo from 29–31 October as well as the International Investors Conference on 30 October 2014. Participants included delegates from Brazil, Russia, India, China and South Africa.

Proudly SA used this platform to introduce members to export markets and the CEO delivered a presentation on the "Buy Back SA" campaign.

Reach for this event: 500 000

The target audience included government, business, the youth and SMMEs.

#### Consumer Goods Council of SA Summit 2014: 28-29 October 2014

The CGCSA Summit 2014 focused on unlocking stakeholder potential and developing solutions for various issues affecting the industry. The aim is to provide delegates with practical solutions to their most pressing imperatives.

Proudly SA attended the event with a view to educating delegates about the "Buy Local" philosophy, recruiting new members and providing a platform for Proudly SA member companies to promote their products and services.

The CEO gave a message of support to conference delegataes. The Minister of Small Business Development, Ms. Lindiwe Zulu, delivered a keynote address.

Audience and Reach: About 300 delegates attended. The target audience was made up of business representatives.

# Proudly SA / COSATU Western Cape Local Procurement Conference 2014: 04 November 2014

The Proudly South African Local Procurement Conference, held annually in partnership with Cosatu Western Cape, was established to increase awareness around issues relating to local procurement, unemployment and job creation. The Conference also highlights successes and challenges around local procurement, while organised labour creates a platform for workers to provide inputs and suggestions around issues relating to "Buying Local". This year's Conference was followed by a "Local is Lekker" concert at the City Hall to promote local artists and talent. The CEO delivered a presentation on the Buy Back SA campaign.

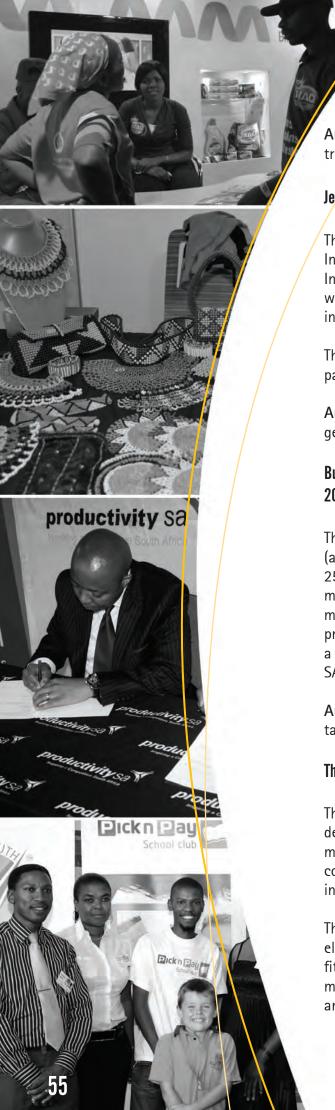
Audience and Reach: 600 delegates attended and the target audience included labour, business and consumer repressentatives

#### Taking the dti to the People Agulhas: 07 November 2014

The Minister of Trade and Industry, Dr. Rob Davies, held a meeting with co-operatives and SMME's in Bredasdorp, in the Cape Agulhas Municipality in the Western Cape. People involved in emerging co-operatives and small businesses were afforded an opportunity to raise concerns. They were also educated around issues relating to registration of enterprises and accessing the dti's programmes and incentives.

Proudly South African attended the event as one of the COTII's of the dti and educated the community about issues relating to "Buy Local".... ▶





Audience and Reach: 200 entrepreneurs and potential entrepreneurs attended and the target audience were SMMEs.

#### Jetro Business Networking Session: 20 November 2014

This partnership event - hosted by the dti Manufacturing Investment & Promotion Division, the Japanese Trade and Investment Agency (JETRO) and Proudly South African - was a sector specific session which addressed opportunities in the manufacturing sector.

The CEO delivered a presentation on the Buy Back SA campaign.

**Audience and Reach**: About 100 business leaders. The target audience included the Manufacturing Sector.

# Business Women's Association Entrepreneur's Expo: 21 November 2014

This particular event has seen more than 135 countries (and 17 million people) organise and participate in over 25 thousand global events and activities to stimulate, promote and support entrepreneurship. As part of this global movement, BWASA Gauteng launched its inaugural Entrepreneurs' Expo in 2013. Proudly SA members were offered a platform to showcase their products and services. Proudly SA also used this platform to recruit new members.

**Audience and Reach:** About 970 delegates attended. The target audience included business women.

#### The South African Man Expo: 22 November 2014

The South African Man Expo is the country's only platform dedicated to celebrating the "Modern SA Man". Focusing on male interaction and activity, it aims to create a sense of community and belonging while promoting trust and sharing among males.

The exhibition attracted and engaged men on multiple levels through brands, entertainment, family and work life, fitness, health, cars, travel, leisure, careers, finance, investments, fashion, grooming, gadgets, sport, entrepreneurship and educational content...

Proudly South African engaged with different organisations as well as the male consumer, particularly around issues relating to the importance of buying local.

Audience and Reach: About 200 attended. The target audience included male organisations and consumers.

# National Front Page Father National Essay Competition: 22 November 2014

A Proudly South African member company, SAVF (Front Page Father), has embarked on an annual school project which addresses the role of fathers within families and their children's lives. It seeks to encourage fathers to play more active roles in their children's lives so that the youths can be encouraged to do their best and become productive and active citizens of South Africa.

A national essay contest was launched in 2013 under the theme "What my father means to me". In 2014, Grade 8 and 9 learners participated nationally. Six finalists attended a national prize giving event in Gauteng. The event coincided with International Men's Day and was held at the first Men's Expo at Gallagher Estate on 22 November 2014. Proudly SA assisted SAVF to acquire sponsorship from Mango and HDI. Other sponsors included 3M, Brainboosters, Eureka, Humanitarian Distribution Centre of Southern Africa and Lake View Hotel.

Audience and Reach: About 2 000 schools and 50 delegates attended the final prize giving. The target audience included youths, fathers and families.

#### NEDLAC Civil Society Summit: 01-03 December 2014

Proudly South African participated in the inaugural NEDLAC Civil Society Summit, held with a view to stimulating conversation among various civil society groups. The conference aimed to contribute towards improving the lives of people through accelerated socio-economic development programs... ▶





The goal of this NEDLAC event was to:

- Unite and strengthen civil society;
- Find ways to alleviate poverty and unemployment;
- Participate in policy formulation and legislation;
- Identify social funding structures; and
- Create an independent reliable research framework.

The CEO was a guest speaker at the Nedlac Civil Society Summit.

**Audience and Reach**: About 1 000 delegates attended. The target audience included government and civil society groups.

#### The dti Open day: 27 February 2015

The dti's COTII agencies were invited to participate in the Department's annual Open Day held at the dti campus in Sunnyside, Pretoria. The purpose of the Open Day is to educate the public and create awareness around the services offered by the dti and its agencies which contribute towards building the country's economy. This event is also used as a platform to enable the agencies within the dti family to build relationships and share information that can help enhance their respective offerings.

Proudly SA's exhibition stand was used to showcase the products and offerings of five member companies on the day. Proudly SA was also able to educate consumers about the "Buy Local" philosophy.

**Audience and Reach**: About 2 000 people attended. target audience included consumers.

#### Buy Local Summit and Expo: 3 March 2015

The Proudly South African Buy Local Summit & Expo was held at the Sandton Convention Centre in Johannesburg, on 3 March 2015. The event provides a platform for all stakeholders and social partners to deliberate on issues affecting local procurement and the need to increase the production and consumption of locally manufactured products and services.

The event was fully sponsored by ABSA, Mango and Transnet who collectively contributed the entire budget that was required to roll out the event. The event was an overwhelming success as a result of this sponsorship... ▶

The Summit and Expo ran concurrently and showcased the products and services of Proudly SA member companies as well as other local companies. The Expo also offered smaller enterprises an opportunity to market their products to large corporates, public sector officials and ordinary consumers.

The Expo focused on companies that render services and/or manufacture products across many different sectors, particularly in sectors that form part of those designated by the dti for local procurement.

The designated sectors are as follows:

- Clothing, Textiles & Footwear;
- Agro Processing;
- Buses;
- Power Pylons;
- Rolling Stock;
- Forestry, Timber, Paper, Pulp and Furniture;
- Plastics & Pharmaceuticals;
- Manufacturing; and
- Solar Panels.

#### Proudly SA Valentines' Activation: 13 February 2015

The annual Valentine's event creates awareness around the organization and encourages South Africans to show their love for the country by buying local. It was held on 13 February 2015 in partnership with the Department of Arts & Culture, the Gautrain Management Agency, Zinto Activation Group and various artists and celebrities.

The event was held at the Gautrain's Sandton Station which is the busiest hub with over ten thousand people passing through the station during peak times. Proudly SA distributed hand-held South African flags as well as "patriotism passports" supplied by the Department of Arts and Culture.

Proudly SA also partnered with local musician, Vusi Nova, who gave members of the public copies of his CD "I did it for Love" and performed on the day.

Other organisations which supported the initiative included Sun International, which brought the reigning Miss SA and current Miss SA finalists to participate in the event. Umoja dancers also attended the event and performed for the public... ▶











**Audience and Reach**: About 5 000 consumers attended. The target audience included consumers using the Gautrain.

#### The dti UJ Campus Activation : 20 March 2015

While consumer education is one of the key deliverables for Proudly SA in the Local Procurement Accord, the youth has been identified as a key constituency that needs to be educated on the economy-wide benefits of buying local.

Tertiary institutions have been identified as a suitable platform to roll out consumer education campaigns and the University of Johannesburg was the venue for this specific activation during the period under review.

Through this activation, having an MC and entertainment, students were educated about Proudly South African product identification and the impact of their purchasing behavior.

Audience and Reach: 900 students actively participated in the activation. The target audience included youths and students at the University of Johannesburg.





#### SALGA Annual National Members Assembly: 23-26 March 2015

Proudly SA concluded a strategic partnership with the SA Local Government Association (SALGA) in terms of which both parties will benefit from participating in each other's programmes. This, in turn, will assist both entities in achieving their strategic objectives.

SALGA hosted their annual National Members Assembly (NMA) at the Gallagher Convention Center from 23 to 26 March 2015.

The annual gathering is attended by local and district municipalities affiliated with SALGA (SALGA has 278 municipalities as members) as well as Mayors, Municipal Managers and CFOs.

Proudly SA had a fully branded exhibition stand where information relating to local procurement and the buy local philosophy was shared with delegates.

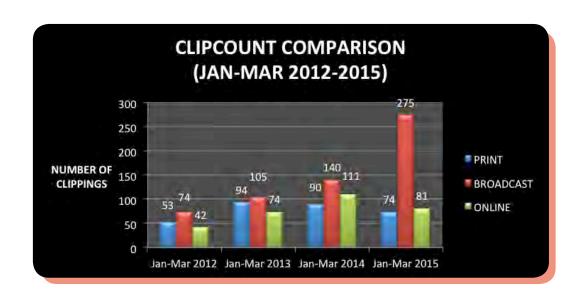
Audience and Reach: 1 400 delegates, representing 278 municipalities as well as the public and private sector, attended. The target audience included decision makers in the local and district municipalities.

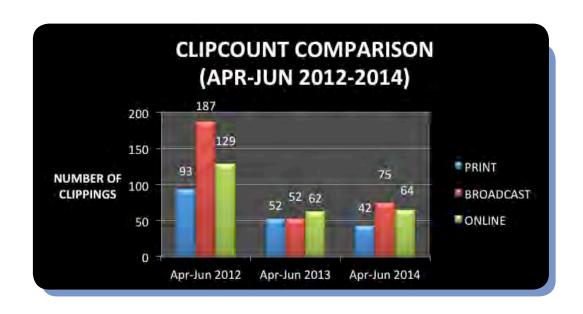


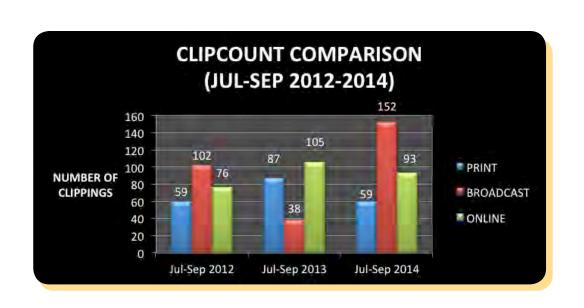
# 6.3 MEDIA & PUBLICRELATIONS

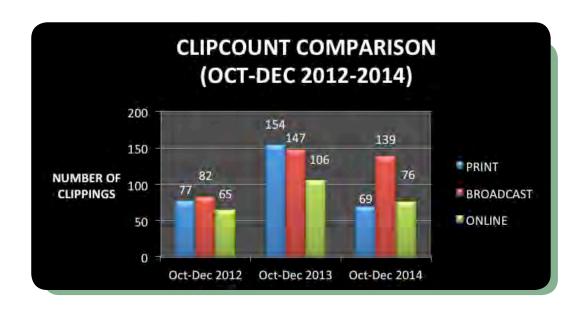
#### 6.3.1 Clip Count Analysis

This compares print, broadcast and online news clippings for each quarter during the period under review. There is also a year-on-year comparison for each quarter.



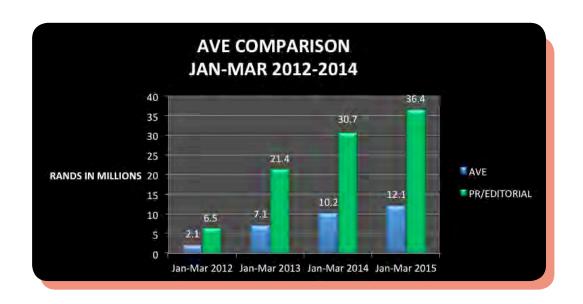


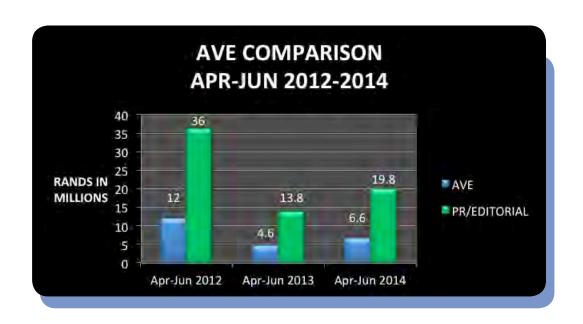


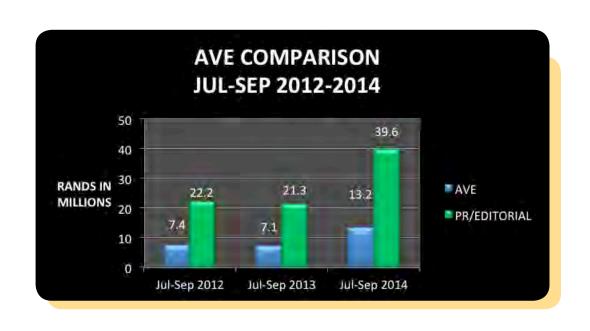


#### 6.3.2 AVE Analysis

The Advertising Value Equivalency (AVE) is what your editorial coverage would cost if it were advertising space (or time). PR/editorial value is derived (as per industry norms) by multiplying the AVE by three. This gives a quarterly year-on-year comparison for AVE and PR/Editorial values.









#### 6.3.3 Events - PR/Media Highlights

A summary (highlights) of some of Proudly SA's events, for the period under review, through which the organisation received extensive media coverage leveraged through PR initiatives

#### **CEO COLUMNS**

The CEO for Proudly SA continues to maintain his monthly column in the Pretoria News. The same column is also used in The Star and on IOL 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.

As the spokesperson for Proudly South African, the CEO -working closely with the PR Manager- also continues to do regular media interviews (radio, television and print) relating to issues including but not limited to local procurement, economics, social cohesion, national pride and patriotism.







### We're a nation that hates itself; we shouldn't







#### FREEDOM FRIDAYS

take a selfie and upload it to social

media using the hashlag #Freedom

The culmination of the Freedom Fridays' Campaign, in partnership with the Department of Arts & Culture, the GCIS and Lead SA. At the launch of the Campaign, Arts and Culture Minister, Paul Mashatile, called on all South Africans to unite in building and taking the country forward. The Freedom Fridays' Campaign aimed to promote social cohesion and a national identity that is representative of South Africa's rich and diverse cultures.

The Campaign coincided with South Africa's 20th anniversary of freedom and democracy - and ended on Freedom Day, 27 April 2014.

Various events included mall visits, Freedom Fridays' Celebrations in Soweto and at the annual Rand Show - and events at the GCIS. There was extensive media coverage (and coverage on social media platforms) around the Campaign and the events.



Communication and Information

www.Facebook.com/20vot

http://www.20vearsoffreedom.org

#### **ELECTIONS**

Proudly SA's participation at the IEC's national operations results centre in Pretoria for a week prior to, during and after the national elections. Activities included: CEO and PR Manager's participation in hosting "Born Frees" during a tour of the facility in partnership with the IEC and Lead SA; intensive daily media networking; general networking; the CEO was interviewed live on eNCA, SABC TV, ANN7, various SABC Radio stations, 702, Kaya FM and others; and Proudly SA participation in the IEC's finalé dinner during which Proudly SA presented the IEC with an award and a certificate of commendation for hosting yet another free & fair election during the 20 Years of Democracy and Freedom.



# Small Business Ministry welcomed



Pretoria - Proudly South Africa (SA) has SA's chief executive officer. welcomed the new Ministry of Small Business Development, saying the ministry has the potential to impact positively on unemployment, poverty and inequity levels.

President Jacob Zuma announced the formation of the new ministry under Minister Lindiwe Zulu when he announced his new Cabinet on Sunday, President Zuma was inaugurated at the weekend as the country's president for a second term.

"The new ministry - under the leadership of Minister Zulu - has the potential to impact positively on current unemployment, poverty and inequality levels in the country. South Africa's high unemployment rate is unrelenting. There needs to be improved communication between business and government if we are to move our country forward in terms of economic transformation," said Leslie Sedibe Proudly

In addition, the organisation welcomed the reappointment of Trade and Industry Minister Rob Davies. Both Minister Davies and Minister Zulu were sworn-in to office at the Sefako Makgatho Presidential Guesthouse on Monday evening.

"We work especially closely with the Department of Trade and Industry and look forward to continued co-operation and partnership with Minister Davies and his team," added Sedibe.

We all need to work together to promote and nurture entrepreneurship and small business in our country. At the same time, we also need to support local procurement efforts to create more jobs," he added. Proudly SA congratulated the country's newly sworn-in ministers and deputy ministers. - SAnews.gov.za

#### SMALL BUSINESS MINISTRY

Proudly SA welcomed the establishment of the new Ministry of Small Business, in the form of a press release, and received substantial media coverage around this.



#### **CABINET**

As part of its PR activities for the period under review, Proudly SA welcomed all newly appointed Cabinet Ministers into their positions, at the official swearing-in ceremony hosted at the Presidential Guest House in Pretoria. The PR Manager hand delivered congratulatory letters to the Ministers from the CEO – and all Ministers were given Proudly SA lapel pins to wear on the occasion.

The event was broadcast live on television and the majority of new Ministers were seen wearing their Proudly SA branded lapel pins. Congratulatory letters, signed by the CEO, were subsequently also hand delivered to the Presidency for the President and Deputy President in Pretoria by the PR Manager.





#### MANDELA DAY

Mandela Day in 2014 marked the first time this significant day in South Africa was observed since the passing of Nelson Mandela in December 2013. Proudly South African partnered with the Nelson Mandela Foundation, the Gauteng Department of Education, Lead SA and other partners to promote literacy among South African youths – one of Mandela's passions.

Proudly SA also partnered with the Dischem Foundation and Lead SA to plant a food garden in Gauteng, with a view to providing nutrition to the less advantaged members of the population – as well as promoting sustainable food supply for the needy.









Proudly SA also partnered with the Nelson Mandela Foundation, the Gauteng Department of Education (MEC Panyaza Lesufi) and Lead SA in a book drive to promote education and reading as part of the Mandela Day activities.







#### FOOD LABEL EXPOSÉ

Proudly SA received extensive media coverage, including a substantial number of radio interviews with the CEO, following Proudly SA's call for stricter control measures for food labels. This followed an exposé regarding laws around food labels being flouted.



more stringent control measures for food labels following an investigation by the National Consumer Commission which exposed widespread and unlaw-ful food label altering, replacement and removal by large retail groups. "First, we are calling on food manu-

facturers and retailers to adhere to food labelling regulations. Second, we are calling for harsher penalties for those caning for harsner penatures or those unscruptions operators who are effec-tively putting the public at risk through their uneflical practices, Proudly SA's CEO, Leslie Serilbe, said, "Manufacturers and retailers also

seriously need to look into tamper-proof

The guilty shops have reportedly signed forms undertaking to rectify their wrongful practices.
Proudly South African is encouraging

biscuits and tea".

consumers to challenge any suspicious labelling practices they may encounter and to report such to the National Consumer Commission. - Sapa

the commission "found 84 retailers in Mpumulanga and North West that were guilty of tampering with labels on many basic food items such as eggs, milk, tea, mincement, baby formula, chocolates,

This material has been copied of a DALRO licence and is not for esale or retransmission.

#### **BUY BACK SA**

Proudly SA continued its nationwide Buy Local roadshow, under the banner of "Buy Back SA".

The roadshow – in Mafikeng, Kimberley, Bloemfontein and Gauteng - comprised mall activations, business forums and school visits. The roadshow was run in partnership with Absa Bank.



#### PLAY YOUR PART

Proudly SA and its activities – in particular the Ubuntu Schools' Campaign – had been profiled/featured on national television in a Brand SA commissioned television series titled "Play Your Part". Following the broadcast and repeat broadcast of the programme, the CEO was also interviewed on various other television and radio stations.







#### SOUTH AFRICAN OF THE YEAR

Proudly SA received extensive media coverage when the CEO, Adv. Leslie Sedibe, was nominated as a finalist (in the South African of the Year category) in the inaugural South African of the Year Awards (SATY Awards) hosted by ANN7 in September 2014.

The CEO was a finalist along with other prominent South Africans including Nkosazana Dlamini-Zuma, Desmond Tutu, Thuli Madonsela, Johnny Clegg and DJ Sbu. The CEO, Proudly SA and its activities were profiled on the 24 hour news channel as well as online and via other media platforms.



#### KEEPING GIRLS IN SCHOOL

In September 2014 Proudly SA partnered with Sun International and Procter & Gamble to raise awareness around the societal issue of millions of South African girls - aged between 13 and 19 - who miss up to a week of school every month due to the fact that they cannot afford sanitary products.

The partnership aims to restore dignity to young girls and add impetus to efforts around the mass distribution of sanitary products to young girls across South Africa.

The initiative was also supported by the Gauteng MEC for Education, Panyaza Lesufi; the Deputy Minister of Communication, Stella Tembisa Ndabeni-Abrahams; Miss South Africa (now Miss World) Rolene Strauss and Lead SA, among others.

Principals and learners from three schools in Alexandra, Gauteng attended the launch event and were given sanitary products to assist the young girls in those schools. The launch also included a panel discussion, facilitated by the Proudly SA CEO.



#### PROUDLY SA / COSATU LOCAL PROCUREMENT CONFERENCE

The 7th Proudly South African Local Procurement Conference, held in partnership with CO-SATU Western Cape, took place on Tuesday, 4 November 2014, at the City Hall in Cape Town. The conference focused on local procurement within the Western Cape and outlined tangible prospects for raising aggregate levels of demand for South African made products and services.

# Plea to support SA products, enterprises

THE CAPE Chamber of Commerce is concerned about too much talk of consumers being urged to use locally manufac-tured products while authorities are doing not enough to support small business. Speaking at the Local Pro-

curement Summit at the City Hall this week, the chamber's president, Janine Myburgh, said there was a lot of red tape

said there was a lot of red tags in the way of local manufac-turers, who at times were over-looked in favour of foreigners. The summit, hosted by Proudly SA and Cosatu in the Western Cape, featured speak-ers from civil society, labour and some government depart-ments, including Trade and

On the agenda was a discussion on the implementation and assessment of the "Buy Local" campaign aimed at

creating job opportunities and building small businesses in Cape Town. Myburgh made an example Myburgh made an example of Eskom's subsidy for solar-water heaters, which she said was a lost opportunity to support small businesses.

She said neither Eskom, not local companies manufacturing solar geysers, had been allowed by the government to implement the plan.

Instead, she said, Eskom subsidised Chinese imports and many of the local

companies were left in the make them

The companies, many of the companies, nany or them small enterprises, were forced to pay huge amounts of money to the South African Bureau of Standards for tests have their products

to have their products approxed.

"We shot ourselves in the foot. How Proudly South African was that? Proudly South African was that? Proudly South African products begin with manufacturing. And that is where the jobs are and where we need to develop the skills." Myburgh said.

"My ples today is to look forways to help our manufacturers. Before we can buy or pro-

ers. Before we can buy or pro-cure local products, we have to

"Our manufacturers need all the help and encourage-ment they can get. By helping them, we will be helping our-selves and advancing the cause of Proudly South African."

Cosatu provincial secretary Tony Ehrenreich said: "Cosatu seeks to actively promote the implementation of procurement committees at w level, consisting of shop stewards and management. which committees will con-sider the procurement prac-tices of that business, and actively source products and actively source products."

Staff Writer

ale or retransmission

### TURN BACK CRIME

On 22 October 2014 the international policing organisation, Interpol, named five South Africans as global ambassadors for its anti-crime initiative "Turn Back Crime". 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).

The South African ambassadors include the CEO of Proudly South African, Adv. Leslie Sedibe. Other ambassadors are the Head of Crime Line & Director of Crime Stoppers International, Yusuf Abramjee; Chairman of the Gauteng Community Police Board, Andy Mashaile; poet and anti-piracy activist, Mzwakhe Mbuli; and well known artist, KB Motsilanyane.

The five join other international "Turn Back Crime" ambassadors including world-renowned Bollywood superstar, Shah Rukh Khan; actor, Jackie Chan; footballer Lionel Messi and Formula 1 racing drivers, Fernando Alonso and Kimi Raikkonen, among others.

"It is such an honour to be an ambassador for this global crime fighting and prevention campaign, which aims to promote awareness of what ordinary people can do to prevent crime. To me, this speaks directly to the philosophy of Ubuntu which we, as South Africans, embrace so fiercely through active citizenship ... I 'm no Jackie Chan, but I believe that collectively, each and every South African can contribute towards making a positive and tangible difference in our country and the world," said Adv. Sedibe.

Part of Proudly SA's mandate includes working with law enforcement and crime fighting bodies, particularly in the fight against illicit trade, illegal dumping of toxic material and counterfeit goods which are smuggled into South Africa and/or dumped in the country.

### Interpol appoints South African ambassadors for global campaign

NTERNATIONAL policing organisation, Interpol, on October 23 named five South Africans as global ambassacions for its anti-crime initiative, Turn Each Crime.

South African ambassadors are CEO of Proudly South African, Adv. Lesile Sediber, Head of Crime Line and Director of Crime Scoppers International, Yusuf Abramjoe; Chairman of the Gasteing Community Volice Board, Andy Mashaile; poet and anti-pitracy activisist, Massakhe Multi; and well known activisist, Massakhe Multi; and well known activisist, Massakher, Rish Phinega, was appointed as the new Southern African Regional Police Chiefs Co-Operation Organisation (SARPCOO)

chairperson. The Southern African leg of the campaign was humehod in Gauteng, during a meeting of the SARPCCO.

The representatives join other international Turn Back-Crine ambassadors including world-renowned Erdlywood superstar Shah Rukh Khan; actor-lackie Chan; footballer Llonel Messi and Formula 1 racing drivers, Fernando Alosso and Kieli Ralikkonen, mong others.

"It is such an honour to be an ambassador for this global crime fighting and prevention campaign, which aims to promote awareness of what ordinary people can de to prevent crine. To me, this speaks directly to the philosophy of Uhuntu which we, as South Africans, embrace

so fierrely through active citizenship ... I'm to Jackie Chan, but I believe that collectively, each and every South African can contribute towards making a positive and tangible difference in our country and the world," said Adv. Solibe. Part of Proudly SA's mandate includes working with law enforcement and crime lighting bodies, particularly in the fight against illicit trade, illegal dumping of took material and counterfeit goods which are smuggled into South Africa and/or dumped in the country.

"We've neither a dumping ground for false and counterfeit goods—for are we a warehouse for smuggled goods that are dangerous and harmful it ocusions."

to consumers.

"We must continue to work with law enforcement officials and bodies to fight all forms of crime," continued Sedibe.
Head of Crime Line & Director of Crime Steppers International, Yusuf Abramjee said: "I am humbled to be caused an ambasador. Crime knows no borders and we need to spread the anti-crime message to every corner of the globe.

We are taking a stand and we are inviting the

We are taking a stand and we are inviting the global community to join us... We will continue to encourage people around the world to blow the whistle on crime. Tip-offs work."

Abramjee added that in line with the Cape Town Declaration, adopted at the Crime Stoppers International Conference in Cape Town Letteration. The invitation to join the interpol Campaign is an bonour and we are fully committed to join the rest of the world in fighting, crime together, he added.

Chairman of the Gardeng Community Police Board Analy Massfalle noted that this was an international responsibility for safety and security that he is prepared to soldier on. "We urge communities to join hands with interpol and law enforcement agencies to turn back crime," he said.

The Turn Back Crime Campaign also aims to support the global crime fighting community and their existing law enforcement initiatives and activities.



TURN BACK CRIME: SA Ambassadors, Left: Yusuf Abramjee, Head of Crime Line Adv Leslie Sedibe, Proudly SA CEO and Andy Mashaile, Chairman of the Gauteng Community Police Board.

### 16 DAYS OF ACTIVISM

On Monday, 24 November 2014, Proudly South African, members of the SAPS and well-known South African personalities partnered with Matla a Bana, a voice against child abuse, to kick off the 16 Days of Activism for No Violence Against Women and Children Campaign.

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.

The packs - containing necessities such as underwear, soap, toothpaste, a toothbrush, body spray, biscuits, juice and a soft toy – were handed over to senior police officials who deal specifically with cases relating to child rape, abuse and trafficking.







ly SA in Linbro Park yesterday to mark the start of 16 Days of Act r No Violence against Women and Children, Picture: Vivietina No

### **Anti-abuse** campaign kicks off

PLEDGE: 'I AM COOL, I DO NOT BULLY'

iolence against women and children did not disappear with the in-troduction of the constitution. Minister of Women, Children and People with Disabilities Susan Shabungu told parliament on Friday.

The minister was speaking at the hunch of 36 Days of Activism for No Violence against Women and Children. According to poand Chieren Accepting in po-lice crime statistics, more than a quarter of a million sexually based crimes have been reported in the past four years alone. "Women, children and people

with disabilities in particular are the most susceptible to vio-lence. Not only are these groups sulnerable, but are disadvantaged by factors such as powerty. unemployment, access to justice and isolation, said a government communique about its strategy

over the next few days.

At a sports and culture day at the Union Buildings in Pretoria over the weekend, Shahangu called on South Africans to make a pledge against the "albatroes" of patriarchy and gender-based vio-

"I am cool: I do not built," was one of the promises Shabangu said South Africans needed to make. She said mon and boys needed to become part of the solution.

This year's campaign was themsel "Count Me In: Tugether Moving a Non-Violent South Afri-ca forward" and sought to involve men on a much larger scale than

The most common form of intirise most common term of inti-mate partner violence is emotion-al violence, which is usually not addressed in police statistics," said the strategy docu Police statistics also do not re-flect the genders or ages of surviyors of sex crimes.

At the beginning of November, Shabangu was heavily criticised for her choice of language when presenting the theme.

presenting the theme.

The late Mpumalangs chief Moses Mahlangu apparently rose and amosanced to the crowd women needed to be submissive to their husbands. Princess Dinneo, from the North West province, said feminism was un-Africas and mouraneed the minister. can and encouraged the minister to cut all funds for centres for abused women and children, as they should be dealing with these issues at home," said the petition.

### Why it matters

➤ 16 Days of Activism for No Violence against Women and Cha-dren is an international campaign observed from November 25 to December 10 to raise awareness of the negative impact violence has on women, children and society.

▶ President Jacob Zuma will today officially launch this year's campaign in Reiger Park, Ekurhu

➤ Government says: "The observed gap between policy, legal framework, and the daily lives of the majority of women led to a nothink in the campaign approach for 2014- 2016."

➤ The 2014 theme "Court me in: Together moving a non-violent South Africa forward" is centred on active participation and accountability at an individual and collective level. The emphasis is the fact that the solution lies with

### NATIONAL ROADSHOW

Proudly SA continued its nationwide Buy Local roadshow/campaign under the banner of "Buy Back SA". The campaign included radio advertisements and live reads across a wide range of SABC radio stations. The radio campaign also included various radio interviews.

### Stop buying imports – Cosatu

COSATU has orged workers and conmustry members to be biased in buying proudly South African products when noking their festive season purchases this December and in the near future.

In a statement, Casaru povvincial ecretary, Monyatso on Mahlatsi, said buying proudly South African products would put the money spent back into the local economy and boost the local industries to create jobs for the unumployed masses in the country.

Buying fully imported goods takes the money spent out of our country which brings suffering to our lives. We

erial has been copied und a DALPO licence and is not for esale or retransmission.

welcome the feative season and would like to arge workers and the community to lovest in the economy as they spend their hard enrued bunuses and stokyel paymen this December," Mahlatsi said.

He said beal factories provide local people with jobs and should they not receive support, they would continue to be suffocated.

'Imported goods have suffocated the local textile and garment factories and as a result unemployment has been worsened in the process as more and more factories continue to be closed down in favour of imported and often low quality garments," Mahlatsi said.

beckers a the newage co.zu



STOOURT & MIDLANDS NEWS 19 Dec 2014, p.10

### ocal is lekker

By Geshy Singh

How many of you are tired of hearing the gloomy financial news of how the South African economy is suffering, or the rand has weakened, etc?

Each and every one of us can do our bit in our own little way to contribute to local GDP growth. By supporting our local industries and services we can contribute towards the South African economy in slowly recovering. This hristmas when purchasing goods try

to aim for proudly South African made products as opposed to international brands. Locally we have an excellent choice of goods and services from clothing designers to facial product manufactures to the food and bevermecs.

A great idea is also vouchers for our local salons or photo sessions, etc. which personally I'm very much a fan off and I really find the prices reasonable and the experience memorable!

In the spirit of being chantable it's also an excellent idea to help small businesses in our very own communities and surrounding areas grow.

Consider supporting home industries and small business when looking for gift ideas for loved ones and friends the more our upcoming businesses flourish the more our economy will. Wishing the Estcourt community a happy and safe festive season and an exciting New Year!

### **EWN DEMOCRACY DEBATE**

The CEO was invited to take part in an EWN debate on democracy on 18 February 2015 with other high profile South Africans. Proudly SA received various mentions on radio, online and via social media and remains top-of-mind as a result of constant commentary/PR in the media relating to business, entrepreneurship, local procurement as well as current affairs issues in SA.

### **XENOPHOBIA**

The CEO was sought by the media to give Proudly SA's commentary on xenophobic attacks in late January. In line with providing a voice on issues around social cohesion, Ubuntu, national pride and patriotism, the CEO conducted various interviews. These included interviews with Motsweding FM, Lesedi FM, Munghana Lonene, Ligwalagwala FM, Umhlobo Wenene, RSG, Radio 2000 and SAfm.

### SA PREMIER BUSINESS AWARDS

The annual SA Premier Business Awards was hosted by the Department of Trade and Industry (the dti) in partnership with Proudly South African and Brand SA. Proudly SA received various media mentions and/or media coverage through this partnership in the period under review.

### LOCAL FILM

Proudly SA partnered with the producers of SA's first dance film, Hear Me Move and provided PR/Media and Marketing support, including assistance with setting up a press conference with the Minister and the Department of Arts and Culture, in order to publicise the film and raise awareness around issues relating to young, aspiring film makers and entrepreneurs. The Proudly SA brand/logo appeared in the film and was also used visibly during the premier of the film for brand awareness/PR.







### ANNUAL VALENTINES' DAY PR ACTIVATION

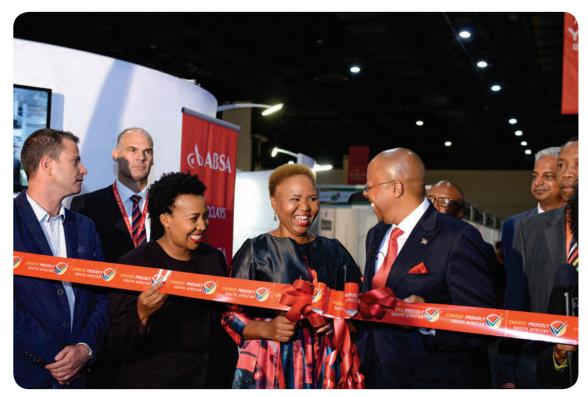
Proudly SA partnered with The Gautrain and the Department of Arts & Culture for its annual PR Valentines' event, running under the theme "Show Your Love for South Africa". Miniature South African flags and "patriotism passports" were handed out to thousands of commuters at the Gautrain's Sandton station.

Various celebrities, including Vusi Nova, Umoja dancers and the Miss SA finalists joined the activation. Media coverage was leveraged mostly in community media and online. Thousands of commuters were reached through this activation – Proudly SA awareness, PR and messaging around national pride and patriotism, to coincide with Valentines' Day.

### **BUY LOCAL SUMMIT & EXPO**

A record number of live broadcasts (OB's) were hosted at the Proudly South African Buy Local Summit & Expo 2015 held at the Sandton Convention Centre on 3 March 2015. The live broadcasts were executed by eTV Sunrise, Classic FM, Kaya FM and ANN7. 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. It also led to additional members of the public attending the Expo, after hearing the ads on radio.

Other media also attended the event and covered it online, in newspapers and on television and radio. This year's event yielded the highest PR/Editorial value to date, amounting to R15 837 531. This can be described as a massive Return on Investment (ROI) considering the total amount of money spent on media for the event (OB's, Live Reads and recoded advertisements on radio and one newspaper advertorial) amounted to approximately R1 000 670.00.









\_cw AGE, THE, Inside 1 03 Mar 2015, p.15

### Local business under spotlight

TNA REPORTER

SMALL business development, job creation and local procurement will be under the spotlight at the Proudly South African Buy Local Summit and Expo at

the Sandton Convention Centre today. Proudly South African CEO Leslie Sedibe said: "The summit forms part of our drive to promote local manufac-turing and local businesses - and to encourage an increase in the uptake of locally produced products and services to stimulate the local economy." CEOs, captains of industry and other role players will also attend.

The programme will include high-level discussions around local procurevent efforts.

### Expo shows local is lekker



### **6.3.4 PR Partnerships**

### DTI & BRAND SA



Proudly SA continues to partner with the dti and Brand SA for the annual SA Premier Business Awards, recognizing business excellence and honoring enterprises which promote the spirit of success and innovation – as well as job creation, good business ethics and quality. Proudly SA also continues to work closely with the dti on other activities, including the Department's "Taking the dti to the People" campaign, among others.

### DEPARTMENT OF ARTS AND CULTURE



Proudly SA continues to enjoy a good working relationship with the Department of Arts & Culture.

Part of this partnership, for the period under review, included working together to assist with media and PR on South Africa's first dance film, Hear Me Move. The Department also partnered on the annual Proudly SA PR Valentines' Campaign, "Show Your Love for South Africa". The activities enjoyed widespread media coverage.

### **GCIS**



Proudly SA has forged good working ties with the GCIS (Government Communication and Information System) with a view to mutual co-operation and assisting with spreading common messaging with regard to various issues in the country.

### **PRETORIA NEWS**

### **PRETORIANEWS**

The CEO for Proudly SA continues to maintain his regular column in the Pretoria News. The same column is also used in The Star and on iol 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.

### KHAYA FM



Proudly SA continues its good working relationship and partnership with Kaya FM, a registered member of Proudly SA. During the period under review, Kaya FM was one of the official radio partners of the Buy Local Summit & Expo and the radio station broadcast live from the event.

### **eTV SUNRISE**



Proudly SA also continues to enjoy a good working relationship with eTV Sunrise. The programme broadcast live from the annual Proudly SA Buy Local Summit & Expo and provided an excellent ROI by extending its broadcast of the event and conducting extra interviews with Proudly SA, sponsors and member companies on the day.

### **CLASSIC FM**



Proudly SA has established a good working relationship with Classic FM, enjoying regular on-air support from the station. Classic FM broadcast live from this year's Buy Local Summit & Expo and featured panel discussions relating to "Buy Local" / local procurement both before and after the event – as well as regular live reads on the event.

### **SABC**



Proudly SA continues to foster a good working relationship with the SABC and has advertised on the majority of SABC Radio platforms during the period under review.

### DEPARTMENT OF BASIC EDUCATION/ GAUTENG EDUCATION DEPARTMENT



The organisation continues to maintain a good working relationship with the Department – particularly in relation to the Proudly South African Ubuntu Schools' Campaign.

### MATLA A BANA



Proudly SA partnered with the NGO to mark the launch of 16 Days of No Violence Against Women and Children. The event was a major success, with various media organisations (from print, television and radio) covering the event. Hundreds of "comfort packs" were packed and handed over to the police to be used for child victims of crime. The event yielded widespread media coverage.



### 6.4 ADVERTISING

All ads are designed in-house. Below is a list of the ads placed in print media during this financial period as well as work done for digital platforms.

- Valentines Day 2014 Invitation
- Traders Friend January Issue (Trade Exchange)
- Tender for external auditor services
- Small Business Connect February issue
- Traders Friend February issue (Trade Exchange)
- Women of Destiny Invite
- SA Premier Business Awards 2015 (Concept, Logo Design, Invites etc)
- Buy Local Summit and Expo 2015 (Various ads for social media platform to public activities and events)
- Valentines Day 2015
- SATY vote for Proudly SA Request for social media
- #NoToXenophobia Campaign (Social Media ads)
- Back To The City Website Banner
- Generation Next Proudly SA Advert







Be Proudly South African. Buy Local to create jobs.







011 327 7778







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 following Trademarks.



The Proudly South African member logo



The Proudly South African corporate logo

The phrase, 'Proudly South African'

As the proprietor of the above trademark registrations, 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.

These trademarks are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law. Only registered memebers of the Proudly South African Campaign and those given special permission are authorised to use the trademarks.

### 6.5.1 Member And Partner Logo Request:

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

### 6.5.2 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.

### **6.5.3 Trademark Permissions**

To ensure that the buy local message reaches the youth, Proudly South African often grants publishers permisssion to use the trademarks in various educational materials.

### **6.5.4 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.



### **6.5.5 CEO Presentations**

The CEO presented at various events and took part in various media interviews during the period under review. The aim is to create awareness and to educate audiences about the Campaign and what it stands for. Businesses/enterprises are also invited to support and join the Proudly South African Buy Local Campaign:

DATE

3 April 2014

15 April 2014

22 April 2014

23 April 2014

19 May 2014

28 May 2014

29 May 2014

30 May 2014

9 June 2014

12 June 2014

13 June 2014

17 June 2014

25 June 2014

9 July 2014

**EVENT** 

IP Commercialisation Conference

School of Tourism and Hospitality

Charismatic Leadership: The Madiba Code

SHOUT S.E.E.D. Library Opening

Making Markets Matter

SA Homecoming gathering

Film Stakeholders Engagement Session

Women's National Coalition

Schools visits with MEC Panyaza Lesufi

SA Poultry Association Annual Congress

Imagin-Nation shoot and details

Invitation to Sustainability Week as NCPC-SA guest

Border, Air and Sea Summit

Launch of Productivity Statistics Report 2012

DATE

18 July 2014

22 July 2014

23 July 2014

31 July 2014

14 August 2014

22 August 2014

26 August 2014

126 August 2014

29 August 2014

29 August 2014

1 September 2014

9 September 2014

**EVENT** 

Mandela Day Food Garden Project

Road Shows- Kimberly Business Forum

Road Show - Bloemfontein Business Forum

SAPA Provincial Conference

Ubuntu Campaign

Handover function

Smartbucks Launch

PM News Interview on the Ubuntu Campaign

Invitation to facilitate patriotism, Ubuntu and

servant leadership in the Department of

Home Affairs

Women of Destiny Forum

Proudly SA Member Breakfast

Showbiz Entertainment Arts Expo

### DATE

04 November 2014

### **EVENT**

Association of South African Travel Agents 9 September 2014 SEA expo SUPPORT 9 September 2014 Nedbank Non Resident Relationship Banking 11 September 2014 Joy of Jazz Colloquium 16 September 2014 Sanitary Pad Project Launch 18 September 2014 Annual dti Internship Programme 18 September 2014 Buy Back SA Business Forum 23 September 2014 Presentation to Department of Home Affairs 26 September 2014 Interview - Leadership Show 29 September 2014 International Crime Stoppers Conference 12 October 2014 Interpol Event 22 October 2014 Rising Star Summit 22 October 2014 Mbokodo Awards Proudly SA COSATU Local Procurement Conference 24 October 2014

**EVENT** DATE

25 March 2015

Nedbank Ambassadors / Embassy Event 07 November 2014

Proudly SA Business Forum 18 November 2014 Thabang Lebese Gala Dinner

Proudly SA/ dti Manufacturing Investment 18 November 2014

20 November 2014 Business Forum

Nedbank Non Residential/Embassy Event

21 November 2014 Matla A Bana Activation 24 November 2014 Address to Miss SA Finalists

26 November 2014 NEDLAC Civil Society Summit

03 December 2014 Hear Me Move press conference

6 February 2015 Valentine's Day Activation

University of Free State MBA programme students 14 February 2015

23 February 2015 Buy Local Summit and Expo 3 March 2015

Trade and Industry Portfolio Committee 18 March 2015

SALGA National Members Assembly Sustainable

Economies commission)

# **CORPORATE GOVERNANCE**

### **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.

### 8.1.1. 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 governanceas key and fundamental to the attainment of the strategic objectives of the organization. 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.

### 8.1.2. 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 pro-

curement 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.

### 8.1.3. 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 on-going 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.

### 8.1.4. General principles of the Terms of Reference for Board Committees

As a general rule:

- 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;

- 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;
- 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.

### 8.1.5. 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.

### 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.

### 8.2.1. 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.

### 8.2.2. 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, labor absorbing and diversified manufacturing growth characterized 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 enter-

prise development;

- Broaden participation in the economy to strengthen economic development; and
- 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.

### 8.2.3. The dti's key strategic objectives are to:

- 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;
- 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.

### 8.2.4. Shareholder compact key delivarables

The Policy Objectives contained in the Annual Performance Plan 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;
- 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.

### 8.2.5. The roles and responsibilities of the dti

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

- 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.

### 8.2.6. Proudly South African undertakes for the duration of this agreement to:

- Maintain effective governance and the highest standards of ethics and continue to subscribe to the broad principles set out in the PFMA, the Act, and the latest applicable King Report;
- 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.

### 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 NonExecutive 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 three 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 Managemnet**

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 in-

formation, 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. Joseph Maghekeni Chairperson
- Mr. Dumisani Mthalani
- Mr. Guy Harris
- Adv. Leslie Sedibe Chief Executive Officer

- Mr. Eustace Mashimbye Chief Financial Officer
- Internal Audit Representatives SEMA Integrated Risk Solution
- Services Permanent Invitees
- 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;
- 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;
- Communicating any concerns it deems necessary to the Board, the Auditor-General and if appropriate the external auditors;
- 3. Confirming the internal audit charter;
- 4. Conducting investigations within its terms of reference;
- 5. Concurring with the appointment and dismissal of internal audit;
- 6. Deciding whether or not an interim audit report should be subjected for review by the external auditors; and
- 7. Detailed study of the financial statements.

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

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

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

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

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

### FINANCE & PROCUREMENT COMMITTEE

The Finance and Procurement Committee provides strategic direction to the organization 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:

### 8.4.1. Finance Function

- 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.

### 8.4.2. 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:

- Ms. Eugenia Kula-Ameyaw Chairperson
- Mr. Clement Manoko
- Mr. Alistair Smith
- Mrs. Laura Kganyago
- Adv. Leslie Sedibe CEO
- Mr. Eustace Mashimbye CFO

### 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.

### 8.5.1. Primary function of the Committee is to:

- 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;
- 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 it objectives.

The members of the Committee are as follows:

- Mr. Guy Harris Chairperson
- Adv. Leslie Sedibe CEO
- Mr. Eustace Mashimbye CFO
- Mr. Dumisani Mthalani
- Mr. Clement Manoko
- Ms. Dalene du Preez
- Ms. Gillian de Gouveia Invitee

### 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.

### 8.5.1. Function of the Committee is to:

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

- 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. Bheki Ntshalintshali
- Mr. Clement Manoko Temporary replacment
- Mr. Vusi Sithole Permanent Invitee



# PERFORMANCE INFORMATION

Reason for Variance							
Actual Achievement 2014/15 Financial Year	The Buy Back SA campaign commenced in Nov 2014 with a campaign on SABC Radio stations and reached more than 20 million people (based on the reach of the specific radio stations used for the campaign)	22 national departments reached through the partnership with the CPO at NT and project events and engagements	Presented to various forums and departments in Gauteng provincial government: Economic Development, Sports. Also visited NW, FS and Northern Cape	Participated at the SALGA National Assembly on 23 March 2015 with all 278 municipalities present	Proudly SA hosted and presented to the State Owned Enterprises Procurement Forum (SOEPF) in September 2015 at its offices where at least 20 SOEs were present	9 474 businesses reached through various below-the-line activations and events including over 2 000 entrepreneurs (and budding entrepreneurs)	
Annual Target	Above-the-line campaigns promoting the Proudly SA logo as the Country of Origin Label reaching 2 million consumers per annum	10 national departments reached	4 provincial governments reached	30 district municipalities reached	20 state owned entities and agencies	1 000 businesses reached through these campaigns	
Performance Measure or Indicator	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	Promotion of database of local products and services to all government entities through workshops / regular communique (this will include the promotion of all other SA Made products and services as per the designated sectors)				Call to Action campaigns (above- and below-the-line campaigns) reaching 1 000 businesses	
Output	Promoting Proudly SA logo as a Country of Origin Label	Growing the database of South African supplier products and services for local procurement					

Actual Achievement 2014/15	Annual larget	Above- and below-the-line cam-   *Anti-piracy campaign postponed   *Strategic partnerships for the campaign reaching 2 million people   due to lack of funds for the campaign bartners for campaign bartners for this campaign within the campaign engaged. Proudly SA   Proudly SA	*Participation in the bi-annual *CEO met and presented to the scanarioged by the Enforcement Agencies involved in these initiatives. CEO appointed by Interpol as an ambassador of the "Turn Back Crime" Campaign	*At least 2 roadshows per annum and Sea Summit. The roadshows to commence in 2015/16 in line with INTERPOL ambassadorship granted to the CEO	support for te organs)	state organs *At least 1 summit to be held per *1 day Buy Local Summit held on 3  March 2015	ries focusing on *At least 1 Buy Local Expo held per *1 day Buy Local Expo held on 3  March 2015	*Presentation to SOEPF per *Presentation to SOEPF made during annum *Presentation to SOEPF made during Sept – Proudly SA hosted the meeting at the Proudly SA offices	wy Local Mes- *Presentation to the various spheres of government through government
:	Performance Measure or Indicator	*Below- and above-the-line anti-piracy and illicit trading campaigns reaching 2 million people per annum	*Develop partnerships with inter-governmental state enforcement agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, and Adams & Adams etc.	*Roadshows to customs, ports, borders to educate staff on counterfeit products	Educational roadshows to increase buy-in and support for local procurement by the public sector (all state organs) through:	$^{*}1\text{-}2xdayBuyLocalSummit$ – focusing on all state organs and business procurement	*1-2 x Day Buy Local Expo – of all SA companies focusing on the priority Sectors – Gallagher Estate – "Made in SA" Expo	*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
	Output	Partnership with enforcement agencies against illegal imports, counterfeit products, under-invoiced products and dumping of unsafe products			Increase procurement of local products and services in the public	sector unloagn increased engagements with the public sector			

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2014/15 Financial Year	Reason for Variance
	of government and to monitor procurement within the public sector: *National, provincial and local departments visits – engagement with procurement officers	procurement forums hosted by the Chief Procurement Officer *5 national departments p/a *2 provincial governments p/a	*Presentation made to the national departments at the NT forum hosted by the CPO *22 national depts. met with through NT; *Meeting held with Gauteng, including visits to North West, Free State and Northern Cape	
	*Presentation at MinMEC	*7 metros per annum *20 district municipalities p/a *1 presentation to Minmec *1 presentation to SALGA	*2 Metros engaged – City of Tshwane and Ekurhuleni  * 278 municipalities reached through participation at the SALGA annual assembly  * Presented to the Trade and Industry Portfolio Committee on 18 March 2015  * Participated at the SALGA National Assembly with all 278 municipalities present	*No Minmec meeting where Proudly SA was on the Agenda took place during the financial year
Increase procurement of local products and services in the public sector through increased engagements with the public sector	National Educational road shows: Increased buy-in and support for local procurement by the private sector. Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products through:  * Presentations to BUSA, BBC and BLSA members  * Briefing sessions/ one-on-one visits to/with retailers	*1 presentation to BUSA, BBC and BLSA *Briefing sessions with at least 2 major retailers	"Meetings held with BLSA and BUSA "2 retailers engaged for the Loyalty programme – Pick 'n Pay and Wool- worths	

Reason for Variance							
Actual Achievement 2014/15 Financial Year	*1 day Buy Local Summit held on 3 March 2015	*1 day Buy Local Expo held on 3 March 2015	* 4 Business forums held in 4 dif- ferent provinces – Gauteng, North West, Northern Cape and Free State	*Participated in 6 dti empowerment and 'Taking the dti to the people" workshops	*Participated in 22 trade expos (small and major expos) and 15 strategic events	*Awards held on 9 April 2015	*The Buy Back SA commenced in Nov 2014 with a campaign on SABC Radio stations and reached more than 20 million people (based on the reach of the specific radio stations used for the Campaign)
Annual Target	*At least 1 Summit to be held per annum	*At least 1 Buy Local Expo held per annum	*2 x workshops/forums per annum	*4 workshops per annum	* Participation in at least 8 trade expos, events, etc. per annum	* Hosting 1X annual SA Premier Busi- ness Awards event	*Above-the-line – Buy Local (Buy Back SA) activism campaign reaching at least 10 million consumers
Performance Measure or Indicator	*1-2 x Day Buy Local Summit – focusing on all state organs and business procurement	1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - Gallagher Estate – "Made in SA" Expo	*Sector Specific Workshops/Business Forums	*SME & Co-operatives workshops with dti, dti COTII's and other strategic partners	*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos	* SA Premier Business Awards (in partnership with the dti and Brand SA)	* 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
Output							Educate consumers on the importance of buy- ing local (Local Procure- ment Accord) – Influenc- ing "Buy Local" purchase behavior to increase awareness of Proudly SA, influence purchase be- haviour in favour of local products and raise the profile of local products

# Performance for the period 1 April 2014 to 31 March 2015

Output	Performance Measure or Indicator	Annual Target	Actual Achievement 2014/15 Financial Year	Reason for Variance
	*PR and below-the-line activities through social media, press releases and other PR related activities;	*PR & below-the-line activities reach- ing at least 10 million consumers	*Approximately 20 million consumers reached through social media activities, radio interviews and the Buy Back SA radio campaign on SABC Radio (based on RAMS/TAMS/circulation)	
	*National consumer educational road show through mall activations (Education Through Edutainment)	*Roadshows in at least 4 provinces annually	*Roadshow took place in 4 provinces - Gauteng, North West, Northern Cape and Free State	
	*Youth schools' campaign through incorporation of "Buy Local" into curriculum	*Incorporation of Buy Local topics into Grade 10 and 12 curriculums	*Proudly SA and Buy Local presented to students at schools visited as part of the Ubuntu Schools' Campaign	
	*Ubuntu Campaign in secondary schools and FET colleges	*Roll out of Ubuntu campaign in at least 4 schools and/or FET colleges	* Ubuntu activations held in 7 schools (3 in FS, 3 in NW and 1 in GP). Participated in the GP MEC's school visits and visited 4 schools in Pretoria	
	*University activation campaigns campus radio adverts / live reads, industrial theatre and edutainment	*During RAG 4x Universities per annum. Campus radio throughout the year	*1 University activation done at University of Johannesburg	*Activations in some universities scheduled for next financial year
	*Proudly SA events/ exhibitions/ expo's/ villages at trade expos	*Participation in at least 8 trade expos, events, etc. per annum	*Participated in 22 trade expos (small and major expos) and 15 strategic events	
	* Proudly SA CSI projects	*At least 2 CSI projects per annum	*3 CSI projects: Sanitary towels for school girls, Dischem Food security and the Women's National coalition empowerment projects	
Brand Management Brand research – De- velopment of a reliable monitoring and evaluation system	Existence of a reliable monitoring and evaluation system – to measure uptake of local products and services and pro- curement by the public sector, private sector and consumers			

# Performance for the period 1 April 2014 to 31 March 2015

Reason for Variance	*No research conducted due to budget constraints – An Economic Impact Study on the impact of Buy Local to be done during 2015/16	*An Economic Impact Study on the impact of Buy Local to be done during 2015/16		
Actual Achievement 2014/15 Financial Year	* Bi-annual research to commence in 2015/16 – due to budget constraints  *9 dipstick surveys done using the One-thock Research Software at	* No Qualitative & Quantitative constraints	*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 and Adams on a weekly basis	*Daily monitoring of media reports done on relevant coverage  *43 press releases issued during the year on various subjects
Annual Target	*Bi-annual research on brand awareness and uptake of Proudly SA member products and services conducted  *At least 2 x dipstick surveys per quarter conducted at Proudly SA events	and Campaigns campaigns *Qualitative & Quantitative Research – once per annum	*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	*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
Performance Measure or Indicator	Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes		Percentage of successfully executed letters of demand and court actions against identified transgressors	*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)
Output			Brand Compliance and IP. Effective management of Proudly SA intellectual property	Strengthening Media relations, PR and social media

# Performance for the period 1 April 2014 to 31 March 2015

Performance Measure or Indicator  Thumber of interactions with the media per annum to increase the pullipage and access the pullipage and rectings with the media per annum to increase the pullipage and rectings where the campaign is part of the media relations strategy where the campaign and discuss which the media actival issues, e.g. job looses in specific sectors as well as strengthen relations with the media anterial strategy where the campaign and section of the media anterial strategy where the campaign is part of the media includence as well as strengthen relations with the media anterial strategy where the campaign is part of the media anterial strategy where the campaign is part of the media anterial strategy where the campaign is part of the media anterial strategy and evaluate and facebook resulting in the number of foot followers and accompetitions and increase following on social media platforms and increase relating to the pullipage of the pullipage in publicity.  This activation is a platform of the media platforms and increase following on social media platforms and increase relating to the publicity.  There are following on social media platforms and increase relating to the present in publicity.  The publicity of the publicity of the publicity is a publicity of the publicity o				Actual Achievement 2014/15	
**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 stategy where the campaign can discuss with the media relation stategy where the campaign can discuss with the media breakfasts/lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager  **Daily communication on Twitter and Facebook  **Daily communication on Twitter and Facebook  **Daily communication on Twitter and Facebook  **Increase following on social media platforms and increase in publicity  **Number of members recruited and retained  **Recruit at least 144 new members for the year  **Recruit at least 50% of all members due for renewal for the year	Jutput	Performance Measure or Indicator	Annual Target	Financial Year	Reason for Variance
*Social Media activities daily  *Increased activities and competitions during Campaigns  *Increase following on social media platforms and increase in publicity  *Valentine's Day activation  1x per year on Valentine's day  The year  *Recauit at least 144 new members for the year  *Retain at least 50% of all members due for renewal for the year		*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	*At least 4 media breakfast or individ- ual meetings with individual editors - 1 per quarter	*42 media meetings held during the year with editors and/or journalists as well as media representatives	
*Increased activities and competitions during Campaigns month  *Increase following on social media platforms and increase in publicity  Number of members recruited and retained  *Retain at least 50% of all members due for renewal for the year  *Retain at least 50% of all members due for renewal for the year		*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. Twitter has 83 000 followers and Facebook more than 10 000 followers.	
*Valentine's Day activation in publicity  Number of members recruited and retained  *Recruit at least 144 new members for the year  *Retain at least 50% of all members due for renewal for the year		*Increased activities and competitions during Campaigns	etitions ran at least once	*Competitions ran throughout the year on the newsletter, website Facebook and Twitter. Trolley checks and goodie bags giveaways at all the roadshows (mall activations)	
Number of members recruited and retained  *Recruit at least 144 new members for the year  *Retain at least 50% of all members due for renewal for the year		*Increase following on social media platforms and increase in publicity	*Valentine's Day activation 1x per year on Valentine's day	*This activation is scheduled to take place during Q4 (Feb '15)	
	and Recruitment	Number of members recruited and retained	*Recruit at least 144 new members for the year	*152 new members successfully recruited and approved for the year	
			*Retain at least 50% of all members due for renewal for the year	*79% 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

# **AUDITED ANNUAL FINANCIAL STATEMENTS** 08 31142.45 + 3542.55 + 1352.14 2100.36 854.94 38992.44

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31
March 2015

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 27 August 2015.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# **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. Maghekeni (Interim Chairperson)

Advocate L Sedibe (CEO)

B. Ntshalintshali

C. Manoko

A. Smith

C. Manoko L. Kganyago

G. Harris

E. Kula-Ameyaw

G. Strachan

T. Moshobane

A. Benjamin D. Mthalane

T. Tshefuta

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

113

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# **INDEX**

The reports and statements set out below comprise the annual financial statements presented to the board of directors:

Index	Page
Directors' Responsibilities and Approval	116
Independent Auditors' Report	117 - 118
Directors' Report	119 - 120
Statement of Financial Position	121
Statement of Financial performance	122
Statement of Changes in Equity	123
Statement of Cash Flows	124
Accounting Policies	125 - 129
Notes to the Annual Financial Statements	131 - 135
Detailed Income Statement	136

# DIRECTORS' RESPONSIBILITIES AND APPROVAL (TO STILL BE APPROVED)

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

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

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risk cannot be fully eliminated, the company 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 for the year to March 31, 2016 as well as the Medium Term Expenditure Framework (MTEF) allocation for the 3 year period commencing on 1 April 2015 and ending 31 March 2018 as contained in the 2015/16 Estimates of National Expenditure (ENE). In the 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 117.

The Annual Financial Statements set out on pages 131 to 135, which have been prepared on the going concern basis, were approved and signed by:

Mr. Joseph Maghekeni (Interim Chairperson)

Advocate L Sedibe (CEO)

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# INDEPENDENT AUDITOR'S REPORT

#### To the Board of Directors of Proudly South African

We have audited the annual financial statements of Proudly South African as set out on pages 121 to 135, which comprise the statement of financial position as at 31 March 2015, 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 Financial Statements

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

# Auditor's 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 financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the 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 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 financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2015, 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.

# Supplementary information

Without qualifying our opinion, we draw attention to the fact that supplementary information set out on page 136 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.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# Other reports required by the Companies Act

As part of our audit of the financial statements for the year ended 31 March 2015, we have read the Directors' Report and the Audit Committee's Report for the purposes of identifying whether there are material inconsistences between there reports and the audited financial statements. These reports are the responsibility of the respective preparers. Based on reading these reports we have not identified material inconsistencies between these reports and the audited financial statements. However, we have not audited these reports 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 financial statements and compliance with legislation. We did not identify any significant deficiencies in internal control.

Nexia SAB&T P. Mkumbuzi Director Registered Auditor 28 August 2015

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# **DIRECTOR'S REPORT**

The directors submit their report for the year ended 31 March 2015.

#### 1. Review of activities

Main business and operations

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

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

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

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

Fair labour practice – the company must practice fair labour standards comply with labour legislation. Environmental standards – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Local Procurement Accord, which was signed on 31 October 2011 by representatives of government, organised labour, business and community organisations, wherein the Social partners all committed to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services.

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

Net surplus of the company for the 2015 financial year was R4 360 496 (2014: R1 078 023 - deficit).

#### 2. Going concern

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

The Medium Term Expenditure Framework (MTEF) allocation from the Department of Trade and Industry confirm allocations of R32, 2m for the 2015/16 financial year, and increased allocations of R34, 8m and R36, 6m for the 2016/17 and 2017/18 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.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# 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	
Advocate L Sedibe (CEO)	CEO Proudly SA	
B Ntshalintshali	Labour	
A Benjamin	Labour	Appointed on 27 Nov 2014
T. Mkalipi	Government	Appointed on 27 Nov 2014
T. Tshefuta	Community	Appointed on 26 March 2015
A. Smith	Director: NEDLAC	Resigned on 27 Nov 2014
C. Manoko	Government	Resigned on 27 Nov 2014
L Kganyago	Community	
G Harris	Business	
G. Strachan	Government	
T Moshabane	Community	Resigned on 26 March 2015
E Kula-Ameyaw	Business	
D Mthalane	Community	

# 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 will continue as auditors for the company for the 2015/16 financial year.

# 7. Secretary

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

# STATEMENT OF FINANCIAL POSITION

Figures in Rand	Note(s)	2015	2014
Assets			
Non-Current Assets			
Property, plant and equipment	2	1 267 504	1 632 945
Intangible assets	3	1 765	6 225
	_	1 269 269	1 639 170
Current Assets			
Inventories	4	224 792	270 660
Trade and other receivables	5	1 675 317	2 087 374
Cash and cash equivalents	6	5 186 070	84 820
		7 086 179	2 442 854
Total Assets		8 355 448	4 082 024
Equity and Liabilities			
<b>Equity</b> Retained income		3 823 615	(536 881)
Liabilities			
Current Liabilities			
Trade and other payables	8	3 031 576	4 339 297
Provisions	9	1 500 257	279 608
	_	4 531 833	4 618 905
Total Equity and Liabilities		8 355 448	4 082 024

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# STATEMENT OF FINANCIAL PERFORMANCE

Figures in Rand	Note(s)	2015	2014
Revenue	9	34 821 038	23 981 730
Cost of sales	10	(10 249)	(17 384)
Gross surplus		34 810 789	23 964 346
Operating expenses		(30 755 472)	(25 062 281)
Operating surplus / (deficit)	11	4 055 317	(1 097 935)
Investment income	12	307 703	38 834
Profit on Disposal of assets		2 485	0
Finance costs	13	(5 009)	(18 922)
Surplus (deficit) for the year		4 360 496	(1 078 023)
Other Comprehensive income		0	0
Total Comprehensive surplus / (deficit)		4 360 496	(1 078 023)

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# STATEMENT OF CHANGES IN EQUITY

Figures in Rand	Accumulated surplus	Total equity
Balance at 01 April 2013 Changes in equity	541 154	541 154
Total deficit for the year	(1 078 023)	(1 078 023)
Total changes	(1 078 023)	(1 078 023)
Balance at 01 April 2014 Changes in equity	(536 869)	(536 869)
Total surplus for the year	4 360 496	4 360 496
Total changes	4 360 496	4 360 496
Balance at 31 March 2015	3 823 627	3 823 627

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# STATEMENT OF CASH FLOWS

Figures in Rand	Note(s)	2015	2014
Cash flows from operating activities			
Cash used in operations Interest income	15	4 773 101 307 703	504 614 38 834
Finance costs		(5 009)	(18 923)
Net cash from operating activities		5 075 795	524 525
Cash flows from investing activities			
Purchase of property, plant and equipment Profit on disposal of assets	2	(17 613) 43 068	(661 293) (626 795)
Net cash from investing activities		25 455	(1 288 088)
Total cash movement for the year		5 101 250	(763 563)
Cash at the beginning of the year		84 820	848 383
Total cash at end of the year	6	5 186 070	84 820

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# **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 ap-

plying 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.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# 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
Motor vehicles	5 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 profit or loss in the period.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

# 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
Computer software

Average useful life (years)

#### 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 recognized.

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.

#### 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.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

#### 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

# 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.

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

### 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 re-
- 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 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. Borrowing costs

Borrowing costs are recognised as an expense in the period in which they are incurred.

# 1.14. 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.



# NOTES TO THE ANNUAL FINANCIAL STATEMENTS

Figures in Rand						
					2015	2014
2. Property, plant and equipr	nent					
		2015			2014	
	Cost	Accumulated (	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	862 251	(547 999)	314 252	862 251	(478 709)	
Office equipment	112 540	(75 804)	36 736 150 481	112 542	(58 336)	54 206 255 022
IT equipment Leasehold improvements	721 184 986 577	(570 705) (226 889)	759 688	728 642 1 024 671	(473 620) (92 997)	931 674
Sundry equipment	18 277	(11 930)	6 347	18 277	(9 779)	8 498
Total	2 700 829	1 433 327	1 267 504	2 746 383	(1 113 441)	1 632 945
The Company did not pledge any it (2014: Rnil).	tem of property,	plant and equipr	nent as security f	or borrowings duri	ng the year	
Reconciliation of property, plan	nt and equipme	nt – 2015				
		Opening Balance	Disposal/ Adjustment	Additions	Depreciation	Total
Furniture and fixtures		383 545	-		(69 291)	314 252
Office equipment		54 206	(0.400)	47.040	(17 470)	36 736
IT equipment Leasehold improvements		255 022 931 674	(2 488) (38 094)	17 613	(119 666) (133 893)	150 481 759 688
Sundry equipment		8 498	(30 034)		(2 151)	6 347
		1 632 945	(40 582)	17 613	(342 471)	1 267 504
Reconciliation of property, plan	nt and equipme	nt – 2014				
			Opening balance	Additions(Net)	Depreciation	Tota
Furniture and fixtures			200 525	242 787	(59 767)	383 545
Office equipment			61 061	10 500	(17 355)	
IT equipment			365 489	9 605	(120 073)	
Leasehold improvements Sundry equipment			667 456 10 200	397 876 525	(133 658) (2 227)	931 674 8 498
		-	1 304 731	661 293	(333 080)	1 632 945
3. Intangible assets						
		2015			2014	
	Cost	Accumulated amortisation	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	336 616	(334 851)	1 765	336 616	(330 391)	6 225
None of the intangible assets has k	een pledged as s	security.				
Decemblistics of intensible and	sets – 2015					
Reconciliation of intangible ass			Opening	Additions	Amortisation	Tota
Computer software			Opening balance 6 225	Additions 0	Amortisation (4 460)	<b>Tota</b> 1 765

(Registration number 2001/021636/08)

Annual Financial statements for the year ended 31 March 2015

Figures in Rand			2015	2014
Reconciliation of intangible assets – 2014				
	Opening balance	Additio	ns Amortisation	Tot
Computer software	22 315	0	(16 090)	6 225
4. Inventories				
Promotional stock			224 792	270 660
None of the Promotional stock has been pledged as security.				
5. Trade and other receivables				
Trade receivables			279 074	
Deposits VAT			288 198 442 547	
Staff loans			594 230	13 150
Prepayments			71 268	14 779
			1 675 317	2 087 374
6. Cash and cash equivalents				
Cash and cash equivalents consist of:				
Cash on hand			4 013	2 876
Bank balances		_	5 182 057	81 944
		_	5 186 070	84 820
7. Provisions				
Reconciliation of provisions – 2015				
	Opening balance	Additions	Utilised during the year	Total
Provision for leave pay	279 608	168 054	(159 405)	288 257
Provision for Bonuses	0		1 212 000	1 212 000
Total				1 500 257
Reconciliation of provisions – 2014				
	Opening balance	Additions	Utilised during the	Total
			year	

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

Figures in Rand	2015	2014
affect the above provision.		
8. Trade and other payables		
Trade payables	2 396 472	3 117 008
Amounts received in advance Accrual – Straight lining of leases	453 4 138	29 053 4 138
Accrual (SA Premier Business Awards)	0	683 520 <b>683</b>
Payroll Accruals (provision for expenses) Unallocated deposits	630 013 500	505 078 500 500
	3 031 576	4 339 297
D. Revenue		
Sale of promotional items	23 700	34 748
Government grant - The dti Government grant - Project based funding: The dti for SA Premier Business Awards	30 000 000 0	13 550 000 6 000 000
Sponsorship	3 461 085	2 303 000
Membership fees Sundry Income	1 336 253 0	2 093 182 800
Total Total	34 821 038	23 981 730
0. Cost of sales		
Sale of goods Promotional items	10 249	17 384
Tomodorial items	10 243	17 30-
11. Operating surplus / (deficit)		
Operating surplus / (deficit) for the year is stated after accounting for the following:		
Operating lease charges Premises		
Contractual amounts	857 320	1 023 202
Equipment  Contractual amounts	319 769	325 525
	1 177 089	1 348 726
Depreciation on property, plant and equipment	346 930	349 170
Directors' emoluments	4 051 588	1 892 154
Employee costs	12 383 105	11 553 545
12. Investment revenue		
nterest revenue nterest received	307 703	38 834
13. Finance costs		
Interest paid - other	5 009 5	18 922

(Registration number 2001/021636/08)
Annual Financial statements for the year ended 31 March 2015

Figures in Rand	2015	2014
4. Auditors' remuneration		
External audit fees nternal audit fees External audit (SA Premier Business Awards)	185 500 640 806 0	278 065 538 665 30 759
	826 306	847 489
5. Cash generated from operations		
Surplus/(Deficit) before taxation	4 360 496	(1 078 023)
Adjustments for: Depreciation and amortisation Profit) Loss on sale of assets	346 930 (2 485)	349 170
nterest received - investment	(307 703)	626 795 (38 834)
Finance costs Movements in provisions Changes in working capital:	5 009 1 220 650	18 923 114 475
nventories Frade and other receivables Frade and other payables	45 868 412 057 (1 307 721)	35 040 (1 596 229) 2 073 297
	4 773 101	504 614
6. Commitments		
Operating leases – as lessee (expense)		
Minimum lease payments due - within one year - in second to fifth year inclusive	0	229 487 178 490
	0	407 977
Operating leases – as lessee (expense)  Minimum lease payments due - within one year		0 0 <b>0</b> ent. The escalation
	oment. The escalation	on ra
7. Related parties		
7. Related parties Relationships Proudly South African was a project initially launched through NEDLAC.		
Relationships		

0

55 657

Rent paid to NEDLAC

#### 18. Directors' emoluments

Non-Executive: Director's Fees

**Total: Non Executive Director's Fees** 

Eugenia Kula Ameyaw

Joseph Maghekeni

Dumisani Mthalane

Bheki Ntshalintshali

**Total Emoluments** 

Thandiwe Moshobane

Laura Kganyago

Guy Harris

#### 2015

Executive	Emoluments	Total
Adv. L. Sedibe Basic Salary Performance Bonus Total Executive Emoluments	2 054 624 1 200 000 <b>3 254 624</b>	2 054 624 1 200 00 <b>3 254 624</b>
Previous allowance: Acting CEO (Executive Director) H. Mkhize Total	400 000	400 000
Non-Executive: Director's Fees	400 000	400 000
Eugenia Kula Ameyaw Joseph Maqhekeni Dumisani Mthalane Laura Kganyago Guy Harris Bheki Ntshalintshali Thandiwe Moshobane Ashley Benjamin Thulani Tshefuta	43 676 72 355 72 355 52 446 57 445 14 997 29 994 4 999 4 999	43 676 72 355 72 355 52 446 57 445 14 997 29 994 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	396 694	396 694
Total Emoluments	4 051 588	4 051 588
2014		
Executive	Emoluments	Total
Adv. L. Sedibe Basic Salary	1 744 222	1 74 <b>4 222</b> 222
Performance Bonus	0	0
Total Executive Emoluments	1 744 222	1 744 222

21 509

32 757

30 915

23 416

28 087

3 749

7 498

147 932

1 892 154

21 509

32 757 30 915

23 416

28 087 3 749

7 498

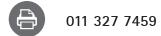
147 932

1 892 154

Figures in Rand	Note(s)	2015	2014
Revenue			
Sale of goods		23 700	34 748
Government grant - The dti		30 000 000	13 550 000
Government grant - Project based funding: The dti for SA Premier Business Awards		0	6 000 000
Sundry Income		0	800
Sponsorship		3 461 085	2 303 000
Membership fees		1 336 253	2 093 182
	9	34 821 038	23 981 730
Opening stock		(270 660)	(305 700)
Purchases		56 117	52 424
Closing stock		224 792	270 660
	10	(10 249)	(17 384)
Gross Surplus		34 810 789	23 964 346
Other income		04 010 700	20 004 040
Profit on Disposal of Assets		2 485	0
Interest Received	12	307 703	38 834
Operating expenses Advertising posts and tenders		(45 752)	(11 445)
Additions remuneration	14	(826 306)	(11 445)
		,	(847 489)
Bad debts		(12 334)	(5 007)
Bank charges		(19 651)	(24 324)
Depreciation, amortisation and impairments		(346 930)	(976 267)
Directors' emoluments		(4 051 588)	(1 892 154)
Employee costs Fines and penalties		(12 420 260) (120 120)	(11 553 545) (148 184)
•		1	,
IT expenses		(244 052)	(172 370)
Insurance		(72 064)	(91 805)
Lease rentals on operating lease		(1 177 089)	(1 348 726)
Legal and professional services		(539 847)	(333 351)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(7 333 067)	(779 305)
Membership costs		(3 378)	(4 490)
SA Premier Business Awards		(323 969)	(4 486 952)
Proudly SA Buy Local Summit and Expo		(2 101 996)	(1 162 589)
Photocopier costs		(9 620)	(23 667)
Postage		(20 385)	(49 582)
Printing and stationery		(135 434)	(176 998)
Proudly South African CSI activities		(40 802)	(9 500)
Repairs and maintenance		(65 675)	(90 688)
Staff training		(19 709)	(11 700)
Staff welfare		(155 550)	(36 337)
Subscriptions		(10 985)	(19 344)
Telephone and fax		(131 496)	(187 632)
Travel - local		(486 103)	(593 684)
Workshops and seminars		(41 310)	(25 146)
		(30 755 472)	(25 062 281)
Operating surplus	11	4 365 505	(1 059 101)
Finance costs	13	(5 009)	(18 922)
Surplus (deficit) for the year		4 360 496	(1 078 023)
carpias (across) for the year		7 300 730	(1 0 10 023)







info@proudlysa.co.za

www.proudlysa.co.za

facebook.com/proudlysa

@ProudlySA

proudly.sa

Proudly SA