

QUARTERLY REPORT

1 JANUARY - 31 MARCH 2023

Quarter 4
2022/23 Financial Year





ROUDLY SOUTH AFRICAN
Quarterly Report for Q4 (1 January to 31 March 2023)

APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ___/___/2023	Rank: Chairperson	Date: ___/___/2023

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ACRONYMS

The following are definitions of the acronyms used in the report

Accord	The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020.
APP	Annual Performance Plan.
Brand SA	Brand South Africa, an agency of the government of the Republic of South Africa whose objective it is to market South Africa as a foreign investment destination.
CGCSA	Consumer Goods Council of South Africa
COIDA	The Compensation for Occupational Injuries and Diseases
CPO	Chief Procurement Officer.
CIPC	Companies Intellectual Property Commission.
COTII	Council of Trade and Industry Institutions.
CSI	Corporate Social Investment.
EDD	Economic Development Department, a national government department in the Republic of South Africa.
FMCG	Fast Moving Consumer Goods.
IPAP	Industrial Policy Action Plan
NCPC	The National Cleaner Production Centre, a programme of the dti, housed under the CSIR which focuses on assisting companies implement cleaner production and resource efficiency measures.
NEDLAC	National Economic Development and Labour Council, an entity of the Department of Labour.
NT	National Treasury.
PFMA	Public Finance Management Act No. 1 of 1999.
Proudly SA	Proudly South African, a not for profit company incorporated in terms of the Companies Act
SALGA	South African Local Government Association.
SAPBA	South African Premier Business Awards.
SOEPF	State Owned Enterprises Procurement Forum
the dtic	Department of Trade and Industry, a national government department in the Republic of South Africa.
The Summit	The Local Procurement Summit & Expo.
UN	United Nations

EXECUTIVE SUMMARY

This report covers the period 1 January – 31 March 2023 and focuses on various highlights during the period:

ECONOMIC OVERVIEW

- South Africa's GDP has fallen back to below pre-pandemic levels. The contraction reflects ongoing weakness in several industries, specifically mining, manufacturing and construction. The outlook for growth remains weak due to worsening power availability constraints and weak global demand. National Treasury predicts real economic growth of 0,9% in 2023, which is optimistic considering SARB's prediction of 0.2% and the IMF's of only 0.1% (IMF, Concluding Statement of the 2023 Article IV Mission
- **Despite poor economic growth, South Africa's unemployment rate has decreased over the last year.** South Africa's unemployment rate dropped 0.2 percentage points over the last quarter, and 2.6 percentage points over the year. Unfortunately, the outlook remains poor. The World Economic Forum recently published countries' unemployment forecasts for 2023, in which they predict a 35.6% unemployment rate for South Africa by the end of 2023 – the highest rate in the world. The weak labour market is also reflected in low growth in compensation of employees across most industries.
- **Household spending remains under pressure.** An unemployment rate of 32.2%, annual consumer inflation increasing to 7% in February 2023, and higher interest rates combine to put significant downward pressure on household spending. The SARB increased the repo rate by an additional 50 basis points in March specifying loadshedding and global financial market turmoil as the primary risks to price stability
- **Declining levels of gross fixed capital formation have been a persistent drag on economic growth.** Gross fixed investment and GDP growth have fallen from an average of 7.6% and 3.6%, respectively between 1994 and 2008, to -0.9% and 1.2% between 2009 and 2022. The slowdown in investment has been most severe in public corporations and government, although the level of private investment has also not recovered post-pandemic.
- **The low investment levels are also illustrated by declining construction activity in South Africa.** Afrimat has noted that there has been a 2.2% quarter-on-quarter decline in construction activity for the fourth quarter of 2022. Load shedding, rising interest rates and low levels of public sector infrastructure spending, especially at the municipal level, are among the primary driving factors of this result.
- **National Treasury's fiscal outlook has improved since the 2022 budget review.** Higher-than-expected tax revenue from the mining, manufacturing and finance sectors has improved National Treasury's projection of South Africa's fiscal position. Nevertheless, the budget review highlighted significant risks to the fiscus including lower-than-expected economic growth, borrowing costs, contingent liabilities and the public sector wage bill.
- **South Africa's trade balance during the final quarter of 2022 was negative for the first time since 2018.** Import and export values fell, partly reflecting a global slowdown in trade activity. An expected re-opening of the Chinese economy, an easing of the spill overs from the Russia-Ukraine conflict, and improvement in global economic growth will bolster South African trade in 2023. If such a trade recovery is combined with favourable terms of trade, the broader economy will also benefit even further.
- **Bank transactions have grown rapidly,** up 12.2% in February 2023 compared with a year earlier. While the number of banking transactions has increased strongly in South Africa since the COVID-19 pandemic, the value of transactions has not increased strongly."



The Buy Local campaign and its role in driving economic growth, in response to the above overview:

Proudly SA continues to have a meaningful role in growing the economy through its role of promoting the buying of locally made products and services, in order to stimulate demand for these products and services, by all sectors of society, such that existing jobs can be retained and new job opportunities can be created.

In order to achieve this, the campaign has the following key focus areas, and these are to:

- Educate consumers on the importance of country-of-origin labels and the economy wide benefits of buying locally made products and services;
- Influence both the public and the private sector(s) to increase their respective levels of local procurement; and
- Increase the accessibility of locally made products and services.

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the organisational strategic plan and the details contained in this report outlines the progress made during quarter 4 of the 2022/23 financial year.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

During the period under review, the Board and/or its sub-committees held the following meetings:

3.1) Board Meeting

The Proudly SA Board of Directors met on 22 March 2023 and considered the following:

- The CEO presented the Quarterly Report for the approval of the Board and highlighted the areas where targets were met as well as areas where targets were not met. The report was noted.
- The Board received the report on the outcome of the Board Strategy Session and how these were incorporated into the Annual Performance Plan.
- The Board received and approved the Annual Performance Plan for the period April 2023 to March 2024.
- The Board received and approved a recommendation from the Finance and Procurement Committee to extend the CEO's delegation of authority to offer discounts and extended payment terms to members who were affected by the current economic climate.
- The Board approved the 2023-24 Budget on the recommendation from the Finance and Procurement Committee.
- The Board noted the report on discounts and extended payment terms given to members in line with the CEO's Delegation of Authority.
- The Board approved the amendments to the SCM Policy.
- The Board received the plans for the upcoming Buy Local Summit and Expo
- The Board received reports from the Standing Committees.
- The Board approve the Board Remuneration Policy.
- The Board approved a inflationary increase for Executives, Staff and Board Members.
- The Management Accounts and Cash Flow were presented and noted by the Board.
- A list of potential members who were being pursued was presented to the Board and assistance was requested from Board Members to secure them.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 8 March 2023 and the meeting considered the following:

- The Committee received the summary of the Board Evaluation Report and it was agreed that items requiring action would be addressed by the Chairman of the Board and the CEO.
- The Committee received an update from the AG's Office on the confirmation of External Auditors.
- The External Audit Planning Memorandum was approved by the Committee.
- The Committee received Internal Audit Reports on Performance Information and Membership Compliance
- The Committee received and approved the the 2023/24 Risk Register.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 15 March 2023 and the meeting considered the following:

- The Committee considered the list of companies that were being targeted for membership.
- The Committee perused and recommended the Budget for 2023-24 to the Board.
- The Committee agreed to recommend an Extension to the CEO's Delegation of Authority to offer discounts and extended payment terms to members due to the current economic conditions.
- The Committee noted the report on Membership Fee Discounts and recommended it to the Board for approval.
- The Committee noted that Buy Local Summit and Expo Sponsorship projections.
- The Committee ratified the approval of the Tender for Branding and Exhibition Services as well as the Tender for the e-Commerce platform.
- The Committee noted the Management Accounts and Cash Flow.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 20 March 2023 and the meeting considered the following:

- The Committee received an update on the interventions from the CEO and Management around the Public Sector Procurement Regulations which included a presentation to NEDLAC and requests for meetings with the Chief Procurement Officer.
- The Committee recommended the Annual Performance Plan for approval by the Board.
- The Committee noted that 55 new members had joined in the last quarter and that the renewal rate was 82%.
- The Committee noted the report on membership fee discounts and recommended it to the Board for approval.
- The Committee received the Marketing Report and the report Localisation Strategies.
- The Committee received the report on the plans for the Buy Local Summit and Expo.
- The Committee received a report on the inroads made in engaging with online shopping platforms with a view to securing partnerships and space for locally made products.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 17 March 2023 and the meeting considered the following:

- The Committee agreed to recommend the amended Board Remuneration Policy to the Board for approval.
- The organogram with 3 new positions which had been budgeted for was approved by the Committee.
- The Committee received and noted the reports on Staff Profile and Movements, Training and Development, Performance Management and Staff Welfare.
- The performance scores for the quarter under review were tabled to the Committee and were noted.
- The Committee approved the amendments to HR Policies which were brought in line with the Minimum Threshold requirements of the BCEA as well as the amendments to travel and subsistence allocations which were updated in accordance with the SARS Guidelines for 2024.
- The Committee received a recommendation for the payment of Staff Annual Inflationary Increases and agreed to make a recommendation to the Board.
- The Committee received a recommendation for the payment of Inflationary Increases to Board Members and agreed to make the recommendation to the Board. These increases had been factored into the Budget.
- The Committee received the report on Staff Wellness.

3.6) Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 16 March 2023 and the meeting considered the following:

- The Committee agreed to recommend the Ethical Donor Funding Policy to the Board.
- The Committee received the updated POPI and Compliance Checklist.

THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve a number of its targets as contained in the Annual Performance Plan (APP) for the 2022/23 financial year.

The following were some of the achievements and most of these are reported in detail in **Section 5** of the report:

- The above the line campaign as part of the strategic objective of educating consumers on the importance of buying local was able to reach 10m consumers. This was coupled with below the line activities which were able to reach more people than the targeted 3 million for the quarter;
- A total of 323 tenders issued for designated sectors/products were identified through the monitoring system, and this constitutes 23 more tenders than the target set for the quarter;
- In driving local procurement in the private sector, Proudly SA continues to participate in BUSA's monthly localisation committee meetings and the Localisation Support Fund engagements;
- Furthermore, presentations on localisation and promotion of database of locally made products were made to 6 business chambers, associations and industry bodies, against a target of 2 for the period under review;
- Though a target for the quarter was to secure one (1) localisation commitment during the quarter, a total of 25 were secured at the recently held Buy-Local Summit and Expo;
- Two (2) additional partnerships with large retailer namely Goodyear and Macsteel were secured;
- With regard to member retention, it is pleasing to note that 85% retention rate was achieved for period under review.
- There has also been an increase in the database of South African supplier products/or services with a total of 338 new products registered against a target of 190;
- The social media activities reported growth was 12% more than the target for the period; and
- It is also worth noting that the organisation remains compliant with its financial and human resources administrative and reporting obligations.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2022/23 financial year, and below are some of the areas where the campaign fell short for the quarter:

- The planned series of public sector procurement forums were further halted during the quarter as a result of the clarity that was still being sought following the Constitutional Court ruling on the preferential procurement regulations.
- No member companies were integrated with the CSD to date however development work has been finalised for both the CSD and Proudly SA systems to synchronise. Proudly SA is also updating its database to ensure alignment with the CSD for the same integration purposes. National Treasury is expected to confirm scheduled date finalise the integration;
- Only 12 Business Forums/Webinars, against a target of 15 forums took place during Quarter 4. The initiatives are supposed to be used to promote the official database of local goods and services that are to be utilised by all South Africans when procuring designated and local products; **and**
- Proudly SA is set to reorganise itself in the new year to ensure that it meets all its set targets.



4.3) MEMBERSHIP REPORT FOR Q4 2022/23

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q4 2022/2023	2,616
New Members	
Target	80
Achievement	81
Renewal Rate	
Target	80%
Achievement	85%
Database of Local Products and Services	
Target	190
Achievement	338
Previous Quarter: Q3 2022/2023	21,437
Current Quarter: Q4 2022/2023	21,775

4.3.2) Overview

The Proudly South African membership base is growing at a steady pace with 2,616 companies currently registered as members of the campaign.

In quarter four of 2022/2023, a total of 81 new members were recruited against the target of 80. The annual Buy Local Summit & Exhibition was a definite driver for both new member acquisition and renewal of current members.

The Manufacturing sector remains the strongest in both new member acquisitions and renewing members. Historically FMCG products were manufactured and distributed by large corporate companies often JSE listed. Post covid we see SME's manufacturing FMCG products; detergents, beverages, cereals, sauces and skin care. The companies are using their membership to gain access to market and to expose their products via our various PR and event opportunities. The e-commerce division is also driving new member acquisition as the opportunity to list their products on Makro's marketplace, Zulzi and Made by Artisans to name a few is seen as a great access to market opportunity.

Membership is working closely with e-commerce to align member companies to the new strategic online partnerships that have been concluded.

The new member acquisitions and renewal members are still largely located in the 3 large provinces being Gauteng, Western Cape and KwaZulu Natal. Efforts are being made to expand into other provinces. The membership team are currently on-boarding companies via the Limpopo and Mpumalanga municipalities.

Proudly South African's database of locally made products and services grew by 338 new products and services, exceeding the target of 190. 76% of the products belong to Mac Steel. While the 24% belong to the rest of the new members recruited. We see a trend of member companies manufacturing a small basket of products only, and not a large assortment of products. They are putting all of their efforts into taking one or two products to market with minimum risk.

4.3.3) Terms utilised in the tables, graphs & charts in the Membership Report

Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000.00
	Silver Companies turning over between R10 million and R30 million per annum	R10,000.00
	Gold Companies turning over between R30 million and R50 million per annum	R20,000.00
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000.00
	Diamond Companies turning over R100 million or more per annum	R100,000.00

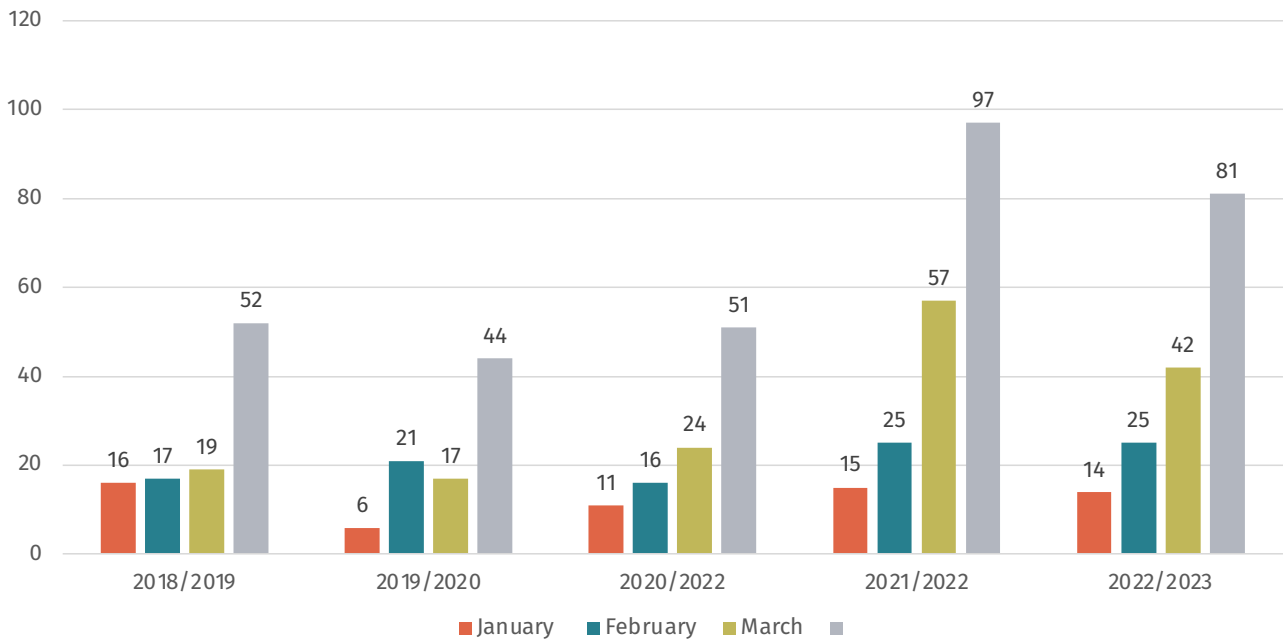
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Leads (Company before it is converted to a member)	Lead Origin (origination of a lead)	
	Consultant-generated	A member consultant who is chasing to convert a lead they have generated themselves
	Direct	Enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly South African's presence at events
	Referral	Referral of a company from an internal or extra stakeholder

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2018/2019 to 2022/2023

MONTH	2018/2019	2019/2020	2020/2022	2021/2022	2022/2023
January	16	6	11	15	14
February	17	21	16	25	25
March	19	17	24	57	42
	52	44	51	97	81

Graphical Representation YOY Comparison 2018/2019 to 2022/2023



2022/2023 Q4 NEWLY RECRUITED MEMBERS

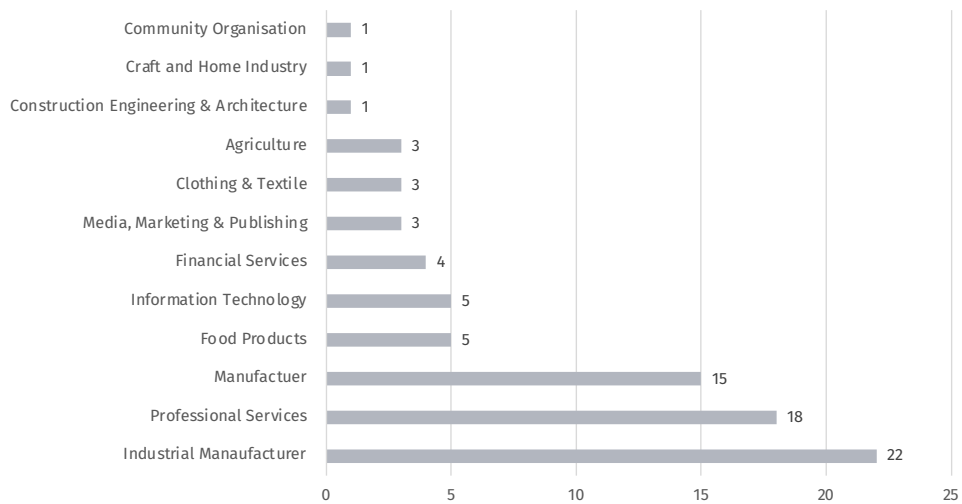
Company	Sector	Province	Classification	Lead Origin
JANUARY				
Biomuti (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Brave First (Pty) Ltd	Media Marketing & Publishing	KwaZulu Natal	SMME	Direct
Linguaphiles Foods (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
Epicutis Skin Care Range (Pty) Ltd	Manufacturer	Free State	SMME	Consultant Generated
Feasable Plastics (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Goodyear South Africa (Pty) Ltd	Manufacturer	Gauteng	Diamond	Referral
Khoi Tech (Pty) Ltd	Information Technology	Gauteng	SMME	Consultant Generated
Matlala Group (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Nyitombuya Trading and Consulting (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Polokwane Chemical Suppliers (Pty) Ltd	Manufacturer	Limpopo	Platinum	Consultant Generated
Raw Gold Foods (Pty) Ltd	Food Products	Western Cape	Gold	Direct
Skye Distribution (Pty) Ltd	Clothing & Textile	Gauteng	Gold	Consultant Generated
Sombizi Holdings (Pty) Ltd	Professional Services	Gauteng	SMME	Referral
Tsebe Holding	Food Products	Limpopo	SMME	Direct
FEBRUARY				
Aaylah (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Beauty Edenvinne SA	Manufacturer	Gauteng	SMME	Referral
Brand Afrika Media Group	Media Marketing & Publishing	Gauteng	SMME	Referral
Chabi's Ginger (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Cultivation Connoisseur (PTY) LTD	Professional Services	Gauteng	SMME	Direct
Diverse Management Solution CC	Professional Services	Gauteng	SMME	Direct
DSGN Native (Pty) Ltd	Professional Services	Gauteng	SMME	Referral
Embedded Factory (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Finbuck Trading and Projects	Financial Services	Free State	SMME	Consultant Generated
Honeys Queen	Agriculture	Gauteng	SMME	Consultant Generated
Mist Candles (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Mor Nutritional Products (Pty) Ltd	Manufacturer	Limpopo	SMME	Consultant Generated
Prana Water & Sanitation	Professional Services	Gauteng	SMME	Consultant Generated
Puleng Pulane Consultant Pty Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Renecap (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Sepedi Bapedi	Manufacturer	Gauteng	SMME	Consultant Generated
Sikele Construction & Projects	Construction Engineering and Architecture	Gauteng	Silver	Consultant Generated

Company	Sector	Province	Classification	Lead Origin
FEBRUARY cont...				
SK Original Arts	Crafts and Home Industries	Limpopo	SMME	Consultant Generated
SMT Labs (Pty) Ltd	Professional Services	Free State	SMME	Direct
Stella Foods and Bev	Manufacturer	Northwest	Silver	Direct
Tshenolo Primary Co-Op	Professional Services	Gauteng	SMME	Consultant Generated
Veg On The Go (Pty) Ltd (Fragomen SA)	Food Products	Gauteng	SMME	Consultant Generated
Vision Labs Beauty (Pty) Ltd	Professional Services	KwaZulu Natal	SMME	Consultant Generated
Vision Unlimited Investment Holdings (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Woman of Sature Foundation	Community Organisation	Gauteng	SMME	Consultant Generated
MARCH				
Afrotame Hair Care	Manufacturer	Gauteng	SMME	Direct
Eggstra (Pty) Ltd	Agriculture	Gauteng	Bronze	Direct
GPG Projects and Consultants	Information Technology	Gauteng	Bronze	Direct
Leema Industries (Pty) Ltd	Information Technology	Northwest	SMME	Direct
Macsteel Services Centre SA (Pty) Ltd	Industrial Manufacturer	Gauteng	Diamond	Referral
MPUMALANGA INTERNATIONAL FILM FESTIVAL	Media Production Services	Mpumalanga	SMME	Direct
Mzansi Craft Wine (Pty) Ltd	Agriculture	Gauteng	SMME	Direct
Skyedushoot Company	Professional Services	Gauteng	SMME	Direct
SB Powerhouse	Manufacturer	Gauteng	SMME	Direct
SheetMetal Engineering	Industrial Manufacturer	Gauteng	Diamond	Referral
SMT Veterinary Laboratory (Pty) Ltd	Professional Services	Gauteng	Bronze	Direct
Tanganka BNB Trading Enterprise (Pty) Ltd	Financial Services	Gauteng	SMME	Direct
Thandela Certification Services (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Township Luxury (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Transec Solutions (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Wagieniece (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
ZA Gear	Clothing & Textile	KwaZulu Natal	SMME	Direct
Mac Steel Express Welkom	Industrial Manufacturer	Free Sate	Diamond Subsidiary	Referral
Mac Steel Express Upington	Industrial Manufacturer	Western Cape	Diamond Subsidiary	Referral
Mac Steel Express Pine Town	Industrial Manufacturer	KwaZulu Natal	Diamond Subsidiary	Referral
Mac Steel Express Nelspruit	Industrial Manufacturer	Mpumalanga	Diamond Subsidiary	Referral
Mac Steel Express Klerksdorp	Industrial Manufacturer	Northwest	Diamond Subsidiary	Referral

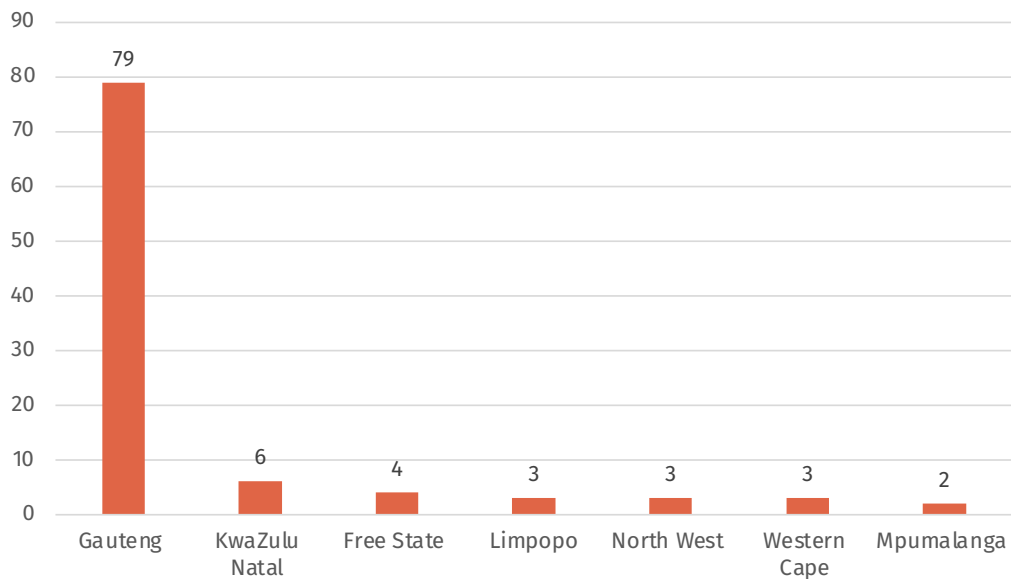
Company	Sector	Province	Classification	Lead Origin
MARCH cont...				
Mac Steel Express Isando	Industrial Manufacturer	Gauteng	Diamond Subsidiary	Referral
ACD Industrial Supplies	Industrial Manufacturer	Gauteng	Diamond Subsidiary	Referral
Mac Steel Express Mossel Bay	Industrial Manufacturer	Western Cape	Diamond Subsidiary	Referral
Khentsa Group	Industrial Manufacturer	Gauteng	Diamond Subsidiary	Referral

2022/20223 Q4 NEWLY RECRUITED MEMBERS

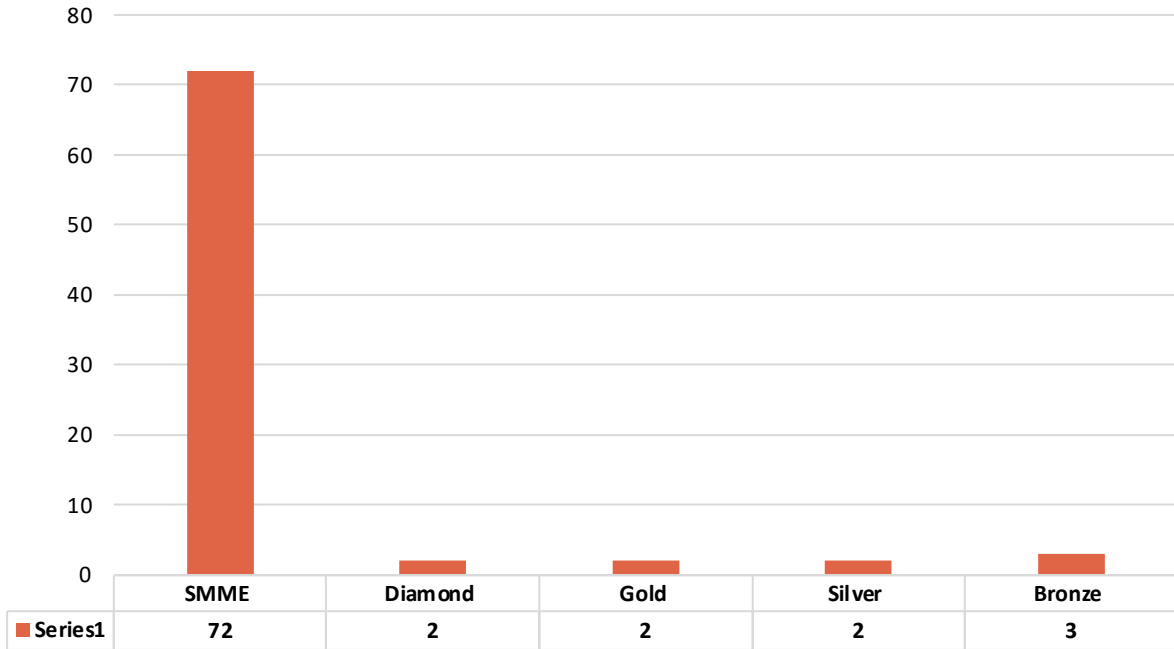
2023-2024 Q4 NEWLY RECRUITED MEMBERS BY SECTOR



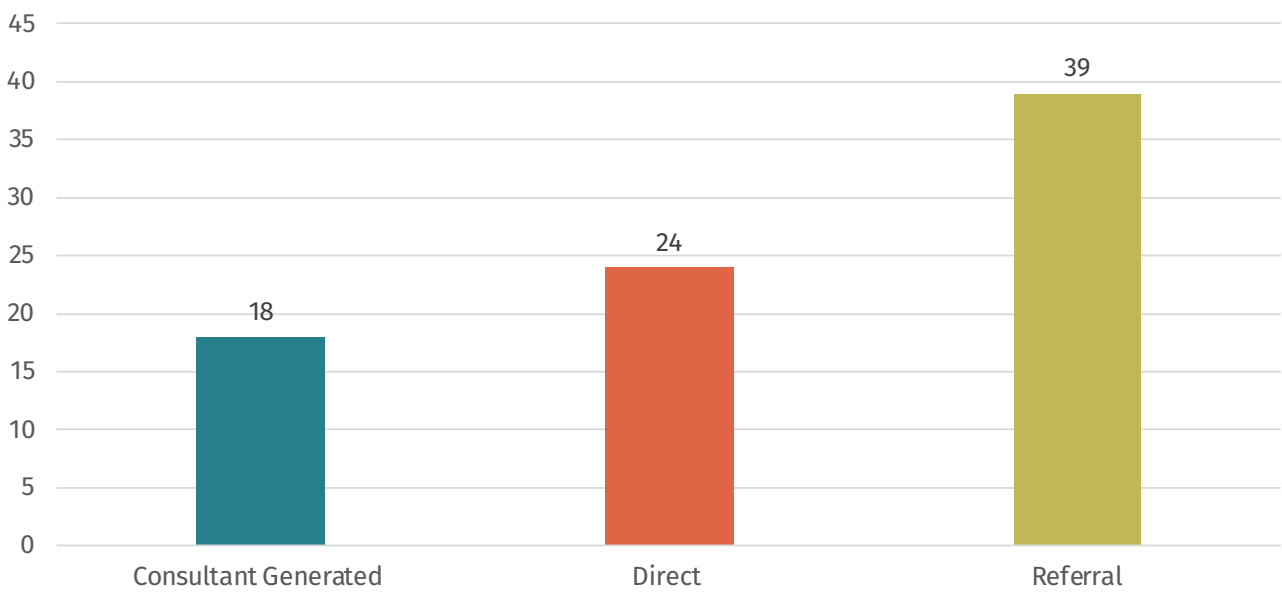
2022-2023 Q4 NEWLY RECRUITED MEMBERS BY PROVINCE



2022-2023 Q4 NEWLY RECRUITED MEMBERS BY CLASSIFICATION



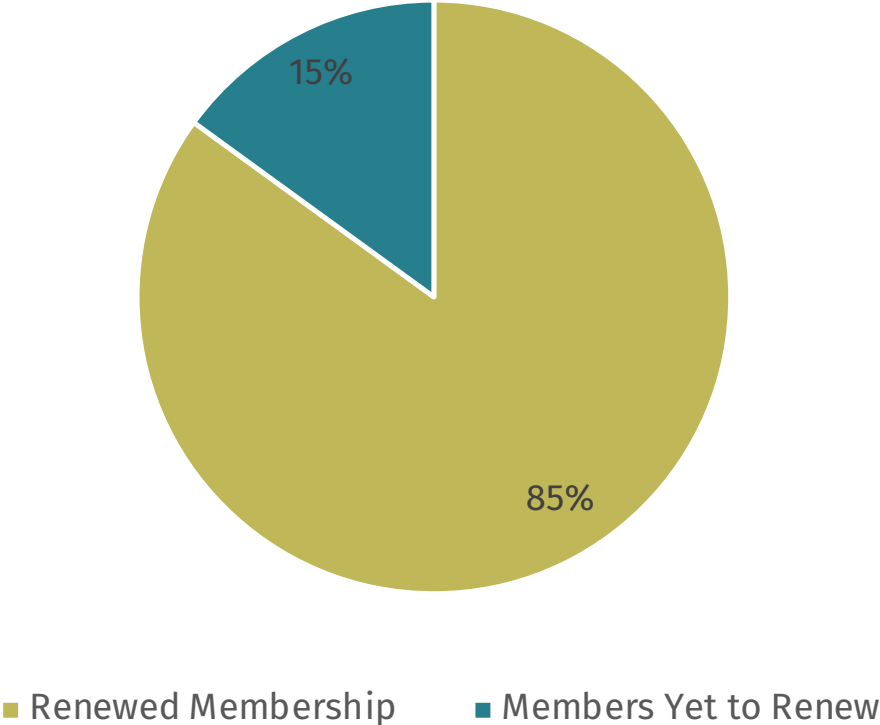
2022-2023 Q4 RECRUITED MEMBERS BY LEAD GENERATION



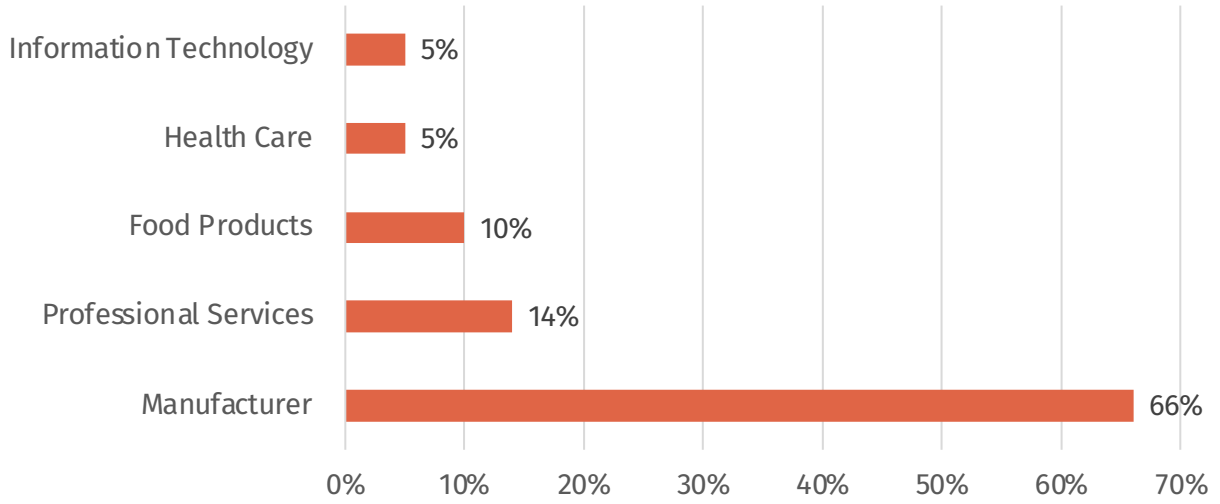
2022/2023 Q4 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	85%
REASON FOR GROWTH	
<ol style="list-style-type: none"> 1. The rate of retention of member companies for Q3 was 85%. 2. The positive growth in member renewals can be attributed to the Buy Local Summit & Exhibition and members need to exhibit at this flagship event. 3. The renewal growth has also been consistent through the financial year. 	
<p>Number of cancelled memberships: No cancelled memberships were recorded in this period.</p>	

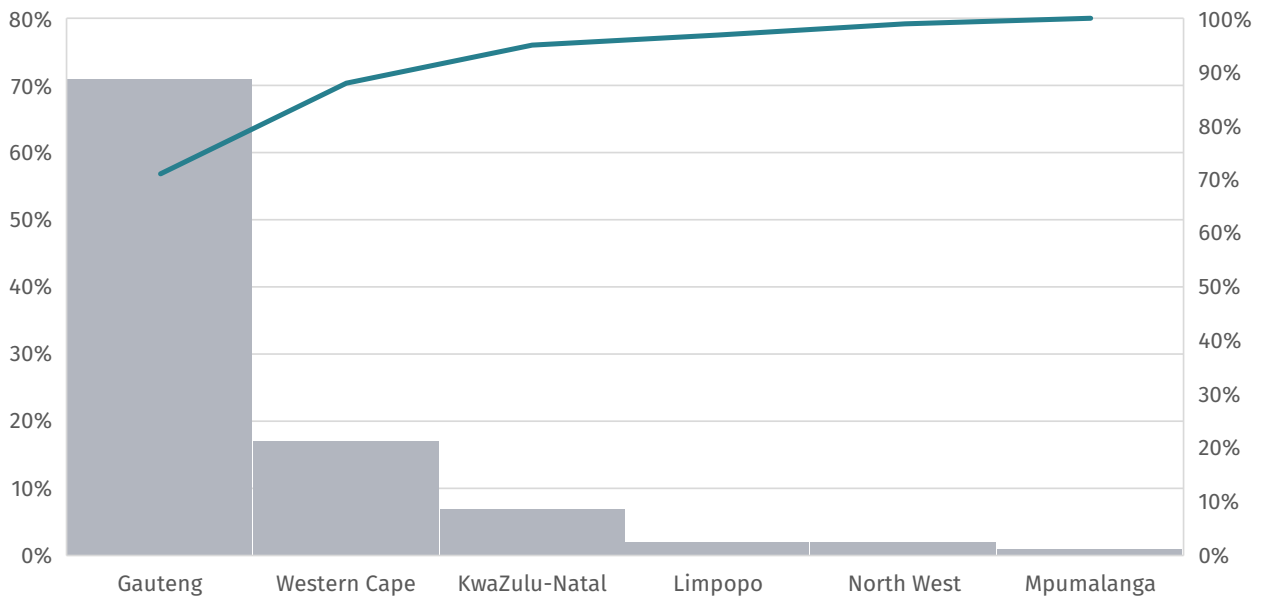
2022-2023 Q4 RENEWED MEMBERS VS YET TO RENEW



2022-2023 Q4 RENEWING MEMBERS BY SECTOR



2022/2023 Q4 RENEWING MEMBERS: COMPARISON BY PROVINCE



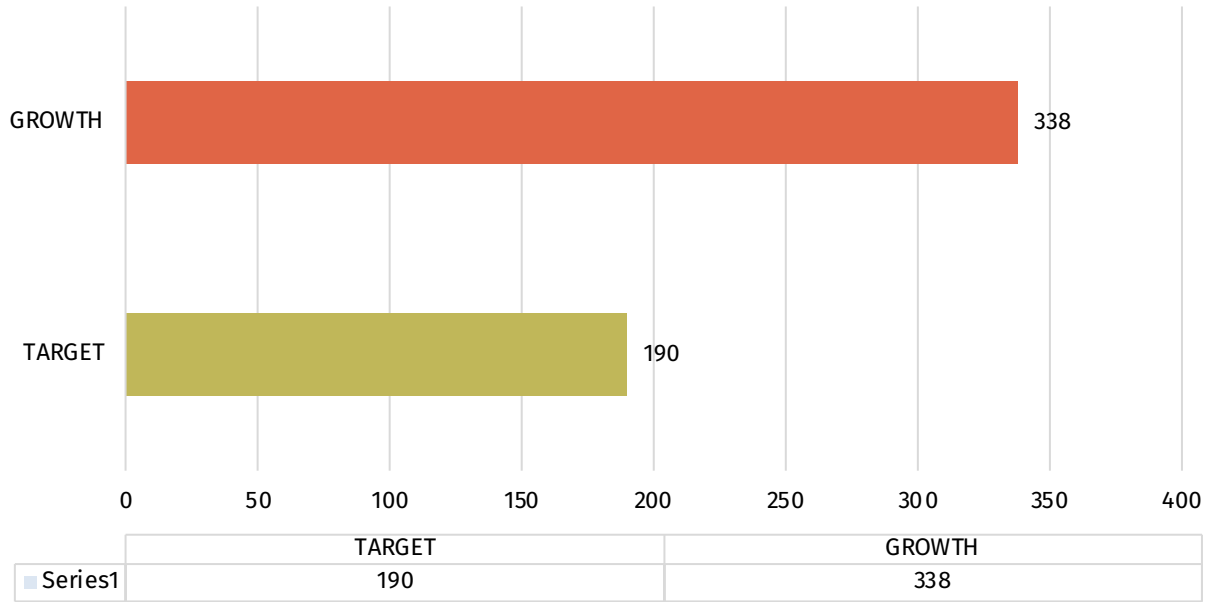
2022-2023 Q4 RENEWING MEMBERS BY CLASSIFICATION



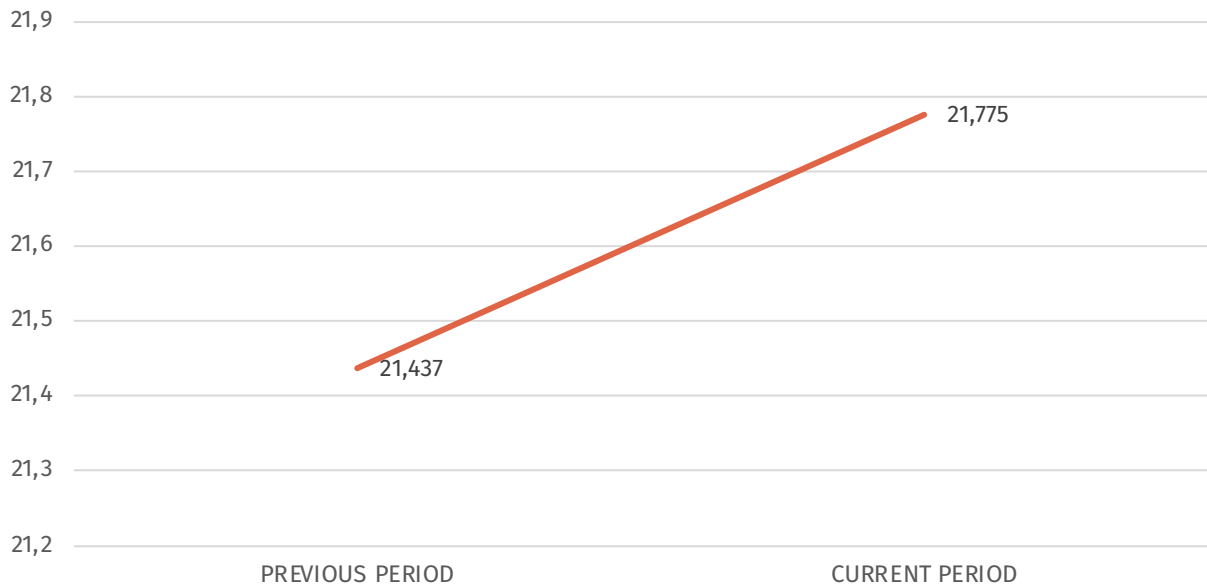
2022/2023 Q4 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q3 2022/2023	21,437
Current Quarter: Q4 2022/2023	21,775
2022/2023 Q3	
Target	190
Achievement	338
Target Exceeded: 77%	

**2022/2023 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH**



**2022 / 2023 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD**



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

The Makhelwane Festival - 27th- 29th January 2023

On the 27th to the 29th of January Proudly South African joined forces with the Makhelwane Festival to promote and give local businesses the opportunity to showcase, raise awareness and trade their goods and services to consumers.

The festival was presented by the creatives at LoCrate Market whose objective is to connect neighbours and communities through local small and medium enterprises and entrepreneurs.

The three-day experience kicked off with a 'My Side Hustle (putting a spotlight on a side hustle and when to change your side to side business to a full time thriving business)' themed business talk where Proudly SA's CMO, Happy MaKhumalo Ngidi, took to the floor to educate audiences about the Buy Local mandate while inspiring young entrepreneurs to never give up on the hustle during a business talk before the night market experience took its course. During the panel discussion, Happy focused on how Proudly SA provides access to market opportunities for small SMME's to gain exposure and grow their business. The other panellists included Tlhomphe Mokoena founder of the Wing Republic, Dr Katlego Lekalakala of BeatByKaz, and Jeff Rikhotso creative director at Jeff Loves Photography.

The following two days of the festival incorporated a food carnival, a music festival, an arts and crafts fair, a movie screening, street dining, a bubbly garden, exhibitions, entertainment for kids, a market run entirely by children and a series of business talks.



Proudly South African invited five of members the opportunity to exhibit their brands and sell at the festival. The members selected were,

- Cosmo Dumplings
- Thavhakhulu Investments
- BeMerry Foods & Enterprises
- Yamama Gemmer
- Kiddo Kool

The opportunity provided our members a great access to market opportunity to showcase their brands, reach new audiences and promote local business. The festival was well organised with over 500 visitors over the two days and members selling food and beverages garnered great sales and managed to sell out before the end of each day.

The event ended with a perfect Sunday which was given over to artists and musos who delivered stellar performances, with renowned artists such as Langa Mavuso including DJs Lula Odiba and Thabo Phalatse as well as Themba Lunacy.

Reach: 500 People Per Day

Target Audience: Locals in the Southwestern Township of Gauteng, Media





Hillfox Lifestyle Market - 28th January 2023

Twenty2Black the organisers of the newly launched Soweto Farmers Market have partnered with Hillfox Value Centre to relaunch and revive their Lifestyle market which had been a prominent fixture at the centre before COVID. This is a lifestyle market where various vendors in the food, beverage and arts & craft space are invited to exhibit and sell their products.

The relaunching of the market took place on Saturday, 28th January. The value centre holds a large underground space where each vendor was provided with solid structures to activate and showcase their products.

The market also provided visitors with various other activities including a kid's area and entertainment. The value centre is situated within a busy centre in a popular shopping district of the western suburb of Gauteng and over a month end weekend there is a large volume of foot traffic.

Proudly South African provided four of its member companies to exhibit at the market. The selected members were:

- Zazi Juice (Zazi's Production): Juice and dried fruits
- House of Delicacy (Non-alcoholic wines)
- Slush Dolls
- Sisters in Craft (African crafts) **were unable to participate on the day due to unforeseen circumstances**

The market hosted 28 vendors and had about 250 visitors between 10:00-16:00. Most of the visitors attended between 12:00 and 14:00.

Reach: 80-250 Attendees

Target audience: General consumers, youth in business, families, small business owners

Business Networking Breakfast - 31st January 2023



Proudly SA's first owned event for 2023 took place in Rosebank Southern Sun. The business networking event targeted small business owners and entrepreneurs who gathered to network and kickstart their year with other like-minded people in the business world.

The discussion unpacked the various sustainability trends and influences which affect South African small businesses and entrepreneurs as well as social, economic, and technological perspectives. This also featured a conversation exploring numerous ways in which aspiring entrepreneurs could tackle the issues affecting their small businesses; sustainably & ethically.

Proudly South African's Chief Marketing Officer, Happy MaKhumalo Ngidi, opened the event focusing on the importance of localisation and highlighting the Buy Local campaign. She introduced and welcomed the guest speaker of the workshop Jean-Pierre Klein.

Jean-Pierre is a South African Serial Entrepreneur, Published Author and Change Champion who has worked in over 300 types of industries in some capacity or another. He has travelled to over 50 cities World-Wide and is extremely active as a Business

and Environmental Technologist. In addition to his own projects, he researches and consults on all things online: Marketing, Reputation, Compliance, Law, and Security and offers Strategy Workshops and Scenario Sessions on Future Thinking with a key focus on Technology, the Environment and Global Influences.

Jean-Pierre gave a very fun, interactive and professional talk to the delegates which equipped them with some great tips to overcome challenges and motivated them to strive to meet their 2023 business goals. The event ended with a Q&A session where audiences shared inputs and individual experiences, they face in their business journeys. Tea, coffee and refreshments were served and provided the perfect opportunity for further engagement and networking.

Tshupo Moemise attended the event as the membership consultant, and he secured 43 leads on the day.

Reach: 116

Target Audience: CEO's, Director's Entrepreneurs, Business Owners, Operations Managers, Managing Director's

Mpumalanga Business Forum - 1st February 2023



The ongoing Proudly South African business forums focus on the needs of SMMEs and on localisation as a driver of economic growth and job creation. They aim to inform business owners and decision makers about the insights into local procurement, business funding opportunities and various development programmes that can take local businesses to new heights.

Our 2023 business forums started off in Mpumalanga, and we were hosted by our member company Southern Sun at Emntoweni Arena. Chief Marketing Officer at Proudly South African, Happy MaKhumalo Ngidi, welcomed all the delegates as the facilitators for the day and briefly took the audience through the various legs of the business forums that Proudly SA has embarked on.

Proudly SA CEO, Eustace Mashimbye, addressed businesses on the importance of buying and supporting local, and emphasised the mandate of the Proudly SA campaign. Eustace highlighted the critical role played by local procurement officer in the public sector and urged them to procure locally made goods and services to fight the unemployment cause.

Proudly SA member company Mr. Andrew who is the COO at Greatlinking Management Services shared a heart-warming testimonial on the access to market opportunities they have received through the Proudly SA membership and the tools and tips the company has received through the various online and physical Proudly SA events.

The host venue, General Manager, Ms. Michelle Higgo, shared with the audience how Southern Sun fully supports local products and services. She enlightened the room on how committed they are in building and transforming South Africa for the better and that Southern Sun was a level one contributor in this journey. Michelle further explained how Southern Sun actively empowers through their practices and facilitating bringing positive change and employing only South African citizens.

The session ended with a panel discussion with our key stakeholders, including SARS, Absa, Seda and Southern Sun where delegates were given a platform to probe our panellists with questions touching on the challenges they encounter as small businesses. Our panellists shared insights and information on financial and non-financial support programmes for SMMEs.

Reach: Pre event rsvp's - 149

Actual attendance on the day - 85

Target audience: SMME's, entrepreneurs, business owners, members & non-members, members of the media.

Mining Indaba Proudly South African Webinars - 8th & 9th February 2023

Proudly South African hosted two Power Hour sessions in partnership with the dtic at the 2023 Mining Indaba.

Session 1; 8th February: Made in SA – Mining Solutions for Africa and the World

Session 2; 9th February: A localised supplied chain towards a mining industry built together with thriving communities.

Power Hour Session 1:

The objective was to promote South Africa's manufacturing capacity in the mining capital equipment sector and promote South Africa's localisation agenda in the mining sector. The session was facilitated by Ms Tshepiso Kadiaka from the dtic who welcomed all attendees to the session. Ms Kadiaka shared context of the session and how it aimed at recognising excellence in the SA mining sector.

Ms. Fatheela Brovko, Chief Research Operations Officer at the Mine Health and Safety Council, shared how their work involves improving and promoting a culture of occupational safety for mine workers.

Mr Eustace Mashimbye, CEO of Proudly SA took the audience through the mandate of Proudly SA and emphasized the importance of localisation in various sectors.

Mr. Lehlohonolo Molloyi, Chief Executive Officer of MEMSA introduced the companies that won at the MEMSA Manufacturing Excellence Awards 2022. During this segment, the companies were given an opportunity to expose their company offerings to the audience.

The winners were represented as follows:

1. Customised Customer Service Award: Mr. Kuvan Govender, Managing Director – ProProcess Engineering
2. Manufacturing Solutions Award: Mr. Nico Mkhari, Director - NTGR Engineering Projects
3. Localised Supply Chain Award: Mr. S.A.M Kader, Group CEO – Buraaq Mining Services
4. Localised Supply Chain Award: Mr. Alan Mabbett, Head of Sales – Rham Equipment
5. MEMSA Member Manufacturer of the Year 2022 Award: Mr. Bruce Ndlela, Executive Director, Business Development - Bell Equipment

Closing remarks were given by Mr. Beeuwen Gerrits, Chief Director: Technology Localisation, Beneficiation

and Advanced Manufacturing at the Department of Science and Technology.

Pour Hour Session 2:

Mr Eustace Mashimbye, CEO at Proudly SA opened and welcomed guests as the facilitator for the session and highlighted the focus of the session being localisation in the mining sector to contribute to the economy and curb unemployment.

Mr Sandile Khumalo, Manager: Supply Chain Sustainability at Exxaro set the tone on the importance of building localised supply chains.

Second speaker, Mr Kugan Thaver, Head of Machinery, Equipment and Electronics at IDC who touched on How the Industrial Development Corporation (IDC) supports the building of a thriving mining supply chain.

Mr. Lehlohonolo Molloyi, Chief Executive Officer of MEMSA introduced the runner-up companies at the MEMSA Manufacturing Excellence Awards 2022, whom each took the audience through their company offerings.

The runners-up were represented as follows:

1. Paramount Tracks, Mr. Innocent Masinga, Chief Executive Officer
2. Multotec, Mr. Thomas Holtz, Group Chief Executive Officer
3. Fabchem Mining, Mr. Frederick Mugeru, Chief Executive Officer
4. Gravitas Minerals, Mr. Tebogo Kale, Chief Executive Officer and Founder
5. Closing remarks were given by Mr. Tafadzwa Chibanguza, Chief Operations Officer, Steel and Engineering Industries Federation of Southern Africa.

Reach:

8 February: Pre-event rsvp's: 141

On the day attendees: 47

9 February: Pre-event rsvp's: 121

On the day attendees: 57

Target audience: top to medium executives & representatives within the mining industry



Valentine's Day Activation with Lift Airlines - 14th February 2023

In celebration of Valentine's Day, we spread the love with a consumer activation in partnership with Lift Airlines. "We Lift you Locally" was the tag line created from the activation where we encouraged consumers to show their love for their country by supporting locally manufactured goods and services on Valentine's Day and beyond. Proudly South African and Lift Airlines demonstrated an act of local love nationally to all fellow South Africans taking to the air on many people's favourite holiday.

The activation involved both Proudly South African staff members and the friendly Lift airline cabin crew welcoming passengers on two respective red-eye flights to Durban and Cape Town from OR Tambo International airport.

Passengers were greeted with beautiful V-Day inspired roses. The roses created awareness for consumers to support local small businesses when making their valentines purchases and demonstrated Proudly South African's love and appreciation for local. The passengers were unsuspecting of what was to follow in their journey to their destination. They received a message of love and treated to a Nestlé Kit Kat with their morning coffee sponsored by our member company Nestlé ESAR.



Proudly SA and Lift were the gifts that kept on giving that morning. On the Cape Town flight Catherine 'Cathy' Del Mei set the tone of love by surprising 35 000 feet flight passengers with melodic sounds from her saxophone. Comedian Tol A\$\$ Mo, who was on the Cape Town flight, spontaneously weaved in his comedic narrations during Cathy's sax renditions having the passengers in stitches. At the same time, our Durban travellers got a taste of Proudly local love at the door upon their onboarding experience with sounds by Lesego 'Psycho Sax' Molefe.

It was a morning of abundance as two lucky passengers on the respective flights received an element of surprise as they flew away with a travel wallet vouchers from Lift Airlines for any local travel, and two nights stay at a Southern Sun hotel in either Johannesburg, Durban, or Cape Town. Southern Sun is a Proudly SA member company who has various luxury hotels within South Africa.



Both the Proudly South African staff and the cabin crew proudly flew the South African flag with pride, and we ensured to showcasing who Proudly South African is as a brand. From check in to boarding the flight and landing at their destination passengers were reminded of who we are and what we stand for as a campaign.

"Dear Proudly South African,

On behalf of the entire LIFT family & LIFT marketing, I'd like to thank you for such a memorable and successful activation for Valentine's Day. We certainly brought a lot of love to our nation.

From the bottom of our big yellow hearts, thank you.

It was an absolute pleasure working with all of you. Your dedication and patriotic energy is exactly what we are striving for at LIFT.

It was wonderful to meet a few of you, in person, on the flight. The feedback has been out of this world and the talkability is still strong.

I'm happy to hear you loved the roses we delivered to you. A token of appreciation and sharing the love with you, as you did with our travellers.

We look forward to future collaborations and strengthening our partnership."

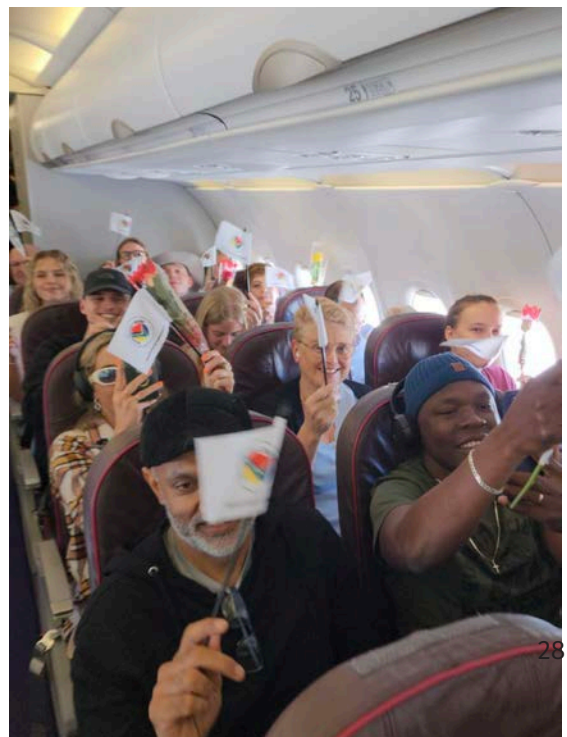
- Hayden Henning, Marketing at Lift Airlines

Reach:

Johannesburg – Durban = 53 passengers
 Durban to Johannesburg= 128 passengers
 Johannesburg – Cape town= 151 passengers
 Cape Town – Johannesburg= 146 passengers

Total: 478 passengers. The reach was automatically extended to many other people on all our social media platforms as well as Lift Airline's. Over and above that, our effort in pro-actively approaching Lift Airlines resulted in Proudly SA bagging a brand new Diamond Member!

Target audience: Businessman & women, general consumers, youth & families, and members of the media





KwaZulu-Natal Business Forum - 20th February 2023

Proudly South African's series of provincial business forums are designed to bring the Buy Local Campaign closer to members and non-members in all nine provinces. Following the Mpumalanga forum, our next stop was KwaZulu-Natal which was hosted at Southern Sun Elangeni Maharani on 20 February 2023.

The forum served as a platform to explore opportunities for local economic development, demonstrating the benefits of membership in the buy local movement and how SMEs (Small and Medium enterprises) can leverage localisation through Proudly South African. The panel discussions included presentations looking at existing challenges and opportunities that aim to demonstrate workable solutions and practical tools to business delegates (mostly SMMEs and entrepreneurs) while demonstrating the campaign's ability to provide access to market.



Business Incentive branch, which aims to support investment plans.

- Manufacturing In
- Innovation Inves
- Services Investm
- Export Promotio
- Infrastructure Inv
- Economic Rebuil
- Covid 19 suppor
- Economic Inclus



Proudly South African Chief Marketing Officer, Happy MaKhumalo Ngidi, facilitated the forum providing delegates an overview of the campaign and introducing the line-up of speakers. The speakers included,

- Eustace Mashimbye (Proudly SA CEO)
- Zamo Ndovela (KZN edtea)
- Sihle Dlamini (Assistant Director, the dtic)
- Wolfgang Bier (Bier Group, Proudly South African member)

The speakers addressed the delegates about equipping small to medium enterprises for growth and sustainability. The speakers emphasised that SMEs are the backbone of our economy, therefore support for local manufacturers and service providers remains our top priority.



With the backing of strategic partners including The Department of Trade, Industry and Competition, business owners and decision makers gained new insights into local procurement, learn how to obtain business funding, and develop their enterprises through various offerings available to SMEs. A panel discussion provided the audience with these insights which included key organisations represented by,

- Nivesh Laljith (SARS)
- Moipone Masha (DSBD)
- Thula Mkhwanazi (SEFA)
- Sibonelo Mchunu (SEDA)
- Queen Mkhize (Trade & Investment Kwa Zulu Natal)

The forum closed off with a Q & A moment enabling delegates to ask the panel and speakers much needed advice and guidance with their challenges and opportunities. Lunch was also provided and ensured a networking environment for delegates. The attendees were also informed on how to become a Proudly South African member.

Reach:

100 (expected audience)
134 (Delegates that attended)

Target audience:

Proudly SA Members, Proudly SA non-members, prospective members, industry leaders, professional experts, consumers, public, business owners, small to medium enterprise's (SME), members of the media.





New Members Meet & Greet - 27th February 2023

Proudly South African provides the opportunity to welcome and congratulate new members on taking the step to invest in their business by signing up to become a member of Proudly SA.

The meet & greet which takes place every quarter happened on the 27th of February 2023 via our Zoom platform. New and existing Proudly SA members were invited to attend the session where they were introduced to key representatives who advocate for the campaign offering advice on how they can make the most of their membership.

Through the meet and greet, members were given information from our Brand Manager Siyabonga Zungu and how to best use the Proudly SA logo on their marketing collateral and/or products while demonstrating the correct way to use the logo placement.

Senior membership consultant at Proudly SA, Tinyiko Mathebula, took the audience through the membership benefits, the vetting process, the improved value propositions for members through use of the Proudly SA logo, access to market platforms and B2B opportunities through the MAP platform.

Jana Doyle who is the events and activations manager at Proudly SA gave an overview of the various events and activations Proudly SA does as a campaign and the opportunities available for members. She further highlighted the market access opportunities available to members whether be it from our own, partnership events & stakeholder engagements. Jana touched on the Buy Local summit and expo and shared with the members opportunities available to them from the expected 2-day conference and exhibition.

Dambisa Maqoga who is the PR Manager shared the PR benefits by highlighting how members are featured on our social media platforms. She also touched on the sector-specific discussions held on Twitter Spaces with member companies. Dambisa concluded by informing new members about the newsletter opportunity and reinforced that member companies are to furnish the PR department with relevant information and assets to be supported across the social media channels and newsletter.

Closing off the session was Taryn Collister, E-commerce Manager at Proudly SA who took the audience through how Proudly SA has started approaching members with e-commerce stores and requesting that they can expand on their current list of vendors to include more Proudly SA products and/or services.

Taryn listed all the Proudly SA members with online stores and the companies that Proudly SA has new partnerships with, such as Makro Marketplace, Zulzi, Bizzmed & Made by Artisans.

An opportunity was given to the members to ask questions and any clarity needed. All speakers shared their contact details and the events team shared recording of the session with our database.

Reach: 80 RSVP's and 30 on the day attendees

Target audience: New & existing Proudly SA members



Meetings Africa - 28th February to 1st March

Meetings Africa 2023 the 17th advent of this Business Events Trade Show, owned by South African Tourism took place at Sandton Convention Centre from the 28th of February to the 1st of March. The expo specifically aims to create access to market platforms, for African Business Events Products and services.

The event serves as the primary platform to enable the growth of the business events industry on the continent and ultimately contributes towards its economic growth.

Meetings Africa was a two-day trade show that dedicated Educational Day which was executed in conjunction with the key global, continental, and national industry associations.

Meetings Africa provided a platform for exhibitors to showcase their offerings to international and local buyers, African associations, and corporate planners. The popular and well know event provides the most formidable platform on the continent to meet face-to-face with the most influential buyers in the world and be part of Africa's growth.



Proudly South African took the opportunity to take a stand at the event where we created awareness and educated delegates about the campaign and ensured to promote, advertise to visitors and exhibitors about our Buy Local Summit & Expo 2023 which took place later at the same venue on the 27th and 28th March. The branding and design of the stand provided key messaging focusing on our flagship event and we provided collateral to drive visitors to register for the event.

The membership team were available to inform, educate consumers and provide the opportunity to sign up to become members. The event saw 36 leads over the two days.

Reach: 300 per day

Target audience: General consumers and consumers in the tourism/hospitality sectors.

Business Breakfast with Miles Kubheka – 2nd March 2023

Following the positive response of the business networking breakfast that took place in January we followed through with a second event in the capital city of South Africa, Tshwane. The breakfast gathering brought together SMMEs from all walks of business life, where they got to address challenges and social issues that hinder the success of their businesses.

Proudly South African Partner Southern Sun once again hosted us at their well-known Southern Sun Pretoria hotel and conference venue.

This Business breakfast chose the amazing and inspirational Miles Kubheka, a seasoned entrepreneur who is a restaurant accelerator as the Keynote speaker. Miles touched on how his ideas assisted in accelerating his businesses and how the challenges he faced inspired solutions. His presentation was engaging and interactive which inspired all business owners who attended to overcome obstacles, strategize, and were encouraged to strive to succeed.

Proudly South African's CEO Eustace Mashimbye facilitated and provided attendees an overview of the Buy Local campaign and highlighted the importance of SMME's to our economy. SEDA partnered with the event and was represented by their Planning, Performance Monitoring, and Reporting Manager, Thabang Mpalami, who spoke on their company's role in building the economy.

Reach:

RSVP's 314

Arrived: 97 -100

Target audience: Business owners, SMME'S, Start-ups, Proudly SA Members & general consumers





E-commerce Webinars- (Loot) 28th February/1st March/10th March, (Zulzi) 8th March/16th March, (Made By Artisans) 17th March & (Bizzmed) 23rd March 2023

The Ecommerce webinars continued in this quarter with the introduction of an additional e-commerce platform, Loot. A dual online seminar was scheduled for each platform via Zoom in which the platform was introduced to our Proudly SA members and thereafter Proudly SA introduced our e-commerce offering to their audiences.

A total of seven webinars were organized by Proudly South African E-commerce manager Taryn Collister and supported by Alicia Logan the Membership manager from a Proudly SA membership perspective. A representative from each company was also included in the line of speakers.

The opportunity and objective of the webinars was for the members to learn more about available local platforms where they can highlight their product placement on each official e-commerce site, understand the benefits and what is involved in joining these platforms from an e-commerce perspective.

Webinar breakdown & Reach:

Loot:

- 28th February: 33 RSVP's, 6 on the day attendees
- 1st March: 30 RSVP's, 11 on the day attendees
- 10th March: 12 on the day attendees

Zulzi:

- 8th March: 17 RSVP's (on the day TBC)
- 16th March: 8 on the day attendees

Made by Artisans:

- 17th March: 20 RSVP's, 18 on the day attendees

Bizzmed:

- 23rd March: 15 RSVP's, 9 on the day attendees

Target Audience: Proudly SA members within the alcohol sector, food, beverage, personal care, household cleaning, self-medication & artisanal products.

Cape Town Business Networking Event - 10th March 2023



The third business networking event traveled to the Western Cape on the 10th of March. The Pepper Club situated in the CBD hosted our event and was once again well attended as we reached over 100 attendees on the day.

Once again, the format of the event featured a keynote speaker who provided small business owners and entrepreneurs with key learnings and insights for growing their business.

Ntlantla Skweyiya was identified as we wanted to focus on E-commerce, social media, and digital marketing. She provided an insight to equip small to medium businesses in e-commerce, Marketing, and Digital Strategy. Ntlantla is skilled in developing e-commerce strategies, having helped numerous brands build their online presence, visibility, and digital marketing strategies on pertinent e-tailer platforms in South Africa. She shared the knowledge about digital marketing and e-commerce and closed the workshop by taking questions from delegates to guide them about digital marketing and e-commerce strategies to assist them to maximize their businesses.



Ms. Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal from Proudly South African educated the delegates about the Proudly South African campaign, the benefits of becoming a Proudly SA and the work that has been done to assist members in different sectors.

A buffet breakfast followed the session and provided attendees the opportunity to find out more about Proudly South African, network, meet new customers and sign up for membership.

Reach: 148

Target audience: Proudly South African members, Small to medium companies in cape town, SEDA SMME's, Department of Small Business SMME's, members of the media.





Rosebank Market - 12th March 2023

Every Sunday the open rooftop parking space of the newly renovated Rosebank Mall transforms into a premier, world-class marketplace. Rosebank Sunday Market is a true expression of South Africa's vibrancy and dynamism.

The Rosebank Sunday Market celebrates its' diversity through its' variety; offering something for everyone with a wide selection of local craft stalls, live music, kids' entertainment, and food traders.

The renovated Rosebank Mall is a perfect host for a world-class market, offering stunning views of the Johannesburg skyline and sunsets to compliment the pulsating African heartbeat of the traditional market experience. The market provides a shopping experience that includes an array of tasty delights, interesting bric-a-brac, unusual antiques, original clothing, and an eclectic assortment of handmade and creative art and craft market stalls.

Proudly South African presumed the market due to its popularity and unique appeal of local food and products. We invited three of our members within the crafting, clothing and beverage space to have a stall on Sunday, 12th of March.

The members invited were:

- Yamma Gemmer
- Chepa Streetwear *was unable to participate due to a bereavement in the family
- Memuka Plastic mats

The members were able to reach new customers and it was a great opportunity for brand awareness. Memuka Plastic Mats did exceptionally well with an extensive sale recorded on the day.

Proudly South African was able to utilise the market to create brand awareness through branding our members stalls to educate visitors on the Buy Local campaign and had representatives available to answer queries and expression of interest in our membership opportunities.

This also provided an opportunity to inform visitors of our Buy Local Summit & Expo with promotional collateral which was handed out.

Reach: 80 - 150

Target audience: general consumers



16TH MARCH 2023

BUY LOCAL SUMMIT AND EXPO MEDIA LAUNCH

Proudly South African, the country's official Buy Local campaign hosted its 11th annual physical Buy Local summit and Expo which took place on the 27th & 28th of March. Leading up to the flagship event, Proudly SA formally launched to media and sponsors guests.

The 2023 media launch was hosted at the Goodman Gallery on - Thursday the 16th of March and created an exciting build-up to the summit and expo.

The launch served to demonstrate to members of the media the journey of the summit & expo over the years. This took place through an art exhibition inspired showcase of the 10 years of BLSE through key visuals captured over the years. The Goodman Gallery was the perfect venue as we were able to beautifully show the journey visually through images in both full colour and black and white.



Guests were welcomed with a welcome drink and then met by Chief Marketing Officer at Proudly SA, Happy MaKhumalo Ngidi who did a formal walk-through the gallery of images to take the attendees through the history of the Buy Local Summit and expo which told a phenomenal story of the key touch points that make up the summit and expo.

CEO, Eustace Mashimbye, of Proudly attracted the audience to the upcoming two-day event by revealing what to be expected over the two-days. He delved into the programme offerings and unravelled the sponsors that contributed to the main event and media launch.

Coca Cola Beverages South Africa was the formal sponsor of the media launch and Motshidisi Mokwena, Head of Reputation & Regulatory Affairs at Coca-Cola Beverages South Africa was present on the night. She shared their involvement in this year's Buy Local Summit and Expo and provided the audience with Coca Cola South Africa's journey and commitment to supporting local and the importance of job creating for the economy.

Jeannine van Straaten gave the evening's vote of thanks and thanked everything for their attendance.

The evening ended with delicious local canapes and beverages while guests networked and viewed the photographs displayed.

Reach:

Total: 100

48 - Media

52 – Partners & Stakeholders

Target audience: Members of the Media, Proudly SA members, partners & stakeholders and sponsors.



Pre Buy Local Summit and Expo Exhibitor Briefing Session - 20th March

In preparations for the Buy Local Summit and Expo which took place on the 27th & 28th of March at the Sandton Convention Centre we provided a comprehensive briefing session.

The exhibitor forum was aimed at giving new and existing members who were going to participate at the expo tips on how to maximise their opportunities for the two-day summit and expo.

The forum took place online via our Zoom platform which provided members who did not reside in Gauteng the opportunity to join in.

Happy MaKhumalo Ngidi welcomed all the members and took them through what they could expect at the two-day summit and expo followed by the overall briefing and general rules which covered;

- Expo Stands- this was presented by Scan Display the service provider who set up the stands for the expo, they highlighted what the stands look like and what members were required to submit in terms of artwork and graphics.
- Stands set up and breakdown.
- Catering
- Parking
- Expo Rules
- Registration
- PR & social media opportunities
- Business Matchmaking services & how members utilise this opportunity. This was presented by Firehouse Technology who were the service provided appointed.

The emphasis was on how members could maximise the opportunities and we provided them with the below tips:

- Utilise the branding opportunities available to make their stands bold & visible.
- Ensure they have samples, product information or a catalogue available. Make it easy & convenient for buyers/customers to know how to reach them.
- Walk the expo floor, go to their customers, don't always wait for them to come to you.
- Register with the business matchmaking services.
- Audio-visual displays create awareness & strong messages.
- Utilise social media, post & share your activities.
- Network & connect with other exhibitors.

The session ended with a comprehensive Q & A session, to ensure that all members were prepared for the two-day summit and expo. Both the detailed briefing slides and recording were shared with all members who participated to ensure they received all communication and had a clear expectation of the event.

Reach: 105

Target audience: Proudly SA members

27TH - 28TH MARCH 2023

BUY LOCAL SUMMIT AND EXPO



Proudly South African's flagship event, the annual Buy Local Summit Expo celebrated its 11th edition on the 27th & 28th March 2023. The property has grown exponentially over the years into a two-day showcase including multiple elements and a large target audience from SMME focussed sessions, to lessons in local procurement, business solutions hub, to legislator compliance issues and an impressive exhibition of local goods services on the expo floor.

With a growing membership base that represents not only a diversity of products and services, but a much wider geographical spread of companies. This year's edition returned to the home of the summit the Sandton Convention Centre returning to a full-on physical event following the pandemic.





A new addition to the summit this year was the localisation dinner, which was attended by the Deputy President of South Africa, Paul Mashatile. Top corporates within the private sector were invited to receive certificates of recognition for their commitment to localisation.

SPONSORS:

The 2023 sponsors ensured we were able to ensure our flagship event was carried out professionally and well executed. The sponsorship process began in 2022 where we presented various tiers from headline, platinum, gold, silver and bronze.

- **ABSA:** Headline sponsor
- **Sasol:** Gold sponsor
- **SAB:** Bronze sponsor
- **Brand SA:** Bronze sponsor
- **TIKZN:** Business Solutions Hub Sponsor
- **Coca Cola Beverages South Africa:** Beverage sponsor
- **Southern Sun:** Venue sponsor
- **Sizwe IT:** Technological sponsor





The CTFL industry provided a “busy corner” where 21 fashion members provided a wonderful array of local fashion items from kids clothing, evening wear and streetwear. Automobile sector saw Toyota displaying their local Cross model. Additionally, Goodyear a tire manufacturing company exhibited their proudly local tyres. We saw a display of electronic items, flatscreen TV’s and various fridges and freezers from Hisense. Food and beverage saw our members from the wine industry, coffee and local food display their delicious items.

Our sponsors provided custom build stands which created a beautiful and world class look and feel. The Proudly South African stand was visually placed and took center stage when walking into the expo. Members consultants were available to meet and greet and assist visitors with queries.

Our E-commerce division was a new addition to the stand this year where we invited our partners Makro Marketplace, Zulzi, Bizzmed and One Day Only to have an information booth showcasing their e-commerce functionalities.

EXPO

The showcase and draw card of the summit is the expo which provides Proudly South African members the opportunity to promote their goods and services. This year we had a total of 215 stands which provided a spectacle of local products. The expo floor was designed to create the specific industries and display the assorted products or services within each industry.

Industry Sectors:

- Cosmetics
- Food & beverage
- Clothing, Textile, Footwear, and Leather (CTFL)
- Automobile
- Furniture
- Technology
- Pharma & medical devices
- Creative Industries



We provided our members with a business matchmaking service which gave them the opportunity to meet potential buyers. The service provider allowed members to create profiles via their online program to assist in matching for potential buyers to meet them based on their needs.

BUSINESS MATCHMAKING SERVICE :

- 1 121 profiles were created
- 889 meetings were scheduled
- The largest sector profiled was in professional services followed by general manufacturing and then agriculture & food products.
- From 889 meetings scheduled 39% of the meetings did take place
- 60% of exhibitors rated the service as excellent
- 94% of exhibitors used the business matching service
- 550% of exhibitors rated the expo as good and 42% excellent

Meeting pods were added throughout for this specific meeting scheduling and a buyer's session was arranged on day 2 of the conference. Buyers were invited to a session whereby Proudly SA CEO Eustace Mashimbye touched on the importance of SMME's reaching buyers and opportunities to get their products to the right customers at the right place.

A survey was conducted by exhibitors and the below comments were provided on their experience of the business matchmaking service.

“

Keep on doing these exhibitions over time as they are very helpful for when it comes to networking

”

Mr Price Group



THE BUSINESS SOLUTIONS HUB.

The Business Solutions hub is a great concept and highlight for all SMME's, a one stop shop providing the opportunity to connect and get advice from key organisations. The hub was sponsored by Trade & Investment KwaZulu-Natal who is a South African trade and inward investment promotion agency, established to promote the province of KwaZulu-Natal as an investment destination and to facilitate trade by assisting local companies' access international markets. The hub was made up of the following entities:

- Industrial Development Corporation of SA (IDC)
- South African Revenue Service (SARS)
- Office of the Tax Ombud
- Tshaya Mashabela Attorneys Inc.
- The Companies Tribunal
- South African Bureau of Standards (SABS)
- Small Enterprise Development Agency (SEDA)
- CIPC
- Harambee Youth Accelerator
- Sprout
- National Empowerment Fund (NEF)
- Department of small Business Development
- Maximum Profit Recovery (Max Pro)
- Productivity SA
- National Treasury

COMMUNICATION & SOCIAL MEDIA:

The communication and content plan began when the date announcement was made in October 2022. The Buy Local and Summit website provided past expo footage & information, 2023 updates, exhibitor profiles and the program for the two-day event. Social Media E-cards were created showcasing what the summit would involve and how to register. A comprehensive event app was created to allow delegates and visitors to access relevant event information via their mobile devices. Over 200 visitors/delegates utilized the app for the event.



The **dtic** provided a unique and beautiful laid out stand showcasing local furniture companies. They once again held their furniture competition which is aimed at identifying local talent within this sector.

Based on visitor feedback the layout of the expo created a positive flow for visitors attending meaning a great expo experience.

CONFERENCE SUMMIT:

DAY 1:

Day 1 was facilitated by Bongwiwe Zwane, SABC news anchor who officially opened the conference. The focus for the day was on localisation where Gauteng Premier, Panyaza Lesufi officially welcomed all guests and delegates, board Chairman Howard Gabriels provided a message from Proudly SA and introduced the keynote address by Minister of Department of Trade Industry & Competition, Ebrahim Patel.

Proudly SA CEO took to the stage to open the floor for the identified 20+ companies who took their pledge for localisation. Each company was given the opportunity to provide a short presentation on who they are and what they were committing to.

The morning session ended with a panel discussion on localisation and was facilitated by researcher Dr Iraj Abedian who has critically unpacked research findings on the importance of localisation.



The conference element of the event ran coherently with the expo in the upstairs venue The Ballroom. The two-day programme was carefully planned, and speakers specifically targeted to provide the audience with engaging and insightful content and information.



Following lunch two more panel discussions took place focusing on driving localisation in the sugar industry facilitated by Bongiwe Zwane and key panelist within the sugar industry. Jeremy Maggs followed with an interesting discussion on the current energy crisis and what localisation opportunities are available for renewable energy. Panelists included experts within the renewable energy sector from ABSA and the dtic, IDC and SAREM (South African Renewable Energy Masterplan).

The day ended with some much-needed laughs from well-known comedian Tall A\$\$ Mo who touched on what it is like to be a small business owner which is no laughing matter. Chief Marketing Officer Happy MaKhumalo Ngidi closed with a final vote of thanks and a great end to a successful day 1.





DAY 2:

Day 2 was facilitated by global moderator and CNBC anchor Gugu Mfuphi. Proudly SA CEO Eustace Mashimbye focused on the Proudly SA campaign highlighting the role we play for SMME's before introducing the keynote address by Minister Stella Ndabeni-Abrahams of Small Business Development.

The remainder of the program included four specific industry and relevant current topics happening within South Africa. The panel discussions took place as follows:

- Role of localisation within the clothing, textile, footwear & leather sectors: (Mr Price, B&M Analysts, **dtic**, and Nulaw)
- Driving localisation through e-commerce: (Proudly SA, Zulzi, Bizzmed, and One Day Only)
- Local is Lekker content in the creative industry which was facilitated and hosted by Multichoice
- Supporting the local value chain in the events industry: (Delicious Festival, Back To The City, Feather Awards, Open Mic, Joy of Jazz, MaKhelwane Festival, RiSA, and Rage Festival)

Jeannine Van Straaten closed day2 of the 2023 summit thanking all key partners, stakeholders, and sponsors.



ATTENDANCE:

The table below indicates the attendance for both the conference and exhibition

Day 1 Conference	518
Day 1 Exhibition	1330
Day 2 Conference	741
Day 2 Exhibition	1149



EXHIBITOR TESTIMONIALS

Mist Candles	"Thank you so much to the Proudly SA team for putting together the 2023 Summit & Expo. What a privilege it was to be part of the successful event, we have since had follow up collaborations with brands and the event gave us such great exposure to the possibility of our company's potential growth which may assist with the unemployment issues in our community. Can't wait to see what 2024 has instore for us!"
Kadima Sauces	"Thank you very much for the opportunity to exhibit at Buy Local at the Sandton Convention Center. It was a successful event, Not only in sales but a huge networking event. I will forever be grateful."
Hisense South Africa	Hisense South Africa attended the 2023 Buy Local Exhibition for the first time. The Events and Activation Team adequately covered all areas of importance in the forum held Monday, 20 March. When we arrived at the venue for setup on the Sunday before and the morning of the exhibition we were clear on what to expect and the processes to follow. Thanks to the events and activations team for clear communication and for making exhibition planning which is usually a chaotic process a very pleasant and positive one! Hisense South Africa appreciate the support and exposure!

VISITOR/DELEGATE TESTIMONIALS

"This was my first ever attendance to the Buy Local Summit and it was quiet the experience. My business in the Construction Industry is 5 years old and I have learned so much there. Thank you so much for this platform."
"We managed to connect with lot of other business and form friendships and collaborations."
"The Speakers gave me hope for a better future prospects. They unpacked all the important issues about development of local content. I'm proud of the Ministers, corporate and Proudly SA representatives. There's light at the end of the channel. The future seems bright it all depends on SMMEs. Lets do this!!"
"Everything was planned to perfection, from exhibitors to speakers everyone came prepared. But in future please plan this event towards end of the week say Friday and Saturday. Lots of people missed out."
"The event was well organised and very informative."

LOCALISATION DINNER

The inaugural Buy Local Summit “Localisation Dinner” took place following the conference on the 28th of March. The dinner was borne from Proudly SA’s strategic objective to create a platform to proactively engage private sector and garner support to “grow the economy and creating jobs through Localisation”. Our first attempt which turned out to be a resounding success!



The conference room and stage set turned around for the evening creating an intimate dinner setting with beautifully decorated tables of blue and gold. Guest were welcomed with entertainment, canapes and welcome drinks before moving into the main venue.



The guest list was strategically put together and was attended by CEOs and Executives from SA Private Sector & Public Sector, sponsors, stakeholders and selected media. The presidential office and Minister Ebrahim Patel were invited and attended by Deputy President Paul Mashatile who addressed our guests with his support for localisation and the affect it has on our economy. Following his address Proudly SA CEO Eustace Mashimbye with Paul Mashatile presented certificates of appreciation to selected South African companies to commend them for their localisation efforts.



The formal proceedings of the evening ended with Proudly SA presenting Dr John Kani long time actor, author, director and playwright and a long-term friend of the campaign with a lifetime achievement award. This was received by his son Mr Akum Khani.





The evening's proceedings were directed by renowned broadcaster extraordinaire, Ms Leanne Manas alongside Proudly SA's Chief Marketing Officer, Ms Happy MaKhumalo Ngidi, who's task was to outline the mandate of the campaign using different touchpoints within the proceedings, the purpose of our very first Localisation Presidential Dinner as well as owning the narrative thereof. They both did a sterling job, flawlessly – an impressive Ebony & Ivory combo that kept things light-hearted, serious and fun!

With the formal thank you's and appreciation to all guests for their commitment to the Buy Local Campaign we ended the evening with a bang and played the new Proudly SA advert to the audience which was received with a large applause.

Entertainment for the evening was a mix of sophistication, local vibes and comedy. The entertainment line up included Psycho Sax and Rike, Tall A\$\$ MO and a show stopping show by Mafikizolo.

Registered	340		
Attended	264	78%	of total registered were in attendance
No Shows	76	22%	of total registered were no shows
New Registrations	34	13%	of total in attendance were new onsite registrations





4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The quarter in review kicked off with our Back-to-School social media campaign promoting locally manufactured school uniform, shoes, and other accessories. Later that month, we amplified our members' participation at the Makhelwane Festival as well as our CMO's involvement in the panel. We achieved this through social media coverage and ensuring that the media who were present at the event were informed about our mandate. PR further echoed the Buy Local messaging by hosting media at the respective business forums, in Johannesburg, Mpumalanga, KZN, and Cape Town.

Through the business forums, PR took the opportunity to engage community and regional media through meet-and-greet networking sessions where we unpacked the role Proudly SA plays in eradicating unemployment and stimulating the economy. Through these meet-and-greet sessions, we encouraged media to give our stories publicity as they are the key communication channels that can spread the positive message of the buy local movement.

In February, the President's annual SONA gave us an opportunity to appeal once again for the inclusion of localisation as an element of the speech, while encouraging members of parliament to wear local for his address. To achieve our messaging, we partnered with Newzroom Afrika who probed members of parliament on the red carpet if they were wearing local and ensured that our owned social media platforms were busy with SONA activity during this period. Following the SONA address, PR went straight into the love is in the air Valentines Day activation. We invited select media to cover the cheerful and love filled Proudly SA & Lift experience.

In the previous year, we ran a Proudly SA & SAMAs (South African Music Awards) Win-a-Car competition. Well, February was the befitting month that saw the lucky winner celebrating Valentines Day with her whip. Unathi Memela drove off with her brand new locally made Toyota Cross worth over R370 000 with media outlet Southern Courier present to cover and capture the precious moment while Proudly SA's social media platforms were abuzz. PR was extremely busy this month as we embarked on a joint PR drive new member company Goodyear to announce their membership, and we also syndicated two opinion pieces for Top Empowerment and IOL respectively.

As the month of love concluded, we ushered a very proudful month for the Proudly SA stable – March. March is a month that we hold dear to our hearts as we get to show South Africa the true impact of our mandate through the Buy Local Summit & Expo. Returning in its physical format and excitement overflowing from members and public, PR had to ensure awareness and visibility was created. Telling stories that are impactful and emotive is the love language most South Africans enjoy, so we invited consumers to join in on the experience through an impactful media launch that create FOMO for attendees.



The media launch boasted the right media who we bestowed in telling our story. We saw the likes of SABC News, Newzroom Afrika, and many other community publications from online, broadcasting and print. We had to keep the momentum going, and we ensured that our CMO and CEO were kept busy through interview opportunities from Radio 2000, Jozi FM, Eldos FM, and many other media channels that helped us to connect with our consumers.

The days we were finally waiting for arrived, the Buy Local Summit & Expo was extremely busy with all the activities taking place. PR ensured that the buzz was maintained by organising interviews on various media platforms from 702 to youth inspired radio stations such as YFM. We understood that the Buy Local Summit & Expo is a national event, so we got KZN's Gagasi FM, and Mpumalanga's Rise FM to hit the road and cover the festivities.



During this period, we collaborated with media platforms who aided in cascading our messaging further. The media partners were: SABC News, Radio 2000, SAFM, Metro FM, 702, Gagasi FM, eNCA, UJFM, VOW FM, Power FM, Opulence Radio, Rise FM, EWN, Alex FM and YFM offering OB and live reads.

This year's summit also produced a strategic collaboration with the GCIS who also had their radio station, Ubuntu Radio.

The Buy Local Summit & Expo gave birth to the first ever Presidential Localisation Dinner which saw key industry leaders being appreciated for their localisation commitments. We invited select media to attend the event: Sunday Times, SABC News, and eNCA.

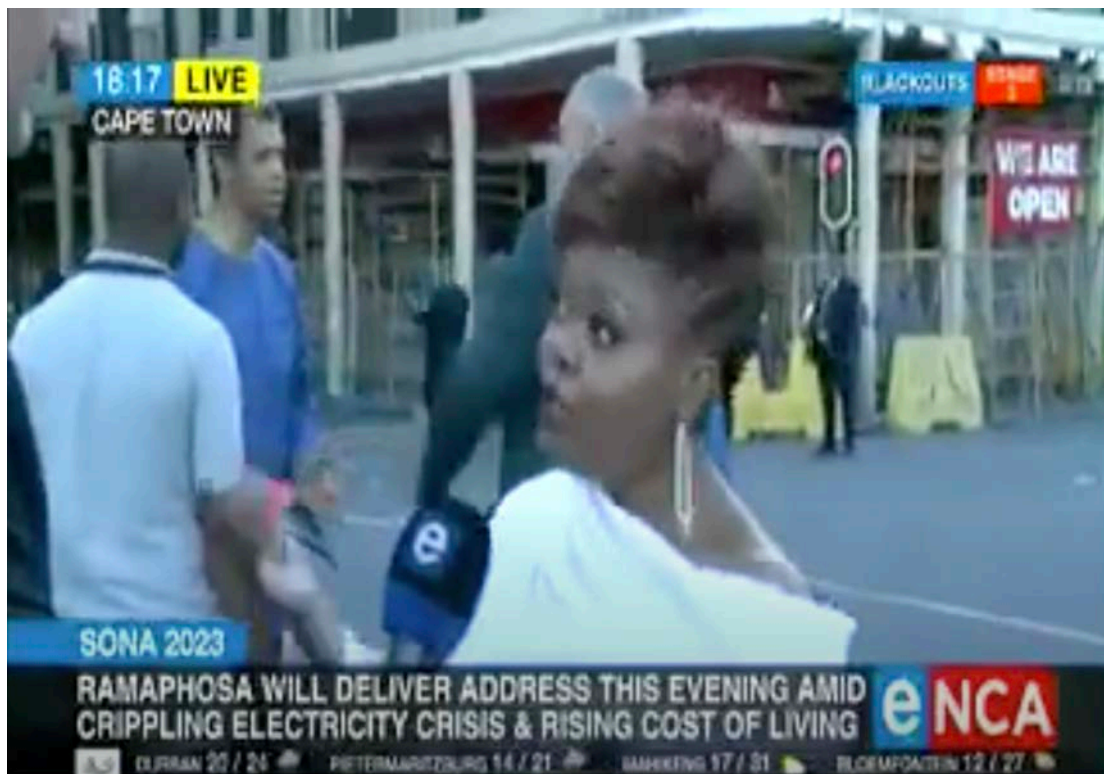
Social media was also continually active on the day where we engaged consumers that couldn't make it on the days via our platforms.

4.5.2. COVERAGE HIGHLIGHTS

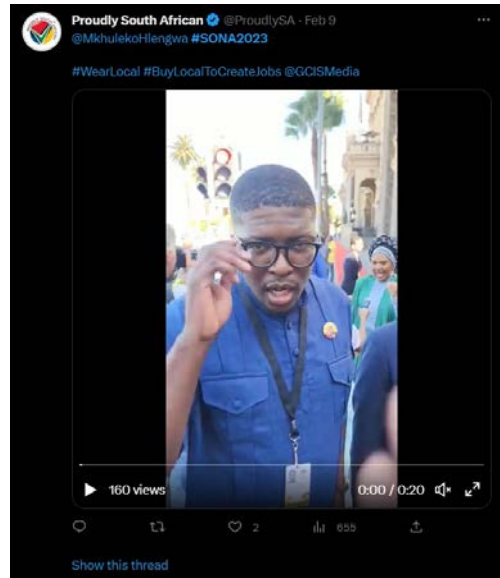
Makhelwane Festival



SONA 2023



Happy Ngidi talks #WearLocal on Newzroom Afrika | 09 Feb 2023



WIN-A-CAR WITH #SAMA28

Unathi's patriotism wins her a car

Unathi Mameze from the north-western town of Tlokoeng won a brand-new locally made Toyota Cross at Rand Stadium Sports, The City, on February 26.

In 2022, Proudly SA alongside the South African Music Awards (SAMA) ran a 28-day competition where South Africans were asked to create their best #SAMA28 videos.

Unathi with her family created a video which won the competition. Speaking to the Southern Courier, she said she was excited and at the same time happy that she won.

"Thank you to Proudly SA and SAMA for this wonderful car. I am going to love and enjoy it. I am proudly South African. Local is lekker," she said.

Brand manager of Proudly SA, Sinyelwazi Zungu said, "This is one of the moments where, as a brand, we get people to love our brand and health our nation."

Africa: This is the momentum and the testimony of who we are and that is because of the commitment.

"This car is manufactured locally, the concept is 'Wear Local' locally." The concept behind this is to buy your car locally, whether you drive a local or a brand manager I see that you need the right logo with the whole family participating. And the idea was to show how you experience and appreciate local means.

Lesley Madikang, SAMA's spokesperson, said he speaks on behalf of SAMA (Recording Industry of South Africa), the organisers of the SAMA. "Unathi won this car because of patriotism and passion. The use of our flag and the title together she had on the video. She poured her heart and soul into this project."

"Congratulations and thank you Proudly SA for collaborating with us. We hope to see Unathi at our next SAMA event, probably on our guest on the red carpet."

"I hope Proudly SA will be doing it again this year. Next year is the big one. SAMA. It will be wonderful to give away 30 cars, but we will see," he said.

Deputy principal at Rand Stadium Sports Rabiba Mankiso said it is great winning a competition and this is probably one of the best motor vehicles on the road. "This is a truly South African product. Thank you Proudly SA for inviting us to be part of this by being the supplier of the vehicle," he said.

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Video seals the deal

Lucky Thwai

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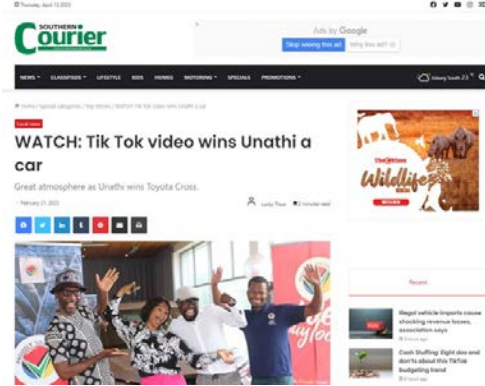
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Valentine's Day

Times LIVE
EXPLORE NOW

Surprise! Early flyers get jazzy with laughs, flowers and chocolates for Valentine's

LIB CEO Jon Apache said the airline wanted to make passengers feel special and celebrate a "love for local".

14 February 2023 - 08:09

DELIVERING CONTENT FOR OVER 100 YEARS

Times LIVE PREMIUM SA's favourite read available daily

FROM REPORTING TRUTHS TO SCREENING TRUE-LIFE

DELIVERING CONTENT FOR OVER 100 YEARS

Times LIVE
EXPLORE NOW

DELIVERING CONTENT FOR OVER 100 YEARS

Buy Local Summit & Expo: Media Launch

Launch of the 2020 Buy Local Summit & Expo



Proudly South African launches its 11th installment of the BuyLocal Summit & Expo



BUY LOCAL SUMMIT & EXPO: MAIN EVENT

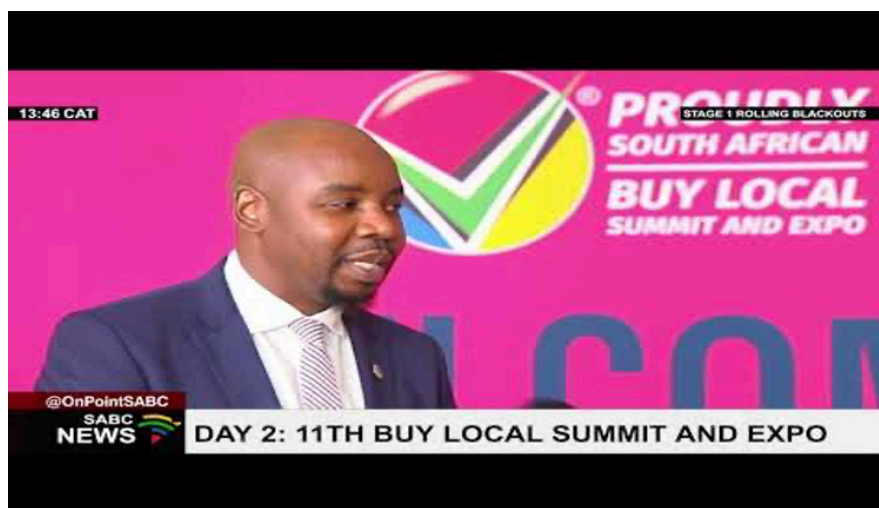
SA's Economic Trouble | Plans to boost local economy



Buy Local Summit & Expo | Proudly SA's Howard Gabriel says they expect about 240 exhibitors today



Day 2: 11th Buy Local Summit & Expo



4.5.3) PRESS RELEASES/OP EDS/ MEDIA ARTICLES

The following were issued between January and March 2023:

No.	Date	Type	Title
1.	27 Jan 2023	Press release	Proudly SA Provincial Business Forum to be Hosted in Mbombela, Mpumalanga
2.	07 Feb 2023	Press release	Proudly SA Places Spotlight on Clothing and Textiles Sector Ahead of SONA
3.	14 Feb 2023	Press release	A perfect match this Valentine's Day: Proudly SA & Lift Airlines Hit It Off by Showing Off Some Local Love in The Air for Unsuspecting Passengers!
4.	16 Feb 2023	Press release	Proudly SA Celebrates Ennerdale Winner - Locally Made Toyota Cross
5.	20 Feb 2023	Press release	Local SMMEs & Entrepreneurs Converge at Proudly SA Business Forum in Durban
6.	28 Feb 2023	Press release	Goodyear South Africa tyres certified Proudly South African
7.	02 Mar 2023	Opinion piece	The Imperative of Industrial Localisation in SA
8.	09 Mar 2023	Press release	The Buy Local Summit & Expo returns for its 11th edition
9.	17 Mar 2023	Press release	All Set For 11th Annual Proudly SA Buy Local Summit & Expo
10.	24 Mar 2023	Press release	More than 200 companies on show at the 11th annual Proudly SA Buy Local Summit & Expo
11.	29 Mar 2023	Press release	The 11th Annual Proudly SA Buy Local Summit & Expo Closes with a Bang
12.	30 Mar 2023	Op Ed: Top Empowerment mag	Localisation: The Perfect Ingredient for Economic Growth

4.5.4) MEDIA ENGAGEMENTS

The following media engagements took place between January and March 2023:

No.	Date	Media Engagement
1.	27 - 29 Jan 2023	Makhelwane Festival
2.	02 Feb 2023	Mpumalanga Business Review
3.	07 Feb 2023	Pre- SONA – Twitter Spaces
4.	09 Feb 2023	SONA
5.	13 Feb 2023	Win-A-Car Giveaway
6.	14 Feb 2023	Valentines Day
7.	20 Feb 2023	KZN Business Forum
8.	10 Mar 2023	Cape Town Business Forum
9.	16 Mar 2023	BLSE Media Launch
10.	27 Mar 2023	BLSE Day 1
11.	28 Mar 2023	BLSE Day 2
12.	28 Mar 2023	BLSE Localisation Dinner

4.5.5) Social Media

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

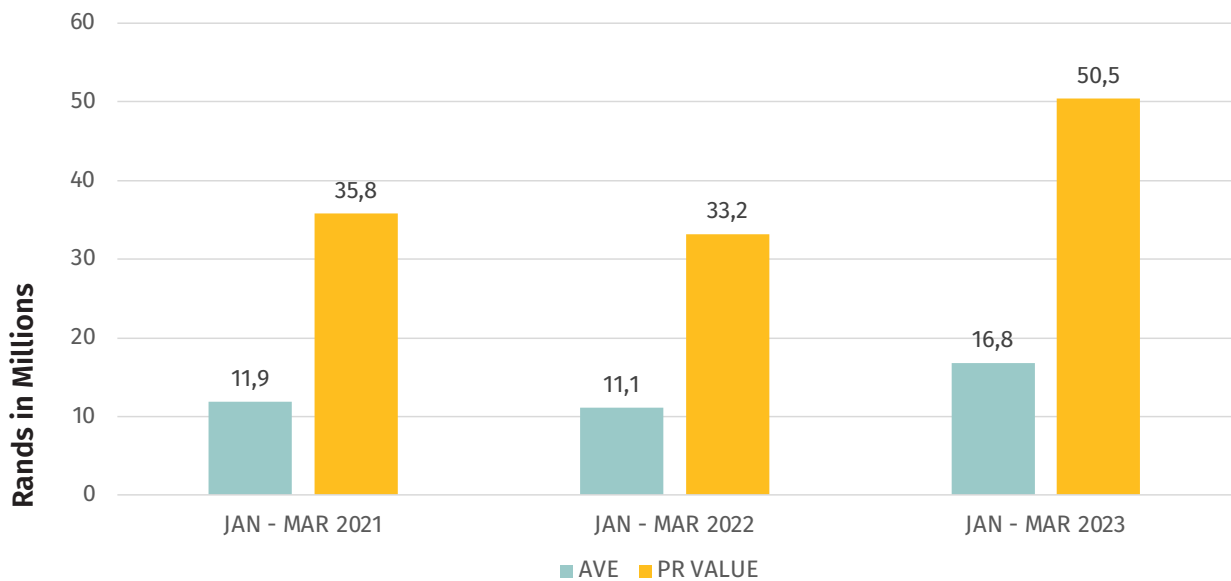
	Followers 31 Mar 22	Follower 31 Dec 22	Followers 1 Jan - 31 Mar 23	Q3-Q4 growth	Q/Q growth (%)	Annual Growth	AG growth (%)
Facebook likes	27 222	33 087	34 182	1 095	3,31%	6 960	25,57%
Facebook follows	44 120	52 192	56 746	4 554	8,73%	12 626	28,62%
Instagram	15 250	17 913	19 739	1 826	10,19%	4 489	29,44%
LinkedIn	4 247	5 385	6 064	679	12,61%	1 817	42,78%
Twitter	180 221	184 545	185 514	969	0,53%	5 293	2,94%
YouTube	503	572	632	60	10,49%	129	25,65%
TikTok	36	200	505	305	152,50%	469	1302,78%
TOTALS	271 599	293 894	303 382	9 488	3,23%	31 783	11,70%

The PR department more than excelled with their social media target amassing an annual growth of 12%, 6 times more than their annual target of 2%.

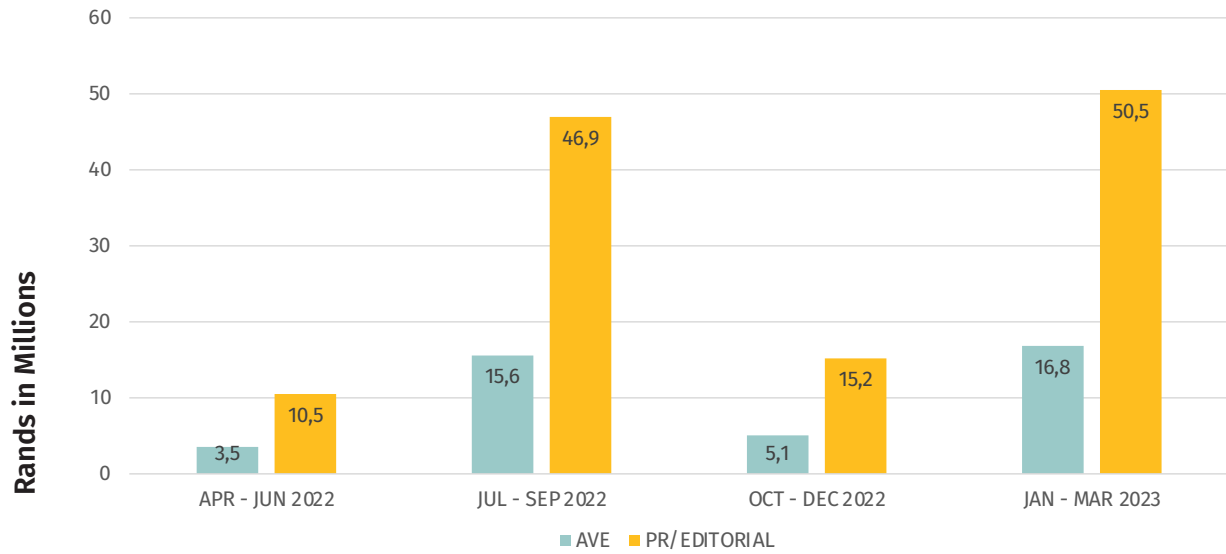
4.5.6) AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between January and March 2023 is R 16 844 617.00 and the PR/editorial value translates to R 50 533 861.00.

AVE ANALYSIS Q4 COMPARISON



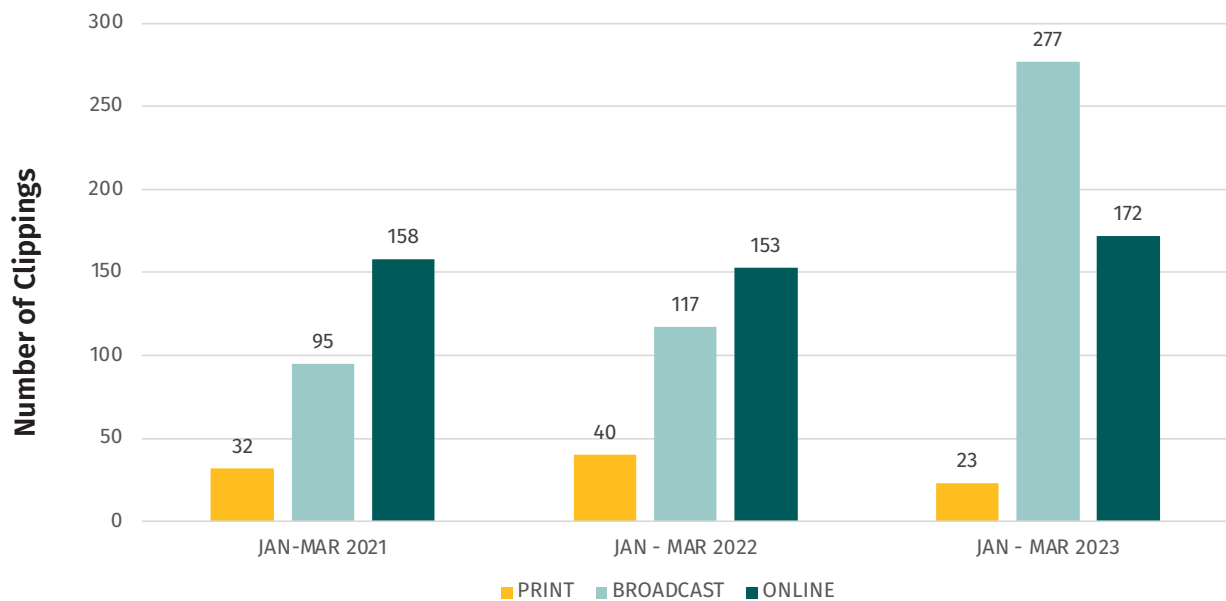
AVE ANALYSIS 2022/2023 FINANCIAL YEAR



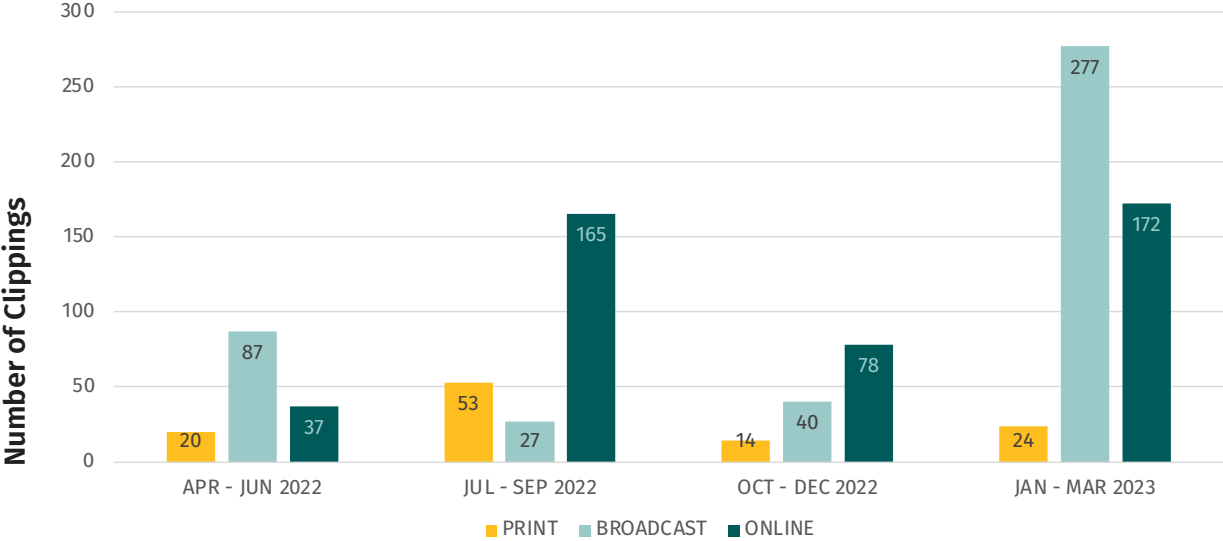
4.5.7) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Jan – Mar 2023). Comparison is made with the same period in previous years as well as with the 2022/2023 financial year.

CLIP COUNT Q4 COMPARISON



CLIP COUNT ANALYSIS 2022/2023 FINANCIAL YEAR





4.6) PRESENTATIONS

The Proudly SA CEO, Eustace Mashimbye made CEO-led presentations at various events and at various media interviews. The aim of these presentations is to create awareness and to educate audiences about the Proudly South African Campaign and what it stands for. Businesses/enterprises are also invited to support and join the Proudly South African Buy Local Campaign.

The CEO-led presentations included, among others, the following:

DATE	EVENT	VENUE
31 January 2023	Business Forum Mpumalanga	Mpumalanga
7 February 2023	Mining Indaba Dinner	Cape Town
8 February 2023	Mining Indaba Webinar	Cape Town
9 February 2023	Mining Indaba Facilitation	Cape Town
20 February 2023	KZN Business Forum	Durban
1 March 2023	African Bank Empowa Youth Summit	Saulsville Pretoria
2 March 2023	Business Forum	Pretoria
16 March 2023	Buy Local Summit and Expo Launch	Rosebank
28 March 2023	Buy Local Summit and Expo	Sandton
29 March 2023	Afrimed Panel Discussion	Virtual

BRAND MANAGEMENT



The branding focus during the quarter in review was to create visual content for the department. We created design work for the events and activations in the quarter. This included invitations, web banners, ecards and event banners. This work has been done to elevate the level of quality of the webinars to make them look professional and consistent within all the different events happening.

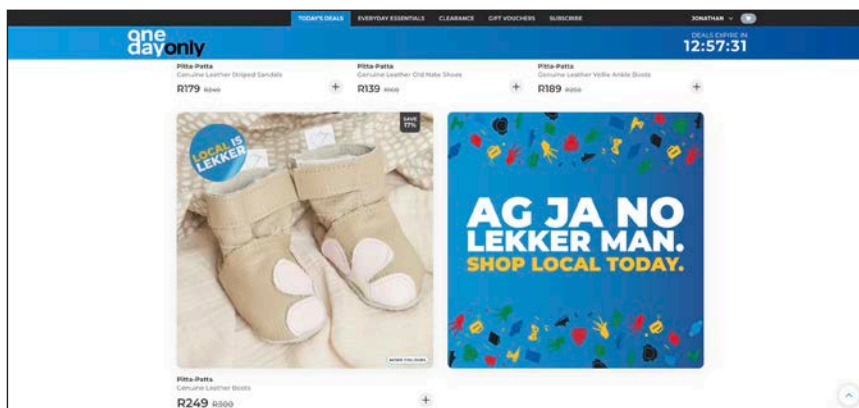
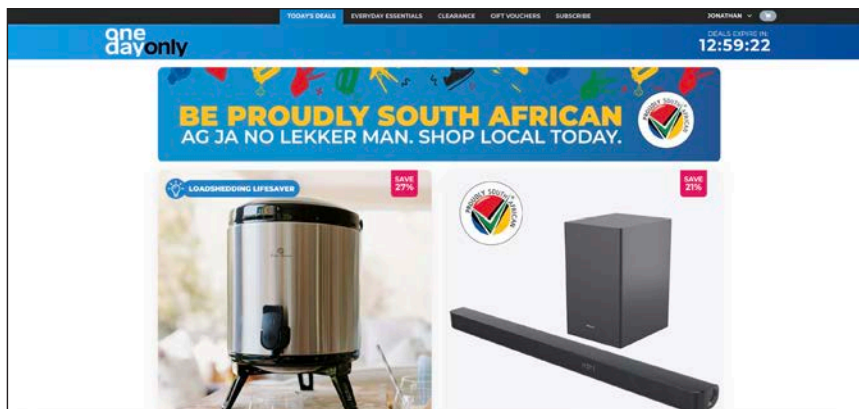
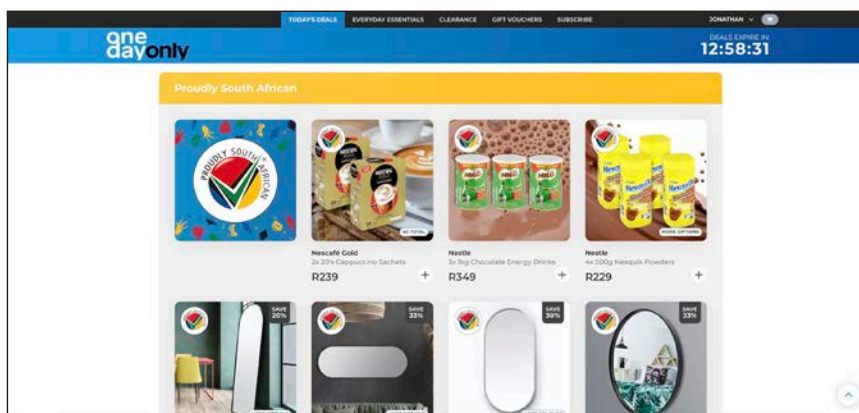
We also worked on advertising elements for the event to drive registration and participation. To create more of a buzz around the event, we used digital advertising to reach a large, targeted audience from our various social media platforms including Twitter, Facebook, LinkedIn and Instagram.

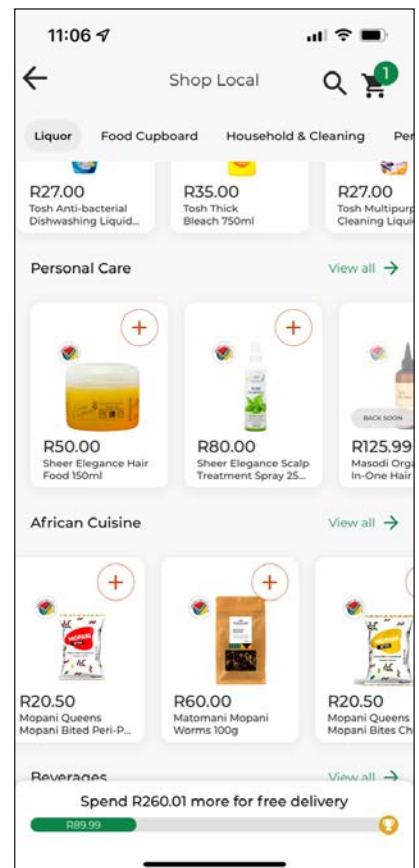
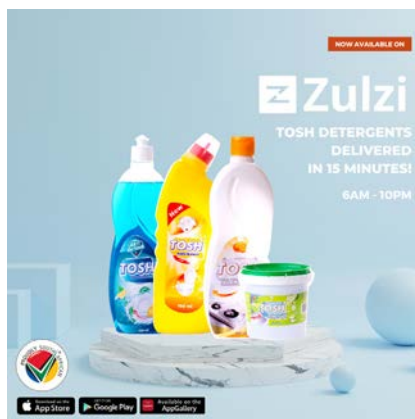
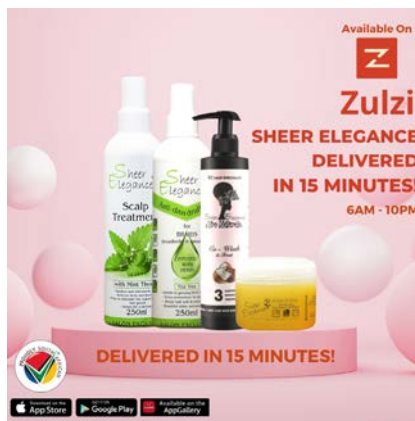
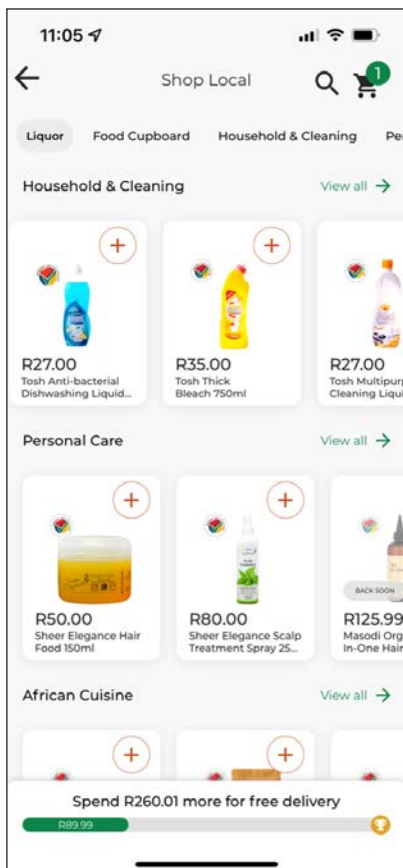
We continue to act as a support function to the Marketing Department and the company by creating presentations for client meetings, high level engagements by the executive team as well as designing ecards, invitations as well as web services for the various initiatives the company undertakes. We created the easter egg hunt competition and the artwork for the wine expo and message for the quarter was 'Local and Proud' and we had that designed place on various platforms.

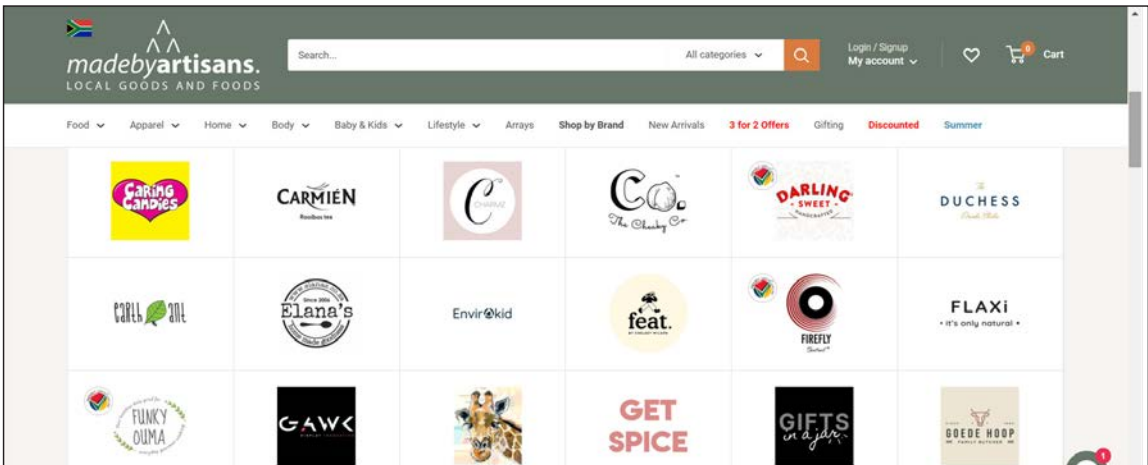
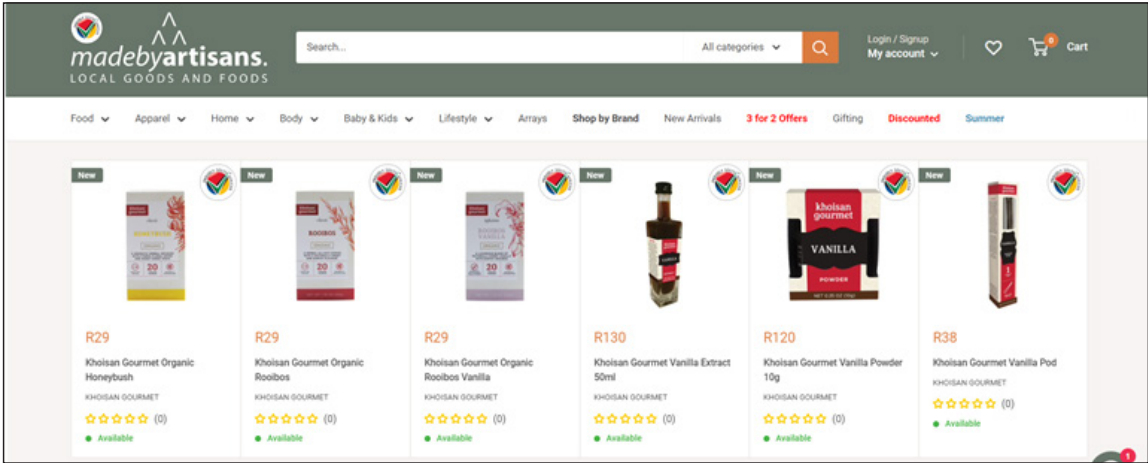
LOGO USAGE

Branding supports the Membership Department by working to encourage existing and new members to adopt the use of the Proudly SA logo on as many touch points as possible including on products, packaging, email signatures, websites etc.

We worked with Zulzi, Bizzmed, Made by Artisans, and One Day Only to utilize the Proudly SA membership mark on all locally made products on their website and social media as part of our push to dive localisation through e-commerce.







SOCIAL MEDIA E-CARDS



Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote events, special days, and honorable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand.

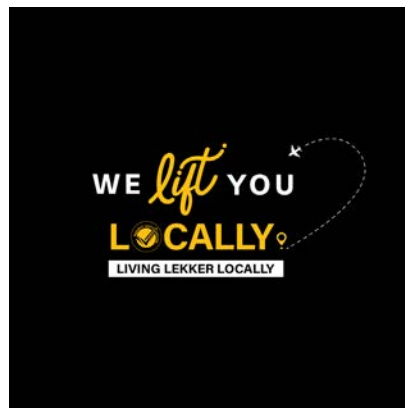


TWITTER SPACES



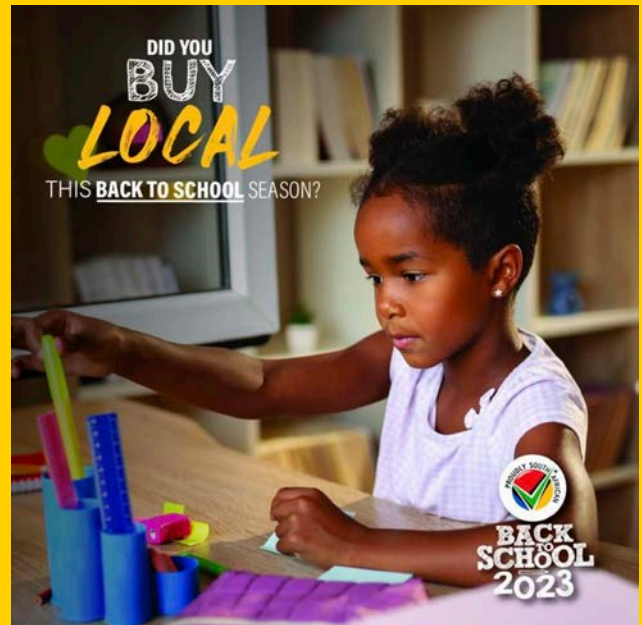
VALENTINE'S DAY

In honor of Valentine's Day, we shared the love with a consumer activation in collaboration with Lift Airlines. Social media e-cards, t-shirts, and cards with the motto "We Lift You Locally" were among the branding aspects.

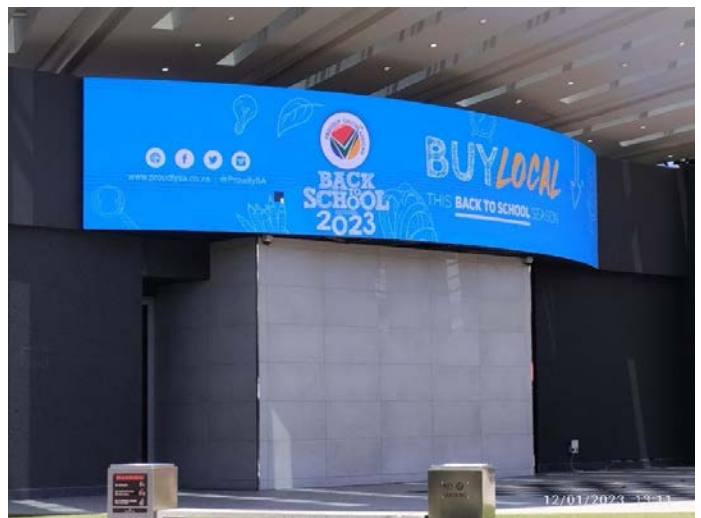


BACK TO SCHOOL CAMPAIGN

DIGITAL ADVERTISING



MALL ADVERTISING

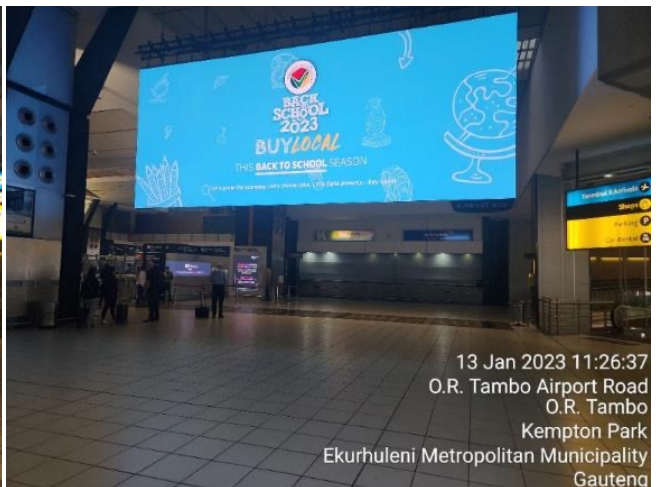
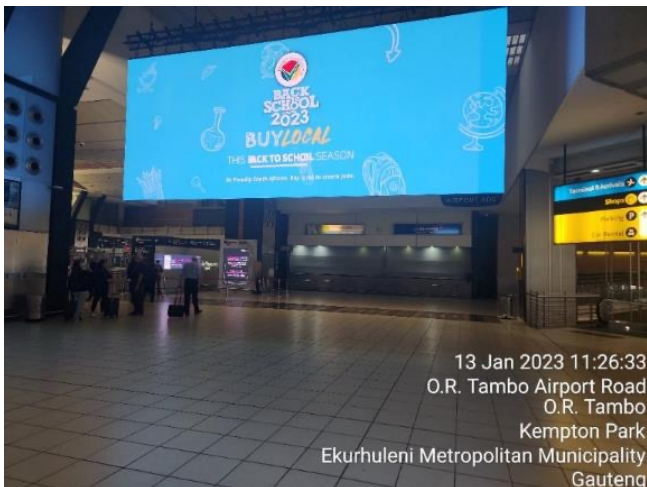


AIRPORT ADVERTISING

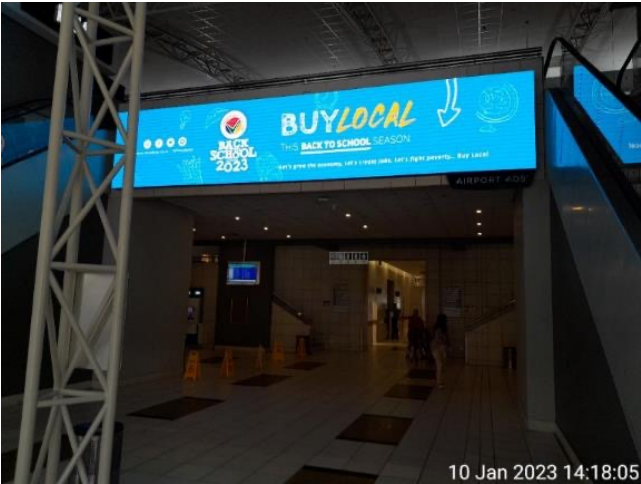
Cape Town International Airport



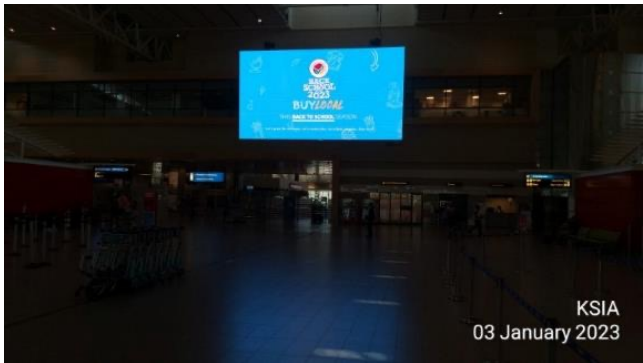
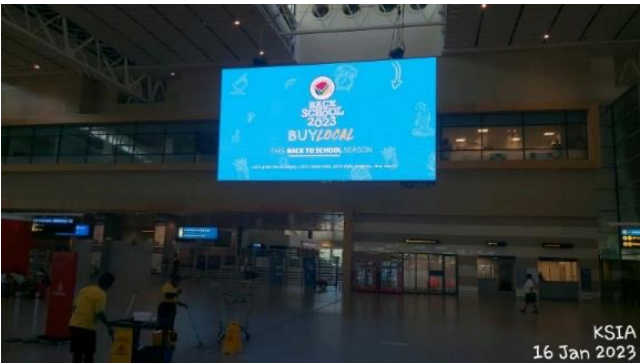
OR Tambo International Airport



Lanseria International Airport



King Shaka International Airport



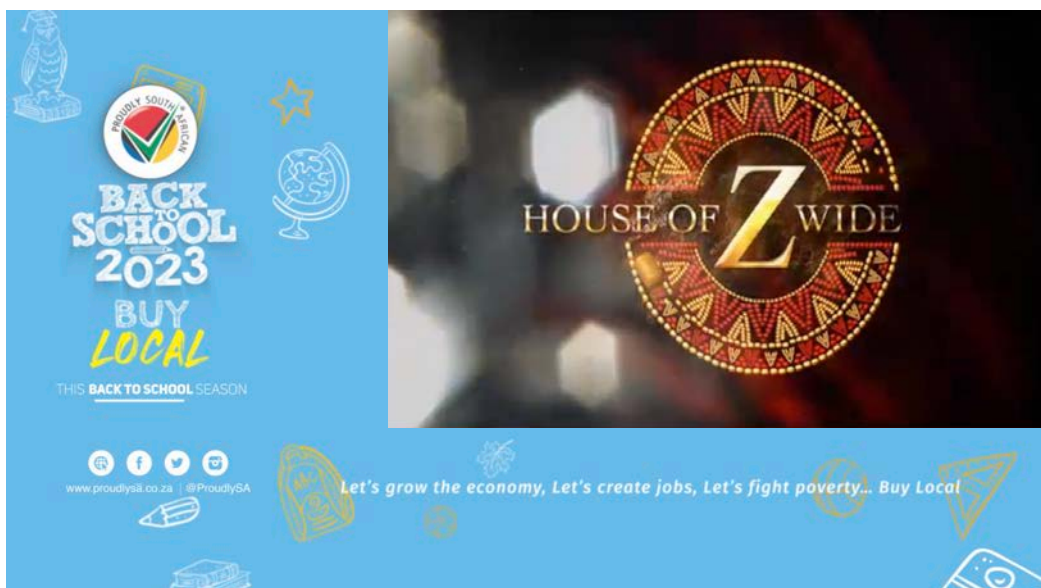
TVC



We ran the Game time TVC on the DSTV channels to promote the culture of buying locally and drive awareness about the importance of buying local. The various channels on the multichoice station played the ad featuring Dr John Kani, encouraging viewers to support local businesses and products. Overall, the Game time TVC was a powerful tool in promoting the culture of buying locally and supporting the growth of local businesses.

Squeezebacks

We ran the Back to School L boards on etv which focused on promoting local purchase behavior to drive economic growth. The messaging was aimed at encouraging consumers to buy locally.



BUY LOCAL SUMMIT & EXPO



From every touch point of the event the Proudly South African brand was prominent creating excellent brand awareness. Key messages of the Buy Local Campaign was visible and highlighted on all assets.

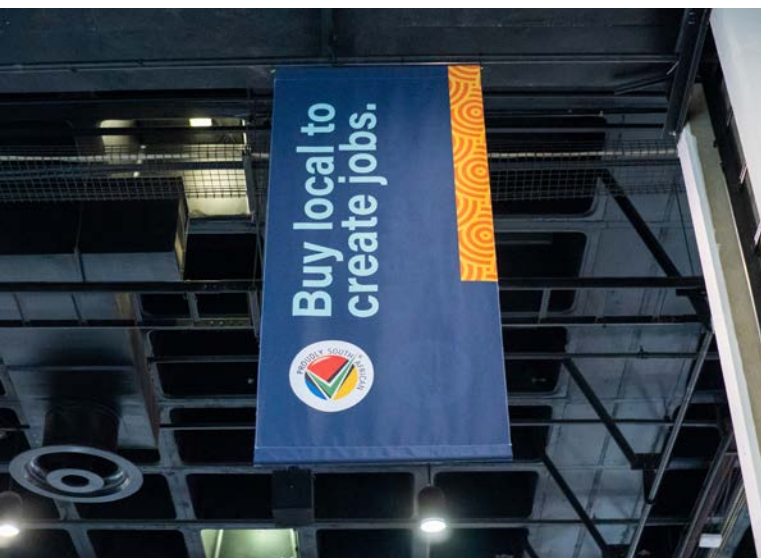
Branding could be seen via the below elements,

- Street pole ads lined the streets of Sandton Convention Centre
- Venue Lift doors
- Venue Elevators from the parking to each floor of the Sandton Convention Centre
- Hanging banners within the expo floor
- Welcome signs on both levels of the expo and conference

All branding provided beautiful graphics and our corporate identity which ensured the event created brand awareness to all visitors, media, stakeholders, sponsors and delegates.

PROMOTIONAL ITEMS:

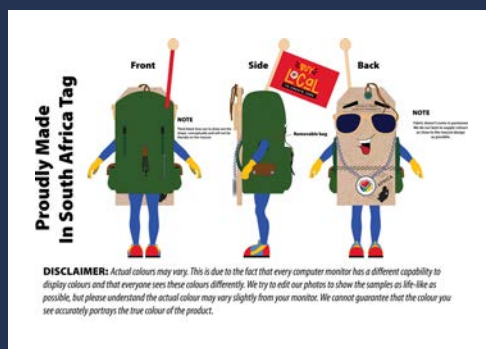
Delegate and visitors were provided with a printed name badge and lanyard with all sponsor logos and a goody bag upon entry. The goody bag included Proudly SA promotional items, other items, and promotional leaflets from member companies. The summit provided each delegate with a branded notebook.





PROUDLY SA MASCOT

The 2023 event saw the launch of our much-anticipated Proudly South African mascot. The mascot represents who we are as a campaign ensuring message resonates with our audiences. The mascot walked the floors of the expo and conference creating much excitement. The introduction at the event has created a social media campaign where we will be asking fellow South Africans to name the mascot. This has further increased engagement and awareness of the brand.



LOCALISATION – PRIVATE AND PUBLIC SECTOR

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

(i) PRIVATE SECTOR



Localisation Commitment Pledges:

Localisation is one of the levers identified for driving economic recovery and growth, and Proudly SA is asking individual corporates to support the buy local campaign, taking into consideration imperatives such as competitiveness and security of supply. Proudly SA is asking individual companies to participate in this initiative through the following mechanisms:

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains, by favoring locally made products over imported products, as best as possible.
- Increasing levels of local content in raw materials and/or components utilised in production processes and in their respective value chains.
- For retailers (physical and online) it could be to give more “shelf space” and/or to “target more” local manufacturers, as possible suppliers.
- For Enterprise/Supplier Development Programmes, this can be in the form of including localisation conditions for companies that are benefitting from companies’ ESD programmes.

The companies and industry bodies that delivered localisation commitments at the 2023 Buy Local Summit and Expo included the following:	
Aspen Pharmacare	Produce four additional vaccines locally (local consumption and export)
Absa Group	<ul style="list-style-type: none"> Uphold or improve on its R22 billion per annum procurement spend of which 86% favoured local products and services in 2022 Identified a black-owned business to support in order to produce bank cards locally (local consumption and export)
Twizza	Continue sourcing services and materials including sugar, resin, carbon dioxide and labels locally
Mr Price Group	<ul style="list-style-type: none"> Achieve over 100 million units sourced from South Africa by 2030 Aim to develop local capabilities for sustainable materials (including sourcing all cotton locally)
OBC Group	<ul style="list-style-type: none"> Continue increasing levels of local content in stores: <ul style="list-style-type: none"> poultry sourcing grew by 22.5% (86% of total poultry sourced is local due to availability) beef grew by 8% pork grew by 59% (of which 92% of that is local) all food products including house brands sold in the stores are locally made including sugar, cordial and beverages supporter of small scale farmers embark on a drive to ensure that all equipment and store fittings are local founder of SA Music Channel to promote only local artists (plays in their stores)
South African Breweries	<ul style="list-style-type: none"> Uphold local content of their products at 95% (especially maize, barley, hobs, crowns and other raw material) Stella and Corona now made in SA with extensive local value chains Beer value chain currently employs over 250K people through various programmes (1 in 66 jobs in the country comes from the beer value chain)
Macsteel	<ul style="list-style-type: none"> Currently employs 2,600; will increase that number to 3,000 in the next five years through the new Macsteel Express (franchise model) alone Uphold the current local content of its products at 85% (15% imported only when not available locally) New roof tile (Harvey Eco Tile) to be launched in 2023: will create more jobs, produce 5 million tiles per year, for local consumption and export
Zulzi	<ul style="list-style-type: none"> Employs 400 people, 7 warehouses Supports 40 SMMEs that supply locally-made products for sale through their app
Sizwe IT Group	Spends R500 million per annum favouring local SMMEs
PG Bison	R2 billion board plant is established in Piet Retief, Mpumalanga (creates employment, and supports SMMEs and the township economy through the distribution of their flagship products)
Restonic	<ul style="list-style-type: none"> Produces 3,000 beds per day, five plants in total, employs 1,700 Expand its current facility in KZN: 7,500 sqm costing R70 million
Safripol	<ul style="list-style-type: none"> Spent R 1,2 billion to upgrade PET plants to increase capacity from 128kT to 240kT (displacing imports and becoming a net exporter) Launched recycled polymer portfolio, bringing to market SA's 1st rPET recycled product "ASPIRE®"
OneDayOnly	<ul style="list-style-type: none"> Award more shelf space to local manufacturers, where there is visibility to almost 3 million consumers Facilitate monthly Proudly SA days to highlight member products to consumers Supports predominantly SMMEs as part of its value chain

MaxProf	17 students were offered bursaries to keep a TVET college open
Olympic Paints	<ul style="list-style-type: none"> • Uphold local content levels: 95% of raw materials are procured from local manufacturers • Future contributor to township economy
Adcock Ingram	<ul style="list-style-type: none"> • Built a plant for sterile eyedrops to be manufactured locally • Identified 10 black-owned businesses to import substitute product components they are currently importing with local equivalents (for medicines) • Currently spending R20 million on ESD programme supporting local producers and service providers • Acquired brands Plush and Lulu & Marula – investment will sustain and secure local jobs
PPC	<ul style="list-style-type: none"> • 100% local content for raw materials for their products • Supporter of township and village economic development where they assisted over 4,000 brick manufacturers to obtain compliance • R664 million to be spent on decarbonisation • Utilise R3.8 billion per annum towards local procurement as a base going forward
Bizzmed	<ul style="list-style-type: none"> • Dedicated section on platform for locally-made products, local vendors have seen increase in 25%-50% growth in sales month-on-month, and supports local service providers as part of their value chain • Medium-term growth: 20 additional jobs, expansion into Africa, listing of 5,000 locally-made products • Long-term growth: 75 additional jobs, will assist 5 companies through its ESD initiative, listing of 10,000 locally-made products
Medical Device Manufacturers of South Africa	<ul style="list-style-type: none"> • It is the only NPC representing only local manufacturers of medical devices (almost 60 member companies) • Supports manufacturers to become globally competitive by assisting companies with complying to local and international regulations
South African Furniture Initiative	<ul style="list-style-type: none"> • Supports demand for locally manufactured furniture (furniture directory) including state procurement of seating, office and school furniture and mattresses, and promotes access to locally produced raw materials • Curbs illegal imports of furniture products, use trade remedies to prevent uncompetitive imports of furniture products, and setting standards
Harambee Youth Employment Accelerator	<ul style="list-style-type: none"> • 4.5 million youth on SAYouth.mobi where they match opportunities for youth with learning and earning opportunities • Matched 3.5 million people with learning and earning opportunities, amounted to R17 billion in salaries and income, 930,000 placements in both the informal and formal sectors where 255,000 youth were placed in basic education teaching opportunities in 2022
National Hospital Network	R3 to 4 billion centralised procurement spend per annum for their members (more than 200 independent facilities) where local manufacturers will be favoured (supported by the Competition Commission and the dtic)
Franchise Association of South Africa	<ul style="list-style-type: none"> • Represents 800 franchisors and 48,000 franchisees; cumulatively 300,000 employees; contributes 14% to GDP (R734 billion); over 14 sectors • Source products locally (drive transformation); annual procurement workshop with Proudly SA
South African Chamber of Commerce and Industry	Ensure each member drives localisation within each of their supply and value chains
Tourism Business Council of South Africa	Ensure each member drives localisation within each of their supply and value chains

To support the private sector with their localisation commitment pledges, Proudly SA has launched two platforms to showcase its membership base and facilitate business-to-business procurement, namely:

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

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

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

Benefits of MAP:

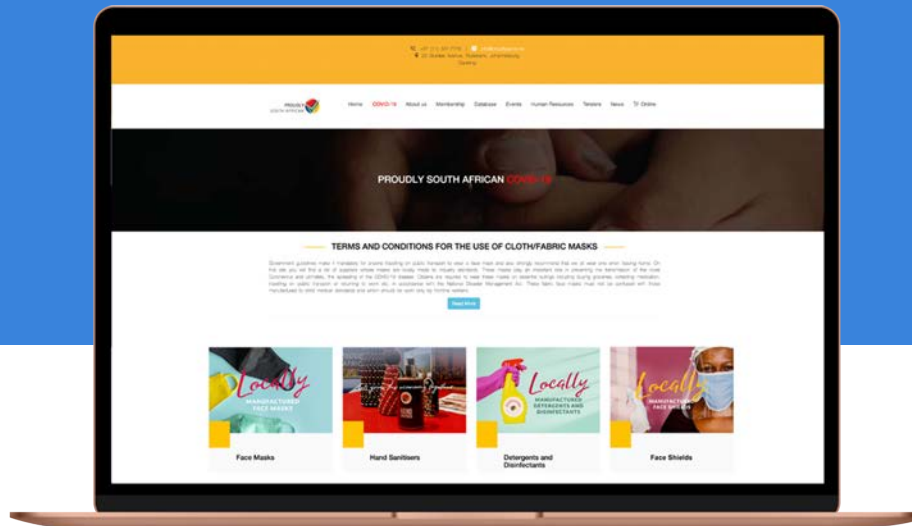
Buyers

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

Suppliers (member companies)

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



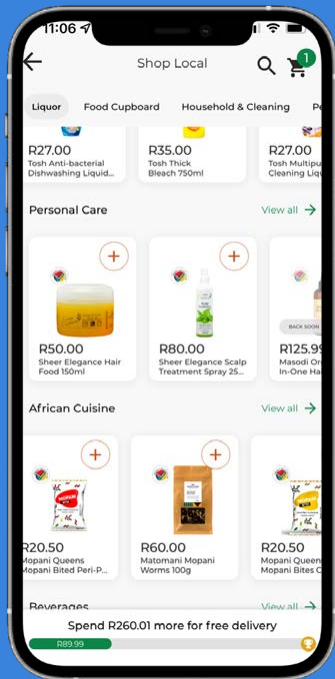


2. Proudly SA's Portals (www.proudlysa.co.za)

During the COVID-19 pandemic, Proudly SA appealed to corporate South Africa and privately-owned and independent hospitals, clinics and other facilities to buy locally-made PPE by selecting products from the portals presented on the Proudly SA website. These portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector. Buyers interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country.

Current Product offerings

- face cloth mask
- face shields/visors
- sanitisers
- disinfectants and detergents
- medical PPEs vetted in accordance with the National Department of Health and SAHPRA/NRCS specifications:
 - disposable/plastic aprons
 - disposable/isolation gowns
 - surgical masks
 - FFP2 respirators
 - SAHPRA-licensed sanitisers
 - non-sterile examination, sterile and non-sterile surgical gloves
 - other textile PPEs that include scrubs, bonnets, boot covers, coveralls and shoe covers
- furniture (in partnership with **the dtic**)



Members' presence on eCommerce platforms:

Proudly SA is partnering third-party eCommerce platforms for market access opportunities for its members. Our ask:

- Preferential rates for members (listing fee and/or commission)
- Group member companies together, e.g. a Proudly SA tab
- Use of the logo and/or phrase on members' products and/or product descriptions
- Promote the partnership to its vendors for them to become Proudly SA members
- PR and Communications drive to promote local on landing pages ("in partnership with Proudly SA")
- Promote Proudly SA members enlisted on the platforms on marketing platforms (including promotions)

Currently, Proudly SA has secured agreements with:

- Bizzmed – South Africa's #1 medical marketplace
- Made by Artisans
- Zulzi
- OneDayOny
- Makro Marketplace

Proudly SA supports the dtic's and other Government Departmental Masterplans:

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

Currently, Proudly SA is supporting the following masterplans:

- Retail-Clothing, Textile, Footwear and Leather (facilitated by the dtic)
- Sugar (facilitated by **the dtic**)
- Poultry (facilitated by **the dtic**)
- Creative Industries (facilitated by the Department of Small Business Development)
- Furniture (facilitated by **the dtic**)
- Agriculture and Agro-processing (facilitated by the Department of Agriculture, Land Reform and Rural Development)
- Steel (facilitated by **the dtic**)
- Automotive through the National Association of Automobile Manufacturers of South Africa (facilitated by **the dtic**)
- Plastics (facilitated by **the dtic**)
- Renewable Energy (facilitated by the Departments of Mineral Resources and Energy, and Science and Innovation, and **the dtic**)

Other Localisation Initiatives supported by Proudly SA:

Proudly SA's Localisation Partners in Q4:

Programmes:

- Localisation Support Fund Programme
- Harambee Youth Employment Accelerator

Industry Bodies:

- Business Unity South Africa Localisation Committee
- Business Leadership South Africa
- The Manufacturing Circle
- The Consumer Goods Council of South Africa
- Tourism Business Council of South Africa
- Franchise Association of South Africa
- South African Chamber of Commerce and Industry
- Medical Device Manufacturers of South Africa

Private Sector:

- Absa
- Southern Sun
- Sasol
- South African Breweries
- Coca-Cola Beverages South Africa (CCBSA)
- Aspen Pharmacare
- Sizwe IT Group
- Macsteel
- SPAR Supplier Development Programme

Public Sector:

- **the dtic**
- Department of Small Business Development
- Brand South Africa
- Government Communication and Information System (GCIS)
- Trade & Investment KwaZulu-Natal (TIKZN)
- Ithala Development Finance Corporation
- Gauteng Growth and Development Agency (GGDA)
- Eastern Cape Development Corporation (ECDC)
- Small Enterprise Development Agency (SEDA)
- Small Enterprise Finance Agency (SEFA)
- State-owned Enterprise Procurement Forum
- eThekweni Metropolitan Municipality
- South African Revenue Service (SARS) Industry Stakeholder Forums:
 - alcohol
 - sugar and beverages
 - tyres
 - plastics
 - downstream steel
 - furniture
 - clothing and textile
 - footwear and leather

(ii) PUBLIC SECTOR

Proudly SA is mandated to:

- advocate for the public sector to buy local by including local content provisions in their Supply Chain Management policies utilising the 28 items previously designated for local content; and
- influence for self-designation where possible.

It seeks to achieve these goals through the following initiatives driven by Proudly SA:

1) Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation prior to 16th January 2023, Proudly SA launched the Tender Monitoring Function in April 2017 which searches through 815 government and SOE websites for tenders that were previously required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that can fulfil the tenders and are flagged and sent to the dtic to monitor compliance.

The former list of products designated for local content includes:

Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014
Working Vessels (Boats)	60%	01-08-2014
Residential Electricity Meters and Water Meters	90%	01-08-2014
Steel Conveyance Pipes, Pipe Fittings and Special	80-100%	28-09-2015
Transformers and Shunt Reactors	10-90%	28-09-2015
Two Way Radio Terminals	60%	30-06-2016
Solar PV Components	15-90%	30-06-2016

The tender adverts extracted from the system are flagged and sent to the dtic via email for monitoring of local content levels by **the dtic's** industrial procurement unit.

In Q4 of 2022/2023, Proudly SA tender monitoring function picked up 323 tenders related to the 28 products designated for local content.

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

With the dtic Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA intended to host an event at the 2023 Buy Local Summit and Expo to educate the public sector on the importance of localisation and how best they can contribute (i.e. include local content provisions in their SCM policies). However, due to the lack of interest, the event was cancelled.

2. Updating of Specifications

Piloting office furniture, Proudly SA is working with the dtic sector desk and industry to update specifications to match what industry can supply.

3. SABS Local Content Verification

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

4. Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations have been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. Integration is set to take place in Quarter 2 of 2023/2024.

5. State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January to 31 March 2023) - Performance against the Annual Performance Plan targets for the quarter

Key focus area: Consumer Education Campaign on the economy wide benefits of buying local – “Buy Local” to Create Jobs! – ERRP

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above the line campaign , i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mail advertising campaigns;	Buy Local Game Time campaign reached more than 20 million people during 2020/21	Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum	10 million consumers	10 million reached and bit more from overlap. *stree poles *banners *digital advertising *social media *mall advertising *dstv Game time & L-boards, etc.	
	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * PR & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities	Reached more than 10 million people during 2020/21 Hosted 4 Activations during 2020/21 *18xCommunity/Youth campaigns undertaken in 2020/21	*PR & Below the Line Activities reaching at least 10 million consumers per annum At least 4 Activations hosted annually	3 million consumers	100+ Million consumers via traditional platforms 1.5 million consumers on social media PR Achieved expectations during this period -	-2
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment); *Youth targeted Campaign, with radio stations of Tertiary institutions and/ or youth targeted commercial and community radio stations (programs)		*8 x Campus/Community and/or youth targeted Radio interviews/competitions or advertising campaigns per annum	2 2 Campus/Community and/or youth targeted Radio interviews/competitions or advertising campaigns	5 achieved during this quarter: UJFM, YFM, VOW FM, Eldos FM and Alex FM (Overachieved target for the year)	-

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	*Consumer education programmes targeting basic education learners and/or tertiary students	*5x engagements undertaken during 2020/21	* At least one consumer education programme targeting basic education learners	0	-	-
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;	*Participated in 13 expos and events during 2019/20 (non in 2020/21)	*Participation in at least 6 trade expos per annum.	0 trade expos	1 (Meetings Africa)	+1
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*New Activity	*Sector specific expo showcasing at least one industry/product	0	-	-
	*Increased awareness of the buy-local message and/or campaign during Heritage month	*Rolled out 2 major activities promoting Buy Local during Heritage Month in 2020/21	*Roll out of at least 1 Heritage month activity per annum.	0	-	-
	* Proudly SA CSI Projects	*Participated in 1 CSI project in 2020/21	*At least 1 CSI projects per annum	0	-	-
	*Buy Local Summit – focusing on buying local (consumer education)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	1	1	-
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	*Annual Buy Local Expo held during 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	1	1	-
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*New activity (participated in the Nedlac community roadshows in 9 provinces during 2021/22)	*Reach at least one broad community focused group, with a national footprint per annum	0	-	-
	*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	*Presentations made to Fedusa, Sactwu and NuLaw conferences and workshops during 2020/21	*Reach members in at least two labour federations and/or major unions, per annum	0	-	-

Key focus area: Advocacy to increase the uptake of local products by the public sector (all State organs including State Owned Entities) – ERRP

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<p>Public Sector Local Procurement initiatives</p> <ul style="list-style-type: none"> *Increase buy-in and support for local procurement by the public sector (all state organs) through: *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with National Treasury on the education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments (including SOE's) to drive up local procurement within the public sector *National, provincial, and local government forums – engagement with procurement practitioners in the public sectors 	<ul style="list-style-type: none"> *Participation in 1 SOEPF meeting in 2020/21 *1 Presentation done at the Technical MinMEC in 2020/21 *Hosted 4 Provincial Public Sector Procurement Forums during 2020/21. 	<ul style="list-style-type: none"> *Participation in at least 1 SOEPF per annum *Presentation at 1 government's SCM forum with Heads of procurement from various national, provincial, and local government department, including SOE's *At least 4 virtual Public Sector Procurement forums with NT 	<ul style="list-style-type: none"> 0 0 1 public sector forum with NT 	<ul style="list-style-type: none"> - 1 (Limpopo Provincial Local Content Forum) - 	<ul style="list-style-type: none"> -1 - -1 "Due to the uncertainty caused by the Constitutional Court ruling and subsequent published regulations, various third parties were unable to participate in any public sector procurement forums."

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	*Presentation to officials in metropolitan councils – engage with local government on localisation	*New Activity	*Presentation to at least 4 metropolitan council procurement forums per annum	1 metro public sector forum	-	-1 "Due to the uncertainty caused by the Constitutional Court ruling and subsequent published regulations, various third parties were unable to participate in any public sector procurement forums.
	*Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district's economic development	*New Activity	*At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum	1	-	-1 "Due to the uncertainty caused by the Constitutional Court ruling and subsequent published regulations, various third parties were unable to participate in any public sector procurement forums.
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities.		*At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum	300	323	+23

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*5408 tenders/RFPs were identified in 2019/20	*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1 (2022/23)	25	-	* National Treasury to confirm date for integration to take place.
	*Buy Local Summit – focusing on local procurement (public sector focus)	*New Activity – introduced in 2019/20; integration did not take place in 2020/21	*At least 1 Buy local Summit to be held per annum (virtual or otherwise) with public sector procurement focused entities	1	1	-
	*Buy Local Expo – showcasing locally made products and services to procurement officials in the public sector	*Annual Buy Local Expo held during 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to procurement officials	1	1	-

Key focus area: Advocacy to increase the uptake of local products by the private sector - ERRP

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Increase procurement of local products and services in the private sector through engagements with Business.	<p>National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with Apex business bodies and associations for their respective members to commit to Buying Locally produced products and services through:</p> <p>* Presentations to Apex business bodies, including Business Chambers, associations and/or industry events</p>	<p>*1 x presentation made to each BLSA, BUSA & BBC in 2020/21</p> <p>*Presented to 7 Business Chambers and/or associations in 2020/21</p>	At least 1 presentation to the Apex business organisations e.g., BUSA, BBC and BLSA	1	(1) Participating in BUSA's localisation committee monthly	-
			Presentations to at least 8 business chambers, associations and/or industry events per annum	2	6 (Presented the Proudly SA mandate to Afrimed Medical Devices, Prospecton Business Engagement Forum, SACCI & Harambee Youth Employment Accelerator in the associations that are a part of the Executive Oversight Committees of Sugar Masterplan and Clothing, Textile, Footwear & Leather	+4
	<p>*Local Procurement Partnerships with large retailers and/or manufacturers</p>	<p>*Partnerships concluded with 12 major retailers/manufacturers in 2020/21</p> <p>*Annual Buy local summit held in 2020/21</p>	*Partnerships with at least 2 major retailers / manufacturers	0	2 (Goodyear and Macsteel)	+2
			*At least 1 Buy Local Summit to be held per annum - virtual or otherwise (as per.2 above)	1	1	-

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
		*Annual Buy Local Expo held in 2020/21	*At least 1 Buy Local Expo held per annum -virtual or otherwise (as per 2 above)	1	1	-
		*2 sector specific forum hosted in 2020/21	*1 x sector specific engagement per annum	0	-	-
		*10 Business Forums held during 2020/21	*60 business forums and/or webinars per annum, targeted at the private sector	15 forums hosted	16 (*Buyers session BLSE *Sugar session BLSE	+1
		*Participated in 13 expos and/or events during 2019/20 (non in 2020/21	*Participation in at least 6 trade expos per annum (as per 1 above)	0 trade expos	*Mpumalanga, Durban, CPT, PTA, JHB, Meetings Africa, X3 markets, Valentines activations, BLSE Launch, Exhibitor Forum – BLSE, Briefing Session BLSE, Mining Indaba Webinars x2)	-
		*New Activity	*Sector specific expo showcasing at least one industry/product	0	-	-
		*Hosted 2 workshops with Franchise Association of SA (FASA) to drive transformation in 2018/19	*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum	0	7 Webinars were facilitated for members with eCommerce platforms: Made by Artisans (x1), BizMed(x1) and Zulzi (x2)	+7

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Localization commitments were obtained from 3 retailers, 1 raw materials supplier & 2 banks in 2019/20	*Secure new localisation commitments from at least 4 major corporates per annum	1 commitment secured	25 (Commitments secured at the BLSE)	+24
	*Provide support for the implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*New Activity	*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop	1	1 (Procurement Workshops hosted at the BLSE)	-
		*New Activity	*Participate in govt and/or business led Import Replacement initiatives for at least one key product per annum	0	1 (Participating in the BUSA localisation committee's programmes, as well as the Localisation Support Fund)	+1

Key focus area: Increased uptake of Proudly SA Membership

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Retention and Recruitment Members	Number of members recruited and retained	241 approved new members during 2020/21	Recruit at least 320 new members for the year	80	81	+1
		67% of all members due for renewal retained during 2020/21	Retain at least 80% of all members due for renewal for the year	80%	85%	+5%

Key focus area: Collaboration with Enforcement Agencies to contribute to efforts made to combat illicit trade and illegal imports

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	* Develop partnerships with Intergovernmental State enforcement Agencies, and participation in multi- disciplinary process with key stakeholders	* Participated in 34 industry stakeholder forums in 2020/21	* Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS	Participated in 3 Customs forums	5	+2

Key focus area: Establishment and promotion of a database of South African made products and services

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Growing the database of South African supplier products and services for local procurement	*Grow the number of companies registering on the database.	*Database had 5 112 registered products and services in 2020/21	*750 new products and/or services registered per annum	190 new products and services	338	+148
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	*Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database	*Database promoted at 4 provincial public sector forums in 2020/21	*Promotion of database to at least 4 public sector procurement forums – engagements (as per 2 above)	1	1	(This was done at the Limpopo Provincial Local Content Forum)
		*Database promoted at 10 provincial business forums during 2020/21	*Promotion of database to at least 60 business forums and/or webinars targeted at the private sector per annum (as per 3 above)	15	12	-3 (The difference to be carried forward to Q4)
		*Presented to 8 Business Chambers and/or associations in 2020/21	*Promotion of database to at least 8 business associations or chambers or at industry specific events (as per 3 above)	2	6	+4
					Presented the Proudly South African Mandate to Afrimed Medical Devices, Prospector Business Engagement Forums, Management Teams of the SACCI & Harambee Youth Employment Accelerator and associations that are a part of the Executive Oversight Committees of the Sugar Masterplan & Clothing Textile, Footwear and Leather	

Key focus area: Brand Management, Brand Compliance and Intellectual property

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once a year	0	-	-
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes	*12 Dipstick surveys done at events during 2020/21	*At least 60 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/consumer outreach campaigns	15 dipstick surveys	8 (Business networking breakfasts x 3, Business Forums x 2, BLSE x 2, Expo x 1)	-7
Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified *Annual compliance reviews of all members *Monthly monitoring with Adams & Adams of companies that are using the Proudly SA phrase and logo illegally	100%	100%	-
				100% checked	100% checked	-
				100% contact with all identified companies	100% contact with all identified companies	-

Key focus area: Media, PR & Social Media

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Strengthening Media and PR relations and Social Media	Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	Daily, weekly and monthly reporting	Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	100%	Received report from Novus. Refer to PR overview section.	-
	Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	49 press releases issued during 2020/21	Press releases At least 48 press releases and or opinion pieces per annum	12 press write ups	12 PR write-ups achieved during this period	-
	Number of interactions with the media per annum Increased publicity and raising profile of Proudly SA.	In excess of 68 media engagements held during 2020/21	Media Engagement: At least 48 media engagements per annum	12 media engagements	12 engagements as indicated in the PR section 4.5.5	-
	Part of 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	*2 media meet & greets held during 2020/21	Media Events: At least 4 media events networking sessions per annum (virtual)	1 media event networking session	2 sessions held in Mp and KZN = overachieved for this quarter	+1
Increased growth and awareness through Social Media platforms	Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns. Increase following on social media platforms and increase in publicity in a very quiet month	*174 428 followers on Twitter, 28 205 on Facebook and 7 739 on Instagram at the end of 2020/21	*Increase following on all social media platforms by 2% per annum	2% increase on all social media platforms	12% on all social media platform. Instagram: 19 746 Facebook: 90 928 Twitter: 185 514 YouTube: 632 TikTok: 505 LinkedIn: 6 064	+10%

Key focus area: Improvement of accessibility and uptake of locally made products and services through online platforms

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (s) – percentage growth annually	*39% growth year on year in the number of products for 2020/21	*20 % growth in number of products and/or services registered on the platform (s) per annum	5%	Baseline: 0 with the new strategy. New commerce strategy: Proudly SA is enlisting products of member companies on third party sites: Total: 161 (previous quarter 153)	
	*Growth in sales of products on the online shopping platform (s)	*288% growth year on year in sales for 2020/21	*20% growth in sales on online platform (s) year on year	5%	New commerce strategy: Proudly SA is enlisting products of member companies on third party sites where this information is not obtainable. However, in Q1 and Q2 2023/2024, Proudly SA intends on building its own eCommerce site whereby this information will be readily available.	

Key focus area: Driving consumer demand in support of the sectoral Masterplans

Strategic goal						Reason for Variance
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans society as per masterplans	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*New Activity to be launched during 2020/21	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	1	4 (Support of the Clothing, Textile, Footwear and Leather Masterplan, Renewal Energy Masterplan, Sugar Masterplan and the Creative Arts Industry Masterplan at the BLSE.	+3

Key focus area: Develop and roll-out of programmes to improve accessibility of locally made products by AfCFTA countries (signatories) In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal						Reason for Variance
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
*Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA	*Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries	*New Activity to be launched during 2020/21	*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries	0	-	-1 Met with the Cape-to-Cairo team to implement one such initiative in 2023/24

Key focus area: Partnership with SEZs for promoting locally made products produced in the zones

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*New Activity to be launched during 2020/21	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	1	-	- ¹ (MOU will be concluded with Dube TradePort in Q1 of 2023/24)

Key focus area: Financial Management

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	Unqualified opinion received for 2020/21 AFS	Unqualified opinion/audit report for 2021/22 financial year end audit – Annual Financial Statements	100%	100%	-
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management reports	100% Compliance	100% Compliance	100%	-

Key focus area: Human Resources Management

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organisational structure fully aligned to the strategy	*Organogram with positions informed by the organisational strategy and aligned completely	100%	100%	-
	*Percentage of critical positions filled	*100% of all critical positions filled at all times, including within a reasonable time after they become vacant	*All (100%) critical positions filled at all times	100%	100%	-
Performance Management	Performance Management System to set and evaluate performance targets and levels every 3 months	Performance Management System in place. Organisational personnel target set at 70%	*Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2022 to March 2023	100%	100%	-
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes, and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	100%	-
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	Full compliance with SARS, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements	100%	100%	-

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	49	Accounting Authority	In terms of section 49(3) the relevant treasury, in exceptional circumstances, may approve that a functionary other than the board or CEO be the AA of the public entity. In this regard, has the Auditor-General been informed in writing of any such approval or instruction?			X	The Board is the Accounting Authority of Proudly SA
2.	TR 27.3.1	Chief Financial Officer	In the case of a 3A or 3C public entity, has a chief financial officer been appointed to head the finance division?	X			
3.	56(1)	Delegations of Authority	Have the powers entrusted or delegated to the accounting authority been delegated to other officials within the public entity?	X			There is a Schedule of Delegated Authority in place and this has been approved by the Board
4.	51(1)(a)(i)	Internal Control	Does the public entity have: an effective, efficient, and transparent system of financial and risk management and internal control?	X			The policies and processes are in line with best practice and are being modified where required to fully comply with the PFMA
	51(1)(a)(ii)		A system of internal audit under the control and direction of an audit committee complying with and operating in accordance with regulations and instructions prescribed in terms of sections 76 and 77?	X			There is an outsourced internal audit function due to the size of the organisation and it reports to the Audit committee and complies with the provisions of sections 76 and 77
	TR 27.1.1		Is the audit committee a sub-committee of the accounting authority?	X			The audit committee is a sub-committee of the Board
	77(a)		Does the audit committee consist of at least 3 persons?	X			The audit committee has at least 4 members
	77(b)		Does the audit committee meet at least twice a year?	X			The committee meets at least twice a year annually and met 3 times in the previous financial year
	TR 27.1.6		Does the audit committee operate in terms of written terms of reference?	X			There are approved terms of reference for the Audit and Risk committee
	TR 27.1.6		Are the terms of reference reviewed at least annually to ensure its relevance?	X			The terms of reference are reviewed by the Audit committee annually

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	27.1.8	Does the audit committee review the following:	<p>The effectiveness of internal control systems;</p> <p>The effectiveness of internal audit;</p> <p>The risk areas of the entity's operations to be covered in the scope of internal and external audits</p> <p>The adequacy, reliability and accuracy of financial information provided to management and other users of such information</p> <p>Any accounting and auditing concerns identified as a result of internal and external audits</p> <p>The entity's compliance with legal and regulatory provisions</p> <p>The activities of the internal audit function, including its annual work programme, co-ordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and</p> <p>Where relevant, the independence and objectivity of the external auditors.</p>	<p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p>			The Audit Committee considers and approves the Audit plans of both the outsourced Internal and External Audit functions which detail all the information referred to herein, as well as all the findings and recommendations of the auditors in respect of this
	TR 27.1.10(a)		Does the audit committee report and make recommendations to the accounting authority?	x			The Audit committee does report and make recommendations to the Board on a quarterly basis
	TR 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	x			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X X X			<p>Risk Assessment is done annually, and the Risk Register is updated annually and reviewed quarterly</p> <p>The company has a Risk Management Strategy, and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy</p> <p>All staff participate in the organisational Risk Management workshops</p>
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	TR 27.2.7		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?	X			The internal Audit plan with the new service provider has since been prepared and it is due for approval by the Audit committee. This is a rolling 3-year plan
			Does the internal audit function report to the audit committee detailing its performance against the plan?	X			All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
			Does the internal audit function evaluate the following: <ul style="list-style-type: none"> The information systems environment. The reliability and integrity of financial and operational information. The effectiveness of operations. Safeguarding of assets; and Compliance with laws, regulations and controls 	X			As part of the annual internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	51(e)	Financial Misconduct	<p>Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has:</p> <ul style="list-style-type: none"> • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure <p>Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the wilful or negligent failure to comply with the provisions of sections 50, 51 or 55?</p> <p>Have any employees of the public entity committed financial misconduct?</p>		X		No employee has committed any of the offences listed herein
	86(2)				X		
	TR 33.1.1				X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		<p>Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing:</p> <ul style="list-style-type: none"> • The outcome of any disciplinary hearings and/or criminal charges; • The names and ranks of employees involved; and • The sanctions and any further actions taken against these employees. 			X	The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee).

PFMA for Public Entities: Planning and Budgeting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
52		Annual budget, corporate plan and shareholder's compact by Schedule 2 public entities and government business enterprises	<p>Did the accounting authority submit the following to the relevant treasury and to the accounting officer of the department at least one month before the start of the public entity's financial year:</p> <ul style="list-style-type: none"> • a projection of revenue, expenditure, and borrowings for the financial year in the prescribed format; and X • a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries. X 				<ul style="list-style-type: none"> • The budget and cash flow for the financial year were submitted to the dtic on time • The Board has approved the Strategic Plan and it was submitted to the dtic and a Business plan was developed based on the approved Strategic plan.
TR 29.1.1			<p>Does the corporate plan include the following:</p> <ul style="list-style-type: none"> • strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact; X • strategic and business initiatives as embodied in business function strategies; X • key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; X • a risk management plan; X • a fraud prevention plan; • a materiality/significant framework, referred to in Treasury Regulation 28.1.5; X • a financial plan addressing – X <ul style="list-style-type: none"> • revenue, expenditure and borrowings; • asset and liability management cash flow projections; • capital expenditure programmes; and • dividend policies 				<ul style="list-style-type: none"> • The approved strategic plan and business plan has been submitted to the dtic as the Executive Authority • This is built into the approved strategic plan • Risk Management plan exists • Fraud prevention plan approved • Materiality is determined prior to and during external audits • This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.2.		Does the public entity conclude a shareholder's compact with the executive authority on an annual basis? If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?	X X			A memorandum of Association (MoA) has been concluded and signed with the dtic The draft MoA does detail the key performance measures and the indicators to be attained
2.	53(1)	Annual budgets by non-business Schedule 3 public entities	Did the accounting authority submit a budget to the executive authority for his or her approval at least six months prior to the start of the financial year of the department designated by the executive authority? Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority?	X X			Specific to Schedule 3 non-business entities, however Proudly SA does submit its budget to the dtic as required as per the MoA Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however Proudly SA does submit its budget to the dtic as per the MoA
	53(3)		Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury?		X		Specific to Schedule 3 non-business entities and not applicable to Proudly SA however, Proudly SA does not budget for a deficit
	TR 30.1.1		Did the accounting authority submit a proposed strategic plan to the executive authority for his or her approval at least six months before the start of the financial year of the department designated by the executive authority? Was the final strategic plan submitted to the executive authority before 1 April?			X	Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA Final strategic plan submitted as per requirements contained in the MoA

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 30.1.3		<p>Does the strategic plan:</p> <ul style="list-style-type: none"> • cover a period of three years; • include objectives and outcomes as identified by the executive authority; • include multi-year projections of revenue and expenditure; • include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and • include the materiality/significant framework, referred to in Treasury Regulation 28.1.5. <p>Is the strategic plan updated on an annual basis?</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>			<p>The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations</p>

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.1.3 TR 29.1.6		<p>Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only)</p> <p>If a borrowing programme was submitted, did it include?</p> <p>The terms and conditions on which the money was borrowed?</p> <ul style="list-style-type: none"> Information on proposed domestic borrowing; Information on proposed foreign borrowing (national entities) Short and long term borrowing; Borrowing in relation to a pre-approved corporate plan The maturity profile of the debt; The confirmation of compliance with existing and proposed loan covenants; Debts guaranteed by the government; Motivations for government guarantees, if required; and The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established. 			X	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
	TR 32.1.1		<p>Did the public entity borrow money for bridging purposes? If yes:</p> <ul style="list-style-type: none"> Was approval obtained from the Minister of Finance? Was the debt repaid within 30 days from the end of the financial year? 	X		X	No money borrowed by the campaign for any purposes, including for bridging purposes

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: <ul style="list-style-type: none"> An annual report on the activities of the public entity during that financial year; The financial statements for that financial year after the statements have been audited; The report of the auditors on those statements. 	X X X			The Annual Report, Annual Financial Statements and the Auditors report on the financial statements, are all submitted to the dtic on time, as required in the MoA

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			<p>Does the public entity's annual report and financial statements fairly present the state of affairs of the public entity, its business, its financial results, its performance against predetermined objectives and its financial position as at the end of the financial year concerned?</p> <p>Does the annual report and financial statements include:</p> <ul style="list-style-type: none"> Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year; Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure; Any losses recovered or written off; Any financial assistance received from the state and commitments made by the state on its behalf; The financial statements of subsidiaries. 	X			The Annual Report and Annual Financial Statements fairly presents the information referred to herein
	65		<p>Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?</p> <p>If no, did the executive authority table an explanation in the Legislature setting out the reasons why the annual report and financial statements were not tabled?</p> <p>Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference</p>	X		X	<p>The Executive Authority is not obliged to table this as Proudly SA is not a public entity, however the Annual report is submitted to the dtic to enable the Minister to table this if the need arises</p>
	TR 27.1.7			X			This disclosure was included in the Governance section in the Annual Report as the audit committee has an approved set of Terms of references
	TR 27.1.10		Did the audit committee comment on its evaluation of the public entity's financial statements?	X			The Audit committee does comment on the public entity's financial statements in the AFS contained in the Annual Report

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 28.1.1		Does the financial statement include a report by the accounting authority that discloses the emoluments of all directors and executive members of the public entity and its subsidiaries?	X			
	TR 28.1.2		<p>If yes, to above, does the disclosure include?</p> <ul style="list-style-type: none"> • Fees for services as a director or executive member; • Basic salary; • Bonuses and performance related payments; • Sums paid by way of expense allowances; • Contributions made to any pension fund, medical aid, insurance scheme, etc.; • Any commission, gain or profit sharing arrangements; • Any share options, including their strike price and period; and • Any other material benefits received. 	X X X X X		X X X	No commission, gain or profit sharing applicable No share options as there is no shareholding No other material benefits received by the directors and executive members
	TR 28.1.3		Has your public entity adjusted its financial year in accordance with the table in TR 28.1.3?			X	Not applicable, as Proudly SA's financial year is in line already – 31 March
	TR 28.2.1		Does the annual report provide details of the materiality/significant framework applied during the financial year?	X			

PFMA for Public Entities: Cash Management, Banking and Investment

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	51(1)(b)(iii) TR 31.1	Cash Management	<p>Are systems, procedures and processes in place in the public entity to ensure efficient and effective banking and cash management, which includes?</p> <ul style="list-style-type: none"> • Collecting and banking revenue promptly • Making payment no earlier than necessary with due regard for efficient, effective and economical programme delivery and the public entity's normal terms for account payments; • Avoiding prepayments for goods and services unless required by the contractual arrangements with the supplier; • Accepting discounts to effect early settlement; • Pursuing debtors with appropriate sensitivity and vigor to ensure that amounts receivable by the public entity are collected and banked promptly; • Accurately forecasting the public entity's cash flow requirements; • Timing the in and out flow of cash; • Recognizing the time value of money, i.e. economically, efficiently, and effectively managing cash; 	X			Proudly SA is not a public entity but conforms to best practice as prescribed by the PFMA and Treasury Regulations for its banking and cash management

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			<ul style="list-style-type: none"> • Taking any other action that avoids locking up money unnecessarily and inefficiently, such as managing inventories to the optimum level for efficient and effective programme delivery, and selling surplus or under- utilized assets; • Performing bank reconciliations at least weekly; • Making regular cash forecasts; and • Alignment of the approved budget with monthly cash flows; • Variance analyses of actual cash flow with the approved budget 	X X X X X			
2.	TR 31.2.1	Banking	Does the public entity submit a list of all its banking accounts to the National Treasury by 31 May of each year?	X			The campaign submits its list of bank accounts to the dtic as per the MoA
3.	TR 31.3.1 TR 31.3.2	Investment	Does the public entity have an investment policy? If yes to the above, does the investment policy include the: <ul style="list-style-type: none"> • selection of counter-parties through credit risk analyses; • establishment of investment limits per institution; • establishment of investment limits per investment instrument; • monitoring of investments against limits; • reassessment of investment policies on a regular basis; • reassessment of counter-party credit risk based on credit ratings; and • reassessment of investment instruments based on liquidity requirements. 			X	The Proudly SA campaign does not have enough long-term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept.

PROGRESS ON ACTIONS IN THE RISK REGISTER - 31 DECEMBER 2022

STRATEGIC RISK REGISTER 2022/23	
High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
1. A significant portion of revenue generated by Proudly South African is from the annual grant received from the Department of Trade, Industry and Competition (DTIC), this poses a risk as there is no diverse income streams and thus reliance is placed on a single funder.	<ul style="list-style-type: none"> Proudly South African should explore other funding sources within the Public Sector (e.g. government departments, agencies and DFIs) Development of a Membership Target/Hit-list of high value leads across all sectors, supported by a stronger value proposition Diversification of income streams (membership fees, trade exchanges and partnerships/sponsorships for individual properties) Exploring donor funding/enterprise development programmes. Entered into Trade Exchange/partnership agreements with the 3 major broadcasters
2. Resistance to change in buying behaviour. This is linked to limited means, as well as perceptions related to quality and price.	<p>Public Sector</p> <ul style="list-style-type: none"> Continue with virtual public sector procurement forums/workshops in partnership with NT, DTIC, provincial MECs, SABS and AGSA targeting public sector procurement officials SOEPF participation and presentations Integration of Proudly SA membership database with CSD Tender Monitoring to continue for procurement of designated items <p>Private Sector</p> <ul style="list-style-type: none"> Source and grow Local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society initiatives with corporate SA). Sector specific initiatives (incl. forums) Grow membership of the campaign and base of localisation driven companies. Maintain procurement portals, including the matchmaking Localisation SCM platform - MAP (Market Access Platform). Localisation PR Roadshow (Multiplier Effect research). <p>Consumers</p> <ul style="list-style-type: none"> Expand on consumer education campaigns, incl. introducing a new TV advert, Proudly SA walk, Fashion Show for LFP) Drive end-user demand to support Masterplans (sector specific campaigns). Partnerships with Radio Stations Intensify labour programme (Shop-stewards involvement) Broaden the base of friends of the campaign Partnerships with civil society and faith-based organisations. Intensify consumer education drive (Game Time/Living Lekker Locally and partnership campaigns with Presidency). Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus Intensify PR drive (Producers' and Editors' Plan - incl. Roadshow)

STRATEGIC RISK REGISTER 2022/23

	High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
3.	Lack of high value members especially with retailers & manufacturers	<ul style="list-style-type: none"> Introduction of Retail specific strategies - FMCG, furniture, CTFL to grow levels of local content on their shelves and run buy local activities (especially in-store, on marketing collateral and on house brands). Identified local producers and targeted as part of the membership target/hit-list. Partnership with industry bodies (incl. CGCSA) to help us reach retailers and wholesalers (formal and independent), as well as manufacturers. Drive a member education programme to encourage members to use the logo on their products. Implementation of a private sector focused procurement module, Market Access Platform (MAP) to increase uptake of locally made products for the benefit of members Creating networking opportunities for local producers (e.g. Wines Expo, FASA procurement workshop) Linking of localisation to the provisions contained in the BEE scorecard
4.	Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	<ul style="list-style-type: none"> Continue with the research measuring the impact of the campaign and its programmes on an annual basis.
5.	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	<ul style="list-style-type: none"> Messaging unpacking the value of Proudly South African Building partnerships to drive localisation message Sustained brand visibility through partnerships Linking of localisation to BEE Scorecard Development of industry specific strategies and partnerships with industry bodies and dtic sector desks. Development of a sector specific hit-list, as well as reliance on masterplans for increased access to local producers. Concluding partnerships with industry bodies, bargaining councils and SEZs. Roll out sector specific campaigns and member focused campaigns (Living Lekker Locally)
6.	High-level Operational Risks	<ul style="list-style-type: none"> Strengthening of Control Environment, including Digitization of the processes of the organisation, as well as enhancing Business Continuity plans. Ability of all staff to work remotely (all staff adequately resourced) for Covid-19 period and to prepare for any eventuality.
7.	The impact of the provisions of POPIA and the implementation thereof on operational efficiencies and campaign programmes	<ul style="list-style-type: none"> New area of responsibility - continuously reviewing controls introduced and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required.
8.	Lack of procurement of locally made products and services by the public sector (across all spheres of government)	<ul style="list-style-type: none"> Reinstate public sector procurement forums (workshops) with NT, DTIC, SABS, AGSA and provincial MECS Lobby for review of specifications of items purchased by government to align them with the current local manufacturing landscape or capability in the country Linking of localisation to provisions contained in the BEE scorecard for the benefit of local producers during tendering processes. Development of a database of approved products for use by SOEs for technical or speciality products

NON-MATERIAL AUDIT FINDINGS - 2021/22

No	Finding	Corrective Action (Plan)	Status
1	VAT Receivable Overstated	Management to reconcile year-end balances to ensure that they are supported by sufficient and appropriate supporting documentation	In-progress
2.	Incorrect classification of finance costs	Management to enhance monthly reconciliation of ledger accounts to ensure that incorrect classifications are timeously identified and corrected.	Completed
3.	Incorrect disclosure of changes in estimates	Annual Financial Statements were adjusted accordingly	Completed

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 4 – 1 January – 31 March 2023)

Description of item	Budget for the quarter (Q4) Rands	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (1 Jan 2023) Rands	YTD Variance (31 March 2023) Rands
INCOME								
Membership Fees	1,487,631	1,145,732	(341,899)	(22%)	Various leads are being followed up	5,950,520	3,822,597	(2,127,923)
Grant – the dti	-	-	-	-		41,530,000	41,530,000	-
Project based funding - UNOPS	-	-	-	-		-	-	-
Sponsorship	6,500,000	1,670,000	(4,830,000)	(74%)		10,000,000	1,720,000	(8,280,000)
Other Income	-	477,844	477,844	-	Interest income & sale of promotional items	-	1,682,689	1,682,689
Total Income	7,987,631	3,293,576	(4,694,055)	(58%)		57,480,520	48,755,286	(8,725,234)
EXPENDITURE								
HR and Staffing costs	6,849,451	6,552,729	296,722	4%	Timing difference due to the lead time in the recruitment processes	27,407,883	26,874,258	533,625
Administrative costs	1,698,632	1,446,170	252,462	(14%)	Spending within limits	6,555,446	5,999,485	555,961
Membership costs	114,224	2,178	112,046	98%	Cost cutting exercise undertaken	456,895	35,976	420,919
Marketing costs	10,524,428	14,365,370	(3,840,942)	(36%)	Timing nature of certain cost elements	21,287,253	22,972,768	(1,685,515)
Capital Expenditure & IT	525,088	257,755	(267,333)	50%	Office Automation	1,773,043	1,293,875	479,168
Total Expenditure	19,711,822	22,624,202	(2,912,380)	36%		57,480,520	57,176,362	(304,158)

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