

QUARTERLY REPORT

1 OCTOBER - 31 DECEMBER 2022

Quarter 3
2022/23 Financial Year





ROUDLY SOUTH AFRICAN
Quarterly Report for Q3 (1 October to 30 December 2022)

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: ___/___/2022	Rank: Chairperson	Date: ___/___/2022

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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 Oct – 31 December 2022 and focuses on various highlights during the period:

ECONOMIC OVERVIEW

- “South Africa faces heightened uncertainty as a result of both global and local developments. While energy commodity prices are generally off their peaks, they remain higher than a year ago and are still vulnerable to disruptions caused by the ongoing war in Ukraine. South African exports are still benefiting from high international coal prices, but prices of the country’s other major mining commodity exports – such as iron ore, gold and platinum – have cooled and are now between 25 and 6 percent lower than a year ago.
- While the International Monetary Fund expects 2022 to deliver global growth of 3.2 percent, it expects that growth will slow to 2.7 percent in 2023. Over a third of the world’s population are expected to experience two consecutive quarters of negative economic growth (the technical definition of recession) in 2023 and the IMF believes that the coming year will feel like a recession for millions more people around the world.
- On the home front, political uncertainties and labour-relations tensions have been added to ongoing electricity supply disruptions and patchy sector performance. Recent data suggests that the post-COVID recovery has stalled in many sectors: mining production is down 4.5 percent year-on-year, construction activity remains depressed, nominal turnover in the finance, insurance and real estate sector is down 2 percent and nominal pre-tax profits in the community, social and personal services sector are also down 2 percent.
- In addition, household finances remain under pressure as a result of significant price increases on highly-weighted expenditure items such as transport and food and higher borrowing costs as a consequence of six interest rate increases that collectively caused the Repo rate to rise from 3.75 percent to 7 percent since the start of 2022.
- Consumer confidence levels about the future remain depressed, with a net 20 percent of respondents less confident about the next twelve months in Q3 2022.
- Labour remuneration’s share of gross value added has declined in the COVID era - largely as a result of a net decline in employment. Although total employment increased by around 1.5 million in the year to Q3 2022, it remains 655,000 below its pre-COVID levels. The increase in employment is also not fully reflected in improvements in the official unemployment rate because increased numbers of previously discouraged job-seekers have re-entered the labour market and actively begun to look for employment.
- Government efforts at fiscal consolidation announced in the past two Budgets appear to be bearing fruit – with projected reductions in the ratio of gross debt to GDP and debt service costs to total expenditure over the medium term. Projections in the Medium Term Budget Policy Statement indicate that the debt to GDP ratio in fiscal 2024/25 could be 4.7 percent lower (70.4 percent) than previously projected at the time of the 2022 Budget.
- The MTBPS also makes provision for increased expenditure on infrastructure – with investment in other economic services, transport and water and sanitation infrastructure budgeted to increase by 74 percent, 54 percent and 53 percent respectively over the medium term (till fiscal 2024/25). However, underspending on capital budgets remains a challenge with national government departments spending less than a third (32 percent) of budgeted amounts in the first half of the fiscal year”.

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

Owing to the above, 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 thereof, from 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 3 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 6 December 2022 and considered the following:

- The Board agreed to a 4% increase for Board Members backdated to April 2022 as there had not been an increase in directors' remuneration in the last 3 financial years.
- 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. Where required, these missed targets would be carried into the last quarter of the year.
- The Board noted the report on discounts and extended payment terms given to members in line with the CEO's temporarily extended Delegations of Authority.
- The Board received the plan detailing the rolling out of the Festive Season Campaign throughout the country.
- The Board received reports from all the Standing Committees.
- The Board referred the Draft Board Remuneration Policy to the HR and Remunerations committee for further refinement.
- The Board approved a Staff Performance-based Incentive for all qualifying staff.
- 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 help management secure them.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 10 November 2022 and the meeting considered the following:

- The Committee received the Board Evaluation Report and recommended that it be tabled to the Board with a plan on how to address the findings.
- The Committee noted the Internal Audit Reports on POPIA, Corporate Governance and HR.
- The Committee received the recommendation for the appointment of CA RA Mpako as the External Auditors following a tender process. The Committee approved the recommendation including the estimated cost of R488 020.00.
- The Committee noted the Risk Register and the steps taken to mitigate them. A new set of risks which had been identified by the Board and staff was being finalised by the Internal Auditors.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 17 November 2022 and the meeting considered the following:

- The Committee considered the list of companies that were being targeted for membership. The Committee suggested a meeting of the Chairpersons of all Committees to formulate a plan for recruiting bigger members and growing the organisation's revenue.

- The Committee noted the report on Membership Fee Discounts and recommended it to the Board for approval.
- The Committee received a recommendation for the appointment of CA RA Mpako as the External Auditors, following a tender process.
- The Committee perused and approved the RFP for the appointment of a supplier to develop Exhibition Stands and related Branding for the 2023 Buy Local Summit and Expo.
- 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 30 November 2022 and the meeting considered the following:

- The Committee noted the Preferential Procurement Regulations published on 4 November 2022 and were concerned about the omission of local content and BEE Provisions in the regulations. It was agreed that Management would develop a short and medium-term strategy to minimise the impact of these new regulations, on local procurement.
- The Committee noted that 90 new members had been signed up and that the renewal rate was currently at 82%. The database of locally made products and services was sitting at 21 228.
- 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 on Localisation Strategies, especially in the private sector.
- The Committee received the report on the Festive Season Campaign and the respective rollout on broadcasting and media platforms, as well as in malls and airports in the country.
- The Committee noted the Calendar of Events for the remainder of the Financial Year.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 18 November 2022 and the meeting considered the following:

- The Committee deliberated and agreed to recommend a 4% increase for Board Members as they had not received an increase in the last 3 financial years.
- The organogram, which had not changed, was presented and noted 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 the Dress Code Policy and noted the amendments to the General HR Policy which outlined that contracts would only be renewed if both performance and culture fit requirements were met.
- The Committee received a recommendation for the payment of Staff Performance-based Incentives and agreed to make a recommendation to the Board for the payment as staff do not receive 13th Cheques.
- The Committee agreed to recommend the Draft Remuneration Policy for adoption by the Board.

3.6) Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 1 December 2022 and the meeting considered the following:

- The Committee agreed that the amendments to the Draft Ethical Funding Policy would be circulated to the Committee for Comments.
- The Committee received the Declaration of interests of all Staff and Board Members.
- 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 campaigns rolled out on various platforms such as TV, Airports, malls and digital campaigns, as part of the strategic objective of educating consumers on the importance of buying local during the festive season were able to reach 30m consumers;
- To ensure that the student demographic is still reached despite the time of the year, with schools closed, campus radio stations were utilised to spread the buy local to create jobs narrative amongst the youth. Social media platforms, radio interviews, TV -showcasing back-to-school was also utilized to drive these messages.
- The PR and extensive below the line activities were able to reach 67 million more people than the targeted 3 million for the quarter;
- A total of 452 tenders issued for designated sectors/products were identified through the tender monitoring system, and this is 152 more tenders than the initially set target;
- 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;
- Presentations on localisation and promoting the database of locally made products were made to at least 5 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 only one (1) localisation commitment during the quarter, which was achieved through a commitment received from Nissan, others companies including Macsteel, Unitrade Management Services, PG Bison, Sasol and OBC were successfully approached with an objective of securing localisation Commitments from them during Q4.
- One (1) additional partnership with a large retailer named The Ensemble Medical Manufacturers was concluded for the current reporting period;
- With regard to retention of members, 82% retention rate was achieved for the period under review.
- There has also been an increase in the database of South African supplier products/or services with a total of 209 new products registered against a target of 190 for the period;
- The reported growth of following across all social media platforms for the period was 0,4% more than the target for the period; **and**
- 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 this third quarter of the 2022/23 financial year, and below are some of the areas where the campaign fell short:

- The organisation missed their recruitment target of new members by 25 against the planned target of 80 for the quarter, by signing up 55 new members during the quarter;
- The planned series of public sector procurement forums were halted for the period under review as a result of the need for a new strategy to be rolled out following the Constitutional court ruling on the preferential procurement regulations. Alternative ways of getting the public sector to buy local will have to be identified and implemented going forward.
- No member companies have been 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 membership database to ensure alignment with the CSD for integration purposes. National Treasury will soon thereafter confirm the integration date;
- Only 12 Business Forums/Webinars, against a target of 15 forums, took place during Quarter 3, however, it is anticipated that the shortfall will be covered during the last quarter of the current financial year; and
- Proudly SA is to revise its operational plans for subsequent quarters to ensure that it meets its target for quantitative research, specifically with regards to undertaking post event/activations questionnaires. The research concluded by Thinc Research which looked into the impact of the activities and programmes of the campaign gave valuable insights in this regard, and it will assist the campaign develop a scientific basis for its buy local and procurement programmes.



4.3) MEMBERSHIP REPORT FOR Q3 2022/23

4.3.1) Quarter 3 Highlights

Membership Base	
As of Q3 2022/2023	2,527
New Members	
Target	80
Achievement	55
Renewal Rate	
Target	80%
Achievement	82%
Database of Local Products and Services	
Target	190
Achievement	209
Previous Quarter: Q2 2022/2023	21,228
Current Quarter: Q3 2022/2023	21,437

4.3.2) Overview

The Proudly South African membership base is growing at a steady pace with 2,532 companies currently registered as members of the campaign.

In quarter three of 2022/2023, a total of 55 new members were recruited against the target of 80. The target was missed during this period, however the leads converted were consultant generated. An effort is being made to make up for this shortfall during the last quarter of the financial year, so as to ensure that the annual target is achieved. The rate of retention of member companies for Q3 was 82% which is an improvement when compared to the same periods over the past two financial years.

The Manufacturing sector remains the strongest in both new member acquisitions and renewing members. The manufacturing sector, specifically of food and skin care products was the largest in new member recruitment. This could be attributed to the fact that the campaign is not only an advocacy campaign for buying and procuring local but also serves as an access to market platform that seeks to afford our member companies the opportunity to access markets and increase their revenue. Manufacturers of food and skincare are joining for the e-commerce benefit, MAP, and the use of the logo. The value-added benefit of e-commerce and MAP are therefore favorable and assisting in new member acquisition.

The new member acquisitions and renewal members are still largely located in the 3 large provinces being Gauteng, Western Cape and KwaZulu Natal.

Proudly South African's database of locally made products and services grew by 209 new products and services, exceeding the target of 190. 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 and are joining the campaign in order to reap the access to market benefits available to member companies.

Membership is working closely with the e-commerce team to align member companies to the new strategic online partnerships that have been concluded. The next few months should allow membership to report on the effectiveness of these partnerships to our member companies.

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

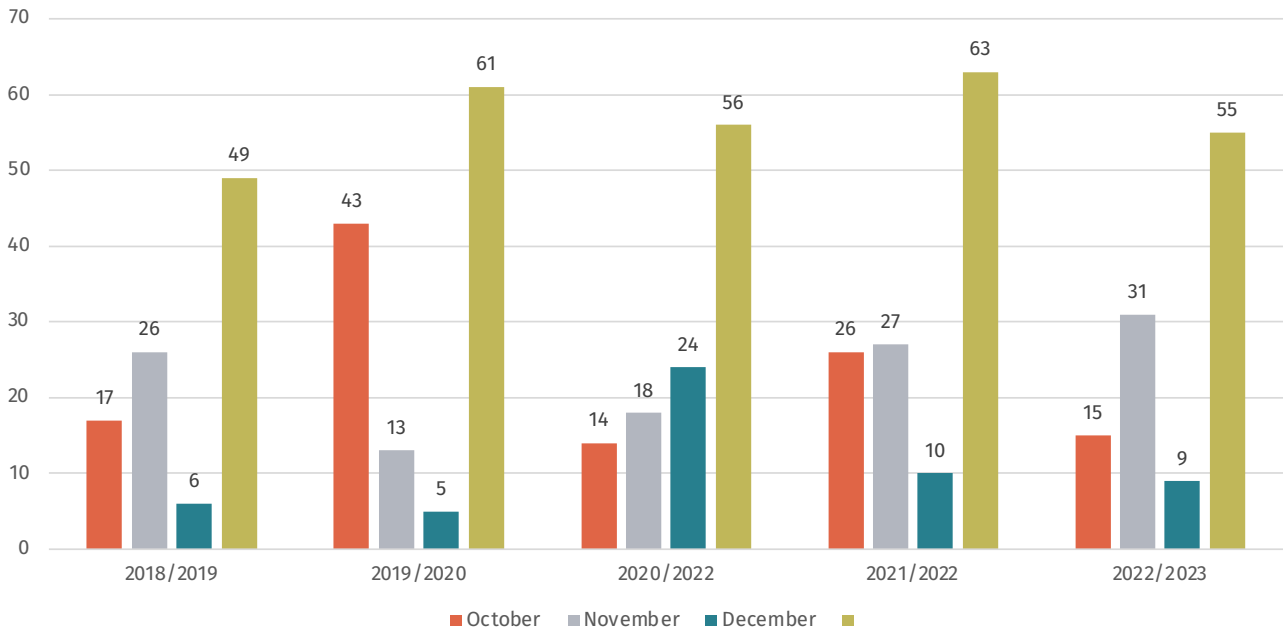
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation 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
October	17	43	14	26	15
November	26	13	18	27	31
December	6	5	24	10	9
	49	61	56	63	55

Graphical Representation YOY Comparison 2018/2019 to 2022/2023

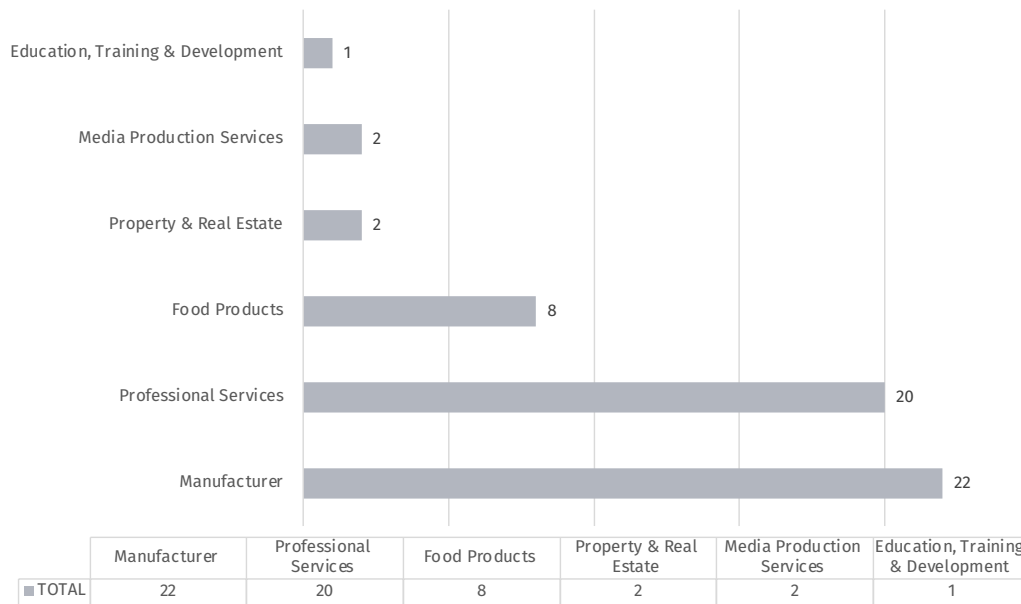


2022/2023 Q3 NEWLY RECRUITED MEMBERS

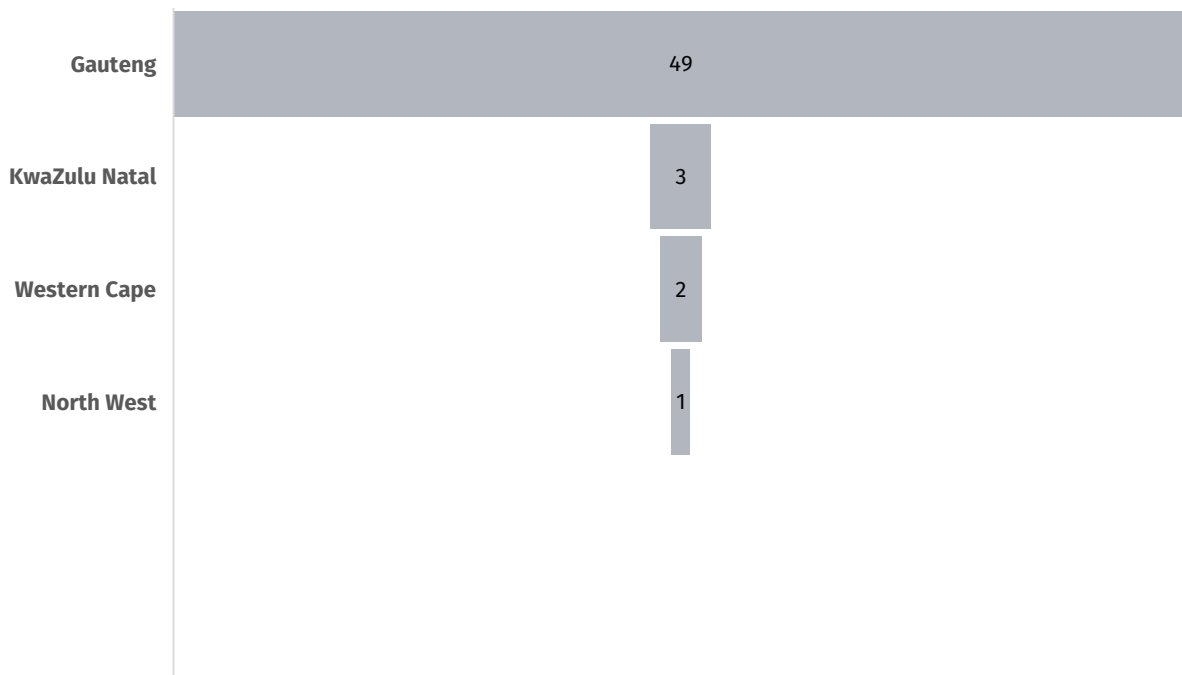
Company	Sector	Province	Classification	Lead Origin
OCTOBER				
Amazement Jewellery	Manufacturer	Gauteng	SMME	Consultant Generated
Atchaar Ya Koko Valley	Food Product	Gauteng	SMME	Consultant Generated
BABY REPUBLIC CLOTHING CC	Manufacturer	Gauteng	SMME	Consultant Generated
Bakoena`s Fashion Jewellery	Manufacturer	Gauteng	SMME	Consultant Generated
Divine Property Designs (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Hometex (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Lyndour ZJ	Manufacturer	Gauteng	SMME	Consultant Generated
Memavi Business Trading	Professional Services	Gauteng	SMME	Consultant Generated
Nandzu Wine (Pty) Ltd	Food Product	Gauteng	SMME	Consultant Generated
Nina Sedumedi Creations	Food Product	Gauteng	SMME	Consultant Generated
Puno-Entle Trading and Projects	Agriculture	Gauteng	SMME	Consultant Generated
The Vibe Media (Pty) Ltd	Media Production Services	Gauteng	SMME	Consultant Generated
Thuto Stationery (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Amazement Jewellery	Manufacturer	Gauteng	SMME	Consultant Generated
NOVEMBER				
African Forensic Investigation Technologies	Professional Services	Gauteng	SMME	Direct
Balaodi Consortium (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
BSMS Chilli House	Food Product	Gauteng	SMME	Direct
BWGL Group (Pty) Ltd	Professional Service	Gauteng	SMME	Direct
Curious Crew (Pty) Ltd	Professional Service	Gauteng	SMME	Direct
Curls in Bloom - Sunpac (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Ensemble Medical Manufacturers (Pty) Ltd	Professional Services	Gauteng	Gold	Direct
Ezamazwe Concepts (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Fuxion Shopper (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Geminis Group (Pty) Ltd	Education, Development & Training	Gauteng	SMME	Direct
Genwireless (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Green Affairs Enviro Cafe	Professional Service	Gauteng	SMME	Direct
Home Seald (Pty) Ltd	Professional Service	Gauteng	Silver	Direct
Ibele Communications	Media Production Services	Gauteng	SMME	Direct
Ice Breaker General Trading	Professional Services	Gauteng	Silver	Direct

Company	Sector	Province	Classification	Lead Origin
NOVEMBER cont...				
Kool Kru	Manufacture	Gauteng	SMME	Direct
LED WONDERFUL (PTY) LTD	Manufacture	Gauteng	SMME	Direct
Lethala International Trading Enterprise South Africa	Professional Services	Gauteng	SMME	Direct
Love Mina (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Matlhasedi Body and Home Spa	Manufacturer	Gauteng	SMME	Consultant Generated
Nilotiqqa - Sunpac (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
PJ SANA Group (Pty) Ltd	Professional Services	KwaZulu Natal	SMME	Consultant Generated
PropInvest 5 (Pty) Ltd	Professional Services	Gauteng	Gold	Referral
Pure-Touch	Manufacture	Gauteng	SMME	Referral
Sela - Sunpac (Pty) Ltd	Manufacturer	KwaZulu Natal	SMME	Consultant Generated
Tee's Taste Ookumkani Beziqholo (Pty) Ltd	Food Product	Western Cape	SMME	Referral
Thebe Magugu (Pty) Ltd	Fashion Designer	Western Cape	SMME	Consultant Generated
Titan Hygiene First	Professional Services	Gauteng	SMME	Referral
Unica Plastic Moulders	Professional Services	Gauteng	Gold	Referral
WHM HR Support Services	Professional Services	North West	SMME	Direct
Zulu Brides (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
DECEMBER				
Athimthende Development Services (Pty) Ltd	Media Production Services	Gauteng	SMME	Consultant Generated
Bakoena Prop	Property & Real Estate	Gauteng	SMME	Consultant Generated
GUGU MOBILE BOUTIQUE (Pty)	Craft wear	KwaZulu Natal	SMME	Direct
Luc Mo Holdings CC	Professional Services	Gauteng	SMME	Direct
Mcetywa Creations	Manufacturer	Gauteng	SMME	Consultant Generated
Ngombe Land Projects (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Oarabile Creations	Manufacturer	Gauteng	SMME	Consultant Generated
Sibeko Jewellers	Manufacturer	Gauteng	SMME	Consultant Generated
Sycamore Consulting (Pty) Ltd	Professional Services	Gauteng	SMME	Direct

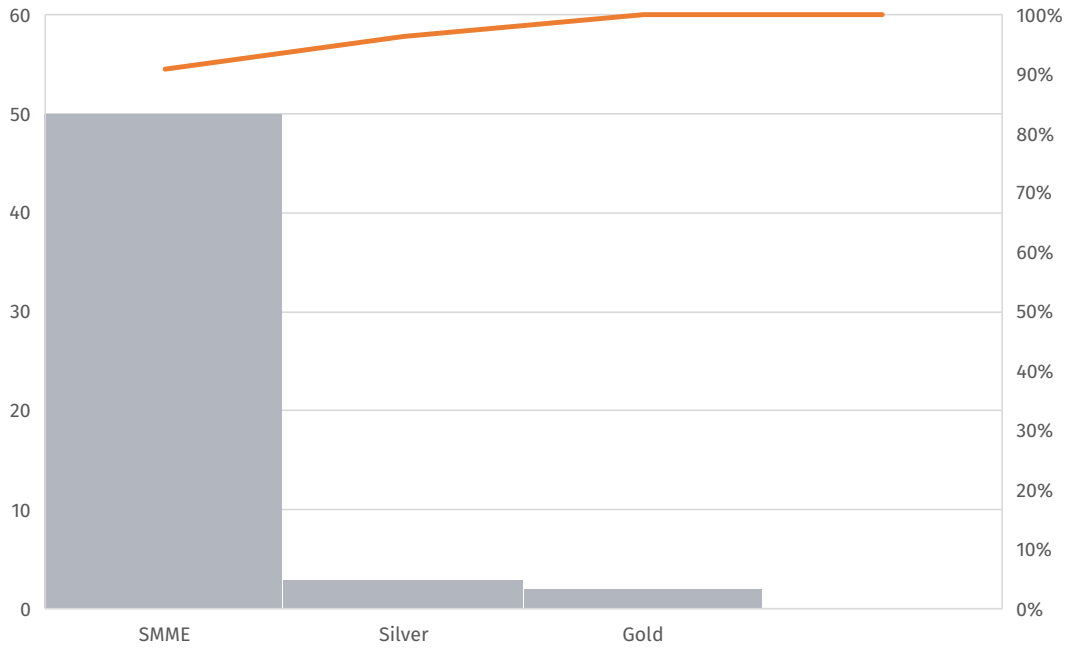
**NEWLY RECRUITED MEMBERS:
COMPARISON BY SECTOR 2022/2023**



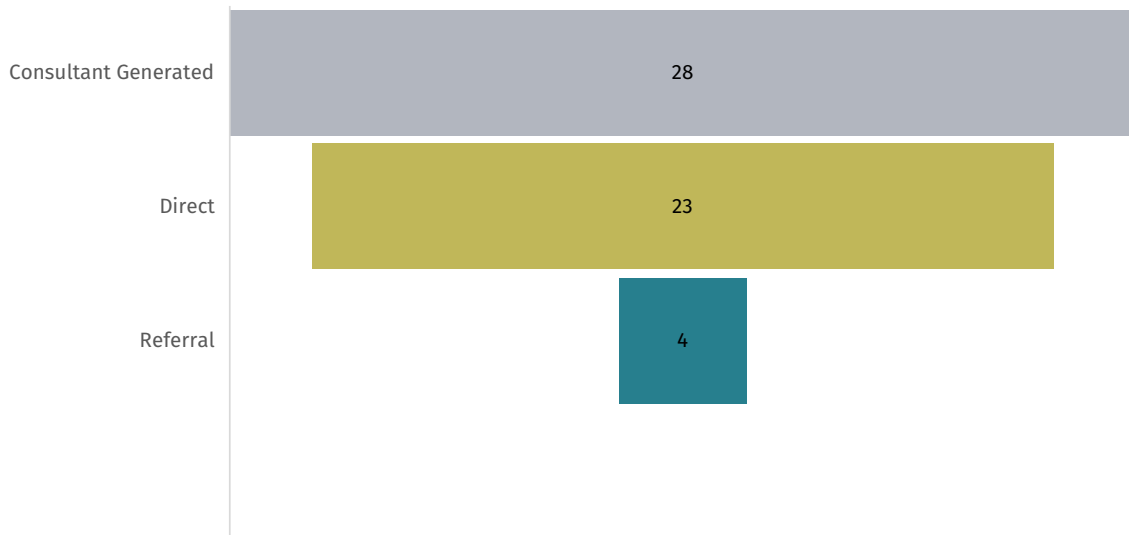
**NEWLY RECRUITED MEMBERS BY PROVINCE
Q3 2022 / 2023**



**NEWLY RECRUITED MEMBERS:
COMPARISON BY CLASSIFICATION 2022 / 2023**



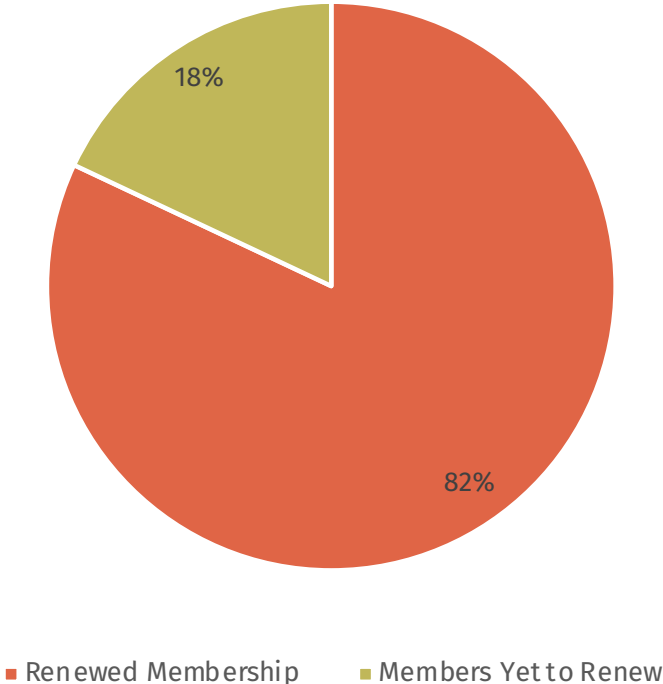
**NEWLY-RECRUITED MEMBERS BY LEAD ORIGIN
2022 / 2023**



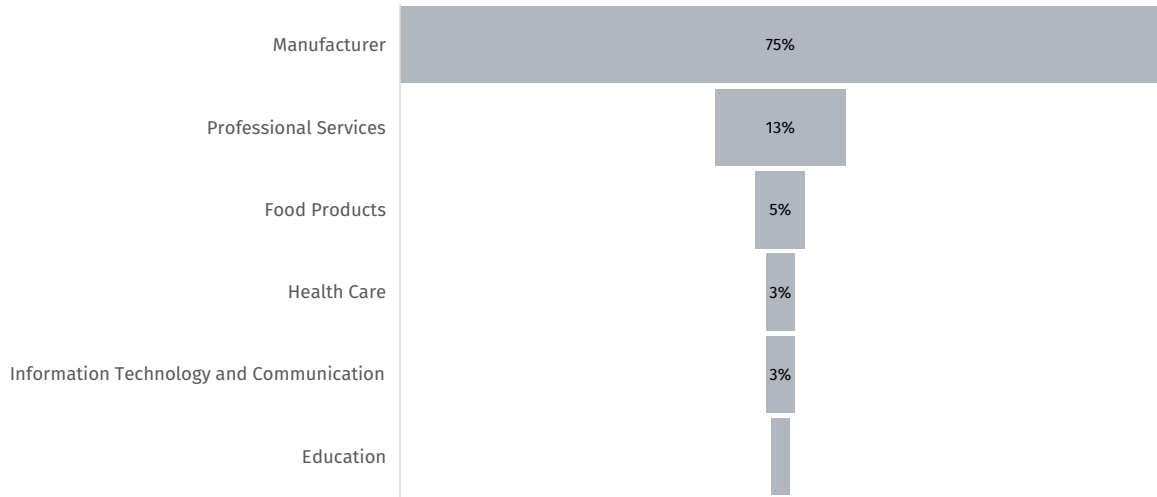
2022/2023 Q3 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	80%
REASON FOR GROWTH	
<ol style="list-style-type: none"> 1. The rate of retention of member companies for Q3 was 82%. 2. The positive growth in member renewals can be attributed to the lapsed members renewing their membership. 3. The multiple access to market opportunities from MAP to online retail opportunities is also assisting with member retention. 	
<p>Number of cancelled memberships: No cancelled memberships were recorded in this period.</p>	

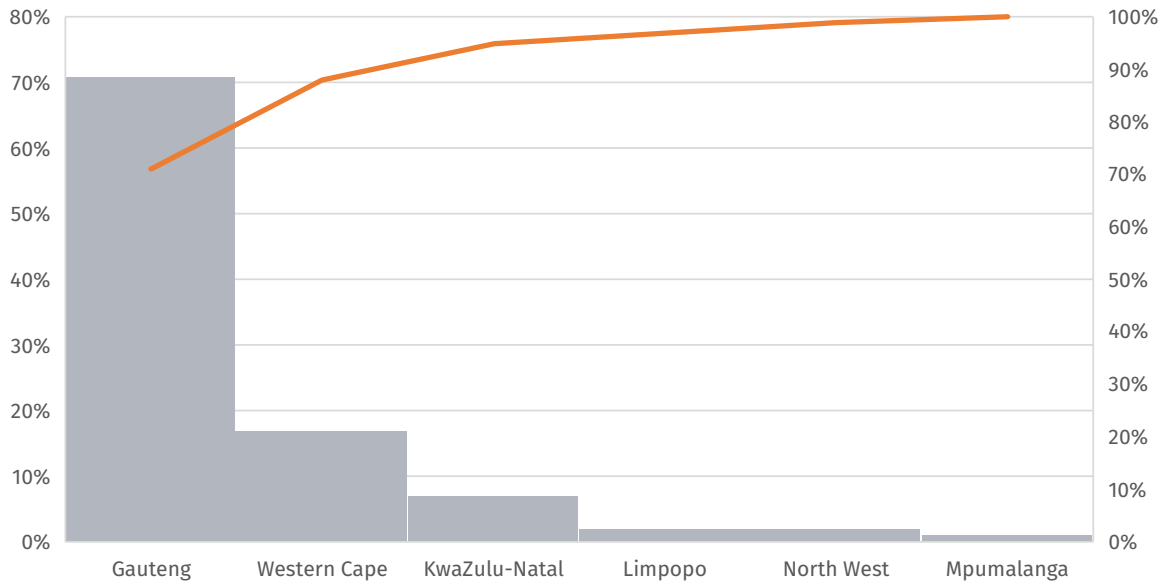
RENEWED MEMBERSHIP VS YET TO RENEW
Q3: 2022 / 2023



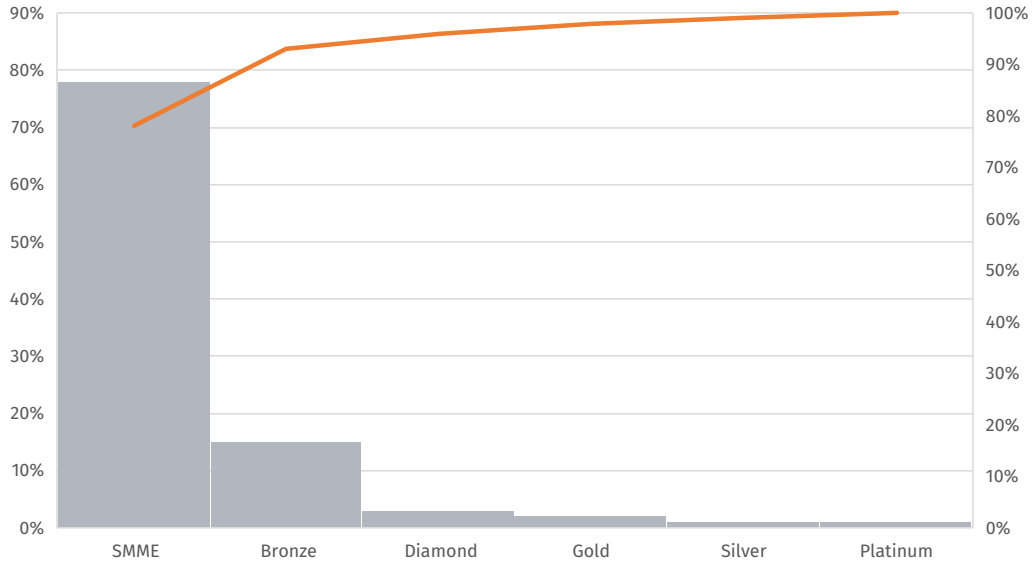
**RENEWING MEMBERS BY SECTORS
Q3: 2022 / 2023**



**RENEWING MEMBERS:
COMPARISON BY PROVINCE Q3: 2022 / 2023**



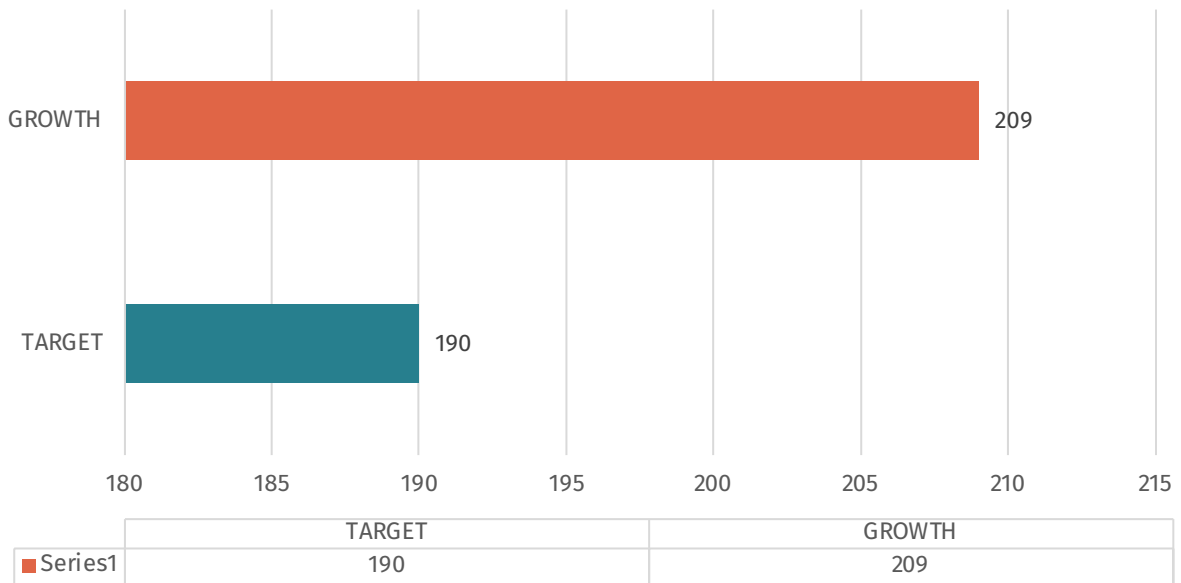
**RENEWING MEMBERS:
COMPARISON BY CLASSIFICATION Q3: 2022 / 2023**



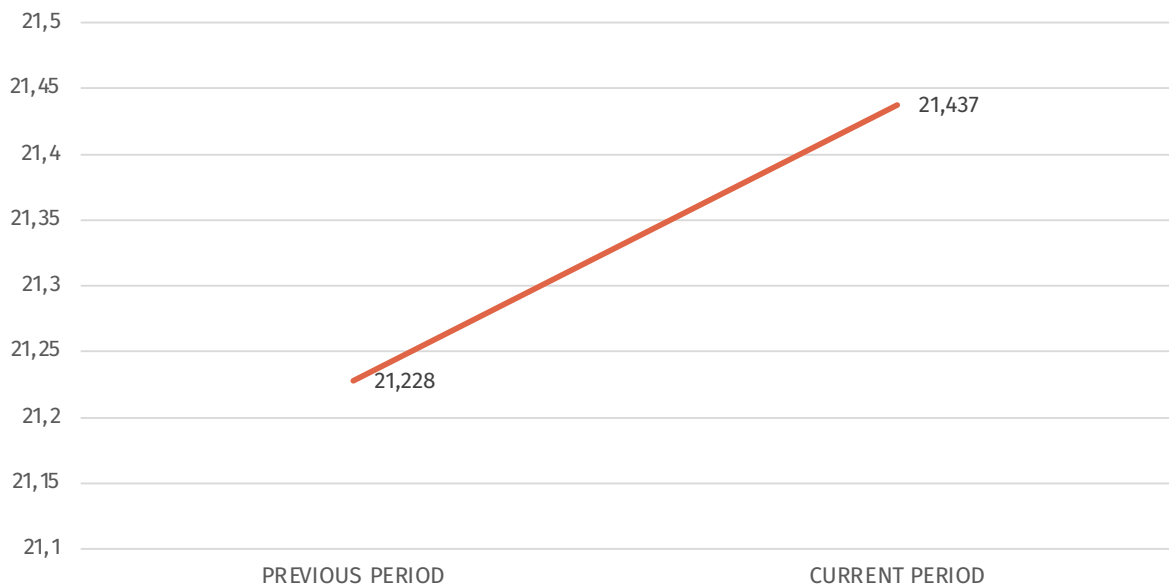
2022/2023 Q3 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q2 2022/2023	21,228
Current Quarter: Q3 2022/2023	21,437
2022/2023 Q3	
Target	190
Achievement	209
Target Exceeded: 10%	

**DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH Q3: 2022 / 2023**



**DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD
Q3: 2022 / 2023**



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Youth Economic Summit/ Symposium 2022 – 4th October 2022

The Brand South Africa Nation Brand Forum (NBF) took place between 04 and 06 October 2022 in three venues, Emoyeni Estate, the Nelson Mandela Foundation, and the Sandton Convention Centre (SCC). The Forum was designed to be a robust action-driven two-day invitation-only event comprising a youth symposium, international media roundtable and an African nation brand stakeholder's roundtable.

Proudly South African partnered in the youth symposium which took place on the 4th of October 2022.

The Youth Symposium engaged youth in developing 'a youth-led socio-economic blueprint' for supporting emerging brands locally and globally, alleviating joblessness and catalysing entrepreneurship. The facilitated and interactive Symposium focused on Skills Development, Access to Employment Opportunities, Entrepreneurship, Funding and building the nation brand.

The Forum was a dynamic event which was broadcast across Brand South Africa owned, paid, shared partner media channels, and digital platforms, which Proudly SA benefitted from. The day concluded with a private Stakeholder cocktail event hosted by the Presidency, Brand South Africa, and other partners.

The Proudly SA CEO, Mr Eustace Mashimbye gave a full account on the work of Proudly SA and how the organisation fits, positively to the broad topic of national discourse around economic growth.

Proudly SA was given the opportunity to brand outside and inside the venue creating brand visibility and awareness for the campaign.

The Youth Economic Symposium, was streamed on YouTube: [Youth Economic Symposium - YouTube](#)

Reach: 50 -100

Target audience:

- Media
- Prospective Members
- Industry Leaders
- Capital Providers
- Professional Experts
- Multiple and diverse Stakeholders





Women Economic Assembly (WECONA)- 5th & 6th October 2022

Since its launch in October 2021, WECONA has sought to engage industry leaders to set gender transformation targets in each industry and establish game-changing interventions that increase procurement from women-owned businesses.

The 2022 event:

- Reflected on the progress made to achieve gender transformation in their sectors
- Showcased industry opportunities and success case stories;
- Commitment to further action towards gender industry transformation in industry value chains

Hosted by His Excellency, President Cyril Ramaphosa, the high-level event drew 600 in-person decision makers (and over 5 000 virtual participants) from the Private Sector, Government and Civil Society to connect and inspire innovation, thought leadership and action to transform value chain ecosystems. It also created clear pathways for women-owned businesses to participate within the main-stream economy across all sectors of industry.

Proudly South African executive managers were invited to attend the two-day event which took place at the Department of International Relations and Cooperation (DIRCO) Headquarters. CEO Eustace Mashimbye was given the opportunity to speak in a panel discussion at the event providing the message of the Buy Local campaign and its importance in the economy and women empowerment in the presence of the State President. The CEO also unpacked the localisation strategy of the campaign including how it was being used to support women empowerment.

The brand team also assisted in conceptualising and creating the opening showreel of the event, which was truly a world class production as part of our contribution to this very important dialogue.

Reach: 600 physical & 5 000 virtually

Target audience: Women entrepreneurs, Government & media

LEAP-RE Stakeholder Forum- 5th & 6th October 2022



The Department of Science and Innovation hosted the LEAP-RE Stakeholder Forum, which aimed to create and expand an international multi-stakeholder community dealing with LEAP-RE. The forum attracted about 150 participants from science-based policymaking, funding and research, innovation, monitoring, evaluation and learning in Africa and Europe.

The Stakeholder Forum was held from 03-06 October 2022 at Protea Hotel Fire & Ice Menlyn in Pretoria. As an addition to the Forum, an exhibition happened concurrently on renewable energy projects that the DSI funded within the National System of Innovation (NSI). As part of the exhibitions, three tables were reserved for black women in the arts and crafts space to exhibit their bead work to the international partners.

Proudly SA member company African Mama's Craft exhibited at the forum.

Testimonial from member company Mama's Craft:

"African Mamma Crafts would like to convey our sincere thanks and gratitude for our invitation to participate as part of the exhibitors at the LEAP-RE Stakeholder Forum at Ice Hotel in Menlyn, Pretoria last week. We enjoyed being part of this well organised event and would like to commend the Department of Science and Technology and Proudly SA for the excellent manner in which the event was run. We were able to interact with delegates, share our details, make sales and learnt about other initiatives which DTS is involved with."

Reach: 150

Target audience: International partners in the science, technology, and innovation (STI) on Renewable Energy (RE) sectors

Step Up 2A Green Start Up- 7th October 2022

The **STEP UP 2A GREEN START UP** campaign aims to help South African youth identify opportunities in the green economy by harnessing technology and entrepreneurship. The purpose is to assist in growing much needed entrepreneurial skills base amongst youth, thereby reducing the elevated levels of youth unemployment in South Africa.

The campaign speaks to Proudly SA's mandate to buy local, create jobs, and reduce unemployment; as well as correlates with our environmental standards with a focus on enabling green businesses. The program aims to help young people shift from a fixed mind-set (job seeker) to a growth mind-set (job creator) and encourage them to see environmental challenges as new business opportunities.

The program implementation consisted of the following:

- **The Edutainment Content** - Cinema screenings across all 9 provinces of our edutainment film that inspires a culture of entrepreneurship. Additionally, creating excitement around being green and socially aware, introduces key lessons to learners and prepares learners for entry into the national competition.

- **The Ecopreneurs Toolkit (booklet)** – The toolkit provided a practical step-by-step guide including lessons on how to make positive social and environmental changes in their communities as well foster entrepreneurial solutions. It also provided details about the National Green Entrepreneurs Competition, Boot Camp and Awards.

- **Multi-platform Implementations** – Apart from Cinema implementation, the cinema is also taken into schools that are too far from a cinema complex. Additionally, all content is extended over online platforms (zero-rated by Cell C), and the campaign WhatsApp Platform.

- **National Green Entrepreneurship Competition**

- Provides the practical vehicle through which students can apply their skills and stand a chance of bringing their entrepreneurial and environmental flair to life.
- Entrants (in teams of 3 or 4, including a teacher) were required to identify an environmental or social issue in their community/school that can be solved by making a product or developing a service.
- Entrants submitted a business model canvass of their product/service and proposed how it would solve the problem they have identified, and how they could scale it (making use of the booklet as a guide)
- All entries were adjudicated by a panel of judges representing the sponsors and industry experts

- **Boot Camp & Awards**

- 9 teams were chosen to participate in the Bootcamp (30 Sep – 4 Oct). They were flown to Johannesburg where they participated in a 5-day Bootcamp filled with workshops and sessions with industry professionals and mentors.
- The Entrepreneurship awards were held on the 7th of October, where all teams had the opportunity to win bursaries, entrepreneurship support, devices, etc.

Proudly South African partnered in the campaign with a R20 000 donation and were invited to attend both the Boot Camp session and the Awards event. Our contribution is also to afford the overall winners real-time experience of how many local businesses in different sectors are run in SA. Therefore Proudly South African will host these 3 young women (winners) at the 2023 Buy Local Summit & Expo.

CMO Happy MaKhumalo Ngidi presented an award and provided a short message to the attendees on the Proudly South African campaign. She also awarded Primestars with a certificate to their contribution and extension of their membership to Proudly South African.

Reach: 100

Target audience: private & public businesses, Government & media



Impact of Localisation in SA Research Roadshow- Durban, Kwa Zulu Natal- 14th October 2022

The Impact of Localisation in SA Research Roadshow continued its tour in October. Renowned Economist Dr Iraj Abedian once again unpacked the findings of the revitalising SA's manufacturing sector study to members of the media. Proudly SA executive, Ms. Jeanine Van Straaten facilitated the event where the CEO, Eustace Mashimbye spoke on the importance of the buy local campaign and the reason for the roadshow.

In line with one of the report findings that automotive was one of the industries that contributed highly towards economic growth and job creation, Proudly SA hosted the Durban leg of the roadshow at the Bidvest Nissan in Umhlanga. The event allowed media the opportunity to understand the importance of localisation while viewing local manufactured Nissan vehicles.

In attendance was Sibusiso Ngubane from the KwaZulu-Natal office of the Premier who gave a keynote address on the concept of economic localisation, impacted by the Covid-19 pandemic which left the entire globe in a crippled economic state.

The event was well attended by key media houses from Durban, Proudly SA member companies, and key stakeholders. This was the main target audience to ensure the message of the findings was publicised to the public.

Stakeholder involved included:

- Kwa Zulu- Natal Provincial Government: Premier Office: Mr Sibusiso Ngubane
- World-renowned Researcher: Dr Iraj Abedian
- PR Agency – Power Lab
- Bidvest Nissan Umhlanga

Reach: 26 attendees (10 media houses)

Target audience: Media, Proudly SA members & KZN Provincial Government

Ecommerce Webinars- 18th, 20th, 21st & 25th October

Five webinars were organized by three e-commerce companies to introduce their respective e-commerce platforms to our selected members. The opportunity for the members entailed a showcase on product placement on their official e-commerce site. The invitees were handpicked by Proudly SA as this was a pilot project before all members on the database are invited.

The sessions were facilitated by the specific stakeholder representatives and Proudly South African hosted the webinars on its Zoom/Teams platforms.

Webinar breakdown & Reach:

Zulzi: 18th October, 8 attendees

Made by Artisans: 20th October, 6 attendees

Made by Artisans: 21st October, 5 attendees

Bizzmed: 25th October, 15 attendees

Zulzi: 25th October, 12 attendees

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

Impact of Localisation in SA Research Roadshow – Cape Town- 21st October



The Cape Town leg of the Revitalising SA's Manufacturing Sector research findings roadshow took place on the 21st of October. The venue for the event was the CTICC which provided a central location for the media. Proudly SA's CMO Happy Ngidi, opened the event focusing on the importance of localisation and highlighting the campaign. She stressed that the focus of the roadshow was to enlighten the media and South Africans at large to spread the word about the importance of localisation and its positive effect on the economy.

Renowned Economist Dr Iraj Abedian finished the roadshow with unpacking the results and input from the findings to the media.

Both Dr Iraj and Happy Ngidi were given the opportunity to answer questions from the media following the presentations.

Reach: 8 (Audience reached) 15 (Expected audience)

Target audience: Media



The Natural and Organic African Expo - 21 -23rd October 2022

The Organic & Natural Products Expo Africa is the first exhibition of its kind in Africa which aims to become the continent's must attend event for the sector. The expo encompassed several product categories in the organic and natural products sector from food & beverages, ingredients & raw materials, health foods, dietary supplements, cosmetics & hygiene products, beauty & personal care products, household products and organic gardening.

A wide range of activities were planned in addition to the exhibition including demonstrations, talks, workshops, and special features.

The Organic & Natural Products Expo Africa took place over 3 days from Friday, 21st to Sunday, 23rd October 2022 at The Deck in Wanderers Johannesburg.

The Department of Trade Industry and Competition (**dtic**) invited several local companies to the event including Proudly SA members to exhibit. These members were VIP Cosmetics Laboratories, (who are due for membership) and Iketle Naturals.

The **dtic** stand was in a central location at the main entrance of the Deck Wanderers which ensured large foot traffic.

The exhibition stand, was well branded and the Proudly SA logo was visible which helped in attracting and creating brand awareness.

Proudly SA activated and engaged with visitors answering questions, education on the campaign and provided information with the Z-cards.

The most frequent question was about what benefits there are for being a Proudly SA member as many small business owners and exhibitors attended the expo.

Reach:

200- 500 visitors a day
 52 + (Audience interaction at the stand)
 100 (Expected audience)

Target audience:

- Members
- Prospective Members
- SMMES
- Farmers
- Business Owners



Automotive Week - 24th - 28th October 2022

The automotive industry's premium networking and thought leadership conference was held at the South African Auto Week in October 2022, as part of the country's Transport Month activities. For the first time in the history of the industry in Africa, naamsa, the Automotive Business Council brought the world's industry giants to South Africa for futuristic and ground-breaking discussions and potential business opportunities.

It was hosted by the International Organisation of Motor Vehicle Manufacturers [OICA] General Assembly and its Council meeting in Johannesburg during SA Auto Week.

Proudly South African leveraged the event by highlighting the Drive Local key messaging through high-quality bespoke exhibition stand under the banner of an industry association. The exhibition displayed the branded digital content showing on the screen, emphasising the Drive Local message. In addition, delegates interacted with Proudly SA membership and events teams who answered questions and educating delegates on the Buy Local campaign.

Information was made available through Z-cards, branded pens, and pin flags as well as prize giveaways to delegates who answered our survey on the Buy Local Campaign.

Proudly South African member Monate Coffee in partnership with Absa, served coffee at the Proudly South African stand as a value add for the stand and an opportunity to showcase Proudly SA members and products; demonstrating the access to market opportunities given by Proudly SA.





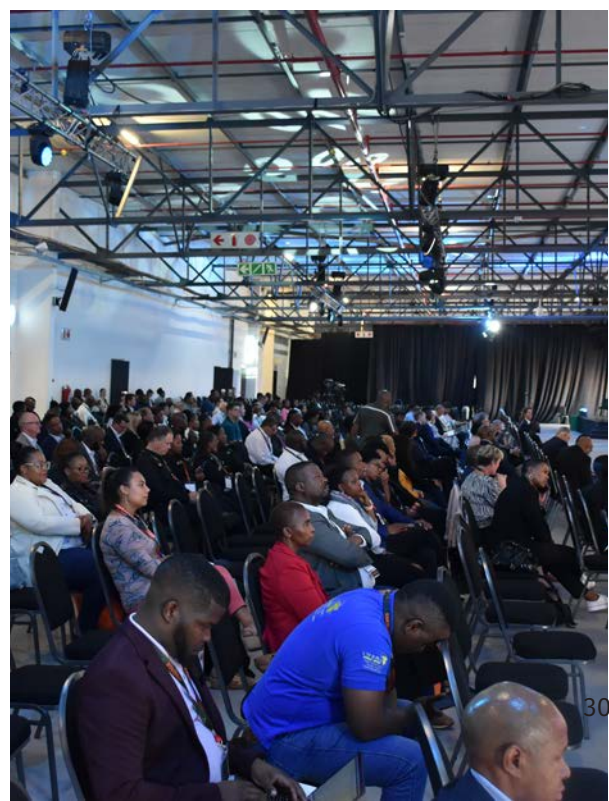
In addition to the stand, the partnership included the below value-added benefits:

- Speaking opportunity at The Thought Leadership Indaba Day 3, 27th October. Proudly South African CEO Eustace Mashimbye addressed the delegates with the topic- Buying local- Transforming how we do business to grow the SA Economy.
- Proudly South African Logo presented in a static banner at the Presidential Lounge, VIP Lounge, the Inner Ring Hospitality Areas and at the Media Conference Centre.
- VIP Tickets for the Captains of Industry Dinner & Awards function.
- Proudly South African logo was featured on wall posters.
- Branding outside venue.
- Print Ad in event programme.
- Logo placement on website & event programme.

Reach: 500 +- (Audience reached) 500 (Expected audience)

Target audience:

- Delegates within the automotive industry
- Stakeholders & Partners including
 - Toyota
 - Nissan
 - Nedbank
 - Westbank
 - Ford
 - BMW
 - Vodacom
 - Absa
 - VW
 - Suzuki
 - Standard Bank
 - Auto Trader
 - Isuzi
 - WECONA
 - Aston Energy
 - UJ
 - TUT





Local Travel Workshop webinar - 10th November 2022

The Festive season is a talking point in November and consumers begin planning their vacation, family time and shredding off the year's busyness, therefore the chosen webinar discussion focused on local travel. The panel of speakers shared insights about what South Africa had in store for consumers over the Festive Season, while they also unpacked Mzansi's beautiful local destinations.

Happy MaKhumalo Ngidi, Proudly SA CMO facilitated the webinar. She opened and welcomed all panelists and attendees in the audience.

Speakers included:

- **CEO of Proudly SA Mr. Eustace Mashimbye** took the audience through the mandate of Proudly- SA and how we lobby for the support of locally manufactured goods. Eustace further took the audience through the traumatizing unemployment statistics. Eustace highlighted how the tourism sector generates 740 000 direct jobs and more than 1.5 million indirectly. Eustace encouraged the audience to explore our 9 provinces during this festive period as they offer amazing experiences which will have a positive impact in generating economic activity.
- **Candy Tohill: GM – of Corporate Affairs & Head of Marketing, Brands PR & Comms** at Southern Sun explained how Southern Sun is excited to be able to operate at full capacity following all the restrictions that came with the COVID-19 pandemic.

- **Laurence Wall - International Hotel Group Manager at Profitroom** touched on driving business growth and after-sale services in South Africa, inspired by the potential that direct booking through hotel websites enables up to 20% more profit allowing, ultimately stimulating sector growth through employment opportunities, and smart digital solutions.
- **Comet Motimela - Director of Touch Let`s Go Travel & Tours Agency** explained how their packages focus more on township tourism as there is a lot of local content South Africans can relate to, this being the games we play, the food, and the atmosphere offered e'kasi.
- **Mashoto Mokgethi - Hub Head South Africa at SA Tourism** encouraged South Africans that whenever they are traveling locally for an event, to take advantage of that time & explore those specific cities or towns. There are loads of activities & places to see in the surrounding areas.
- **Thobeka Mthembu- travel and lifestyle blogger** explained how her love for travel came about and she encouraged South Africans to travel locally more often as it is affordable due to the wide packages & offerings there are by travel agents & hotels.

Reach: 26 Attendees
Target audience: Stakeholders, business owners, travellers, members, non-members & consumers.

SA Feather Awards 2022 - 10th November 2022

The Feather Awards recognise and celebrate the LGBTQI+ Community, iconic personalities, and achievers as voted for by SA and the LGBTQI+ Community. The event hosted NGO's, LGBTQI+ activists from South Africa and the African continent, Government representatives, over 80 press and media representatives and 560 Guests.

The Feather Awards ceremony was presented as a theatre production, with audio visual presentations and musical entertainment provided by leading South Africa performers.

Proudly SA saw this key event as a viable opportunity to support and drive through the Proudly SA ethos and essentially display the appreciation and establish business relationship with the LGBTQI+ community.

The partnership in the event included the below elements:

- Branding in prime position on all awards pink carpet and screens
- Well known MC Selby 'Selbyonce' Mkhize hosted guests on the Proudly SA Pink carpet
- Branding on social media pages
- Post event Sponsors "Thank you" branded post
- Activation space on the pink carpet (5m x 5m)
- Logo looped on screens on pink carpet
- 30 sec videos played at awards
- Crew tickets
- Proudly SA presented the Designer of The Year Category

Proudly SA created positive brand awareness for the event that stood out and caught attention of the Attendees. Our activation included a 360-degree

camera set up which was well received as guests were able to show off their local designs and take home a downloadable photo of the event.

The Pink carpet created a buzz as guests strutted their stuff for the media. Selby "Selbyonce" Mkhize Emceed for Proudly SA and encouraged guests to mention who they were wearing and promote the overall importance of the Wear Local narrative and Buy Local campaign.

The awards ceremony was a local production and highlighted the value chain of the entertainment industry. CMO, Happy MaKhumalo Ngidi represented Proudly SA in awarding the Designer of the year category. She wore a beautiful, designed dress from Scalo who is a local designer and member of Proudly SA. Scalo was the winner of this category which added to the excitement of the event from a Proudly SA / walk the talk perspective.

This event demonstrated local talent and skill all within the clothing, textile as well as the entertainment industry. Stakeholders' relations were well maintained and there were many opportunities to network and engage different strategic players of the event.

Reach: 450 guests- media & entertainment industry

Target audience:

- LGBTI Community
- Consumers
- Youth
- Buyers
- SMME
- Entrepreneurs



SAB Relaunch- 16th November 2022

Proudly South African member SAB introduced their new positioning to “A Future with more Cheers” to the public and media to reveal the revised SAB logo.

The relaunch was held at their head offices in Bryanston Johannesburg. CEO Eustace Mashimbye was invited to speak on the programme of the day and his message was focused on the Proudly South African campaign and how SAB is a Proudly South African brand moving the country forward.

Reach: 80- 100

Target audience: SAB employees, partners & stakeholders, and media

Preparing your business for tenders - Proudly SA's tender monitoring system webinar - 17th November 2022

This webinar idea culminated from several factors that were prevalent in the tender process/ management process. The Proudly SA membership manager, highlighted challenges that would help close the gap encountered through the tender process challenges.

The applicants have many challenges with completing tender documents. This is due to the lack of knowledge and expertise within the following areas:

1. **Local Content**, they do not always know how to complete this section in the tender document
2. **SBD Forms**, they do not always know what to submit when they are asked for these forms. This is major component because if there are any SBD forms missing, it is an immediate disqualify.
3. **BEE Document**, they do not always understand the difference between and EME and a QSE
4. The applicants, at times do not know where to obtain all the documents they need to be compliant for a tender.

Key speakers included BEE Commission, the dtic, Maximum Profit recovery (Pty) Ltd and Proudly SA which provided solid information on the tender process with valuable insights and advice.

The speakers managed to share presentations and properly explained the different processes involved in the tender process. The speakers were clear and concise in driving through the points.

The zoom recording was streamed live on YouTube, Facebook, and Twitter. The event video lives online allowing the delegates to log in later to view and share on an ongoing basis.

There was good positive engagement from delegates, who commented and asked questions.

124 Delegates logged onto the webinar and remained for the duration which showed the need for this discussion.

There was positive support from stakeholders such as Productivity SA, CIPC, NEF national Provincial Managers, SEDA Mpumalanga and Northern Cape – who all helped in sending out invitations to key businesses/ suppliers. The event was quite detailed and clear in sending out information on tender's process/ or helped in discarding challenges that is involved in tender process.

Reach: Actual attendance on the day – 124

Target audience:

- SMME
- Supplier
- Business Owners
- Prospective members
- SEDA business list
- NEF business list
- Productivity SA business list

Limpopo Business Forum- 17th November 2022



The return to physical forums kicked off in Limpopo on the 22nd of November. The response was extremely positive, and we exceeded our numbers. Proudly SA's Business Forums focus on the needs of SMMEs zoning in on localisation as a driver of economic growth and job creation. It is a platform where business owners and decision makers are equipped with insights about local procurement, business funding opportunities, and various development programmes that can take their businesses to new heights.

As event moderator, Chief Marketing Officer at Proudly South African, Happy MaKhumalo Ngidi, welcomed MEC of Limpopo Department of Economic Development, Environment and Tourism Mr. Rodgers Monama, all businesses, entities and individuals present. Happy gave a brief background on why Proudly SA does these national roadshows and the benefits for SMEs thereof.

MEC Rodgers Monama of Limpopo LEDET gave the keynote address, unpacking his department's plans for economic development in the province of Limpopo. MEC Monama further acknowledged and applauded the female majority he saw in the audience.

Proudly SA CEO Eustace Mashimbye took to the podium to address businesses on the importance of buying locally and the mandate of the Proudly SA campaign. He further addressed the measures Proudly SA implements to render a company one that is Proudly South African demystifying the misconception that local produce is expensive and low quality.

The Limpopo Economic Development Agency (LEDA)

was represented by Ms. Daphney Mbhalati who presented on the financial and non-financial support they offer SMEs and their focus on accelerating economic growth, development, and job creation.

Proudly SA member Lufuno Netshithuthuni of Funo Designs shared her heart-warming testimonial on her business journey with Proudly SA, and the access to market opportunities she received through the Proudly SA membership. She engaged the audiences in business growth since she joined the Proudly SA establishment as a member and encouraged those who have not joined to become members so that their businesses can get the required awareness through Proudly SA's social media platforms and other opportunities.

The session ended with a panel discussion with our key stakeholders, including SARS, Absa, SEDA, and SEFA where delegates were given a platform to ask questions or put forth any challenges they have experienced as small businesses. Our panelists were given a chance to respond with information on financial and non-financial support programmes for SMMEs.

Attendees were invited to lunch which provided a networking opportunity, and this allowed for business owners to sign up and share their details with us to become members of the Proudly SA campaign.

Reach: Target - 80 physical , Actual attendance on the day - 120

Target audience: SMMEs, entrepreneurs, business owners, members, non-members



How local businesses can leverage off the energy crisis webinar- 24th November 2022

This webinar was focused on a conversation on the impact of loadshedding on a large scale and local businesses. Many businesses have experienced the effects of load shedding through factors such as production & job losses and the criminal activity which have affected their businesses.

The Proudly South African webinar discussed measures that could be placed to mitigate the energy crisis in the country affecting local businesses and how local businesses could take advantage of the energy crisis in South Africa by filling the gap and creating jobs in the process.

The webinar gave consumers a better understanding of the following:

- Why should companies or consumers invest in solar?
- The power crisis in South Africa
- Educating consumers about diverse types of solar technologies & solutions
- Discussion on South African-owned solar technology businesses

Seasoned media extraordinaire Jeremy Maggs facilitated the session and the speakers included:

- **Eustace Mashimbye**; Proudly SA CEO
- **Ms Annelize van der Merwe**, Director: Green Industries at the dtic's InvestSA
- **Eddy Mokobodi** Proudly SA member and founder of Sakisa
- **Mamiki Matlawa** Group Business Development Manager of Actom

The line-up of speakers provided a valuable and insightful discussion on the current energy crises in South Africa and way forward to ensure businesses can still manage and operate efficiently.

Reach: 96 on Zoom 6 via social media

Target audience: Proudly South African members in the energy sector, businesses, and general consumers

Momentum 2022 Science of Success Festival- 25th November

Momentum hosted an event on the 25th of November – Science of Success which focused on research insights that were presented in an unconventional way to change behaviours that underpin success. The event aimed to empower people with insightful knowledge and advice and enable them to make informed decisions about their finances. Providing a fresh perspective of understanding the behaviours that accelerate and decelerate the journey to success. It is about the science/practice in a broader context (art, fashion, sport, business etc.) that can enable financial success.

Proudly South African CMO Happy MaKhumalo Ngidi attended the event as a speaker which was a Ted Talk segment live on stage with three other speakers including Jenna Clifford, Dave Fisher & Tyrone Peddie and Nosipho Mngomezulu. Happy focused on SMME's and the importance of buying local to create jobs and boost the economy. She indicated Proudly South African members who have benefited from the campaign within various sectors and how their success has contributed to the success of other SMME's.

Reach: 100- 150

Target audience: Consumers, Financial Advisors, Momentum employees, media, Government and Academia



Joy of Jazz Music Festival- 25th & 26th November 2022

The **JOY OF JAZZ 2022** marked **23 YEARS** of putting South Africa on the international jazz map, which tapped very much into the Creative Arts Sector and hospitality Sector.

This year brought a 2-day 2022 Festival with supporting events that attracted over 50 local and international artists, an audience of over 30 000 across 4 stages.

The structure of the 2-day festival consisted of:

- A Parade in the Sandton Precinct, Thursday with a hosted intimate dinner
- A ticketed, Full Jazz Immersion Friday Night, Day 1 of 4 Stages
- A ticketed, Full Jazz Immersion Saturday Night, Day 1 of 4 Stages
- Lifestyle Expo running during the day

Proudly South African was given the opportunity to partner in the 2022 event after its break of two years due to the pandemic. The partnership provided us the opportunity to highlight the importance of supporting the entertainment industry and tourism as events of this stature contribute hugely to the economy and most importantly job creation.

The festival provided Proudly SA opportunities to create awareness and reinforce the message on who we are as a brand which included:

1. Media Room Ownership: Taking over the main stage of the festival creating a space for media to write, edit images and view the live performances. The room was beautifully styled with our brand colours and branding create a local is lekker space. Media were provided meals and drinks, local snacks, and delicious coffee from our very own Proudly SA member Monate Coffee who provided a coffee bar for the two-day festival. Screens were situated withing the area providing media the opportunity to see how work and understand the Proudly SA Campaign.
 - Media were given an opportunity to interview Proudly SA CEO on the day
 - Media were provided with info packs that detailed what Proudly SA is about
2. Branding opportunities ensured our brand was visible throughout the festival from entering at each level to walking between stages and during performances. The brand messages of “Love Local “and Live the Music” were portrayed with beautiful images of local jazz musicians and centrally positioned at the main entrance area.

Branding could be seen in the below areas,

- Our logo appeared on the main stage
- Branding outside the Media Room:
 - Escalators leading to venue
 - Welcome signage at Entrance to festival
 - Expo 1 foyer area signage
 - Balustrades balcony on level 2 and 5
 - Logo on media invitations
 - Social media presence on the JOJ platforms



The PR & social media involvement included

- Social media support from us & JOJ – leveraging on each other’s platforms.
- A consumer education platform opportunity for Proudly SA.
- Invitation to The Music Workshop, GP Welcome, and the Media Junket
- On the ground interviews

Proudly SA Speaking opportunities

The festival was officially opened on Friday 25th November where our CEO Eustace Mashimbye was provided the opportunity to speak and took part in the official ribbon cutting with other dignitaries.

Our CMO Happy MaKhumalo Ngidi (CMO) was also provided the opportunity to speak in a panel discussion at the Joy of Jazz Festival and Expo. The expo was a new addition to the festival and provided visitors to shop and view local fashion, food, and crafts. The panel discussion involved industry greats who paid special focus on the economy and localisation elements of the festival.

Reach: Expected pax- 30 000+ during the two - day festival

Target audience: Media & entertainers, consumers, stakeholders, partners & music lovers





Soweto Farmers Market- 27th November 2022

The Soweto Farmers Market was brought to you by Explore Soweto which aims at creating a food, crafts and lifestyle market offering an explosion of local kasi flavours, sought after Sowetan talent and a shopping experience of distinction.

Proudly SA exhibited at the Soweto Farmers market 2022 to continue exercising the many benefits our members get when taking membership with us. The membership benefits include marketing access platforms and opportunities to showcase their brand and business.

Explore Soweto was founded in 2020 with the vision of creating an up to the minute digital city guide and directory for the established and grassroot businesses within the township. They have made it their mission to share the hottest groove spots, the most irresistible Kota joints and to tell the stories of the movers and shakers who are breaking ground, ekasi and so much more. The Soweto Farmers Market team and Explore Soweto aim to unite the community of over 35 000 in real life at a culture shifting event.

Proudly SA invited its members to exhibit at this event. The following members who were selected within the food, beverage and clothing industry took part.

- Black Premyum (Ice-Cream)
- Zazi Juice (Zazi's Production): Juice and dried fruits
- DV Store (Clothing bags, sling bags)
- House of Dlicacy (Non-alcoholic wines)

The event was an excellent fit for the Proudly SA members to exhibit and sell. The event enabled a fantastic outcome; this positive market access platform yielded remarkable results. The members got great exposure for brand awareness and reaching new customers.

The **black Premyum** and **Zazi Juice** sold out their products at the Soweto Farmers Market which showed the high volume of visitors and popularity of local brands.

Reach: 2500 (Audience reached)

Target audience: general consumers, youth, small business owners, families



New Members Meet & Greet Quarter 3- 29th November 2022

Proudly SA hosted an online onboarding session where new and existing Proudly SA members were introduced to the campaign and advised on how they can use their membership optimally for the benefit of their product and/or business.

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

Membership Manager at Proudly SA, Alicia Logan 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 upcoming Buy Local Summit and Expo and shared with the members the opportunities available to them from the expected 2-day conference and exhibition.

Tshiamo Ndlovu who is Assistant PR Manager shared the PR benefits by highlighting how members are featured on our social media platforms. Tshiamo also touched on the sector-specific discussions held on Twitter Spaces with member companies. New members are also highlighted in the Proudly SA newsletter monthly.

Closing of 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 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.

Reach: 49

Target audience: New & existing Proudly SA members



Kwa-Zulu Natal Export Week - 29th - 2nd December 2022

The KZN Export Week and Summit, was developed to boost the profile of KwaZulu-Natal's Exporters and to promote exports in general. It furthermore created a platform where the awareness of the crucial role that exporters play in KwaZulu-Natal's and South Africa's economy.

The theme for the summit was Think Africa, Think Growth and took place from the 29th of November to the 2nd of December.

Through a comprehensive programme of activities, the KZN Export Week provided professional development and information on growth sectors and market opportunities to KwaZulu-Natal's new and existing exporters and internationally focused businesses.

Proudly SA in growing their relationship with Trade and Export KZN was invited to attend and participated with an information desk at the expo which took place coherently with the summit at Southern Sun Elangeni Hotel.

Proudly South African Durban based member company, Flow Metrix was invited to attend and to showcase their business alongside our stand. Flowmetrix develop, manufacture and market flowmeters and related process control instrumentation. The expo provided a great opportunity to network and create awareness for the campaign. The membership team secured 40 leads over the two-day exhibition and created great exposure for the campaign.

CEO Mr. Eustace Mashimbye was invited as a panellist on the first day of the summit. The session was focused on businesses support services for exporters and was facilitated by Trade & Export KZN

board member Ms Maharaji. On stage with the CEO were other industries experts such as Investment OSS, RBIDZ, SARS, Bureau Veritas, Food Safety Agency, and Brand SA. The session closed with a Q & A which provided Proudly SA the opportunity to provide the audience with key insights into the Buy Local campaign.

Reach: 200- 250

Target audience: Small & large business owners and entrepreneurs and in the export/ import sector



Local Fashion Police Final & 21st Birthday Celebration- 30th November 2022

On the 30th of November 2022, Proudly South African embarked on the Finale of the Local Fashion Police event. The event was the final of the popular competition which began in August 2022. The event also provided Proudly SA with the perfect opportunity to celebrate our 21st birthday which took place in October.

Four final winners were selected by the judges and were invited to strut their selected designers clothing on the runway.

The 2022 designers and judges were,

- Scalo from Scalo Designs
- Hangwani from Rubicon
- Mapholo from Ledikana
- Biji from Biji La Maison



The event was held at The Forum – The Campus in Bryanston the perfect venue for a fashion extravaganza. The evening was filled with pure glitz and glamour from local South African fashion, food, wine, and gin provided by our member companies.

Guests included members of the media, high-class A-list celebrities, prominent stakeholders, partners, and friends of the campaign.

Guests were greeted with glasses filled with Proudly South African champagne by Nandzu. As guests entered, they were able to view the designers' pieces and engage with them one on one before heading out to our Proudly South African market, they had a handful full of Mzansi's finest delectables to pick from which included,

- African Mama's
- Eyami Fashion
- Ascend Clothing
- Plus Fab



Our popular and well-known MC for the evening Alphi Sipho Mkhwanazi ensured guests were kept entertained and created the hype for the main event which was of course the night's talk and conversation. Both our CMO Happy Ngidi and CEO Eustace Mashimbye addressed the audience on the work we have done so far which has attributed to our successful 21 years of the campaign.

The Fashion designers/judges had the pleasure of showcasing their work through the competition winners. Each judge selected one winner and showcased four designs to the attendees. Each winner was presented with their winnings of R20 000 in fashion from their designated designer/judge by Eustace and the designer received a Proudly South African membership certificate.

The night was filled with surprises including a 360-camera activation, cutting of the cake & singing Happy Birthday to Proudly SA, prize giveaways and the element of surprise came to live when Mzansi's own Kwaito legend Mdu Masilela brought down the house with his local hits, including the hit song #LocalsLekker.

The night ended with a compilation of 21 years of South African hits, giving our guests a nostalgic feeling of the "good old times." Guests were treated to a branded cupcake on leaving in celebration of our birthday. This CTFL spectacle was also supported by 2 of our Board Members who were in attendance.

Reach: 150

Target audience: media, influencers, stakeholders, board members and Proudly SA members





Mzansi's Brand Building Women Webinar- 1st December 2022

On the 1st of December 2022, Proudly South African continued with their series of Business Forum Webinars. This webinar was titled Mzansi's Brand Building Women.

The online seminar was a panel discussion that focused on career paths and journeys, difficulties for women within the corporate space, localization, Brand Building, Brand Quality, Opportunities for up & coming females, and how local brands boost the economy.

The webinar was facilitated by Siyanda Bani and the panel of speakers included a lineup of well-established business women and popular brands.

- **Happy Ngidi; Chief Marketing Officer:** Proudly South African
- **Sithembile Ngobese; South African Corporate Affairs and Sustainable Business Director:** Unilever
- **Johannita Eksteen, Owner & Founder:** Funky Ouma
- **Zumi Njongwe;** Consumer Communication & Marketing Excellence Director: Nestle ESAR
- **Jodi Scholtz;** Lead Administrator: SABS
- **Mapule Ramothwala;** Founder of Kiddo Kool

We received a lot of interaction from the audience during the webinar and the panelists made critical points regarding brands and building a business in South Africa.

To increase engagement and reach we advertised a prize hamper giveaway which was provided by Funky-Ouma. This was well received and created awareness for our member company as well as increased attendance.

Reach: 90 Attendees

Target audience: General consumers, women in the corporate space, business owners and followers of the campaign

Kyalami Market – Christmas Fair- 3rd & 4th December 2022

The Kyalami Shopping Centre, a popular shopping Centre in Johannesburg hosts The Kyalami Market with various themed markets throughout the year. The markets take place outside within their parking lot. Various SMME's within the food, beverage, arts & crafts showcase and sell to the public. The Christmas Fair edition was held on 3 & 4 December 2022 and was the final edition of The Kyalami Market for 2022. It took place over 2 days and ran from 9am till 5pm on each day.

Proudly SA took the opportunity to invite four of their member companies to take part in the weekend market. This was great exposure and access to market opportunity for the members and it was an amazing opportunity to create awareness about their products to the public.

The member companies who participated were,

- Miante Manufacturing
- DV Design
- Nkosi Ceramics
- Vuthela Creations

The members' feedback was positive with sales ranging from R2 000 to R4 450 over the two-day period, for each of the SMMEs. There was interest from other vendors attending that expressed an interest in becoming Proudly South African members and therefore the event was a great membership drive.

The attendance was higher on Saturday versus Sunday but overall, there was high foot traffic over the two days. The organisers of the market ensured good advertising and the set up was executed efficiently to ensure exposure for all vendors.

Testimonials from members

"Thank you for the opportunity, we got very positive feedback on our products. People love our products and some have continued to place orders after." Miante Manufacturing

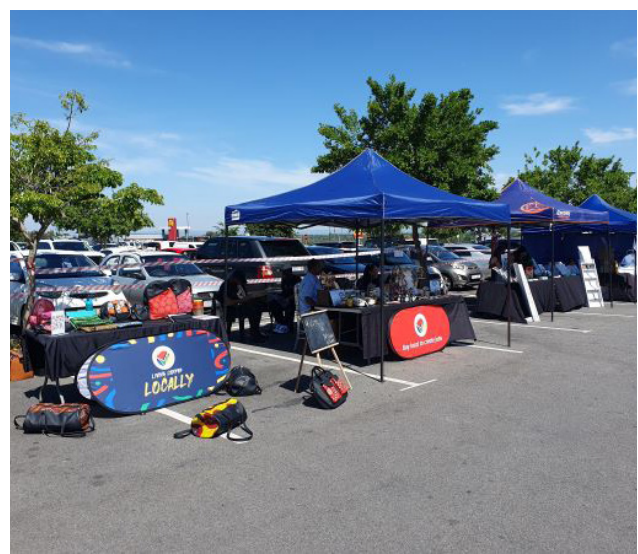
"Thanks again for the invitation and support at this weekend's Christmas Market. It went well for us overall. The music and ambience were great! We had a lot of visitors to the stall and on both days, our information cards were all taken, so we hope this will translate to future sales." Vuthela Creations

Reach:

Expected- 800

Reached- 300-400

Target audience: small business owners, Entrepreneurs, Owners, Sole Traders & the public





Back to School 2023 Webinar- 8th December 2022

Our final webinar of the quarter took place on 8th December 2022. The focus was on Back-to-School and what it will bring in 2023. As the festive season begins, back to school is around the corner and we need to encourage consumers to support our local manufacturers and retailers.

Before the children and students go back to their schools/ universities, we wanted to show them what the importance of buying locally and supporting local manufacturers during this campaign does to boost the economy and create jobs. The message was key in creating the mindset of buying locally and supporting local businesses when consumers do their back-to-school shopping.

The webinar included a great panel of guest speakers who provided their professional opinions and gave informative insights and knowledge to all attendees.

Discussions were focused on the pricing of school uniforms, breaking into the school uniform market, Market access for local manufactured stationery, and related items. We also covered the importance of buying local, supporting local businesses, and what to expect from suppliers & retailers for the Back-to-School 2023 campaign. Retail giant Makro was a powerful addition to the lineup and provided insight into their marketplace ecommerce site.

Ms. Honey Judy Mthembu facilitated the webinar and our speaker line up included,

- **Mr Eustace Mashimbye**; CEO: Proudly SA
- **Ms. Karabo Motaung**; Principal Analyst: Competition Commission SA
- **Mr Rtayu Pattundeen**; Senior Management Proudly SA member: Palm Footwear
- **Ms Marthie Raphael**; CEO Proudly SA member: PepClo
- **Mr Mervin Govindan**; National Sales Manager: Freedom Stationery
- **Mr Levi Mnguni**; CEO Proudly SA member: Thuto Stationery
- **Mr Relin Sookoo**; Business Development Manager: Massmart

Reach: - 45

Target audience: small business owners, Entrepreneurs, Owners, Sole Traders & the public such as families and children/ students

Kickstart your 2023 with enhanced social media proficiency - 14th December 2022

Proudly South African hosted the very first Proudly South African Social Media Boot Camp. The workshop was a unique and interactive workshop that promoted an understanding of the exhilarating world of Digital Marketing, enabling business owners to utilise these skills effectively.

Attendees were trained and empowered with the knowledge on how to use social media to engage their clients and how to develop a plan that may work best to drive and promote awareness that impacts sales and increases ROI. Various tips and tricks were provided as well as personal experiences on how have successfully used social media to grow their businesses.

The event took place at The Capital On The Park in Sandton and those who attended were provided the opportunity to network, find out more about Proudly South African, engage and ask questions on digital marketing with our experts. This was a physical event, but live streaming was set up for attendees to tune in via our social media platforms or re watch the workshop post the event.

The speaker line up included:

- **Mrs Happy MaKhumalo Ngidi** – Facilitated the session and spoke on the working and educating the delegates about the Proudly SA campaign.
 - **Ms Liz Letsoalo**, Founder of Masodi Organics
 - **Kgomotso Motshegoa** founder of Corner Dladla Pizzeria
- These members focused on how they are optimising Social Media platforms for their business.
- **Ms Amanda Ndlangisa** – shared a video on the importance of copywriting, how to start with the message and how does copywriting help to achieve overall business goals.
 - **Ms Bianca Moreira** CEO of House of Freya, educating the delegates about social media (growing following of social media, what works and what does not work) and content marketing.

Spot prizes were handed out during the workshop. These were given to delegates who answered questions correctly on the Proudly SA campaign.

1. How old is Proudly SA?
2. How will they be spending their festival season buying locally?

It was a successful and enjoyable event and those who attended found the workshop valuable and informative.

Reached- 45 physical 3.8k views on social media

Target audience: Proudly South African members, SMME's, content creators, social media managers, influences, and general consumers.

***Total number of Dipstick Surveys completed:** 10



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1) SUMMARY

Quarter three of 2022 was an exciting period for Proudly SA. During this period, PR entrenched the brand's ethos within the media and consumer space. Communication took place via traditional PR mechanics and social media content drive.

The quarter began with a continuation of the roadshow unpacking the findings of the Impact of Localisation study, which took place in KwaZulu-Natal and Cape Town. We then followed with a big Local Fashion Police (LFP) finale titled Fashion meets Music event to celebrate Proudly SA's 21st anniversary and conclude the LFP social media competition.

The purpose of the events was to achieve the following objectives:

- Educate consumers, media, and companies about the importance of localisation
- Emphasise the importance of buying local and highlighting the role people play in creating jobs and boosting the local economy
- Increase brand awareness and establish brand relevance & affiliation

Impact of Localisation in SA

A regional roadshow in KwaZulu-Natal and Cape Town, bringing media and consumers closer to the findings of Proudly SA's revitalisation in manufacturing report. The report drives a key message around the importance of investing in the manufacturing sector and the positive impact this will bring to the local economy and job creation. Commissioned by Proudly SA alongside Dr Iraj Abedian, the seeded an impactful reason to believe the report to help garner investments within the manufacturing sector by releasing data that helped substantiate the critical state within the manufacturing industry.



New study urges South Africans to buy local

Research on SA's manufacturing sector backs long-standing Proudly SA campaign

SAAS news

A report on SA's manufacturing sector has confirmed what the Proudly SA campaign has said for more than two decades – buy local to create jobs and grow the economy.

It also says that the SA economy has the power and capacity to meet several million more jobs in the manufacturing sector, but only if we buy local.

The report further shows that local manufacturing is a vital part of the local economy and that it is essential to the country's growth and development.

The report also says that the manufacturing sector is a key driver of the country's economic growth and that it is essential to the country's future.

•• If the government listens and engages more with SMEs, sector by sector, region by region, we can get manufacturing revitalised

Abedian said localisation had never been more important than now, and that it is essential to the country's future.

"Manufacturing in SA has huge potential locally and globally. But we can't realise that potential unless we buy local.

The report also says that the manufacturing sector is a key driver of the country's economic growth and that it is essential to the country's future.

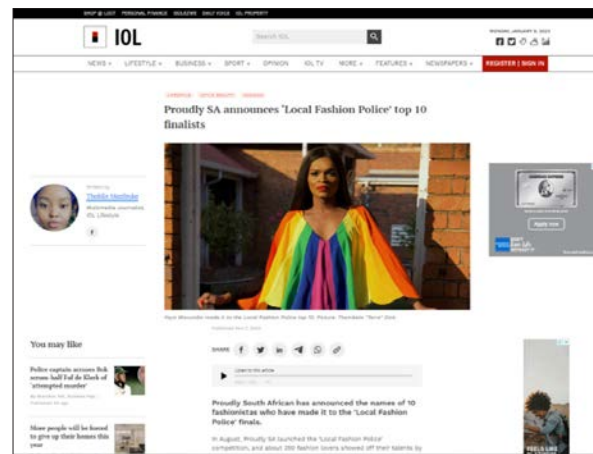
The report also says that the manufacturing sector is a key driver of the country's economic growth and that it is essential to the country's future.

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Local Fashion Police Finale

Proudly SA launched the second leg of the Local Fashion Police, and in quarter three, we saw a finale like no other. Proudly SA brought together media, people of influence, and many other stakeholders to witness the Fashion meets Music experience. The event showcased the finale of the 6-month long social media competition where the four winners strut their designer's garments in front of esteemed guests. Overall, the competition garnered over 350 entrants, where four walked away with local fashion worth R20 000 each.



We hosted media at the Business Forum held in Limpopo, where we unpacked the importance of supporting local SMMEs and the potential positive ripple effect on job creation and sustenance.

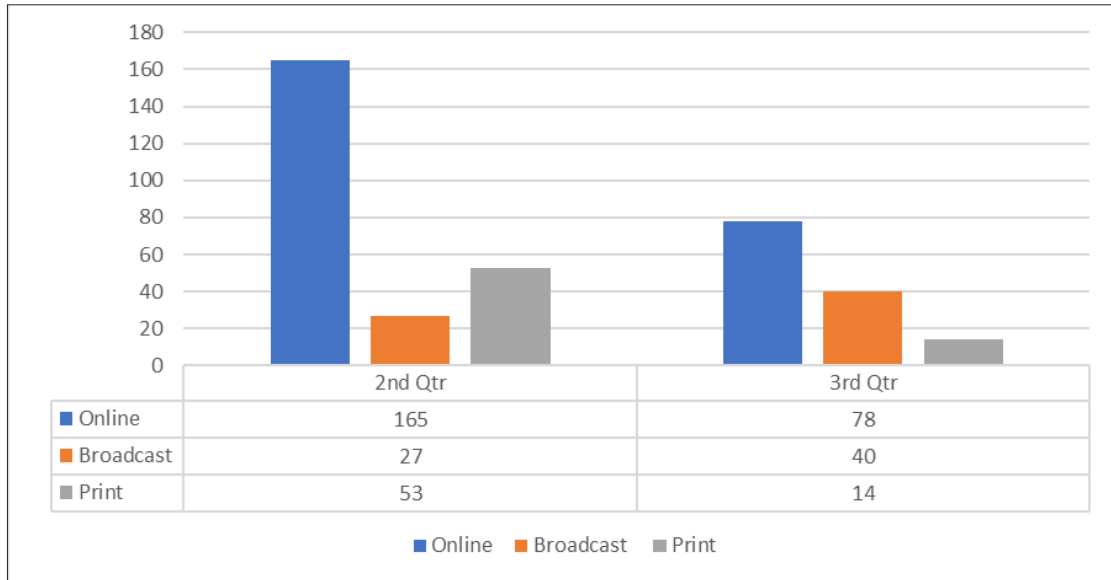
Furthermore, PR implemented a strategic event alignment where we leverage existing properties to help us connect our brand with consumers enabling a diverse opportunity for media engagement.

These events include the STEP UP 2A GREEN START UP, Joy of Jazz Day 1 and Day 2, SAB brand media launch, SA Feather Awards, Festive Season press drops, and Momentum Woman of Success event. Through the activities, we saw Proudly SA's CEO, Eustace Mashimbye and CMO, Happy MaKhumalo Ngidi, demonstrating the 'buy local to create job' mandate. In addition, we created an opportunity to reach more consumers through existing platforms or events by targeting the relevant spaces that are some of the fundamental areas of importance within our sectors.

4.5.2) 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 (Oct – Sep 2022). Comparison is made with the same period in previous years.

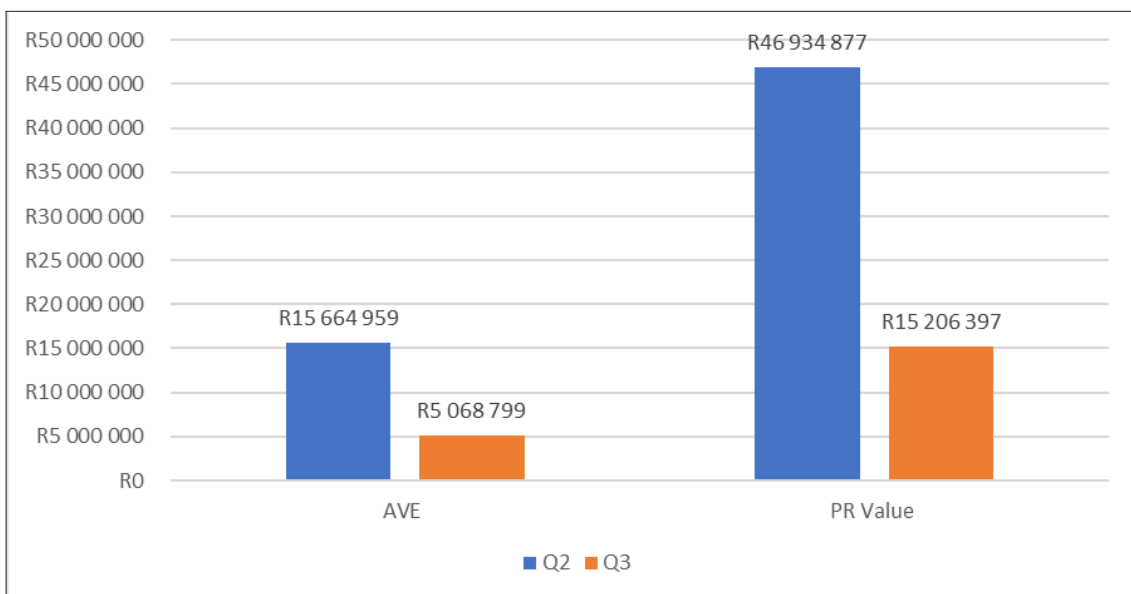
NUMBER OF STORIES



4.5.3) 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. Traditional PR garnered an overall reach of 70 357 738 through broadcast, print and online media coverage. The AVE value achieved was R5 068 799, attaining an R15 206 397 in PR Value

CHART TITLE



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between October and December 2022:

No.	Date	Type	Title
1.	10-Oct	Press release	Have you heard? Proudly South African's Local Fashion Police competition has been extended!
2.	14-Oct	Press release	KZN - New research on SA's manufacturing sector backs up the country's long running Buy Local campaign
3.	19-Oct	Press release	CT - New research on SA's manufacturing sector backs up the country's long running Buy Local campaign
4.	11-Nov	Press release	The Local Fashion Police Have Chosen The Top 10
5.	17-Nov	Blurb	Proudly South African business roadshow kicks off in Limpopo.
6.	17-Nov	Press release	Arresting stuff! Proudly SA's Local Fashion Police unveil four winners of R20K worth of local fashion
7.	01-Dec	Press release	Proudly South African Celebrates Its 21st Birthday Party With A Fashion-Meets-Music Evening
8.	06-Dec	Op-ed	PROUDLY SA: Sometimes, a little light in the tunnel can make the journey to the end easier
9.	12-Dec	Pitch-angle	Wishing you a happy festive season (press drops)
10.	13-Dec	Awareness e-card	Social Media bootcamp
11.	18-Dec	Festive season media pitch write-up	We have the Power to change our fate as South Africans

4.5.5) Social Media

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

	Followers 30 Jun 2022	Followers July 2022	Followers Aug 2022	Followers Sep 2022	Financial year growth
Facebook likes	29 533	32 943	33 011	33 083	3 550 (13%)
Facebook follows	50 629	51 892	52 086	52 196	1 567 (3.1%)
Instagram	17 210	17 990	18 050	18 200	990 (6%)
LinkedIn	4 879	4 974	4 980	5 036	157 (3.2%)
Twitter	183 975	184 568	184 575	184 621	646 (0.4%)
YouTube	552	577	607	616	64 (12%)
TikTok	195	196	216	220	28 (14.4%)
TOTALS	286 973	293 140	293 525	293 972	6 999 (2,4%)

STUDENT VISITS

Student visits did not happen in this quarter due to exam time and festive season period. To ensure we still reached the student demographic, we utilised the campus radio stations to spread the buy local to create jobs narrative.



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
4 October 2022	Youth Economic Symposium	Johannesburg
5 October 2022	Brand forum – Panel Discussion	Johannesburg
14 October 2022	Localisation Roadshow	KZN
27 October 2022	SA Auto Week	Kyalami
16 November 2022	SAB Relaunch	Sandton
22 November 2022	Limpopo Business Forum	Limpopo
24 November 2022	How Local Businesses can leverage of the Energy Crisis Forum	Webinar
24 November 2022	WIMBIZ Event	Virtual
25 November 2022	Joy of Jazz Launch and Ribbon cutting event	Sandton
25 November 2022	Presentation to SACTWU National Extended Secretariat	Virtual
29 November 2022	TIKZN – Exporters week conference	KZN
30 November 2022	Proudly SA 21st Birthday celebration and Local Fashion Police fashion show	Johannesburg
1 December 2022	World Association for Small and Medium Enterprises	Sandton
8 December 2022	Back to School Webinar	Virtual

BRAND MANAGEMENT



The branding focus during the quarter in review was to promote the buy local message by encouraging consumers to buy locally made products and services as well as to increase brand visibility and logo recognition as part of Proudly South African's festive season campaign. Different medium were used in this quarter to share three messages Black Friday, Festive season as well as back to school.

We also ran the campaign on other media such as mall advertising , Airport advertising, online digital marketing as well as ATM advertising. These platforms pushed our black Friday , Festive season as well as back to school campaigns with the overarching message that consumers must live lekker locally. The Living Lekker Locally as well as Game Time TVC ran on Multichoice platforms to promote the buy local messaging to consumers encouraging buying local over the festive season. The Branding & Design team also created content for the organisation including all design work for events and activations that took place during this quarter including invitations, web banners, ecards, presentations and event banners. The Department also created animated videos as well as continuous website updates to support the marketing team's campaigns. This work has elevated the quality of Proudly SA's webinars, making them look professional and with a consistent look and feel and identity across all events.

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.



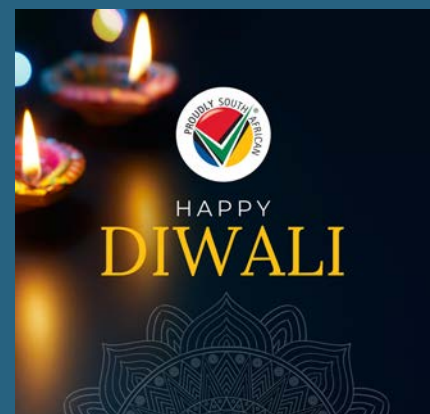
WE LOVE LOCAL
made in SA

At Mr Price Home,
40% of our products are
made in **South Africa!**

SOCIAL MEDIA E-CARDS



In our continuous efforts to be top of mind Proudly South African and relevant continuous designs and ecards are made to showcase our message and our upcoming activities. Proudly SA celebrated their 21st birthday and this was reflected in our various ecards showcasing our celebration. Proudly SA also designs various electronic social media posts (e-cards) that are used to promote events, special days, and honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand.



LOCAL FASHION POLICE & JOY OF JAZZ

Local Fashion Police and Joy of Jazz were our big events for the quarter and the branding team went all out on the design and messaging at these events to promote the Buy Local Message as well as the specific Living Lekker Locally message, Local Fashion Police showcased the textile industry and the wear local message, Whereas Joy of Jazz showcased our celebration of the local music industry and the artist that create jobs through their craft.

Social media



Local Fashion Police Event Branding



JOY OF JAZZ EVENT BRANDING



BLACK FRIDAY

One of the biggest shopping periods in the country's retail calendar, Black Friday has over the past few years captured the imagination of consumers. In response, more retailers and manufacturers offer significant discounts on their products to entice even greater levels of spending. Proudly SA sort to use this shopping period to promote the purchasing of local goods and services. Using television networks, digital advertising as well as mall advertising to get our message across to consumers to purchase made in SA products.



FESTIVE SEASON CAMPAIGN

Mall advertising

Digital advertising

ATM advertising

Television advertising
(Squeeze back & TVC)

From November all the way through December we embark on our festive season campaign this is to capitalize on the festive buying period. Create awareness of the logo as well as influence buying behaviour. The main message for this festive season campaign is to eat, drink, travel, watch, listen, drive, wear local this festive season. The campaign highlighted all the things you can do when supporting local and buying local. The idea is to show consumers that they can impact the economy in everyday little things that they do. This campaign lived on various consumer touch points from malls to cell phones through digital advertising. The campaign mainly targeted higher LSM target audience as they have a high consumer spend footprint.



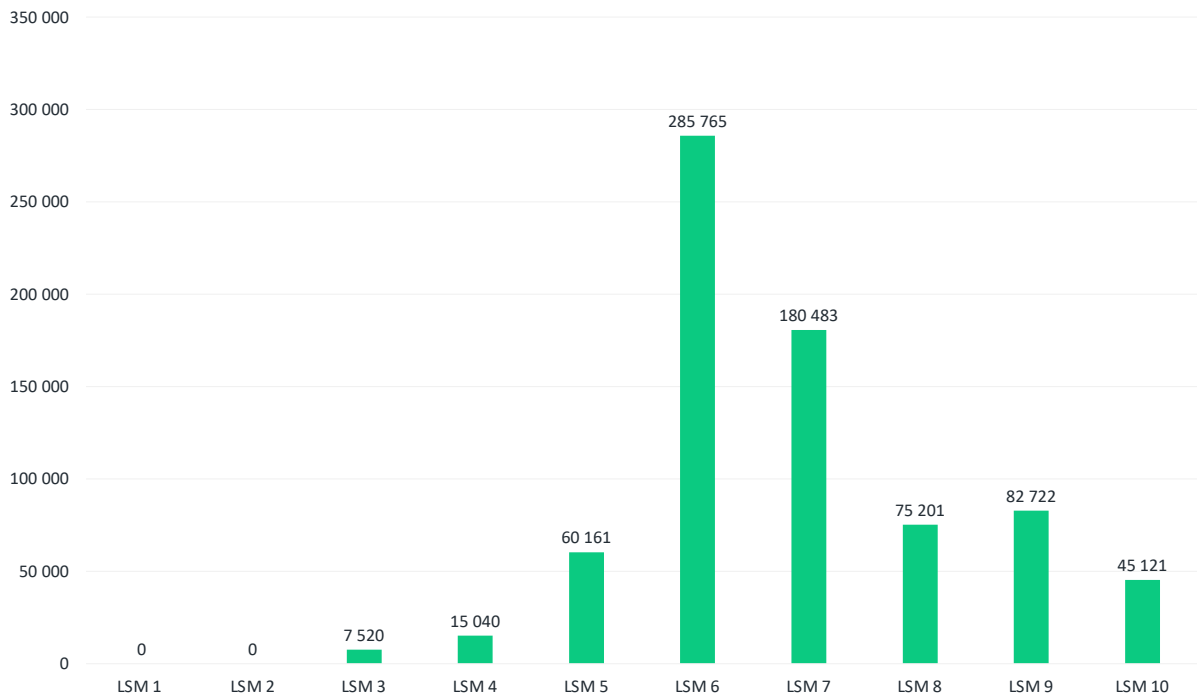
ATM's

We ran a Festive season campaign on the Various ATMs in Johannesburg that showcased the messaging and drove consumers to use the money they were withdrawing to purchase local goods. It served as a reminder of the power of their money and purchase decisions to rebuild the economy of the land.

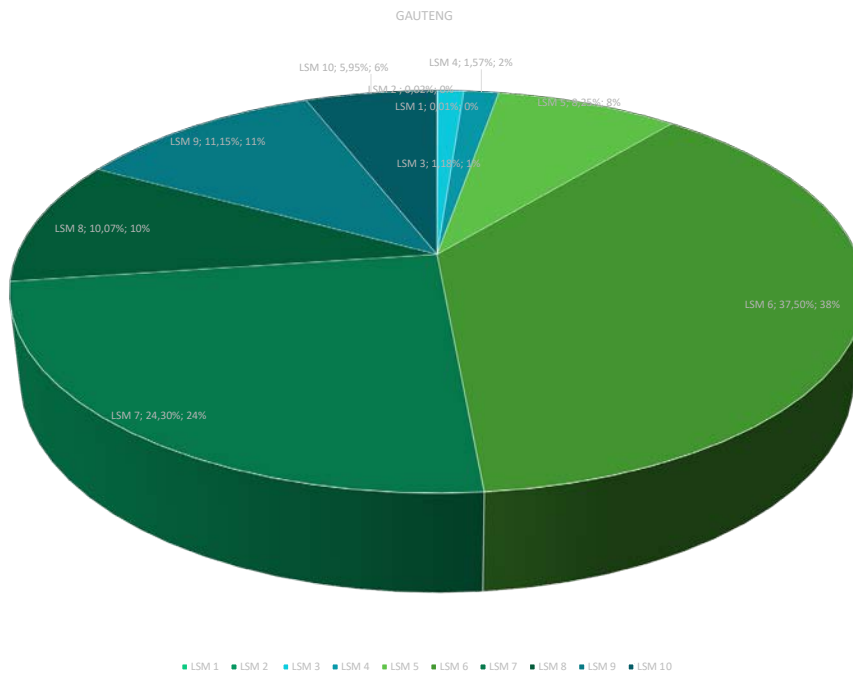
ATM PERFORMANCE OVERVIEW	208	NUMBER OF ATM SCREENS Gauteng campaign only
	2 014	NUMBER OF TRANSACTIONS TO DATE 15 December - 15 January
	R0,17	TRANSACTION RATE The ZAR cost of each physical transaction with 100% viewability of ads
	25 067	AVERAGE DAILY TRANSACTIONS The number of daily 1 on 1 engagements with consumers



PROUDLY SA ATM Transactions by LSM Group



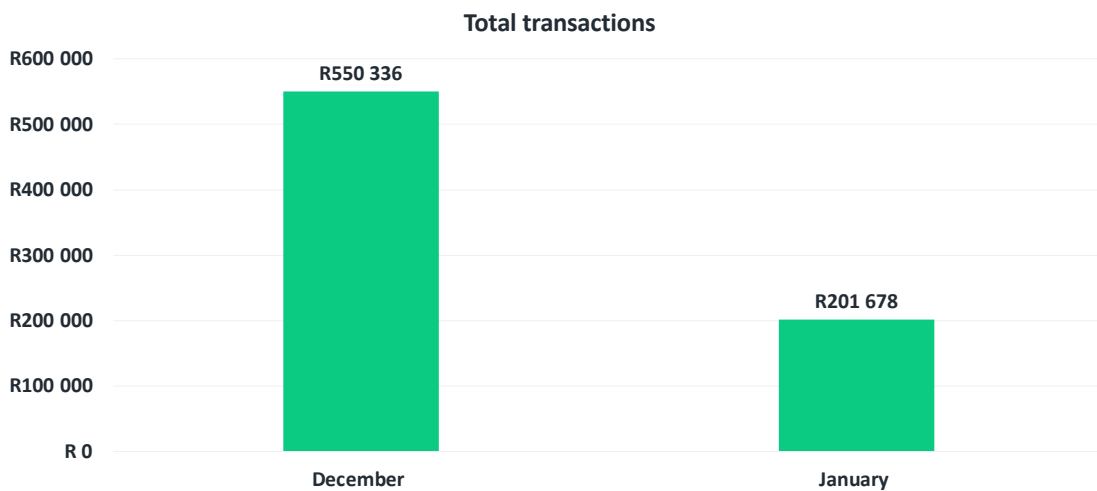
CAMPAIGN DEMOGRAPHIC PROFILE



GT Performance- TOTAL 208 ATMs 752 014 Transactions

Versus base of 267 600 (average of 1200 per ATM)

15 December – 15 January



AIRPORT ADVERTISING

Airport advertising allowed us to advertise to travelers both domestic and international. We able to position our message to impact the travelers purchase decision weather they travelling on business or pleasure. As part of our travel local message in Living Lekker Locally. the airport gives us access to higher LSM consumers, who make critical purchase decisions in their work and at home.

A Total of 3,037,885 passengers passed through the ACSA airports in December which equates to 75% of passengers compared to 2019 of the same month.

A Total of 2,072,380 passengers travelled domestically which equates to 74% of passengers that travelled domestically in December 2019.

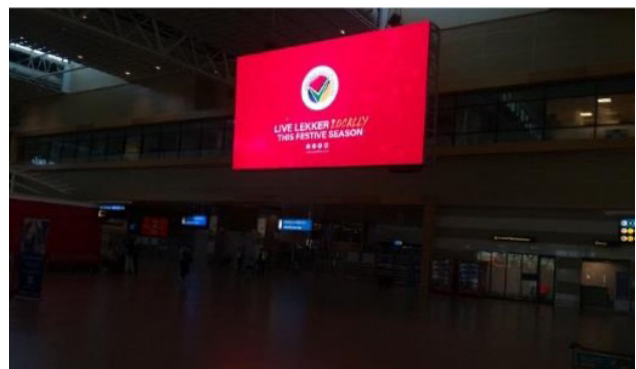
Domestic travel at the 3 Major Airports i.e. OR Tambo, Cape Town and King Shaka International Airports combined equated to 1,617,326 passengers which equals 75% of 2019 domestic passenger travel during the December month period.

- A total of 766,280 domestic passengers used OR Tambo Int.
- A total of 510,108 domestic passengers used Cape Town Int.
- A total of 340,938 domestic passengers used King Shaka Int.

A total of 889,122 passengers travelled internationally which equates to 76% of passengers that travelled internationally in December 2019.

- OR Tambo = 70%
- Cape Town = 98%
- King Shaka = 66%
- Lanseria Int. Airport total passenger numbers in December 2022 amounted to 65,932 indicating a 5% increase from November 2022.

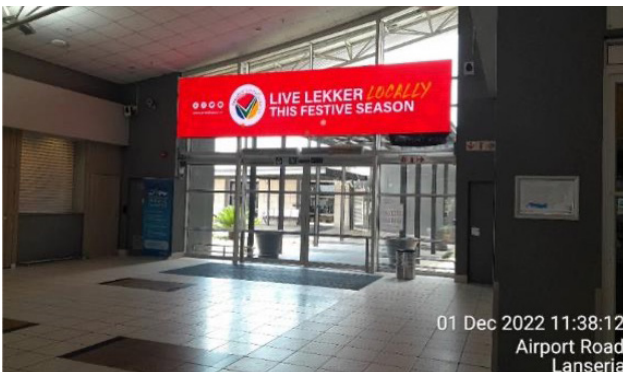
King Shaka



OR Tambo



Lanseria

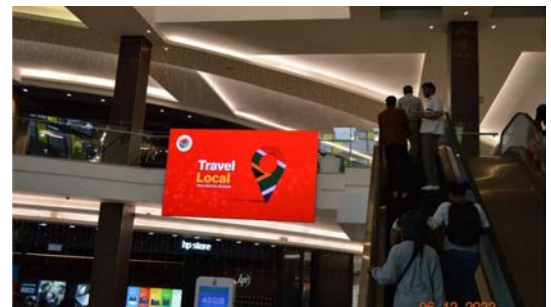
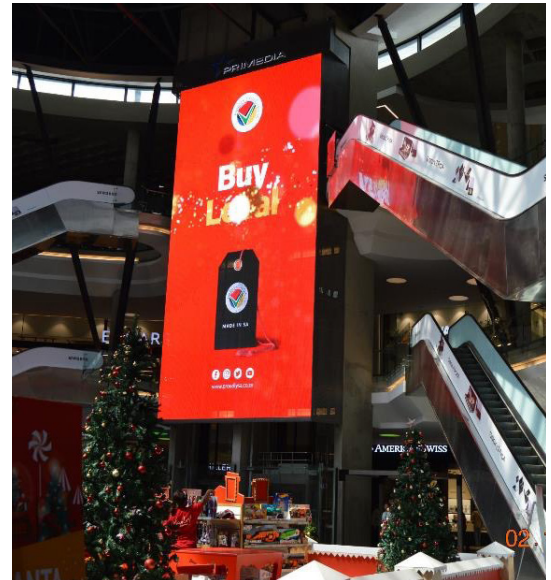


Cape Town



MALL ADVERTISING

Using the hub of most purchase decisions the mall we advertised across various malls in the three major metropolises to remind consumers of their purchase decisions and encourage them to purchase locally made goods and services.



facebook

We used our social media platforms to create a digital campaign that expanded the Living Lekker Locally messaging, we showed various. We had our Living Lekker Locally messaging plastered throughout our various media channels. Telling the story that consumers should live their lives locally by eating , drinking and travelling local.

Main Objective

The following deliverables were expected by the client.

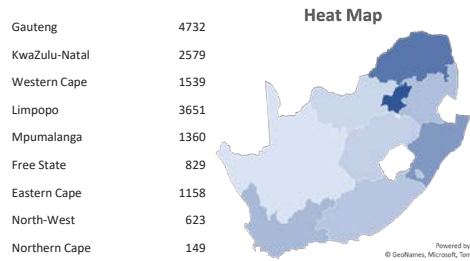
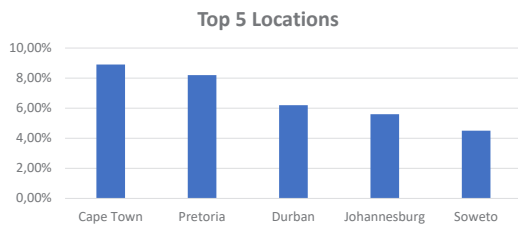
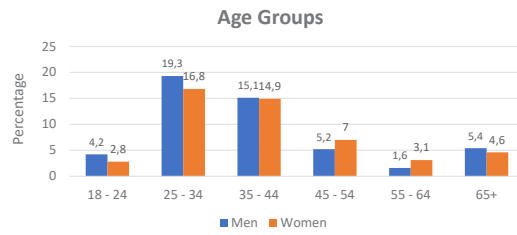
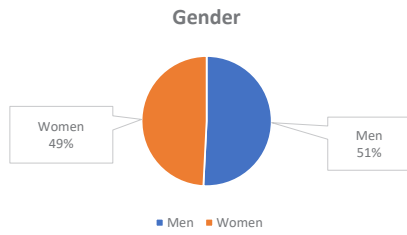
- Campaign strategy to maximize return for the festive season period
- Creation of a digital marketing plan that will attract audiences to our website
- Get companies to become members by driving them to our site to our site
- Including 3rd party site ad placement
- Twitter, Facebook, LinkedIn & Instagram placements
- Promoted Tweets and content for maximum reach to audience pre and during the event
- Boost post to reach a wider audience
- Content creation (images, gifts and videos for the campaign)

Summary

The awareness campaign has worked extremely well based on budget and turnaround times; the following metric were achieved.

- Facebook managed to reach 63,226 people, majority of those people are from Cape Town
- Our Instagram posts reached 30,406 South Africans and was mostly shown to the 25 –34 age group
- LinkedIn's total impression was 28079 and the leading city that viewed our posts was Johannesburg with 2041 people
- The YouTube video was viewed 8,884 times in 14 days and gained 33 new subscribers
- Google display ads were shown to over 1 million people in South Africa

Facebook Demographics Overview



Facebook Insights Overview



Facebook Page Reach – 63,226 **64,2%**



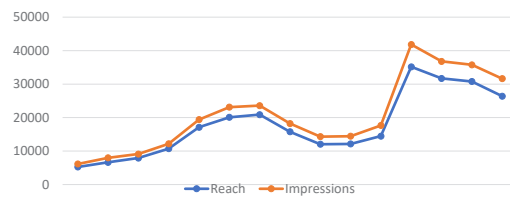
Facebook Page Visits – 445 **3,1%**



Facebook Page New Likes – 57 **10,9%**



Facebook Paid Reach & Impression

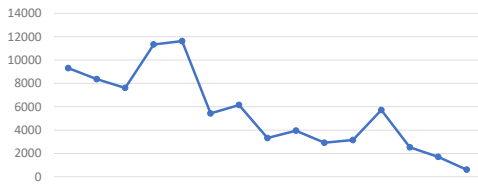


Facebook Insights Overview



Facebook Page Reach – 63,226

64,2%



Facebook Page Visits – 445

3,1%

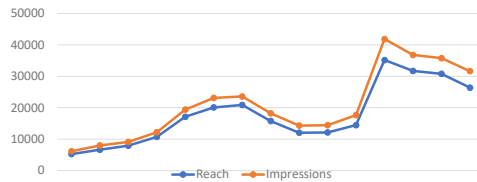


Facebook Page New Likes – 57

10,9%



Facebook Paid Reach & Impression



Published: 21 December 2022



Post Engagement
304

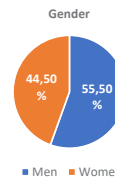
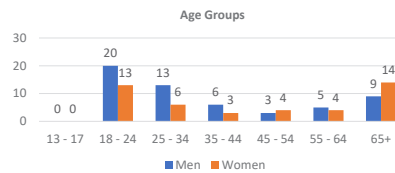
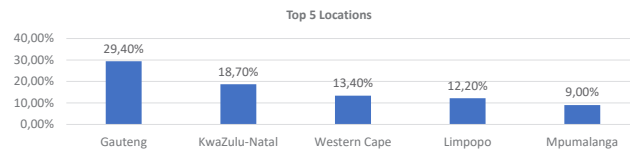
People Reach
3,954
Post Clicks
67

Reactions 212
Comments 5
Shares 20

South Africa, It's the season to shop, it's the season to buy local!

When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.

[#LivingLekkerLocally](#)



Published: 24 December 2022



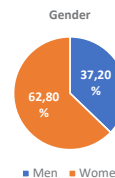
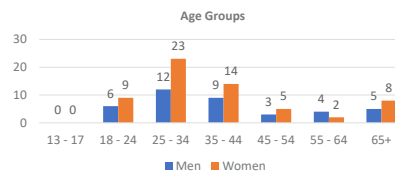
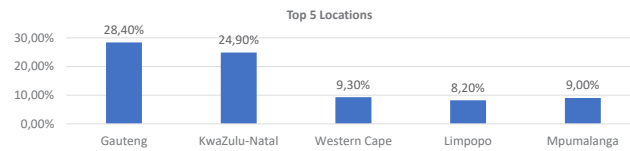
Post Engagement
475

People Reach
9,809
Post Clicks
85

Reactions 492
Comments 3
Shares 3

It's the season to gather with our loved ones and enjoy good food and drink. Make sure the chicken you serve is as local as your festive meal

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)





Published: 25 December 2022

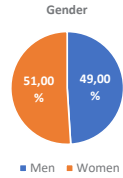
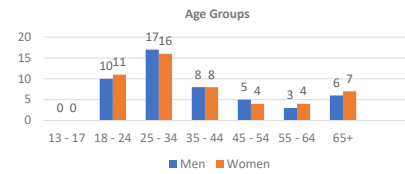
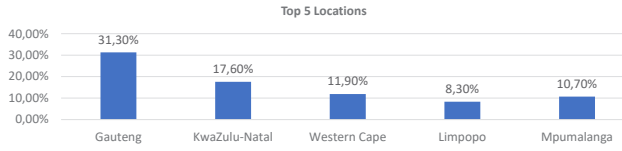


Post Engagement	People Reach	Reactions	362
370	6,451	Comments	2
	Post Clicks	Shares	2
	64		

It's the season to indulge, it's the season to eat local! Mzansi, we are talking to you

When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)



Published: 26 December 2022

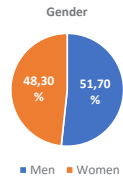
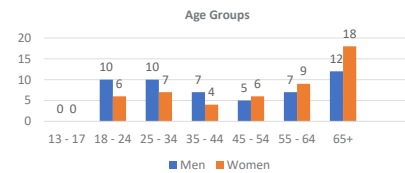
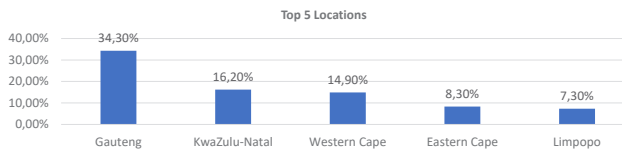


Post Engagement	People Reach	Reactions	377
427	7,961	Comments	8
	Post Clicks	Shares	4
	124		

It's the season to be jolly, it's the season to travel local South Africa!

When you travel locally and enjoy our beautiful country, you spend your money in places that benefit local businesses and facilitate a healthier economy.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)
[#BuyLocalSouthAfrica](#)



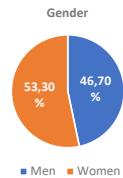
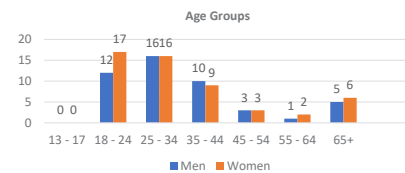
Published: 28 December 2022



Post Engagement	People Reach	Reactions	43
86	4,434	Comments	2
	Post Clicks	Shares	1
	118		

Mzansi! You know it's the season to be relax, kickback and be merry. Be sure to watch local content and celebrate our diversity in Proudly South African local productions.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)

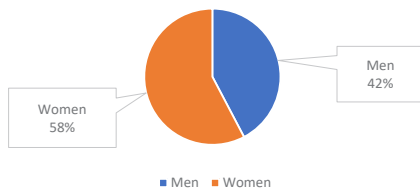


Instagram

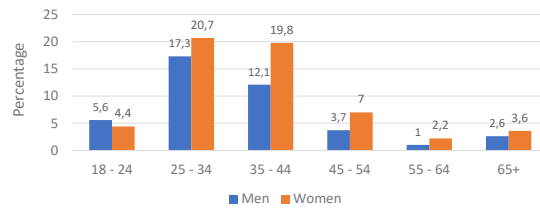
Instagram Demographics Overview



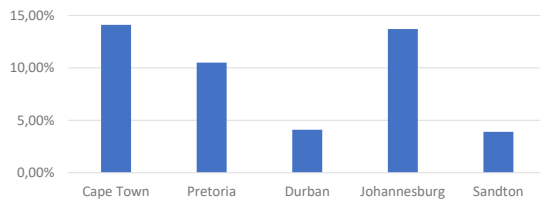
Gender



Age Groups



Top 5 Locations



Instagram Reach – 30,406

3,6%



Instagram Insights Overview



Instagram Reach – 30,406

3,6%



Instagram Visits – 657

25,5%

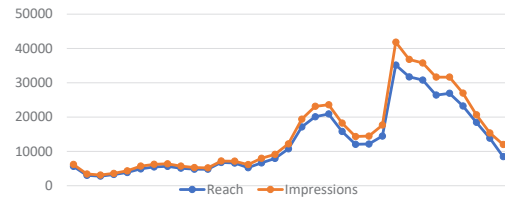


New Instagram Follower – 206

17,9%



Instagram Paid Reach & Impression



Instagram Insights Overview



Instagram Reach – 30,406

3,6%



Instagram Visits – 657

25,5%

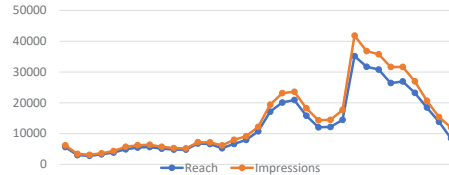


New Instagram Follower – 206

17,9%



Instagram Paid Reach & Impression



Published: 21 December 2022



Post Engagement
304

People Reach
3,954
Post Clicks
67

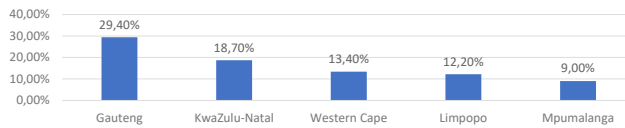
Reactions 212
Comments 5
Shares 20

South Africa, It's the season to shop, it's the season to buy local!

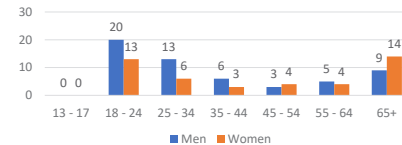
When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.

[#LivingLekkerLocally](#)

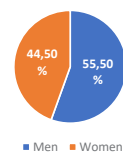
Top 5 Locations



Age Groups



Gender



Published: 24 December 2022



Post Engagement
475

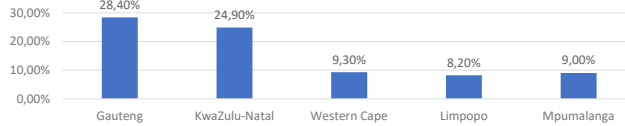
People Reach
9,809
Post Clicks
85

Reactions 492
Comments 3
Shares 3

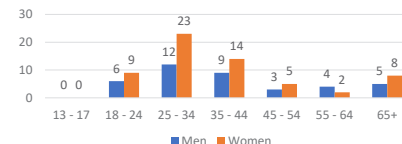
It's the season to gather with our loved ones and enjoy good food and drink. Make sure the chicken you serve is as local as your festive meal

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)

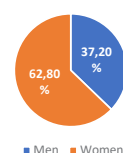
Top 5 Locations



Age Groups



Gender





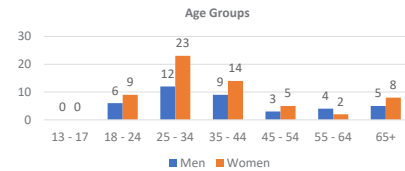
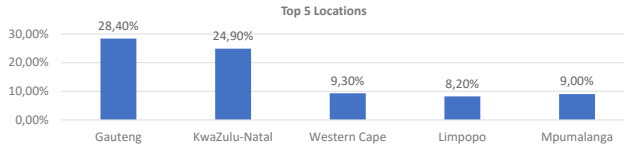
It's the season to gather with our loved ones and enjoy good food and drink. Make sure the chicken you serve is as local as your festive meal

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)

Published: 24 December 2022



Post Engagement	475	People Reach	9,809	Reactions	492
		Post Clicks	85	Comments	3
				Shares	3



It's the season to indulge, it's the season to eat local! Mzansi, we are talking to you

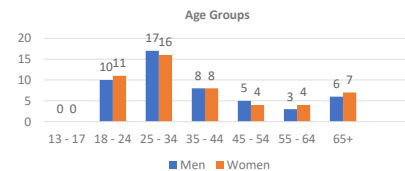
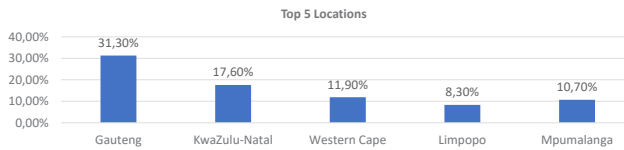
When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)

Published: 25 December 2022



Post Engagement	370	People Reach	6,451	Reactions	362
		Post Clicks	64	Comments	2
				Shares	2



It's the season to be jolly, it's the season to travel local South Africa!

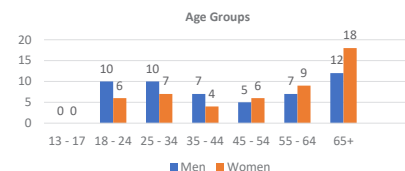
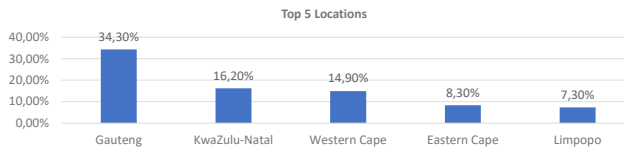
When you travel locally and enjoy our beautiful country, you spend your money in places that benefit local businesses and facilitate a healthier economy.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)
[#BuyLocalSouthAfrica](#)

Published: 26 December 2022



Post Engagement	427	People Reach	7,961	Reactions	377
		Post Clicks	124	Comments	8
				Shares	4



LinkedIn Overview



Highlights - Data for 21 Dec 2022 – 4 Jan 2023

Visitor Highlights - Data for 21 Dec 2022 – 4 Jan 2023

Reactions
61

Comments
0

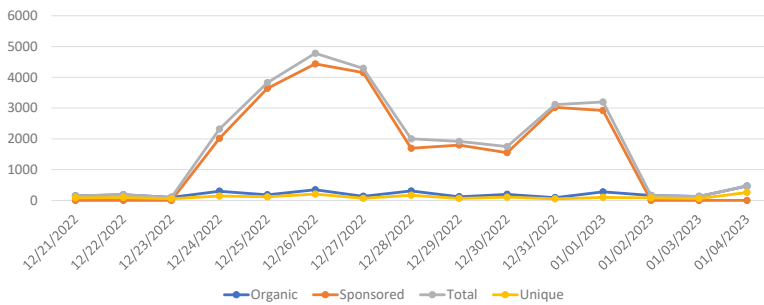
Reposts
5

Page Views
50

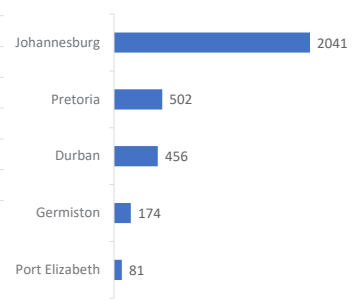
Unique Visitors
25

Link Clicks
0

Impressions



Top 5 Location



Published: 21 December 2022



Total Engagement

Post Impressions
4,859

Reaction: 9
Comments: 0
Reposts: 2

Organic Discovery

Impression: 524
Unique Impression: 337

Sponsored Discovery

Impression: 4,335

Organic Engagement

Metric	Value
Engagement	20
Engagement Rate	3,8%
Clicks	9
Click-through rate	1,7%
Comments	0
Reactions	9
Reposts	2

Sponsored Engagement

Metric	Value
Engagement	52
Engagement Rate	1,2%
Clicks	52
Click-through rate	1,2%
Comments	0
Reactions	9
Reposts	2

South Africa, it's the season to shop, it's the season to buy local!

When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.

[#LivingLekkerLocally](#)



Published: 24 December 2022



Total Engagement		Organic Discovery	
Post Impressions 4,126	Reaction	Impression	280
	Comments	Unique Impression	194
	Reports	Sponsored Discovery	
	3	Impression	3,846
	0	Organic Engagement	
	0	Engagement	Engagement Rate
		5	1,8%
		43	1,2%
		Clicks	42
		Click-through rate	1,1%
		Comments	0
		Reactions	1
		Reposts	0

It's the season to gather with our loved ones and enjoy good food and drink. Make sure the chicken you serve is as local as your festive meal

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)



Published: 25 December 2022



Total Engagement		Organic Discovery	
Post Impressions 4,854	Reaction	Impression	351
	Comments	Unique Impression	249
	Reports	Sponsored Discovery	
	4	Impression	4,503
	0	Organic Engagement	
	0	Engagement	Engagement Rate
		4	1,1%
		47	1,0%
		Clicks	45
		Click-through rate	1,0%
		Comments	0
		Reactions	2
		Reposts	0

It's the season to indulge, it's the season to eat local! Mzansi, we are talking to you

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[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)



Published: 28 December 2022

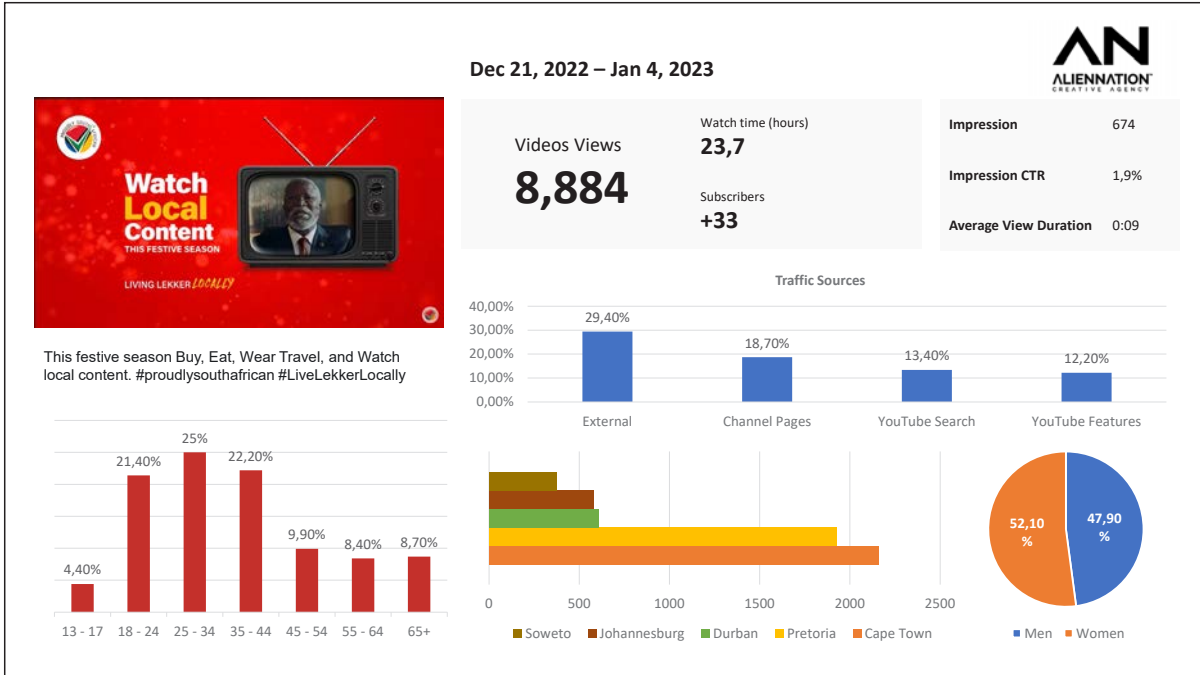


Total Engagement		Organic Discovery	
Post Impressions 3,926	Reaction	Impression	578
	Comments	Unique Impression	389
	Reports	Sponsored Discovery	
	7	Impression	3,348
	0	Organic Engagement	
	0	Engagement	Engagement Rate
		13	2,2%
		42	1,3%
		Clicks	42
		Click-through rate	1,3%
		Comments	0
		Reactions	0
		Reposts	0

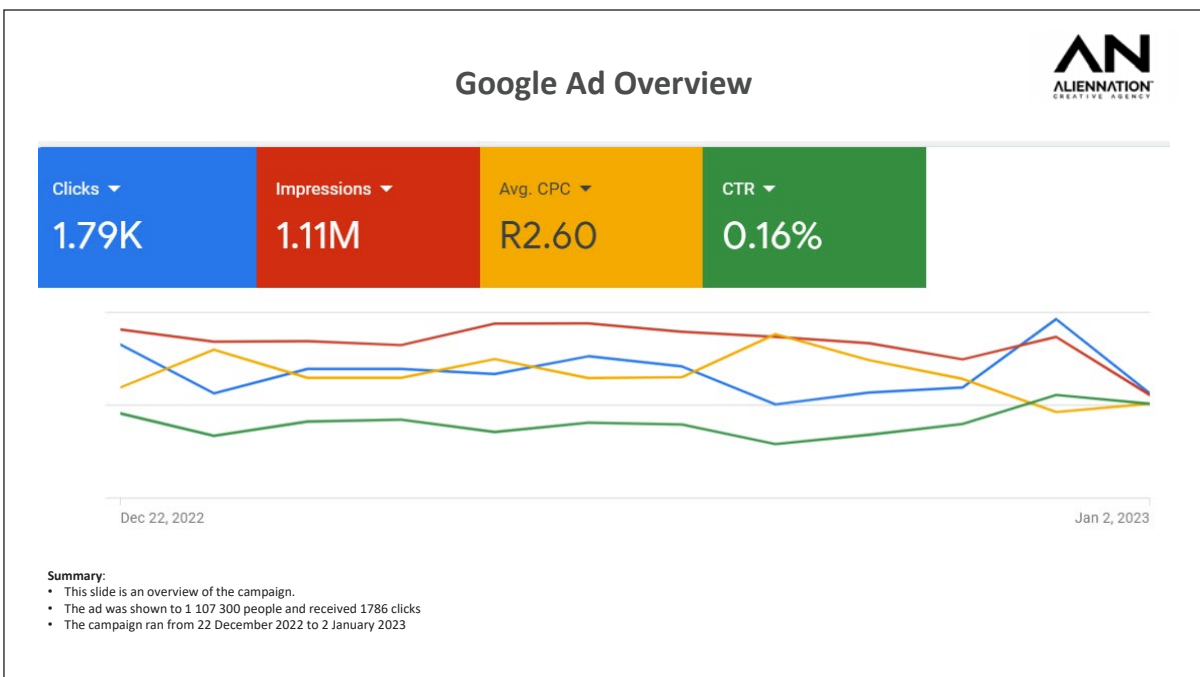
Mzansi, it's the season to relax, kickback and be merry. Be sure to watch local content and celebrate our diversity in Proudly South African local productions.

[#LivingLekkerLocally](#)
[#BuyLocalToCreateJobs](#)
[#BuyLocalThisFestiveSeason](#)

YouTube



Google Ads



AdWords Activate Text Ads

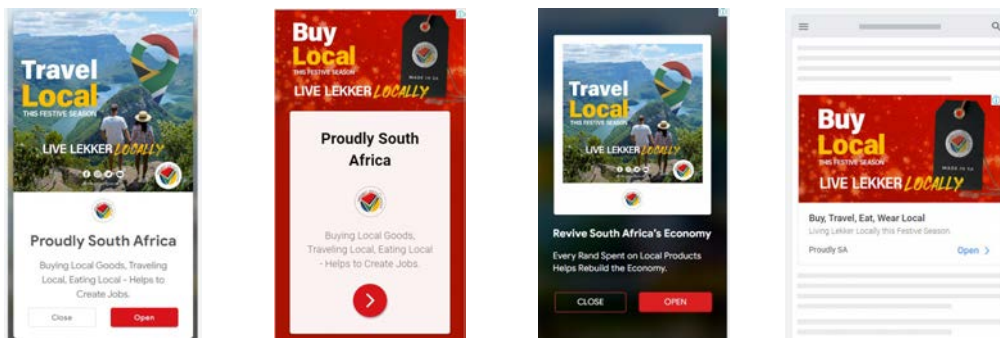


Ad	Ad group	Status	Ad type	Clicks	Imp.	CTR	Avg. CPC
 Prou... +4 more Local is Lekker Livin... +2 more View asset details	Responsive Ads	Eligible	Responsive display ad	1,786	1,107,300	0.16%	ZAR2.60
Total: All but removed ads in your curr...				1,786	1,107,300	0.16%	ZAR2.60
Total: Account				1,786	1,107,300	0.16%	ZAR2.60

Summary:

- This slide shows the Responsive Advert that was displayed on google and its network partners.
- It has received 1786 clicks and was displayed 1 107 300 times across the google network – which is great exposure.

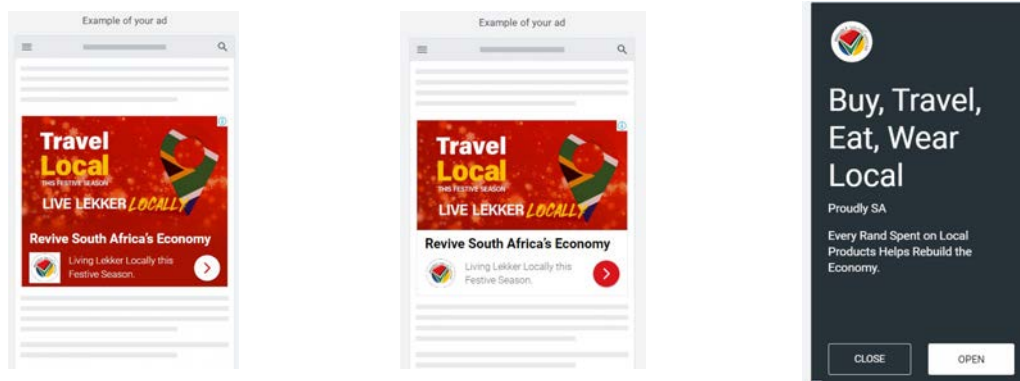
Display Ad Variations



Summary:

- This report shows the different ads that were automatically created by Google
- Some include colour schemes, while others include images provided with a call to action to visit the website for more info.

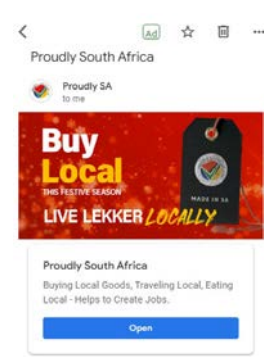
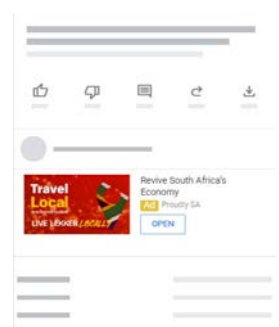
Display Ad Variations



Summary:

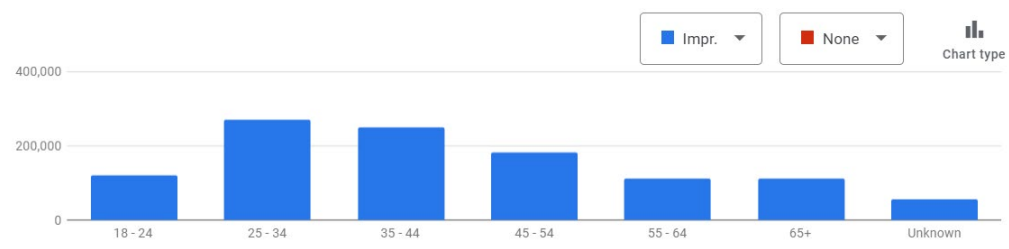
- This report shows the different ads that were automatically created by Google
- Some include colour schemes, while others include images provided with a call to action to visit the website for more info
- Google also creates some ads with colour schemes that specific users are drawn to, like the black ad example.

Display Ad Variations



- Summary:**
- These are ads that were shown on Gmail and YouTube.
 - These are in different sizes and formats.

Demographics - Age



- Summary:**
- This report shows the demographics of the people who viewed the ads.
 - 25 to 34 year olds were the most viewed age group, followed by 45 to 54 year olds

SQUEEZEBACKS



We ran two campaigns Black Friday as well as Festive season L boards, Across the three major channels etv , Multichoice and SABC. The messaging aimed at encouraging local purchase behaviour. Consumer purchasing is a key driver in the growth of the economy so we had squeezeback on the various channels emphasising local purchase.



TVC



We ran the Game time TVC on the DSTV channels to promote the culture of buying locally and drive the message of buying local and checking labels. The various channels on the multichoice station played the ad featuring Dr John Kani



PRIVATE SECTOR

Proudly South African Access to Market Localisation Tools

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

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



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

Launched 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. Businesses (“corporate 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.

In quarter 3 of 2022/2023, Proudly SA will commence with loading all willing Proudly SA member companies on MAP whilst it is constantly exploring ways to improve MAP in order to keep it current and to support Corporate Buyers’ preferential procurement targets. In quarter 3 and throughout the financial year, efforts are underway to invite procurement officers from Corporate South Africa to enlist as Corporate Buyers on MAP, in order to obtain localisation commitments from the private sector.



Benefits of MAP:

Corporate Buyers will be able to:

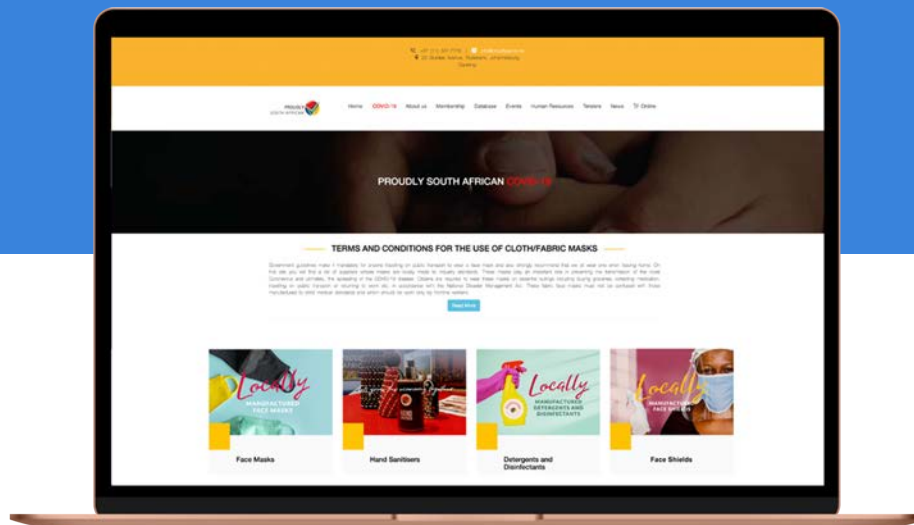
- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive
- Advertise procurement opportunities for the private sector
- Support the growth 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 will be able to:

- 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 COVID-19 PORTALS (www.proudlysa.co.za)



Background and vision

In 2020, Proudly SA partnered the Department of Trade, Industry and Competition (**the dtic**), the South African Clothing and Textile Workers Union (SACTWU), the Bargaining Council for the Clothing Manufacturing Industry and the Manufacturing Circle to roll out a cloth face mask portal housed on Proudly SA's website to heed the demand for locally-made PPEs in the pandemic. Developing industry- and product-specific portals were also a mechanism for Proudly South African to support the Local Manufacturing Partnership that was created through the Business for South Africa Initiative by showcasing more than 60 manufacturers that were supported by this initiative to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

Purpose

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. Individuals 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. The portals provide Procurement Officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.

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**)

Stakeholders

The portals have been well-received by stakeholders both within the public and private sectors, as well as consumers wishing to procure PPE for everyday use. As PPE has been largely designated by the public sector, Proudly SA has focused mostly on promoting the portals to the private sector. Proudly SA has reached out (and continues to do so) to the Procurement Officers from all spheres of society utilising its membership base, stakeholders that formed a part of the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSU) and each body's membership base; the Localisation Support Fund; the associations that form a part of the South African Revenue Services' industry-specific forums; as well as associations and industry bodies; Labour Unions; businesses that form part of the township economy; and Government Departments and Agencies including the dtic through its sector desks, Development Finance Institutions, Department of Small Business Development, the Eastern Cape Development Corporation, Special Economic Zones, and the Gauteng Growth and Development Agency, and National and Provincial Government, Local Municipalities, Metros and State-owned Enterprises.

Proudly SA will strengthen its reach in terms of advocating the support of these tools to the private sector at large. Efforts are underway to obtain localisation commitments from association bodies such as the Franchise Association of South Africa, ***The National Association of Automobile Manufacturers of South Africa, the National Association of Automotive Component and Allied Manufacturers, the South African Furniture Initiative, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council and Mining Equipment Manufacturers of South Africa, the Agricultural Business Chamber of South Africa, the Institute of Plumbing South Africa, the National Hospital Network, the Consumer Goods Council of South Africa, the Tourism Business Council of South Africa, the Restaurant Association, the Taverners Association, and the Self-Care Association of South Africa.***

Proudly SA is participating in various activities to further drive localisation by presenting its localisation tools namely the Portals and MAP to obtain localisation commitments as the first step in securing offtake agreements:

1) Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies to make localisation commitments. Since then, Proudly SA has engaged the Franchise Association of South Africa, ***The National Association of Automobile Manufacturers of South Africa, the National Association of Automotive Component and Allied Manufacturers, the South African Furniture Initiative, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council and Mining Equipment Manufacturers of South Africa, the Agricultural Business Chamber of South Africa, the Institute of Plumbing South Africa, the National Hospital Network, the Consumer Goods Council of South Africa, the Tourism Business Council of South Africa, the Restaurant Association, the Taverners Association, and the Self-Care Association of South Africa*** to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders by industry to increase participation of this important and impactful initiative.

At Proudly SA's annual Buy Local Summit and Expo hosted at the Industrial Development Corporation in Gauteng 14 to 16 March 2022, localisation commitments were made by the following corporates:

- The Standard Bank
- OBC Retail
- Absa
- SAB (South African Breweries) Corporate
- TFG (The Foschini Group)
- PG Bison
- Nissan SA
- Aspen Pharmacare

On industry-level:

- NAAMSA (National Association of Automobile Manufacturers of South Africa)
- South African Canegrowers' Association

In June 2022, Shoprite for poultry and its house brands, and Makro for wine purchases have announced that it would support Proudly SA in terms of giving localisation commitments.

In September 2022, Proudly SA hosted a procurement session for 20 of its members to pitch their products and services to the members of the Franchise Association of South Africa in an effort to promote localisation amongst the Franchise industry.

2) dtic and other Government Departmental Masterplans

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

Currently, Proudly SA is actively participating in:

- Retail-Clothing, Textile, Footwear and Leather
- Sugar
- Poultry
- Steel
- Creative Industries (facilitated by the Department of Small Business Development)
- soon to be signed off Furniture
- soon to be signed off Agriculture and Agro-processing (facilitated by the Department of Agriculture, Land Reform and Rural Development)

Through its partnerships, participation in the following masterplans will follow:

- Automotive through the National Association of Automobile Manufacturers of South Africa (NAAMSA)
- Plastics (through the dtic sector desk)

3) dtic CEO Initiative and Localisation Support Fund Programmes

Proudly SA's Market Access Platform has been earmarked as a procurement tool for both **the dtic** CEO Initiative and the Localisation Support Fund Programmes. **The dtic** CEO Initiative seeks to drive import replacement of 42 products, whilst the Localisation Support Fund, funded by Coca-Cola Beverages South Africa, is identifying specific products to industrialise by unblocking hurdles from a technical viewpoint. Proudly SA is playing a supporting role in both endeavours by assisting the teams to earmark pilot projects and providing introductions to interested stakeholders (including labour, the private sector – including but not limited to retail, plastics, component manufacturers, **the dtic**).

4) Localisation Technical Working Committee (related to the work of the dtic CEO Initiative) now called the BUSA Localisation Committee

Participants of the BUSA Localisation Committee include Proudly SA (who initiated the forum following the 2018 Jobs Summit), Business Unity South Africa, the Manufacturing Circle, the Consumer Goods Council of South Africa, and Business Leadership South Africa. The team initially supported Proudly SA's Market Access Platform as the procurement tool of choice for localised and transformed suppliers, and three engagements were arranged to showcase MAP in 2020/2021 to **the dtic** Minister, and in 2021/2022 to BUSA (as the Nedlac business apex body) and the nominated CEO champions as part of **the dtic** CEO Initiative. With the appointment of a Project Manager by Business Unity South Africa, Proudly SA will continue to support this Committee in further driving import replacement.

Ask from Industry Champions (CEOs)

- i) **Delegate:**
 - Delegate responsibility for implementation to the Procurement Teams
 - One identified point person to interact with PMO
 - Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative

- ii) **Establish Supply and Demand:**
 - PMO will share the supply and demand template with all champions
 - Champions should identify what internal / sectoral capacity they can mobilise
 - Procurement teams to populate supply and demand template
 - For each identified product, procurement teams should identify demand/supply data; manufacturing capacity/capability; opportunities; blockages; current initiatives
- iii) **Additional Support Required:**
 - Submit completed templates to the PMO
 - Direct queries to the PMO
- iv) **Complete Template:**
 - Indicate support required. For example, sourcing of vetted localised and transformed suppliers
 - **The Market Access Platform (MAP)** is available to Industry CEOs and Procurement Teams as a sourcing tool for localised and transformed suppliers

List of Products (a call for a 20% reduction of non-oil imports):

Agro-processing value chain	Health-care value-chains	Basic consumer goods
<ul style="list-style-type: none"> • Poultry • Sugar • Edible oils • Grains • Juice concentrates • Dairy products 	<ul style="list-style-type: none"> • Pharmaceuticals • Personal protective equipment • Ventilators • Other medical equipment 	<ul style="list-style-type: none"> • Clothing • Footwear • Home textiles • Televisions • Mobile phones • Other consumer electronics • Fridges, Stoves and Washing Machines • Household hardware products • Packaging material • Furniture
Capital goods	Construction-driven value-chains	Transport rolling stock
<ul style="list-style-type: none"> • Agriculture equipment • Mining equipment • Green economy inputs and components • Digital infrastructure inputs, components and equipment 	<ul style="list-style-type: none"> • Cement • Steel products • Plastic piping • Steel piping • Engineered products • Earth-moving equipment 	<ul style="list-style-type: none"> • Automobile assembly • Auto components • Rail assembly • Rail components

5) Localisation Partnerships

Proudly SA asks for Development Finance Institutions, entities/agencies such as the Special Economic Zones as well as State-Owned Enterprises to include a clause into loan/funding agreements that stipulates in some way a commitment to local procurement by the borrowing entity. Entities targeted include:

DFIs:

- Development Bank of Southern Africa
- Industrial Development Corporation
- Ithala Development Finance Corporation
- Land and Agricultural Development Bank of SA
- National Empowerment Fund
- SEFA Small Enterprise Finance Agency
- Independent Development Trust (IDT)
- Gauteng Growth and Development Agency (GGDA)
- Northern Cape Economic Development, Trade and Investment Promotion Agency (NCEDA)
- Cape Town and Western Cape Tourism, Trade and Investment Promotion Agency (Wesgro)
- Eastern Cape Development Corporation (ECDC)
- Free State Development Corporation
- Limpopo Economic Development Agency (LIEDA)
- Small Enterprise Development Agency
- Public Investment Corporation SOC Ltd
- Eastern Cape Parks and Tourism Agency (ECPTA)

SEZs (through the SEZ CEO Forum):

- Dube TradePort
- OR Tambo
- Tshwane Automotive Special Economic Zone
- East London IDZ
- Saldanha Bay IDZ

SOEs:

- Eskom

Proudly SA is in the process of finalising agreements with the Industrial Development Corporation, the Eastern Cape Development Corporation, the Gauteng Growth and Development Agency, Dube TradePort and the Saldanha IDZ.

6) Enterprise Supplier Development Localisation Initiative

In an effort to drive localisation, Proudly SA has become the access to market partner for various companies with ESD programmes. These partnerships seek to achieve:

- Prioritisation of local manufacturers/service providers for their ESD programmes
- Inclusion of localisation procurement commitments as a condition for beneficiaries
- Promote ESD programmes to the Proudly SA membership base
- Drive economic growth through joint localisation campaigns
- Award Proudly SA membership to qualifying beneficiaries in order for them to participate in other access to market opportunities (Proudly SA member benefits) to reduce reliance on a single corporate customer.

Companies targeted include: Pick n Pay, SAB, Sasol, TELKOM, Massmart, Heineken South Africa, ABSA, Afrisam, Anglo American, Astron Energy (formerly Chevron South Africa), Barclays Africa, Edge Growth and FNB, Exxaro, General Electric, Goodyear, Hatch, Imperial Enterprise, Investec, Macsteel, Mercedes Benz South Africa, Mr Price Group, MTN, Murray and Roberts, Nedbank, Property Point, REAP SOUTH AFRICA, SANLAM, Sappi, Shoprite, Sun International, Distell Group, Empact Group, Multichoice Group, SPAR Group Ltd, Tiger Brands, Tsogo Sun, Unilever, Volkswagen and Woolworths.

7) Department of Small Business Development (DSBD) Retail Programme

Proudly SA is supporting the DSBD in its retail programme:

- Collaboration to run joint Localisation Campaigns with DSBD, SEDA (**Small Enterprise Development Agency**) and SEFA (Small Enterprise Finance Agency)
- Beneficiary companies introduced to Proudly SA for membership
 - 18 out of 20 companies have taken up Proudly SA members
 - 9 companies are already listed in retail stores namely, Dischem and Clicks
- Joint Campaigns are planned for the 9 companies now in retail stores in quarter 4
 - through social media
 - through Proudly SA's Black Friday to Festive Season (social media and catalogue)
 - In-store launch of companies and their listed products
 - Others
- Department to Introduce Proudly SA to participating retailers to collaborate in terms of localisation
- Department to promote Proudly SA and its programmes, especially the Market Access Platform

8) External Stakeholder Forums

The South African Revenue Service Industry Stakeholder Forums

To support the industries that are flooded with imports, SARS convenes quarterly meetings in order to establish areas of collaboration between SARS and industry on a formal basis by considering the protection of the economy, fiscus and people; for SARS to contribute to the efficient and effective regulation of Customs and Excise processes; and to improve South Africa's reputation as a reliable and trustworthy trade partner by promoting facilitation and compliance with legislation.

Proudly SA was invited to participate in all SARS' stakeholder forums each quarter for the following industries: alcohol, sugar and beverages, tyres, plastics, scrap metal, **downstream steel**, tobacco, petrol, furniture, clothing and textile, and footwear and leather.

Members of the committees are informed of trade trends, requirements and developments that impact on business, are provided with advice on issues to enhance/improve trade facilitation and compliance, challenges experienced by SARS or industry are reviewed in order to suggest strategic business direction and best practices.

Members consist of the relevant SARS' representatives from the Customs and Excise teams, government (usually a representative of the applicable **dtic** sector desk), and industry bodies.

Initially, Proudly SA was introduced to the Customs and Excise team in order to receive assistance on its import replacement project on the basis that there is misinterpretation/misclassification of imports of the Standard Industry Classification codes – especially with the wide use of the word “other” across all sectors. Proudly SA managed to obtain support from the team in this regard as it was established that it is legislated to formally declare imports as per invoicing details. SARS is exploring the possibility to review its processes and systems in order to implement the legislation.

The forums also provide Proudly SA the opportunity to represent member companies, and to report to members on the state of imports in the country with a view to decrease and eventually alleviate dumping of product on the shores of the country.

In 2021/2022, Proudly SA was given the opportunity to present its projects to the bodies present in these stakeholder forums, all with a view to promote industrialisation in the country (to reduce imports as much as possible) by obtaining localisation commitments on industry-level. Efforts are currently underway to meet with the members of the associations present at these forums.

Similarly, Proudly SA is cultivating relationships with Harambee Youth Employment Accelerator, the Franchise Association of South Africa, and the Gauteng Department of Economic Development to participate in its stakeholder forums or other programmes in 2022 and beyond.

9) Sector-specific engagements

Proudly SA hosted the National Hospital Network and its members at two procurement forums for medical PPE and other consumables in February 2022 to gain support for its portals and Market Access Platform.

At the Proudly SA Buy Local Summit and Expo held at the Industrial Development Corporation 14 to 16 March 2022, Proudly SA hosted three sector-specific events in Clothing, Textile, Footwear and Leather; Furniture; and Automotive to highlight the multiplier effect and the extensive value chains these sectors offer, and the vast number of jobs created by companies in this sector – all with a view to encourage the private and public sectors as well as consumers to procure locally-made equivalents to increase demand.

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities

Proudly SA is mandated to:

- advocate for the public sector to buy local in terms of the PPPFA through Designation; and
- influence for self-designation where possible.

Proudly SA is actively lobbying for localisation commitments from the public and private sectors, and it has a number of tools and activities in place to help facilitate offtake agreements:

1) Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation (within the public sector), Proudly SA has launched the Tender Monitoring Function in April 2017 which now searches through over 815 government and SOE websites for tenders that are required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that are able to fulfil the tenders and are flagged and sent to **the dtic** to monitor compliance.

The current 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

Designated Products	Local Content Threshold	Date
Rail Signalling Systems	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar Water Heaters	70%	19-07-2012
Fire Fighting Vehicles	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

the dtic continues to monitor the implementation of local content by following up on published bids with designated products and intervening where local content requirements are not specified. This is done with the assistance of the Proudly South African Tender Monitoring Function. Initiated for **the dtic** to assess levels of compliance and to ensure implementation of local content requirements, especially at the initial bidding stage. The automated system searches over 815 government and SOEs websites. The tender adverts extracted from the system are flagged and sent to **the dtic** via email for daily follow-ups. **the dtic's** industrial procurement unit then screens through the adverts to verify if those bids fall within the designated sectors. For those that are found to be within the designations, the unit will engage with relevant organs of state to establish if the bid document includes local content requirements or not. Compliant bids will be categorised and reported as such; for non-compliant bids, the unit will offer to assist the relevant organ of state in amending the bid for compliance purposes and update the status once the bid is amended. The unit submits reports on a bi-annual basis.

In Q2 of 2022/2023, Proudly SA tender monitoring function picked up 1,409 tenders related to the 28 products designated for local content.

the dtic reported the following in terms of compliance levels from 1 January 2022 to 30 August 2022:

the dtic categorises bids in terms of compliance with local content requirements into three categories; these include whether they are compliant, non-compliant and whether the local content is unclear.

- Compliant: Local content included as a condition of the bid. All local content declaration documents were attached to the bid document – the standard bidding form (SBD/MBD 6.2) and associated annexures (Annex C, D and E).
- Non-Compliant: No mention of local content requirements for designated products in the bid document.
- Not Clear: Description used for the required item is vague, not clear whether it falls within the designations or not.

“For the period January to March 2022, 65 bids out of 107 which is 61% were found to be compliant. In the following reporting period, April to August 2022, only 53% were found to be compliant. It can be concluded that the compliance level dropped due to the Constitutional Court judgement passed on the 16th February 2022, stating that the Preferential Procurement Regulations of 2017 are invalid in totality. The government notes and respects the recent Constitutional Court’s judgement. The grace period to continue implementing the regulations is February 2023. There is no doubt that the Constitutional Court’s judgment had negative consequences in supporting local production through public procurement even though local content was not the subject of litigation in the Minister of Finance versus Agribusiness case. The government will consider other legal avenues to empower organs of state to deal with (i) preference in the allocation of contracts and (ii) contract with persons, or categories of persons, historically disadvantaged by unfair discrimination.

This is an obligation in line with section 217(2) of the Constitution and section 2 of the PPPFA. **the dtic** has worked hard in the past six months engaging with procuring organs of state to advise on the implementation of local content utilising provisions in their individual Preferential Procurement policies or Supply Chain Management policies.”

2) 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 facilitates events to educate the public sector on the importance of localisation. Events are facilitate as per follows:

- i) Provincial (all 9 provinces)
- ii) State-owned Enterprise Procurement Forum (one annually)
- iii) Metros (new activity)
- iv) Municipalities through SALGA (new activity)
- v) National in partnership with National Treasury in 2022 (new activity)

3) Updating of Specifications

Piloting office furniture, Proudly SA is working with **the dtic** sector desk and industry to update specifications and revise the local content thresholds in designation to match what industry can supply.

4) 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.

5) Integration with the CSD

In order 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. Proudly SA is currently finalising its database for integration. 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.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 October to 31 December 2022) - 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 (Q3 target)	Actual Achievement (Q3)	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 mall 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	15 million consumers	+30 million	+15 million more people reached (through the festive season campaign on TV, malls, airport, ATM advertising and on digital platforms)
	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 *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)	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 *8 x Campus/Community and /or youth targeted Radio interviews/competitions or advertising campaigns per annum	3 million consumers 1 2 Campus/Community and /or youth targeted Radio interviews/competitions or advertising campaigns	70 357 738 consumers via traditional platforms 1 (Local Fashion Police) -	+67m consumers reached through PR and Media related activities - -

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Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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	-	1	-To ensure we still reached the student demographic, we utilised the campus radio stations to spread the buy local to create jobs narrative. We also utilized social media platforms, radio interviews, TV - showcasing our back-to-school message as well.
	*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.	2 trade expos	2 (*Natural Organic Expo &*Autoweek)	
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*New Activity	*Sector specific expo showcasing at least one industry/product	-	-	-
	*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.	-	-	-
	* Proudly SA CSI Projects	*Participated in 1 CSI project in 2020/21	*At least 1 CSI projects per annum	1	-	CSI initiative has been moved to Q3
	*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	-	-	-

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	*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	-	-	-
	*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	1	-	Programme targeting community constituency moved to final quarter of the year
	*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	1	1 x Presentation done to SACTWU's National Extended secretariat	

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 (Q3 target)	Actual Achievement (Q3)	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> <p>*Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*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</p> <p>*National, provincial, and local government forums – engagement with procurement practitioners in the public sectors</p>	<p>*Participation in 1 SOEPF meeting in 2020/21</p> <p>*1 Presentation done at the Technical MinMEC in 2020/21</p> <p>*Hosted 4 Provincial Public Sector Procurement Forums during 2020/21.</p>	<p>*Participation in at least 1 SOEPF per annum</p> <p>*Presentation at 1 government's SCM forum with Heads of procurement from various national, provincial, and local government department, including SOE's</p> <p>*At least 4 virtual Public Sector Procurement forums with NT</p>	<p>1</p> <p>1</p> <p>1 public sector forum with NT</p>	<p>Presentation made to SOEPF at its quarterly meeting</p> <p>1 (Limpopo Provincial Local Content Forum)</p> <p>-</p>	<p>-1</p> <p>"Due to the uncertainty caused by the Constitutional Court ruling and subsequent published regulations, public sector procurement forums were suspended due to perceived lack of interest from required parties." Current Model to be revisited.</p>

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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, public sector procurement forums were suspended due to perceived lack of interest from required parties.” Current Model to be revisited.
	*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, public sector procurement forums were suspended due to perceived lack of interest from required parties.” Current Model to be revisited.

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities.	*5408 tenders/RFPs were identified in 2019/20	*At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum	300	452	+152
	CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*New Activity – introduced in 2019/20; integration did not take place in 2020/21	*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)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy local Summit to be held per annum (virtual or otherwise) with public sector procurement focused entities	-	-	-
	*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	-	-	-

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 (Q3 target)	Actual Achievement (Q3)	Reason for Variance
<p>Increase procurement of local products and services in the private sector through engagements with Business.</p>	<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>	<p>At least 1 presentation to the Apex business organisations e.g., BUSA, BBC and BLSA</p>	1	(1) Participating in BUSA's localisation committee monthly	-
			<p>Presentations to at least 8 business chambers, associations and/or industry events per annum</p>	2	5 (Presented at the 2022 Women Economic Assembly (WECONA), the associations that are a part of the Executive Oversight Committees of the Sugar Masterplan, Furniture Masterplan, Committees and the Youth Harambee Youth Accelerator Executive team.	+3
			<p>*Partnerships concluded with 12 major retailers/manufacturers in 2020/21</p>	1	1 (The Ensemble Medical Manufacturers)	-
<p>*Local Procurement Partnerships with large retailers and/or manufacturers</p>	<p>*Annual Buy local summit held in 2020/21</p>	<p>*Partnerships with at least 2 major retailers / manufacturers</p>	<p>*At least 1 Buy Local Summit to be held per annum – virtual or otherwise (as per.2 above)</p>	-	-	-

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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>	<p>At least 1 presentation to the Apex business organisations e.g., BUSA, BBC and BLSA</p> <p>1</p> <p>Presentations to at least 8 business chambers, associations and/or industry events per annum</p> <p>2</p>	<p>1</p> <p>2</p>	<p>-</p> <p>+3</p>	<p>(1) Participating in BUSA's localisation committee monthly</p> <p>5 (Presented at the 2022 Women Economic Assembly (WECONA), the associations that are a part of the Executive Oversight Committees of the Sugar Masterplan, Furniture Masterplan Committees and the Youth Harambee Youth Accelerator Executive team.</p>
	<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>	<p>*Partnerships with at least 2 major retailers / manufacturers</p> <p>1</p> <p>*At least 1 Buy Local Summit to be held per annum – virtual or otherwise (as per.2 above)</p>	<p>1</p> <p>-</p>	<p>-</p> <p>-</p>	<p>1 (The Ensemble Medical Manufacturers)</p>

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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)	-	-	-
		*2 sector specific forum hosted in 2020/21	*1 x sector specific engagement per annum	1	1 (The Local Fashion Police)	-
		*10 Business Forums held during 2020/21	*60 business forums and/or webinars per annum, targeted at the private sector	15 forums hosted	12	-3 (The difference arose due to a few postponements due to the festive season and will be carried forward to Q 4)
		*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)	2 trade expos	2 (*Manufacturing Indaba. * Decorex)	-
		*New Activity	*Sector specific expo showcasing at least one industry/product	1	1 (Local Fashion Police)	-
		*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	1	5 Webinars were facilitated for members with eCommerce platforms: Made by Artisans (x2), BizzMed(x1) and Zulzi (x2)	+4

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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	Commitment received from Nissan (Approached Macsteel, Unitrade Management Services, PG Bison, Sasol, OBC to give localisation commitments in Q 4)	
	*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	-	(Procurement Workshops to be hosted at the Buy Local Summit and Expo in Q 4)	-
		*New Activity	*Participate in govt and/or business led Import Replacement initiatives for at least one key product per annum	-	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 (Q3 target)	Actual Achievement (Q3)	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	55	-25 (Most members recruited to pay during Q4) + 2%
		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%	82%	

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 (Q3 target)	Actual Achievement (Q3)	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 (Q3 target)	Actual Achievement (Q3)	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	209	+19
*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 Q 4)
		*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	5	+3
					Presented to the associations that are a part of the Executive Oversight Committees of the Sugar masterplan, the Poultry Masterplan, the Furniture Masterplan and Clothing Textile, Footwear and Leather Masterplan committees, and the Harambee Youth Accelerator Executive team.	

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 (Q3 target)	Actual Achievement (Q3)	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 Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes	*Brand and consumer awareness research conducted by Massmart during 2020/21 *12 Dipstick surveys done at events during 2020/21	*Brand or Consumer Research to be undertaken at least once a year *At least 60 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/campaigns	0 15 dipstick surveys	- *8 in total Product Packaging Webinar- x 1 Wine Expo x 1 Is your business compliant Webinar x1 GenNext Showcase x 1 FASA Workshop x 1 Huletts Student visit x 1 Women Steering Change Webinar x1 Are you ready for the festive season webinar x1	- -7 The difference to be made up during Q4
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% checked 100% contact with all identified companies	100% 100% checked 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 (Q3 target)	Actual Achievement (Q3)	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	11 press write ups	-5 (The unexpected departure of the PR Manager posed a challenge in the dept., and we faced capacity challenges.)
	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	11 engagements in total (Research findings roadshows in KZN & CT, 21 st & Local Fashion Police (LFP) event. LFP adjudication process, STEP UP 2A GREEN START UP, Joy Of Jazz Day 1 and Day 2, SAB brand media launch, Feather Awards, Business Forum Limpopo, Festive Season press drops, Momentum Woman of Success event)	-7 (The difference will be made up during Q4 over and above that quarters targets)
	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	1x media event networking session ahead of the Business Forum in Limpopo	-
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	2.4% on all social media platform. Instagram 18 200 Facebook 85 320 Twitter 184 500 YouTube 616 TIKTok 215 LinkedIn 5 356	+0.4%

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 (Q3 target)	Actual Achievement (Q3)	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 e-commerce strategy: Proudly SA is enlisting products of member companies on third party sites including: Made by Artisans – 52 products; Makro Marketplace – 61 products; Zulzi – 11 products; and BizMed – 29 products. Total: 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 e-commerce strategy: Proudly SA is enlisting products of member companies on third party sites where this information is not obtainable. However, in Q4 and Q1: 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						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	Reason for Variance
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of 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 through Local Fashion Police Event, Generic Festive Season Campaign to buy locally-made goods, promotion of members' products for Black Friday through a digital campaign and Back-to-School Campaign and webinars)	+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						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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	1	-	-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 (Q3 target)	Actual Achievement (Q3)	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 (Discussions held with Dube TradePort. MOU to be concluded with Dube TradePort in Q4)

Key focus area: Financial Management

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q3 target)	Actual Achievement (Q3)	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 (Q3 target)	Actual Achievement (Q3)	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		<p>Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?</p> <p>Does the internal audit function report to the audit committee detailing its performance against the plan?</p> <p>Does the internal audit function evaluate the following:</p> <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 X X			<p>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</p> <p>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</p> <p>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</p>

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. 	X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations
			Is the strategic plan updated on an annual basis?	X			

PFMA for Public Entities: Management of Working Capital

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	38(1)(j)		Has the public entity submitted a written assurance to the transferring department to the effect that the entity has and maintains effective, efficient and transparent financial management and internal control systems?	X			A written assurance is submitted to the public entity in the form of a letter confirming compliance with Section 38(1)(j) of the PFMA on a quarterly basis
	51(1)		Does the public entity: <ul style="list-style-type: none"> • have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive and cost-effective? • have a system for properly evaluating all major capital projects prior to a final decision on the project? • collect all revenue due? • Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure? • Manage available working capital efficiently and economically? 	X		X	The procurement system is in line with section 217 of the constitution, and is fair, equitable, transparent, competitive and cost-effective. The SCM policy has been revised to ensure substantial compliance with the PFMA and has been approved by the Board There are currently no major capital projects

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> <p>Proudly SA does not have any subsidiaries</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 3 – 1 October – 31 December 2022)

Description of item	Budget for the quarter (Q3) Rands	Actual for the quarter (Q3) Rands	Variance for the quarters (Q3) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 Dec 2022) Rands	YTD Variance (31 Dec 2022) Rands
INCOME								
Membership Fees	1,487,631	857,030	(630,601)	(42%)	Various leads are being followed up	5,950,520	2,356,972	(3,593,548)
Grant – the dtic	6,530,000	6,530,000	-	-		41,530,000	41,530,000	-
Project based funding - UNOPS	-	-	-	-		-	-	-
Sponsorship	-	-	-	-		10,000,000	50,000	(9,500,000)
Other Income	-	872,908	872,908	-	Interest income & sale of promotional items	-	1,522,360	1,522,360
Total Income	8,017,631	8,259,938	(242,307)	3%		57,480,520	45,459,332	(12,021,188)
EXPENDITURE								
HR and Staffing costs	8,049,451	7,675,028	606,804	7%	Timing difference due to the lead time in the recruitment processes	27,407,883	20,124,559	7,283,324
Administrative costs	1,698,651	1,768,023	(69,372)	(4%)	Spending within limits	6,555,446	4,333,120	2,222,326
Membership costs	114,222	29,613	84,609	74%	Cost cutting exercise undertaken	456,895	67,602	389,293
Marketing costs	11,028,211	3,711,999	7,316,212	66%	Timing nature of certain cost elements	21,287,253	8,419,609	12,867,644
Capital Expenditure & IT	397,651	482,808	(85,157)	(21%)	Office Automation	1,773,043	1,034,753	738,290
Total Expenditure	21,288,186	13,667,471	7,620,715	36%		57,480,520	33,979,643	23,500,877

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