



ANNUAL REPORT

2022/23 Financial Year



**MADE IN
SOUTH
AFRICA**

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Introduction

About Proudly SA

Vision, mission, values

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ABOUT PROUDLY SOUTH AFRICAN

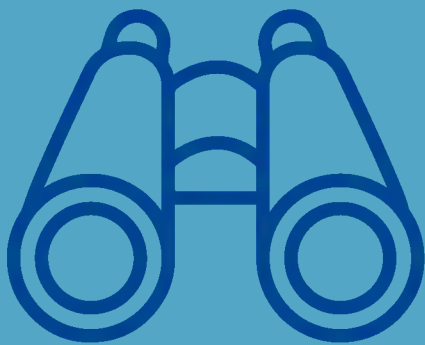
Launched in 2001, Proudly South African (Proudly SA) is the country's local procurement advocacy campaign that aims to promote South African products and services that adhere to stringent criteria. The campaign works to influence the buying behaviour of consumers, private business and the public sector in favour of locally grown, produced and manufactured goods and services. This is in line with government's plans to eliminate poverty, inequality and above all unemployment.

Member companies that bear the Proudly SA logo have been audited for local content, quality, fair labour practices and adherence to environmental legislation.

The 'Buy Local' approach is an internationally tried-and-tested method to stimulate economic growth through job creation that results from the increased uptake of local goods and services. Proudly SA works to drive this message of economic growth and stimulation through local procurement.

Our Mission

Proudly SA encourages the nation to make personal and organisational contributions to economic growth and prosperity in South Africa through local procurement, thereby increasing employment opportunities, economic growth and local value-add, while reinforcing national pride and patriotism.



Our Vision

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

Our Values

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



South Africa prides
itself in manufacturing
quality products

Buy local to create jobs.



Strategy & Focus

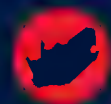
Proudly SA seeks to influence the public and private sectors, and consumers to increase procurement of locally produced and manufactured goods and services, in order to stimulate economic growth and job creation. Our message aligns with that of government, as outlined in the Industrial Policy Action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

Proudly SA's work also aligns with the broader national development agenda, the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018 and the Economic Recovery and Reconstruction Plan of 2020.

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

- Educating consumers on the importance and economic impact of buying locally produced goods and services.
- Contributing to increased uptake by the public sector of locally made products by increasing compliance with the local content regulations and requirements contained in the Preferential Procurement Policy Framework Act (PPPFA).
- Increasing local procurement levels in the private sector, educating the private sector on localisation, and soliciting and securing local procurement and localisation commitments from business entities and industry representative bodies.
- Promoting accessibility to locally made products and services for consumers from all spheres of society.

Proudly South African 4 Pillars



LOCAL CONTENT

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



QUALITY

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



ENVIRONMENTAL STANDARDS

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



FAIR LABOUR PRACTICE

The company must comply with labour legislation and adhere to fair labour practices.



When we choose to **buy local**, we do more than just complete a transaction: we invest in our own future.



HOWARD
GABRIELS

CHAIRMAN, PROUDLY SA

Chairman's Foreword

It is my privilege to present the Proudly South African Annual Report for the 2022/23 financial year. In the pages of this year's report, we delve into a theme that reflects the very core of our mission and purpose: The Importance of Buying Local. This theme embodies not just an economic strategy, but a call to action, a commitment to solidarity, and a celebration of the spirit that makes us Proudly South African.

Over the past three years, perhaps more than ever before, the buy local campaign showed us the profound impact of our choices as consumers. In times of uncertainty, when our communities faced unprecedented challenges, as we did during the pandemic, we bore witness to the resilience, creativity and strength of our local businesses.

These businesses, large and small, are the lifeblood of our economy and the heart of our communities, and the value of businesses and retailers that invested in local procurement was demonstrated when global supply chains came under threat. We note with appreciation the progress we are making with local procurement in both the private and public sectors, while we also acknowledge that much more needs to be done.

When we choose to buy local, we do more than just complete a transaction: we invest in our own future. We bolster the livelihoods of our neighbours, friends, and fellow South Africans. We empower entrepreneurs to chase their dreams and build legacies that will enrich our nation for generations to come.

This annual report is a testament to the robustness and the incredible journeys of the local businesses we proudly support. It showcases their innovative products, their

dedication to quality, and their unwavering commitment to ethical and sustainable practices. These are businesses that have stood the test of time, weathered storms, and emerged stronger, driven by a relentless determination to serve our nation with pride. The Proudly SA membership is growing steadily and our membership grew over the year to 2 628 members.

Buying local is not just an economic decision: it's a statement of our values. It signals our belief in the potential of our country, our people and our future. It speaks to our commitment to reducing our environmental footprint, as local products often require fewer resources to reach our homes. And it resonates with our desire to preserve and celebrate the unique culture and traditions that define us as South Africans.

The Proudly South African campaign depends on partnerships at all levels of the campaign. Our media partners are very important to the success of the campaign, as the campaign is most effective when people see our advertising on television or radio, on billboards or in newspapers. We appreciate the partnerships we were able to build over the years with our media partners, especially SABC, Multichoice and eTV. Our partnership with the radio stations (both the SABC and private radio stations) truly helped us to spread the message to a wide audience.

In the face of global challenges, the importance of buying local has never been clearer. It's a powerful tool in our collective arsenal for economic growth, job creation and social upliftment. It's a vote of confidence in the skills, talents and innovation that reside right here within our borders.

As you peruse this annual report, I encourage you to take a moment to reflect on the impact of your choices as a consumer. Your decisions matter, and collectively, they can shape the destiny of our nation. Let us continue to champion the cause of buying local, not just as an economic strategy, but as a statement of our unity, resilience and unwavering pride in being Proudly South African.

Let me express our appreciation to Minister Patel and the Department of Trade, Industry and Competition for his ongoing support of the Proudly South African campaign.

We appreciate the role that our social partners – government, community, business and trade unions - are playing in making the Proudly South African campaign a success. Without the broad support we receive, we will not be able to show the magnitude and impact of our work, as evidenced in this report.

Proudly South African is a well-managed marketing campaign. We again produced a clean audit with no findings. I thank my colleagues on the Board of Directors who play a key role in guiding the strategic direction of the campaign.

I acknowledge with appreciation that these results would not be possible without the dedication and hard work of our staff. I thank the CEO, Mr Eustace Mashimbye, and the executive management team for delivering an excellent outcome in this past year. Thank you for your steadfast support and for being a driving force behind the vibrant future we are collectively building for our beloved South Africa.

BUY LOCAL



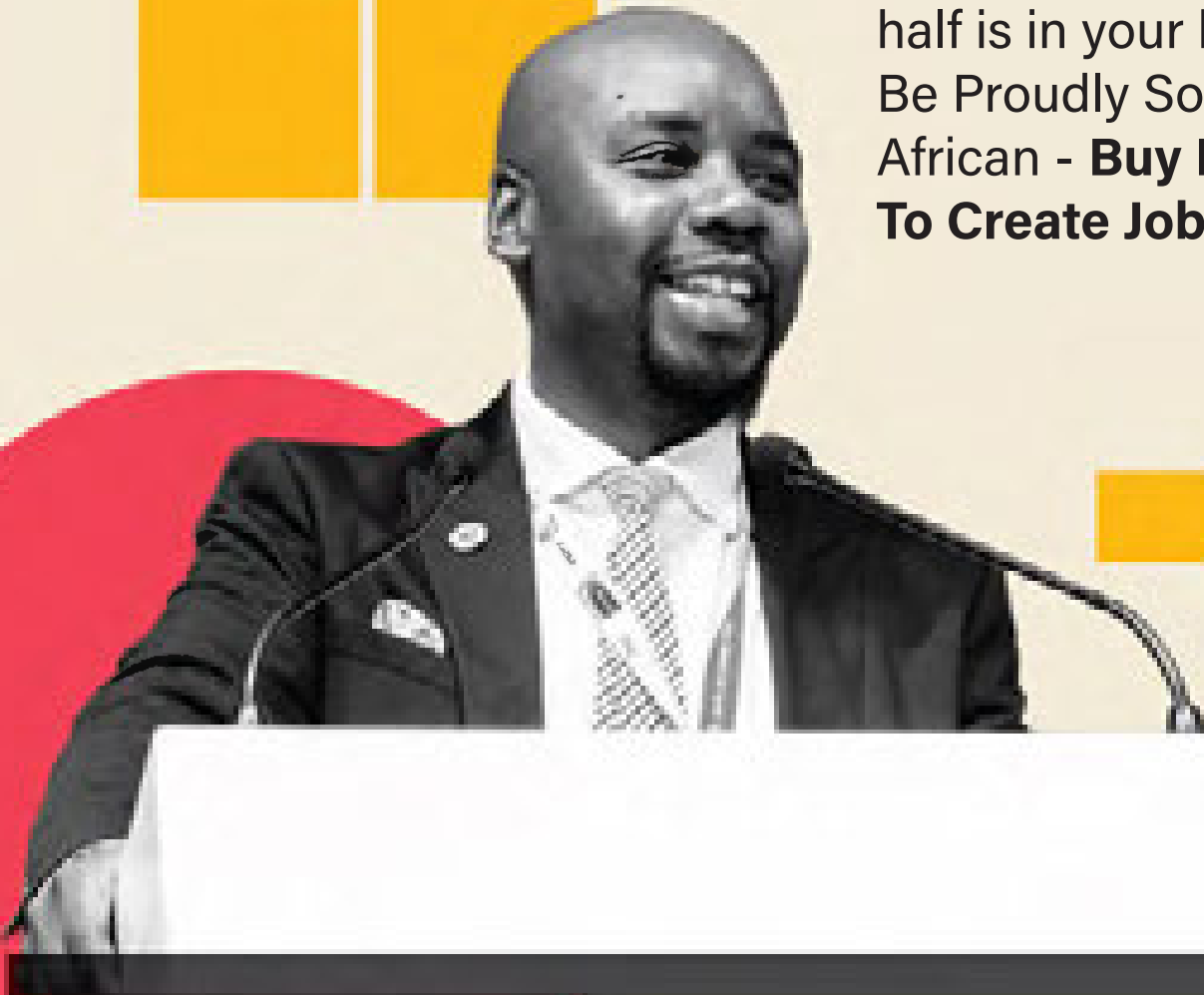
Buying **locally manufactured** goods contributes to **job creation** and **job retention**.

If we import goods, we export jobs, it's as simple as that.

Buy local to create jobs.



Mzansi, this second half is in your hands. Be Proudly South African - **Buy Local To Create Jobs!!**



**EUSTACE
MASHIMBYE**

CEO, PROUDLY SA

CEO's Message

Every time I pen a foreword for the Annual Report (and this is the seventh one that I have the honour of writing), it gives me a great sense of pride and appreciation, as it means that the Board continues to entrust me, the executive team and the management team at Proudly SA, with the responsibility of driving the national Buy Local campaign, and confirms that we have successfully concluded another year.

As I look back on the financial year under review, I see that it was clearly one of resounding success that was largely characterized by the easing of the last of the Covid-19 regulations and restrictions, which allowed for complete re-opening of the economy. This meant that Proudly SA could again roll out some of the tried and tested methods of engaging with our various constituents. This includes hosting physical business forums and participating in markets, trade fairs and expos, which is aimed at growing awareness of the Proudly SA brand, exposing locally made products and services to relevant markets and buyers, and educating consumers across all sectors of society on the economic impact and importance of choosing locally made products and services when making purchasing decisions.

The most significant of these activities that we returned to a full physical format was our flagship event, the Proudly SA Buy Local and Expo, which returned to its traditional home, the Sandton Convention Centre, owing in part to our partnership with Southern Sun. We also welcomed back our partners that have contributed financially to the successful hosting of previous editions of this event, such as ABSA, Sasol, SAB/ABInbev, Coca Cola Beverages SA (CCBSA), Sizwe IT and Aspen. These are the headline partners of the flagship event, but there are many more companies

that continue to support our work by taking up membership with Proudly SA, and we are proud to represent companies of all sizes, across at least 20 different sectors, with a presence in all provinces in the country, since this is a national campaign.

The campaign continued in its quest to drive access to market opportunities for locally made products and services, with the driving goal behind our strategy being to grow the market share of products across all industries and recapture the share of the market that has been lost to imports, as far as possible, for the benefit of our economy, i.e. deliberate import replacement. In order to achieve this, a lot of support is required from all sectors of society. Leading the way in the previous financial year was the private sector, and our partnership with various sector bodies and apex business organisations helped us achieve various milestones. The biggest of these is the localisation commitments made by some of the leading companies in the country that committed to increasing their level of procurement, support and consumption of locally made products and services through their respective supply and value chains.

These companies and their localisation commitments were showcased and honoured at the inaugural Localisation Dinner hosted in partnership with the Presidency and Business Leadership South Africa (BLSA), as part of the Buy Local Summit and Expo. The Deputy President of the country, Mr Paul Mashatile, delivered the keynote address at the event and also gave recognition certificates to the CEOs of these companies, which are living up to our mantra of 'Buying Local to Create Jobs'.



The benefit of these commitments will accrue to companies operating within the borders of the country, including companies that supply raw materials, components, machinery, equipment and consumables, and companies that render services required by these companies and which they have committed to buying locally. In order to help improve accessibility to locally made products and services, the campaign has grown some of the existing platforms and introduced new platforms that will make it easy for all those who want to buy local, to do so. These include:

- MAP (Market Access Platform): A portal aimed at listing suppliers of all types of locally made products and services. Buyers and supply chain practitioners in the private sector can also register themselves and use the portal to find local suppliers and transformed entities that can supply what they need for their businesses. The focus of Proudly SA in the next financial year will be to populate this platform with vetted local producers and service providers, and take it to market.
- An e-Commerce strategy encompassing the listing of Proudly SA member products on established, high-traffic online stores (both B2C and B2B), as well as a new Proudly SA online store that will be launched in the next financial year.
- Maintaining portals hosted on the Proudly SA site for locally made medical and non-medical personal protective equipment, as well as furniture, to enable purchasing decision makers to easily find suppliers for their businesses. There is capacity to increase these portals to incorporate many other products and this will be explored in the next financial year, dictated by what the market needs.
- Integrating the Proudly SA database with National Treasury's Central Supplier Database (CSD) has commenced and will be completed in the next financial year. This will make it easy for public sector officials to find and identify suppliers of locally made products and services, but will also be of great benefit to Proudly SA member companies that want to do business with government.

In order to help with increasing the procurement of locally made products and services by the public sector, the campaign undertook the following activities:

- Continuously engaging heads of public sector entities and departments, at national, provincial and municipal level, to get them to include local content requirements in their respective preferential procurement policies. This will ensure that preference is given to locally made products and services, especially for previously designated products.
- The monitoring of tenders issued by entities, across all spheres of the public sector, for the procurement of previously designated products and services, in order to share the information with Proudly SA members that are in a position to benefit from these procurement opportunities, but also to actively engage with these procuring entities in order to get them to give preference to locally made products.

Consumer education remains at the heart of the advocacy work of the campaign, as even decision makers in the public and private sectors are ultimately consumers as well, and altering their purchasing preferences as consumers could have a positive impact on their decision making in the organisations that they lead. This is supported by the various campaigns that we continue to roll out with the support of organised labour, through the federations represented at NEDLAC (COSATU, FEDUSA and NACTU), as well as the broader community constituency at NEDLAC.

We remain grateful for the support (financially and otherwise) from Minister Ebrahim Patel and the entire dtic family, NEDLAC as a whole and all its social partners that are at the heart of the Buy Local campaign and for all of these key stakeholders remaining committed to supporting the localisation drive. We are also grateful to the members of the Proudly SA campaign, for whom we strive to strengthen the value proposition. The members, their employees and their families remain the lifeline of the organisation, and we commit to working harder in the next financial year to keep improving the contribution we make to the growth and sustainability of their respective businesses.

From an operational perspective, we continue to innovate and improve our systems, train and develop our staff, improve our policies and processes, ensure continued compliance with all applicable legislation, and strive for excellence, in order to ensure that this remains a world class organisation. We have introduced two key values that drive us as a team: EXCELLENCE and EMPATHY. This is what has contributed to excellent delivery on all our projects, the attainment of the goals and targets set out in the Annual Performance Plan (APP), as well as achieving clean and unqualified audit reports for consecutive years.

I want to express my heartfelt thanks to the Chairperson of the Board, Mr Howard Gabriels, as well as the members of the Proudly SA Board, for their unwavering support and their sterling, strategic leadership of the organisation over the past six-and-a-half years that I have been blessed to be at the helm of the organisation. We have successfully turned this organisation around, and our contribution to the recovery of the economy of our country and our impact from this point onwards can only get better.

Lastly, but most importantly, to the executives, managers and staff that make up the Proudly SA team, thank you very much for your hard work, commitment to the task at hand, and the fantastic support that I continue to receive from each and every one of you. Na nkhensa!!



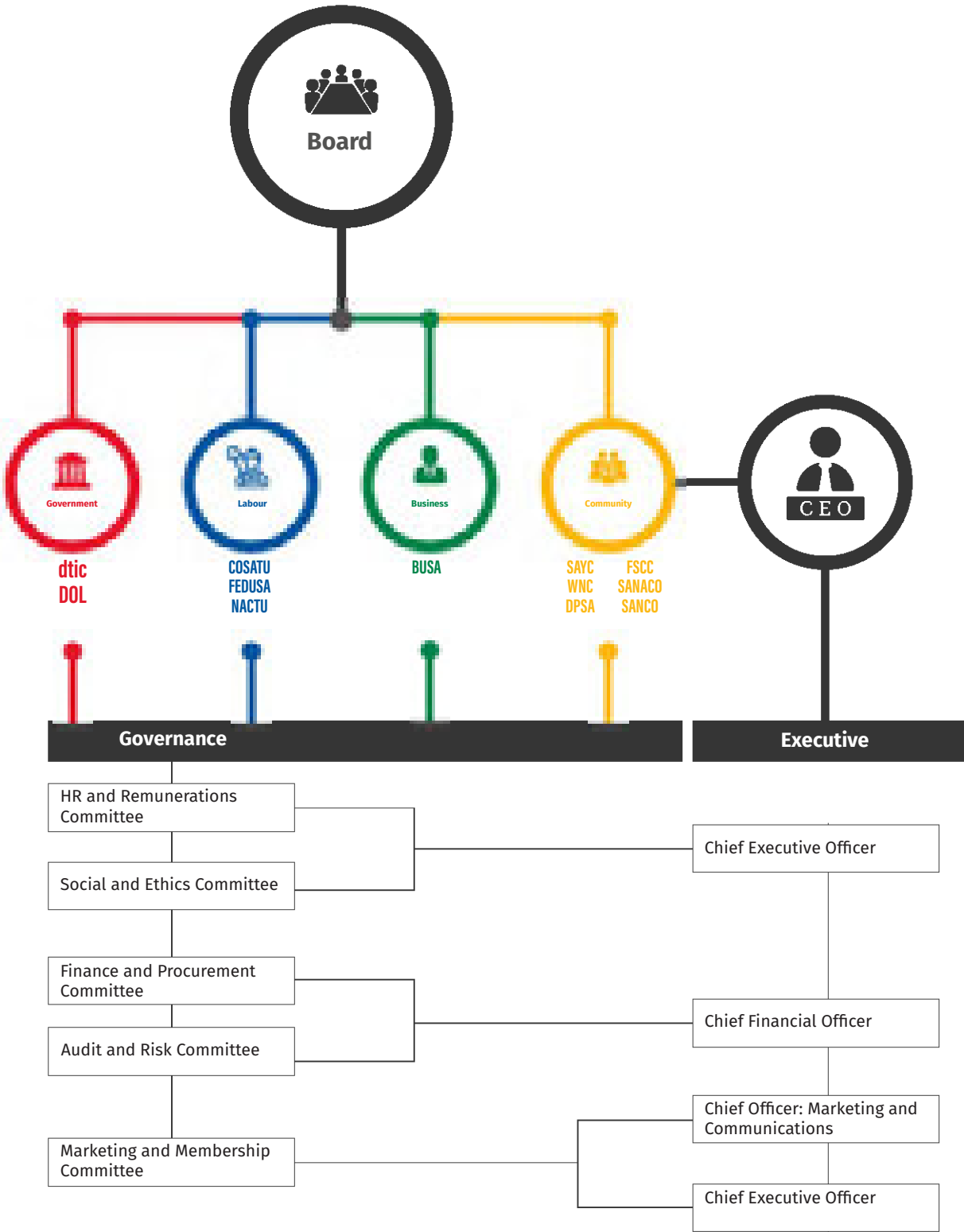
**Local is
Lekker. Be
Proudly South
African - Buy
Local to Create
Jobs!**



Our people & resources

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01 Governance Structure



02 Board of Directors



Howard Gabriels

Chairperson

A senior executive with extensive experience at a strategic leadership level in the public sector, Howard Gabriels was appointed Chairperson of the Board on 27 July 2016. He has a B.Sc. Degree and a B.Econ (Honours) degree from UWC. In 2012, he completed a Master's Degree in Urban and Regional Science at Stellenbosch University. Mr Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013. He currently works as the Ombudsperson at the Credit Ombud.



Eustace Mashimbye

Chief Executive Officer (CEO)

Mr Eustace Mashimbye is a qualified financial accountant who studied at Technikon Northern Gauteng (now Tshwane University of Technology) and Technikon South Africa (now Unisa). He majored in Financial Accounting and Corporate Law and also studied towards an MBA with the Management College of SA (still to be completed). He is currently completing a Corporate Governance qualification through the Chartered Secretaries Institute of South Africa.

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

He has served on the board of The Business Place and is currently a director on the Board of the South African Savings Institute, where he previously held the position of Audit and Risk Committee Chairperson.

He previously served at Proudly SA as CFO (for a 10-year period), Acting COO and Acting CEO, before his permanent appointment as CEO in December 2016.



Stavros Nicolaou

Board Member

Chairperson: Membership, Marketing and Compliance Committee

Stavros Nicolaou is the Aspen Pharmacare Group's Senior Executive responsible for Strategic Trade Development. Previously, he was CEO of Aspen's Export Business. He was instrumental in introducing the first generic ARVs on the African continent - developed by Aspen - which have saved hundreds of thousands of lives in South Africa and on the continent.

Dr Nicolaou has over 30 years' experience in the South African and international Pharmaceutical Industry and is a previous winner of the Health Care Marketer of the year Award from SA Institute of Marketing Management (IMM). He was a previous recipient of the Monte Rubenstein Award for Proficiency in Pharmaceutics from Wits University Pharmacy Faculty. He was awarded the Order of the Lion of St Mark by the Greek Orthodox Pope and Patriarch, Theodoros II. He has been inducted as a Fellow of the Pharmaceutical Society of South Africa (PSSA), one of the highest honours bestowed by the organisation, and was recently awarded an Honorary Doctorate of Science in Medicine from Wits University. He was appointed an Honorary Member of the Southern African Society for Thrombosis and Haemostasis at the PSSA's recent AGM. He was also named one of the Most Influential People of African Descent (MIPAD) Global Top 100 Honouree, based on his positive contributions to the healthcare sector and improving access to healthcare for patients on the African continent.

He has previously and continues to serve on a number of industry and associated structures, including Member of Business for South Africa (B4SA) Steering Committee and Chairperson of the B4SA Health Workgroup, Chairman of the Public Health Enhancement Fund (PHEF) (a joint collaboration between the Private Health Sector and the Minister of Health), appointed to the National COVID Vaccine Co-ordinating Committee (NCVCC) and the COVID Vaccine Joint Oversight Steering Committee, re-appointed for a third term by President Cyril Ramaphosa to the Board of Brand South Africa, presently serves as Chairman of the Interim Board of Cricket South Africa (CSA) appointed by Minister of Arts, Sports and Culture, served on the dtic Minister's export panel on devising an export strategy for South Africa, between 2005-2009 he served as Chairman of the Board of SA Express Airways, from 2004-2010 he was appointed by the Minister of Public Enterprises to the Board of Transnet Ltd, he presently serves on the National Orders Advisory Council, appointed by the President of the Republic and he has chaired the Trade and Investment Committee of the Board of the Gauteng Growth and Development Agency (GGDA) and was subsequently appointed as a Director of the GGDA for two consecutive terms.

Dr Nicolaou currently serves on the BRICS Business Council and is on the Special Economic Zones (SEZ) Advisory Board. He was elected as a Non-Executive Director of Business Unity South Africa (BUSA) and Chairman of the South African Pharmaceutical Producers Association (PHARMISA). He was also appointed to the Forum to Promote Transparency and Multi Stakeholder Engagement Regarding Medicine Availability by the Minister of Health. He has served as Chairman of the Pharmaceutical Task Group (PTG), the overall Pharmaceutical Industry Umbrella Organisation and the World Bank/ IFC Technical Advisory Board that focuses on strengthening African Health Systems. He has served as Vice-President of the International Pharmaceutical Students Federation (IPSF) and was an Honorary Lecturer at Wits University, accredited to the Faculty of Health Science, and serves as a director on the Business School Advisory Board at North-West University (NWU).



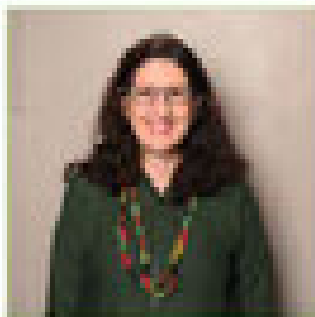
Masonwabe Sokoyi

Board Member

Mr Masonwabe Sokoyi has a National Diploma in Public Relations from Unisa, a Certificate in Project Management from NMMU and an Honours Degree in Media Studies from Unisa. He has a Master of International Public Administration qualification (majoring in Public Policy) from Tsinghua University, Beijing, China and is currently doing a Post-graduate Diploma in Development Finance at University of Cape Town.

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

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



Lisa Seftel

Board Member

Lisa Seftel is the Executive Director of Nedlac. She previously worked as a senior manager at the Department of Labour, the Office of the Premier in Gauteng, Gauteng Department of Roads and Transport, Sedibeng District Municipality and Executive Director for Transport at City of Johannesburg.



Michael Lawrence

Board Member

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

Mr Lawrence participates in various national, regional and continental conversations and think tanks on trade in and with Africa, with particular reference to women in trade, eCommerce, trade in services and regional value chains.



Adv. Priakumari Hassan

Board Member

Chairperson: Finance and Procurement Committee

Adv. Hassan is a South African woman who was born in KwaZulu-Natal, schooled at Howard College law school and educated in the City of Gold, Gauteng.

She is the Founder and CEO of the Women of Africa (WOA) Investment Group - a dynamic women-driven service provider in the pharmaceutical, construction, logistics and energy sectors that is at the forefront of women's development in South Africa. The University of Natal alumna attained her LLB degree in the 1990's and later attended the Gordon Institute of Business Science. With a career spanning more than a decade, Hassan is a property, logistics and legal expert, who has held executive positions at several JSE-listed companies.

Adv. Hassan serves on the board of several women-based organisations, including the Businesswomen's Association of South Africa (BWASA) and the Jess Foord Foundation.

Under the BWASA banner, Hassan initiated the 'Winning in the Workplace' project - a programme that aims to provide schoolgirls with the necessary skills and mentorship to ensure entry into the business world in the future.

Hassan has won several prestigious awards, including Top Black Female Entrepreneur in 2011 at The Metropolitan Oliver, and multiple local and international awards for her contribution to the energy, construction, engineering, legal, entrepreneur and other sectors. She is a key advisor to government entities, including Department of Trade and Industry, Department of Energy and Department of Environmental Affairs.

Empowerment Awards: She was also honoured as CNBC's Woman of the Year in 2012 and recognised as the top woman leader in her sector. Most recently, Hassan was recognised by the Durban Chamber of Commerce and Industry for her role in maintaining business proficiency.



Caroline Rakgotsoka

Board Member

Caroline Rakgotsoka is from Protea Glen, Soweto, is married and has four children. She has worked for Tsebo Solution Group since 1988 as the catering manager and is an active trade union member. After joining HOTELICCA Trade Union she was selected as its president. In 2012, she became an active shop steward and then moved to NACTU. She was elected as National Treasurer and continues to hold that position.

She also serves on the Women Gender Forum and is a director on the board of Organisation of Trade Unit (OATU). She was elected Chairperson of Local Church Development Committee and is a member of Proudly SA, where she serves on the Board of Directors, the HR and Remuneration Committee, and the Audit and Risk Committee.



Jodi Scholtz

Board Member
Chairperson: Social and Ethics Committee

Ms Jodi Scholtz, a seasoned public servant at executive level, was appointed National Lotteries Commissioner, effective 1 February 2023. She is responsible for the management and turnaround of the National Lotteries Commission (NLC). Her prior roles include Chief Operating Officer (COO) of the national Department of Trade, Industry and Competition (the dtic) (since November 2009) and Lead Administrator at the South African Bureau of Standards (SABS) and served as the accounting authority from February 2018 until late 2022. Prior to her appointment as COO at the dtic, she was COO of the Trade Policy, Negotiations and Cooperation Division at the dtic.

Her key competencies include strategy development and planning in general, and strategic turnaround of public institutions, change management, leadership and collaboration in particular, as well as management of public entities.

Ms Scholtz holds a Bachelor's Degree in Arts from the University of Cape Town, an Honours Degree in Commerce from the University of the Western Cape, a Master's Degree in Business Administration from the Gordon Institute of Business Science, a diploma in International Trade Policy & Law from Harvard University J F Kennedy School of Government, and a Post-Graduate Diploma in Trade Policy and Practice from the University of Cape Town's Graduate School of Business. She also participated in the African Programme on Rethinking Development Economics, in addition to various other short courses.



Simon Eppel

Board Member

Simon Eppel is a trade unionist who is Director of Research at SA Clothing and Textile Workers' Union (SACTWU). He is involved in a range of policy-related and practical activities that aim to produce more secure, sustainable, meaningful and growing employment for the union's members, based on the principle and practice of decent work. In addition, he provides assistance on collective bargaining and membership matters at the union. Simon also serves as a COSATU and SACTWU representative on several industry and Nedlac task teams and bodies.

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



Ashley Benjamin

Board Member

Chairperson: HR and Remunerations Committee

Ashley Benjamin is the Acting Deputy General Secretary of FEDUSA. He is an experienced trade unionist with over 25 years of involvement in the South African labour movement. He represents FEDUSA on various structures, such as the Trade and Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development Portfolio at FEDUSA and represents the federation at international level at the Trade Union Advisory Committee to the OECD and Global Union Programmes for Economic Cooperation.

Mr Benjamin is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the national Bargaining Council of the Leather Industry of South Africa. He also serves on the Executive Oversight Committee of the Retail, Clothing, Textiles, Footwear & Leather Masterplan. He also represents organised labour on the boards of the National Skills Authority (NSA) and South African Qualifications Authority (SAQA).

His involvement includes representing the federation in the activities of the Southern Africa Trade Union Coordination Council (SATUCC) and the BRICS Organised Labour Grouping.



Thulani Tshefuta

Board Member

Chairperson: Audit and Risk Committee

Thulani Tshefuta matriculated at J.A. Calata Secondary School in Cradock in the Eastern Cape. He holds a Post-Graduate Diploma in Public Development and Management of M&E (monitoring and evaluation) from Wits University. He has a Post-Graduate qualification in International Executive Development Programme (NQF 8) from GIBS and Crammer Graduate School of Business at Rollins University, USA. In addition, Mr

Tshefuta has completed academic programmes in Leadership and Entrepreneurship at the North-West University Business School and Effective Stakeholder Management at the University of Pretoria. He is currently studying for a Master of Management Degree on Governance (M&E) through Wits University.

Mr Tshefuta serves as the Overall Convenor of the NEDLAC Community Constituency. His governance and leadership experience includes serving as an eminent member of the Parliamentary High-Level Panel, as former President of the South African Youth Council, former Deputy Chairperson of the National Skills Authority, and as a member of the Presidential BBBEE Council.

He is a registered member of IoDSA, with training and experience in corporate governance, and also a Nelson Mandela – Bill Clinton Democracy Fellow.



Dr Tebogo Makube

Board Member

Dr Tebogo Makube is currently Chief Director: Industrial Procurement & Development at the Department of Trade, Industry and Competition (the dtic). Prior to that he was Programme Manager: Fiscal Policy at the Financial & Fiscal Commission (FFC), and before that he was Director: Provincial Infrastructure at National Treasury (NT). He has held research and management positions at Gauteng Provincial Legislature, National Energy Regulator of South Africa (Nersa) and Nokusa Consulting. He is a Board Member at Proudly SA and Trade & Industrial Policy Strategies (TIPS). Dr Makube is an Admitted Advocate of the High Court of South Africa and holds a PhD in Energy Studies, as well as other post-graduate qualifications in Law, Economic Policy and Energy Economics.



Siphon Ndebele

Board Member

Siphon Ndebele is Acting Deputy Director-General: Labour Policy & Industrial Relations at the Department of Employment and Labour. He holds a Master's degree in Industrial and Employment Relations and is an international relations and labour expert with over 22 years of management and professional experience in the labour union, government and multilateral environments. His core expertise resides in managing economic and labour market policy issues in both the local and international arena. A former diplomat and labour Attache to the International Labour Organisation (ILO) in Geneva, he specialises in the coordination of domestic socio-economic implications of international policies, manages the Department's bilateral and multilateral relations and monitors compliance with South Africa's international obligations.

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

Siphon provides leadership to ensure programme and project delivery and has coordinated several high level conferences as team leader and country coordinator for the SADC Employment and Labour Sector, the 5th Global Child Labour Conference, the BRICS Ministerial Summit hosted by South Africa in 2018, and the ARLAC Ministerial Summit hosted by South Africa. Siphon coordinated the development and adoption of the Youth Employment Accord and October Accord process as Chief of Staff at the Ministry of Economic Development. He has served as: Chairperson of the ILO Conference Committee on the Fundamental Principles and Rights at Work (2017); Chairperson of the ILO Conference Committee on Effective ILO Development Cooperation in Support of Sustainable Development Goals; Chairperson of the informal Tripartite Committee on the Application of Standards, since 2015.



Ndwakhulu Lawrence Bale

Board Member

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

Mr Bale has also served in various organisations as a national board member and in national leadership positions, including the National Cooperatives Association of South Africa (NCASA) and the South African Federation of Burial Societies (SAFOBS). He is the President of Southern African Developing Countries Cooperative Federation (SADCCF) and a member of BRICS Cooperatives Leaders. Mr Bale represents all cooperatives in South Africa at policy level, i.e. National Economic Development and Labour Council (NEDLAC), as a Principal, and has served as a board member of Dorah Tamana Cooperatives Centre (DTCC). Mr Bale is a member of the Ministerial Advisory Committee (MAC) for the Department of Health that has a broader representation of social partners.

Under Mr Bale's leadership of SANACO and its membership of the International Cooperative Alliance, South Africa was honoured to host the International Cooperative Alliance meeting in November 2013 for the first time in Africa. SANACO also hosted the BRICS Cooperative Summit in partnership with the DTI in October 2013, and SANACO signed MOUs with China and India, which agreed to build trade relations between cooperatives in their countries.

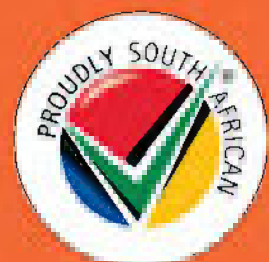
He is currently a Board Member at ICA Africa, where he is the Chairperson of HR and Governance.

He has a Diploma and a Degree in Management.



South Africa has traditionally been a market leader in the automotive industry, contributing to around 6.8% of South Africa's GDP.

Buy local to create jobs.



03 Executive Managers



Happy MaKhumalo Ngidi

Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is a graduate in Communications and has, for the past six years or so, strategically contributed to re-inventing the country's Buy Local Campaign for the better. She is a businesswoman, social entrepreneur, budding author, motivational speaker, an Educator, PR and Marketing Executive. She joined the Proudly South African establishment as an Executive: Marketing & Communications in 2015 to head up the organisation's Marketing and Communications department, and during her tenure at Proudly SA, it is safe to say the campaign is much more relevant, relatable and much more attractive since its inception. With her experience and knowledge, she has contributed immensely to the Proudly SA turn-around strategy.

As a marketing, communications and PR professional, she brings much value, vision and purpose plus over twenty years of corporate experience to Proudly SA.

Mrs. Ngidi was previously the Founder and Managing Director of a public relations boutique firm that assisted clients to form strong relationships with media giants. She's also the former Head of PR and Communications for SABC radio station, Metro FM. She was the Official Spokesperson of the SABC for its flagship annual event as well as for ad hoc PR projects of national importance. Ngidi also has extensive experience in driving strategy development, turnaround strategies as well as brand and product management for a number of multinational and local brands in the hospitality, marketing & FMCG and broadcasting services sectors.

Her experience spans a number of companies including Seagram SA, SABC, Chivas Regal, the Forum Company, Metro FM, Cell C, Divine Relations, Haba Productions and Primi Group as a franchisee, to mention but a few. Through her sheer force of personality, she continuously strives to be the best performer and visionary in her craft and to make a formidable difference in every task she undertakes both in the public and private sectors.

She is currently a Member of the BRICS (WBA) Women Business Alliance – South Africa, launched and championed by the Department of Business Development, who's mandate is to unlock economic value within South Africa, the continent and BRIC countries for development, growth and sustainability of women owned businesses.

Ms Ngidi is also extremely passionate in advancing the issues that impact Women in the business world to enable businesswomen to identify entry points and opportunities for sustainable economic participation. Unlocking market access through preferential procurement and more.

She currently sits on the Board of the Circle of Global Business Women (CGBW)

Happy MaKhumalo Ngidi is also a proud owner and founder of Bella Wines, her own personal wine brand which was launched in August 2022, named after her Daughter.



Jeannine van Straaten

Executive: Strategy, Stakeholder Relations And Legal

Ms Jeannine van Straaten has extensive experience in stakeholder relations and a background as Key Client Services Manager and then Head of Broadcasting at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University (2003), she is passionate about South Africa, especially social integration, and cites the growth of the Campaign's membership base as her key objective at Proudly SA. With her background in music (as a violinist), she prizes creativity in the

workplace and places particular importance on education and continuous personal development.

Her MBA candidacy at Henley Business School is testament to this. Other past experience includes Manager of the #IamConstitution Campaign at The Ichikowitz Family Foundation, where she witnessed first-hand the unification of people from various backgrounds who all have one common goal - togetherness. She endeavours to share this lesson with member companies to inspire them to bridge the divide in the name of togetherness and so collectively contribute to the growth of the country's economy.



Mphume Llane

Chief Financial Officer

Mphume is a graduate with B Com (Acc) & Masters in Business Leadership (MBL) from the University of Witwatersrand and Unisa, respectively.

He began his career in 1999 as a Trainee/ Consultant at one of the major audit firms in South Africa. He has worked in various capacities, including Finance Manager, Chief Director: Budget and Revenue and Chief Financial Officer. His work experience spans both the private and public sectors

covering sectors such as Tourism, Health, Financial Services, etc.

He was the Chief Financial Officer at two Public Entities before joining Proudly South African.

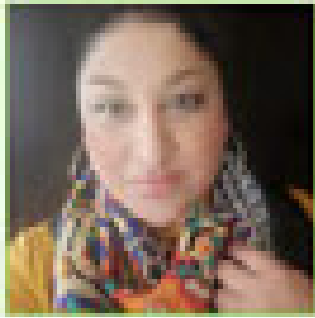


Veresh Ramkalawan

Human Resources & Support Manager

Veresh Ramkalawan completed a Degree in Human Resources (HR) and a Post-Graduate qualification in Industrial Relations. He is currently in the final year of a Bachelor of Law (LLB) Degree. He is a seasoned and passionate HR professional with vast knowledge, skills and expertise built during his 15-year career in HR, and has worked across various industries.

He believes that human capital is our most important asset and aims to ensure a happy and productive workplace at Proudly SA, where everyone works towards its mission and objectives, with emphasis on promoting corporate values and shaping a positive culture.



Alicia Loganathan

Membership Manager

A seasoned strategic manager with a background in marketing research and sales tracking, Ms Loganathan has extensive experience in sales across the FMCG, blue chip and OEM sectors. She spent almost a decade tracking consumer behaviour, understanding supply chain operations and analysing till point data. She has a Bachelor's degree in Media and Market Research, with Post-Graduate Honours degree credits in the same discipline. She is currently pursuing an MBA, with emphasis on the manufacturing landscape in Southern Africa. She joined Proudly SA as Group Membership Manager in November 2020.



Jana Doyle

Events & Activations Manager

Jana is an experienced event & project manager with 13 years' experience in managing large scale events, and brand and marketing campaigns. She has excellent operational and on-the-ground event management skills. Her career highlights included managing an international conference for top South African retail chain Pick n Pay, in Lisbon Portugal in 2016.

Before joining Proudly SA in July 2022, she worked as a digital marketing content creator and social media coordinator at Social Path.



Siyabonga Zungu

Brand Manager

Proudly SA Brand Manager, Siyabonga Zungu, is responsible for the design team, which creates and maintains the look, feel and messaging of the Campaign. He obtained a BCom Strategic Marketing Management from the University of Johannesburg and then a BPhil Honours Degree in Strategic Management.

He started his career at Puma Sports Distributors, then moved to Capitec Bank before joining Proudly SA, initially as events co coordinator. During his time working on the Campaign, he worked hard to innovate and grow at the organisation and was finally appointed Brand Manager. Using his experience of working in promotions and sales, he has been instrumental in growing the Proudly SA brand in the corporate and consumer spaces.

04 Human Resources Management Report

Human Resources Management Report 2022/2023

Human capital is the core of delivering the Proudly SA mandate. The HR and Administration Department's Strategy and Operational Plan is informed by the Organisational Business Plan, which is translated into the (APP). The key objective is to provide support to line departments by creating a conducive environment in terms of both logistics and supporting staff with appropriate work tools. Competent talent is sourced, maintained and retained for efficient and effective delivery of the overall organisational mandate, namely roll-out of the Buy Local campaign, in partnership with key stakeholders, the objective being to steer the uptake of locally made products, which leads to the retention and creation of sustainable jobs. The HR function is a custodian of company policies and ensures orderly execution and consistent compliance with these policies, as benchmarked against common domestic legal prescripts relating to HR. This includes successful championing and maintaining of the internal ISO-accredited Quality Management System.

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

1. Staff profile and movement
2. Staff performance
3. Staff training and development
4. Internship programme
5. Staff wellness and engagement
6. Digitisation of key administrative human resources functions
7. Health and safety
8. Employment equity
9. Quality Management System



1. Staff profile and movement

PROUDLY SA WORKFORCE PROFILE: APRIL 2022 - MARCH 2023

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

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

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management	1								1
Senior management	1				1			1	3
Professionally qualified and experienced specialists and mid-management	1		1		2		2	2	8
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	6	2			11	1	1		21
Semi-skilled and discretionary decision making	1				1				2
Unskilled and defined decision making					1				1
Temporary employees	1				1				2
Total	11	2	1	0	17	1	3	3	38



Recruitment - April 2022 to March 2023

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

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

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									0
Senior management	1								1
Professionally qualified and experienced specialists and mid-management					1			1	2
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	1			1	3				5
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
Temporary employees									0
Total	2	0	0	1	5	0	0	1	9

Promotions - April 2022 to March 2023

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

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									
Senior management									
Professionally qualified and experienced specialists and mid-management									
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents					2				2
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
Temporary employees									
Total	0	0	0	0	2	0	0	0	2

Terminations - April 2022 to March 2023

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

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									
Senior management			1						1
Professionally qualified and experienced specialists and mid-management					1			2	3
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	1			1	1				3
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
Temporary employees	1								1
Total	2	0	1	1	2	0	0	2	8

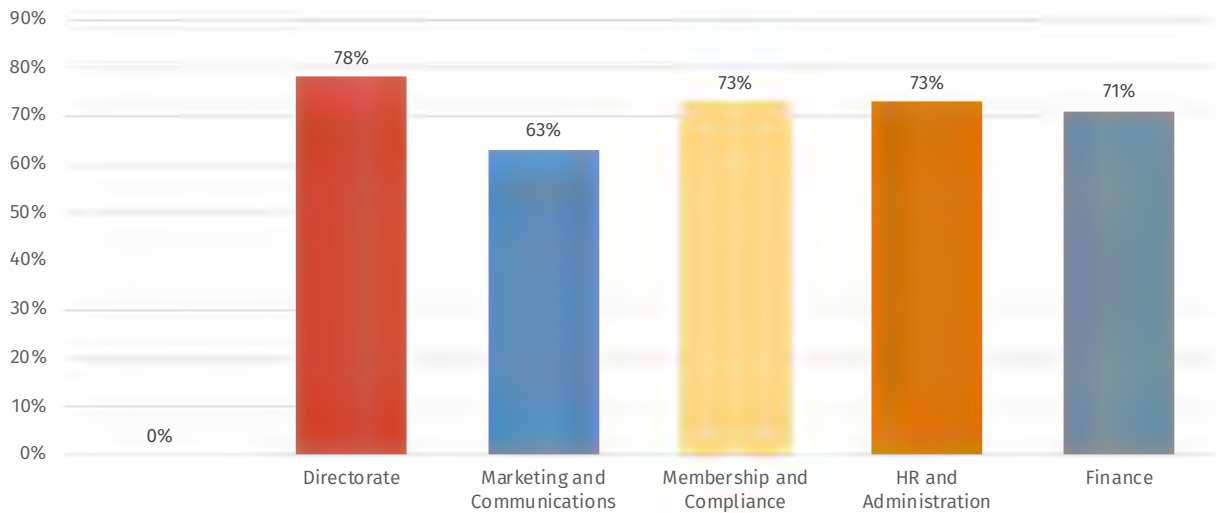
2. Staff performance, development and retention

Staff Performance

The Campaign has an established performance management system that is widely accepted by all staff. This provides for signing an initial performance agreement, followed by quarterly performance reviews and evaluations, and concludes with a performance appraisal process, during which annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting), subject to approval by the HR and Remuneration Committee (REMCO) and the Board.

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2023- MARCH 2023	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	78%
Marketing and Communications	63%
Membership, Legal and Compliance	73%
HR and Administration	73%
Finance	71%
AVERAGE PERFORMANCE	71%

Departmental Performance in %



3. Staff training and development

ProudlySA is committed to investing in its human capital for optimal productivity and service excellence. The tables below are from the annual training report, which details capacitation interventions linked to employment contracts, personal development plans and the Performance Management System, which is key to succession planning. The dedicated and passionate employees who consistently over-perform and whose behaviour fits with the organisation's values and pursuits, are identified for further development in preparation for higher level roles. This is managed systematically through the Performance Management System, which is driven by the HR Department.

TRAINING AND DEVELOPMENT APRIL 2022 - MARCH 2023

QUARTER 1 - APRIL - JUNE 2022 (INTERNAL)

Training Programme	Attendees	Trainer
Updated Policy Training	All Staff	Veresh Ramkalawan

QUARTER 1: APRIL – JUNE 2022 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/Chartered Secretaries Board	Chartered Governance Institute	In Progress
2	E. Mashimbye	Directorate	Disciplinary Management Workshop	WHM HR Academy	Completed
3	E. Mashimbye	Directorate	Employment Equity Training	WHM HR Academy	Completed
4	E. Mashimbye	Directorate	EAp – Management Launch	Company Wellness	Completed
5	J. van Straaten	Directorate	Employment Equity Training	WHM HR Academy	Completed
6	J. van Straaten	Directorate	EAp – Management Launch	Company Wellness	Completed
7	P. Keshav	Directorate	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 12 Months
8	S. Nkosi	Directorate	MBA	University of the People	In Progress (Study Subsidy)
9	S. Makua	Directorate	Certificate Associate In Project Management Preparation Programme (CAPM)	PM Ideas	In Progress (Study Subsidy)
10	S. Nkosi	Directorate	Disciplinary Management Workshop	WHM HR Academy	Completed
11	S. Nkosi	Directorate	EAP – Management Launch	Company Wellness	Completed
12	S. Makua	Directorate	Employment Equity Training	WHM HR Academy	Completed
Membership					
13	T. Mathebula	Membership	Management Leadership	Chartered Governance Institute	In Progress
14	A. Logan	Membership	Employment Equity Training	WHM HR Academy	Completed
15	A. Logan	Membership	EAp – Management Launch	Company Wellness	Completed
16	L. Mekgwe	Membership	First-Aid – Level 1	NOSA	Completed
Finance					
17	J. Makhoba	Finance	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 12 Months
18	M. Llale	Finance	EAp – Management Launch	Company wellness	Completed
19	B. Selatole	Finance	Banking Certificate	Unisa	In Progress
20	N. Butler	Finance	Employment Equity Training	WHM HR Academy	Completed
Marketing					
21	S. Zungu	Marketing	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress Learnership – 12 Months
22	S. Zungu	Marketing	Digital Marketing	Get Smarter	In Progress

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
23	S. Zungu	Marketing	EAP – Management Launch	Company Wellness	Completed
24	H. Ngidi	Marketing	EAP – Management Launch	Company Wellness	Completed
25	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress Learnership – 12 Months
26	T. Ndhlovu	Marketing	Employment Equity Training	WHM HR Academy	Completed
27	K. Mosholi	Marketing	Business Management – N4	TECHNISA	In Progress (Study Subsidy)
28	J. Doyle	Marketing	Disciplinary Management Workshop	WHM HR Academy	Completed
Human Resources					
29	V. Ramkalawan	HR	Disciplinary Management Workshop	WHM Hr Academy	Completed
30	V. Ramkalawan	HR	Bachelor of Law – Final Year	Unisa	In Progress (Study Subsidy)
31	V. Ramkalawan	HR	Employment Equity Training	WHM Hr Academy	Completed
32	V. Ramkalawan	HR	EAP – Management Launch	Company Wellness	Completed
33	R. Hadebe	HR	Employment Equity Training	WHM HR Academy	Completed
34	R. Hadebe	HR	Diploma in HR	WHM HR Academy	In Progress Learnership – 24 Months
35	S. Zikalala	HR	Samtrac	NOSA	Completed
36	S. Mkhabela	HR	Diploma in HR	WHM HR Academy	In Progress Learnership – 24 Months
37	R. Malebye	HR	First-Aid – Level 1	NOSA	Completed

QUARTER 2: JULY – SEPTEMBER 2022 (INTERNAL)

Training Programme	Attendees	Trainer
Updated HR Policy Training	All Staff	Veresh Ramkalawan
Project Management Training	HR & Marketing Department	Silindile Nkosi & Sinah Makua

QUARTER 2: JULY - SEPTEMBER 2022 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2	P. Keshav	Directorate	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership - 12 Months
3	S. Makua	Directorate	Certificate Associate in Project Management Preparation Programme (CAPM)	PM Ideas	In Progress (Study Subsidy)
Membership					
4	T. Mathebula	Membership	Management Leadership	LEDISA Academy (Pty) Ltd	In Progress-Learnership - 12 Months
5	A. Logan	Membership	(NQF LEVEL 5)	Career Skills	Completed
6	K. Mokgejane	Membership	B2B Sales Training	Career Skills	Completed
7	T. Moemise	Membership	B2B Sales Training	Career Skills	Completed
8	P. Gqamane	Membership	B2B Sales Training	Career Skills	Completed
9	L. Chalken	Membership	B2B Sales Training	Career Skills	Completed
10	L. Mekgwe	Membership	B2B Sales Training	Career Skills	Completed
11	O. Matlala	Membership	B2B Sales Training	Career Skills	Completed
12	T. Mathebula	Membership	B2B Sales Training	Career Skills	Completed
Finance					
13	J. Makhoba	Finance	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership - 12 Months
14	M. Llale	Finance	Disciplinary Management Workshop	WHM HR Academy	Completed
15	B. Selatole	Finance	Banking Certificate	Unisa	In Progress (Study Subsidy)
Marketing					
16	S. Zungu	Marketing	Management Leadership (NQF Level 5)		
17	S. Zungu	Marketing	Digital Marketing		
18	T. Ndhlovu	Marketing	Management Leadership (NQF Level 5)		
19	K. Mosholi	Marketing	Business Management - N4		

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Human Resources					
20	V. Ramkalawan	HR	Bachelor of Law – Final Year	UNISA	In Progress (Study Subsidy)
21	R. Hadebe	HR	Diploma in HR	WHM HR Academy	In Progress 24 Month – Learnership
22	S. Mkhabela	HR	Diploma in HR	WHM HR Academy	In Progress 24 Month – Learnership
23	R. Malebye	HR	Customer Care & Intro to PC	Career Skills	Completed

QUARTER 3: OCTOBER – DECEMBER 2022 (INTERNAL)

Training Programme	Attendees	Trainer
Updated HR Policy Training	All Staff	Veresh Ramkalawan

QUARTER 3: OCTOBER – DECEMBER 2022 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2	P. Keshav	Directorate	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 18 Months
3	P. Keshav	Directorate	Emotional Intelligence	Spectron	Completed
4	P. Keshav	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed
5	S. Makua	Directorate	Certificate Associate in Project Management Preparation Programme (CAPM)	PM Ideas	In Progress (Study Subsidy)
6	J. Van Straaten	Directorate	MBA	Henley Business School	In Progress (Study Subsidy)
7	S. Nkosi	Directorate	Emotional Intelligence	Spectron	Completed
8	S. Nkosi	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed
9	T. Collister	Directorate	Emotional Intelligence	Spectron	Completed
10	T. Collister	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Membership					
11	T. Mathebula	Membership	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress- Learnership - 18 Months
12	T. Mathebula	Membership	B2B Sales Training	Career Skills	Completed
13	A. Logan	Membership	Emotional Intelligence	Spectron	Completed
14	A. Logan	Membership	Bid/Tender Evaluation	Rock Lilly	Completed
15	L. Chalken	Membership	N+	Boston	In Progress (Study Subsidy)
Finance					
16	S. Nkosi	Directorate	Emotional Intelligence	Spectron	Completed
17	S. Nkosi	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed
18	T. Collister	Directorate	Emotional Intelligence	Spectron	Completed
19	T. Collister	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed
20	N. Butler	Finance	Bid/Tender Evaluation	Rock Lilly	Completed
21	N. Butler	Finance	First-Aid – Level 1	NOSA	Completed
Marketing					
22	S. Zungu	Marketing	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress Learnership - 18 Months
23	S. Zungu	Marketing	Digital Marketing	Get Smarter	Completed
24	S. Zungu	Marketing	Emotional Intelligence	Spectron	Completed
25	S. Zungu	Marketing	Bid/Tender Evaluation	Rock Lilly	Completed
26	T. Ndlovu	Marketing	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress Learnership - 12 Months
27	T. Ndlovu	Marketing	Emotional Intelligence	Spectron	Completed
28	D. Maqoga	Marketing	Emotional Intelligence	Spectron	Completed
29	D. Maqoga	Marketing	Bid/Tender Evaluation	Rock Lilly	Completed
30	J. Doyle	Marketing	Emotional Intelligence	Spectron	Completed
31	J. Doyle	Marketing	Bid/Tender Evaluation	Rock Lilly	Completed
Human Resources					
32	V. Ramkalanwan	HR	Emotional Intelligence	Spectron	Completed
33	V. Ramkalanwan	HR	Bid/Tender Evaluation	Rock Lilly	Completed
34	R. Hadebe	HR	Diploma in HR	WHM HR Academy	In Progress - 24 Month Learnership
35	S. Mkhabela	HR	Diploma in HR	WHM HR Academy	In Progress - 24 Month Learnership

QUARTER 4: JANUARY - MARCH 2023 (INTERNAL)

Training Programme	Attendees	Trainer
Updated HR Policy Training	All Staff	Veresh Ramkalawan
SCM Training	Jeannette Makhoba	Mphume Llale
SCM Training	Silindile Nkosi	Mphume Llale
SCM Training	Siyabonga Zungu	Mphume Llale
SCM Training	Veresh Ramkalawan	Mphume Llale
SCM Training	Alicia Logan	Mphume Llale
SCM Training	Taryn Collister	Mphume Llale
SCM Training	Jana Doyle	Mphume Llale

QUARTER 4: JANUARY - MARCH 2023 (EXTERNAL)

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
Directorate					
1	E. Mashimbye	Directorate	Corporate Governance/Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2	E. Mashimbye	Directorate	Emotional Intelligence	Sycamore Consulting	In Progress-Learnership – 18 Months
3	P. Keshav	Directorate	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	Completed
4	P. Keshav	Directorate	Bid/Tender Evaluation	Rock Lilly	Completed
5	J. van Straaten	Directorate	MBA	Henley Business School	In Progress (Study Subsidy)
6	J. van Straaten	Directorate	Emotional Intelligence	Sycamore Consulting	In Progress (Study Subsidy)
7	K. Ntsioa	Directorate	IT Learnership - Further Education And Training Certificate IT System Support NQF Level 5	IKUSASA	Completed
Membership					
8	T. Mathebula	Membership	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 18 Months
9	L. Chalken	Membership	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 18 Months
Finance					
10	J. Makhoba	Finance	Management Leadership (NQF Level 5)	LEDISA Academy (Pty) Ltd	In Progress-Learnership – 18 Months
11	J. Makhoba	Finance	Bid/Tender Evaluation	Rock Lilly	Completed

No	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
12	B Selatole	Finance	B.Com – Financial Management	UNISA	In Progress (Study Subsidy)
13	M. Llale	Finance	Emotional Intelligence	Sycamore Consulting	Completed
14	N. Butler	Finance	IFRS – Training	Institute for Corporate Learning	In Progress
15	J. Makhoba	Finance	IFRS – Training	Institute for Corporate Learning	In Progress
16	M.llale	Finance	IFRS – Training	Institute for Corporate Learning	In Progress
17	B. Selatole	Finance	IFRS – Training	Institute for Corporate Learning	In Progress
Marketing					
18	K. Mosholi	Marketing	Ba – Communication Science (3rd Year)	UNISA	In Progress-Learnership – 18 Months
19	H. Ngidi	Marketing	Emotional Intelligence	Sycamore Consulting	In Progress-Learnership – 18 Months
20	Z. Pomuser	Marketing	User Experience Design	Red and Yellow – Digital	In Progress
Human Resources					
21	S. Zikalala	HR	NEBOSH – Gen. Cert – OHS	SHEILDS	In Progress (Study Subsidy)
22	R. Hadebe	HR	Diploma in HR	WHM HR Academy	In Progress – 24 Month Learnership
23	S. Mkhabela	HR	Diploma in HR	WHM HR Academy	In Progress – 24 Month Learnership

Study subsidy provided	6
Learnership	6 (3 LEDISA Leadership Programme; 2 HR Learnerships; 1 IT Learnership)
Internship Programme	2 Interns (1 IT Intern on a Learnership; 1 Marketing Intern)



Leadership Development Programme

In line with Proudly SA's succession and career path strategy, Proudly SA employees were given an opportunity to participate in several learnerships, as detailed below.

Five employees were selected and enrolled on a Leadership Development Programme, a qualification registered and accredited by the South African Qualifications Framework. This programme has now been converted into a learnership. The objectives of this learnership are equip learners to manage staff members and first line managers in an organisational entity and to develop competence in a range of knowledge, skills, attitudes and values, such as: Relationship Management; Establish & Maintain Workplace Relationships; People Development & Talent Management; Managing a Diverse Workforce; Ethics in an Organisational Culture; Building Teams to Achieve Objectives.

The five learners who are enrolled on a Leadership Development Programme with Ledisa Academy are: Preya Keshav, Tinyiko Mathebula, Siyabonga Zungu, Tshiamo Ndlovu and Jeanette Makhoba.

National Diploma: Human Resources Management and Practice

Two employees in the HR Department were enrolled in an HR learnership at WHM Academy - the National Diploma: Human Resources Management and Practices. This qualification is accredited by the South African Qualifications Framework. The objective of this learnership is to equip learners with knowledge about the various roles and responsibilities of the HR function and to develop competence in a range of knowledge, skills, attitudes and values associated with the following components of the HR function: Recruitment and Selection; Training and Development; Industrial Relations; HR Administration.



Rosemary Hadebe and Sarah Mkhabela, the two learners who are enrolled at WHM Academy for the HR Learnership - National Diploma: Human Resources Management and Practices.

Further Education and Training Certificate, Information Technology System Support (NQF Level 5).

The IT intern from the 2022/2023 fiscal year was enrolled on a learnership with Ikusasa, i.e. Further Education and Training Certificate Information Technology System Support (NQF Level 5). The qualification is accredited by the South African Qualifications Framework and aims at equipping learners with knowledge and skills for IT Systems Support.

4. Internship Programme

Three students were earmarked for the internship programme for the 2022/2023 fiscal year.

In support of the Proudly SA mandate to drive job creation, the campaign is committed to upskilling graduate and post-graduate students through a twelve-month internship programme aimed at providing on-the-job experience. The key objectives of the internship programme are to assist in equipping interns with skills that can be used in a future role, and providing an opportunity to explore their interests and develop professional skills and competencies.

Welby Kubayi was the marketing intern who was on the 'YES' for youth programme until 16 February 2023. His internship contract was extended until 31 March 2023, however, he exited the contract on 23 March 2023.

Karabo Ntsioa was an Intern on the 'YES' for youth programme from 13 March 2022 to 13 March 2023 and his internship contract was extended until 31 March 2023. There was motivation from the IT department to retain Karabo Ntsioa as a Junior IT Administrator on a fixed term contract for three years from 1 April 2023 to 31 March 2026. He was offered an IT learnership, which commenced on 31 March 2023 and runs until 31 March 2024.

Jacobeth Karabo Serumula was offered an internship (Marketing Intern) on 30 March 2023.

The two interns from the 2021/2022 fiscal year were retained and offered employment at Proudly SA. Odirile Matlala was employed as a Membership Assistant and Bokamuso Ndhlovu was employed as a Public Relations Assistant, effective 1 April 2022.

No.	Intern	Department	EE	Placement Position
1	Jacobeth Karabo Serumula	Marketing	Black - Female	Marketing Intern – N6 Student obtaining workplace experience.
2	Karabo Ntsioa	IT	Black - Male	IT Intern – on an IT Learnership



Karabo Ntsioa was enrolled on a learnership with Ikusasa for the Further Education and Training Certificate Information Technology System Support (NQF Level 5).

.....

5. Staff wellness and engagement

1. Staff Wellness Day

The Staff Wellness Day was held on 22 July 2022 at the NEDLAC building with the following service providers:

- Virgin Active – information stall.
- Discovery Health Nurses - wellness assessments done.
- Hands on Treatment - neck and shoulder massage provided.
- Company Wellness Solutions – Employee Assistance Programme presentation and ear screening done.
- Liberty Life – presentation and information stall.
- Redel Katzen - medical aid presentation and information stall.



2. Strategic Session and Teambuilding 2022

Date: 1 - 2 September 2022

Venue: Riverside Sun





3. 21st Birthday Celebration

Date: 11 November 2022

Venue: Southern Sun, Hyde Park

Staff were recognised with long service awards and for their service at Proudly SA over the last 21 years.



4. Year End Staff Function 2022

Date: 9 December 2022

Venue: Southern Sun Rosebank

1. As part of the staff retention plan, Proudly SA hosts a year end function annually to celebrate the achievements reached throughout the year.
2. The activities include staff awards for outstanding performance in the following categories:
 - Employee of the month for the past 12 months
 - Employee of the quarter for the past 4 quarters
 - Employee of the year
 - CEO's Award



6. Digitally transforming the Human Resources function

The HR function at Proudly SA is now evolving from the traditional approach and has been adapted to confirm with best practice. The HR department was initially perceived as a support function that delivered employee services, but the evolution is now making provision for the HR Department to assist with leading the digital transformation of the organisation.

Proudly SA is endeavouring to build an organisation of the future that has Digital HR at the core of its HR strategy. The aim is to transform the HR function so that it operates digitally, uses digital tools and apps to deliver solutions, and continuously experiments and innovates. HR’s focus has shifted towards building an organisation of the future. Companies are hiring young, digitally savvy workers who are comfortable doing things themselves and sharing information in a transparent way. They want an integrated, digital experience at work that is designed around teams, productivity and empowerment, and HR is expected to deliver this. Already, the leave management process has been completely digitised:

- Employees apply for leave online via Sage Self-Help Service.
- Leave is approved online by line managers.
- In addition, employees can view and print their payslips online using a smartphone.

This process of digitising the HR administrative functions has not been completed, and further developments are in progress.

7. Health and Safety

The Proudly SA offices undergo regular predetermined rigorous inspections to ensure that it adheres to the occupational health and safety (OHS) policy, which is in line with legislative prescripts. We file the company’s reports timeously, including the Annual Return on Earnings to the Compensation Commissioner, and we are in good standing with the Commission. Various plans are being followed and improved, as and when required, as indicated in the table below.

Aspect	Intervention/Prevention	Frequency
Occupational Injuries	Create awareness on prevention of possible occupational hazards.	Bi- Annually
	Conduct regular inspections of workplace premises and equipment to ensure continued compliance with OHS standards.	Daily
	Ensure accepted procedures are in place to report, and manage OHS incidents at the workplace.	Quarterly
	Establish an OHS Committee and capacitate its members properly.	Annually
Occupational Diseases	Create awareness to prevent contamination from diseases .	As and when required
	Ensure that all reasonable measures are in place to prevent contamination of contagious diseases.	As and when required
	Develop and implement contingency plans to contain and manage the spread of reported contagious diseases.	Every time

Aspect	Intervention/Prevention	Frequency
Personnel Physical Safety	Ensure reasonable security of all personnel from outside intrusion.	Every time
General Safety Office Healthiness	Pest control	Monthly
	Carpet cleaning	Annually
	Sufficient ventilation	Every time
	Servicing of office air-conditioning system.	Bi-Annually

Employee and Safety Committee

Employee	Occupation
Sabelo Zikalala	<ul style="list-style-type: none"> • Health and Safety Representative • Introduction to SAMTRAC • SAMTRAC • Basic Fire Fighting • First Aid – Level 1
Rosemary Hadebe	<ul style="list-style-type: none"> • Health and Safety Representative • Basic Fire Fighting • First Aid – Level 1
Pressly Mokhare	Health and Safety Representative
Sarah Mkhabela	Health and Safety Representative
Lucia Mekgwe	First Aid – Level 1
Nathan Butler	First Aid – Level 1
Rebeccah Malebye	First Aid – Level 1

8. Employment Equity

The principle of empowerment and diversity is entrenched in the Proudly SA ethos. The tables below reflect our equity and strategy for 2022/2023 (including people with a disability).

The organisation's Employment Equity Plan for 2022/2023 was achieved, the approved targets exceeded and it was submitted to the Employment Equity Commission. The plan was benchmarked against the National Employment Equity targets developed by the Department of Labour. Linked to this was our successful submission of both the Workplace Skills Report and the Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy and the following are key to achieving this strategy during the next financial year:

- Proudly SA is determined to implement an Employment Equity Plan and imperatives in line with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the campaign's employment equity status.

- Proudly SA updates EE plans with realistic objectives and goals, especially after terminations, promotions and transfers. This is the responsibility of the HR Department.
- Every attempt must be made to deliberately target previously disadvantaged groups when filling existing vacancies and new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train or implement under-study programmes for the selected candidates. In selecting candidates for such placements, potential and aptitude must be considered.
- There must be equal opportunities for training and development of all staff. However, the training and development programme must be used as a tool for upgrading the skills of employees from previously disadvantaged groups.
- Leadership development training is another tool used for upgrading the skills of previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs less than 50 employees).

The Employment Equity Committee and Skills Committee is fully established and functional. The members are indicated in the table below.

Name	Department	Race	Gender
Eustace Mashimbye	CEO	African	Male
Jeannine van Straaten	Senior Management	White	Female
Veresh Ramkalawan	HR and Skills and Equity Manager	Indian	Male
Rosemary Hadebe	HR and Administration	African	Female
Alicia Logan	Membership	Indian	Female
Sinah Makua	Directorate and IT	African	Female
Tshiamo Ndlovu	Marketing and Communications	African	Male
Nathan Butler	Finance	Coloured	Male

Employment Equity

The table below shows Proudly SA's employee numbers by employment equity classification as at 31 March 2023.

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

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top management	1	0	0	0	0	0	0	0	0	0	1
Senior management	1	0	0	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	1	0	1	0	2	0	2	2	0	0	8
Skilled technical and academically qualified workers, junior management, supervisors, foremen and superintendents	6	2	0	0	11	1	1	0	0	0	21
Semi-skilled and discretionary decision making	1	0	0	0	1	0	0	0	0	0	2
Unskilled and defined decision making	0	0	0	0	1	0	0	0	0	0	1
Total permanent employees	10	2	1	0	16	1	3	3	0	0	36
Temporary employees	1	0	0	0	1	0	0	0	0	0	2
Total	11	2	1	0	17	1	3	3	0	0	38

There were no employees with a disability at Proudly SA as at 31 March 2023.

Total Staff Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	%
African	11	28.94%	17	44.73%	28	73.68%
Indian	1	2.63%	3	7.89%	4	10.52%
Coloured	2	5.26%	1	2.63%	3	7.89%
White (designated)	0	0%	3	7.89%	3	7.89%
Non-Designated	0	0%	0	0%	0	0%
TOTAL	14	36.84%	24	63.15%	38	100%

***Total management includes the following levels: Top management, Senior Management, Professionally qualified and experienced specialists, and Mid-management**

9. Quality Management System

Proudly SA is ISO 9001:2015 system certified and complies with the appropriate requirements of the South African National Standard for Quality Management Systems, and the system is being audited on planned intervals. The system assists in risk management, and taking corrective action in terms of identified risks, including processes for continual improvement of business operations and the assurance of conformity to customer and applicable regulatory requirements.

The management team at Proudly SA resolved to document and maintain a Quality Management System to enhance customer satisfaction. The SABS surveillance audit took place on 1 March 2023, and we had one incident of non-conformance (minor), which has been closed, and SABS issued a report on the audit.



Our members

- 1. Member benefits: Improved value proposition for Proudly SA member companies**
- 2. Terms utilised in tables and graphs in this membership report**
- 3. Overview of the membership base in the period 2022/2023**
 - 3.1 Highlights of the period 2022/2023
 - 3.2 Newly recruited members for 2022/2023
 - 3.3 Year-on-year Comparison 2017/2018 to 2022/2023
 - 3.4 Quarterly comparison of newly recruited members 2022/2023
- 4. Newly Recruited Member Companies**
 - 4.1 Quarterly comparison of the number of newly recruited members for the period 2022/2023
 - 4.2 Member companies recruited during 2022/2023 by sector
 - 4.3 Member companies recruited during 2022/2023 by province
 - 4.4. Member companies recruited during 2022/2023 by classification
 - 4.5. Member companies recruited during 2022/2023 by lead origin
- 5. Renewing members for 2022/2023**
 - 5.1 Renewal rate for 2022/2023
 - 5.2 Quarterly comparison of renewing members in 2022/2023
 - 5.3 Comparison by sector of renewing members in 2022/2023
 - 5.4 Comparison by province of renewing members in 2022/2023
 - 5.5 Comparison by classification of renewing members in 2022/2023
- 6. Database of local products and services**
 - 6.1 Highlights of the database of local products and services for 2022/2023
 - 6.2 Growth of the database of locally made products and services in terms of items added in 2021/2022 and 2022/2023
 - 6.3 Quarterly comparison of locally made products and services added to the database in 2022/2023

01 Member Benefits

1. Value proposition for Proudly South African member companies



1. The use of the **Proudly SA logo** – a recognised endorsement of local content and quality.
2. **Access to market platforms:**
 - Inclusion in Proudly SA’s database of locally made products and services, housed on the Proudly SA website, for use by procurement officials in the public and private sectors.
 - Secured procurement opportunities with strategic partners, i.e. industry bodies, such as the Franchise Association of South Africa, Tourism Business Council of South Africa and private sector entities that continue to make localisation commitments.
 - Facilitation of B2B opportunities with other Proudly SA members.
 - Market Access Platform (MAP).
 - An eCommerce division to assist member companies with access to online listings.

Participation in and access to:

- the annual flagship event, Buy Local Summit and Expo;
- supply chain workshops;
- business and sector-specific forums for networking and information sharing opportunities;
- joint promotions with Proudly SA for consumer-targeted campaigns, major events and trade expos;
- Proudly SA’s extensive marketing strategy and activities aimed at promoting members’ products and services;
- Proudly SA’s PR and communication platforms, for example, the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities.

02 Terms utilised in the report

Classification of members		
Category	SMMEs Small, medium and micro 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 as Diamond member (Proudly SA member company category).	
Beneficiary of Diamond	A company that forms part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified as a Diamond member (Proudly SA member company category).	
TE	A membership based on a Trade Exchange Agreement	
Lead	A company before it is converted into a member	
	Consultant-generated lead	A membership consultant who is chasing to convert a lead he/she has generated her/himself
	Direct	An enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly SA's presence at events
	Lead origin	The platform from which a lead originates
Referral	Referral of a company from an internal or external stakeholder	

03 Membership Overview

3. Overview of the membership base in 2022/2023

3.1. Highlights from the current period 2022/2023

New members	
Target	320
Achievement	324
Renewal rate (in percentage)	
Target	80%
Achievement	82%
Database of local products and services	
Target	760
Items added	1287
Number currently listed	21,775
Exceeded target (in percentage)	69%

The Proudly SA membership base is growing at a steady pace, with 324 companies joining the Campaign in 2022/2023 and a total of 2,628 members. The member base covers 26 different sectors, while the manufacturing sector remains the sector with exponential growth. This is one of the most important sectors that drives localisation. The link between a thriving manufacturing industry and a prosperous economy is strong and direct.

The membership footprint continues to grow in the three main provinces, i.e. Gauteng, Western Cape and KwaZulu-Natal (KZN). The membership recruitment drive and marketing activities have expanded into the Free State, Limpopo and Mpumalanga, in order to grow the member base in the provinces outside of the major hubs.

A total of six high-value members in the Diamond category joined the campaign this financial year, along with their subsidiaries, i.e.: Switch Energy Drink, Mac Steel, Good Year South Africa, CCG Systems, Drager South Africa, Sappi Southern Africa.

The renewal rate of 82% for 2022/2023 was above the target of 80%. The renewal rate improved compared to the previous year, which showed a retention rate of 78%. The improved value proposition aligned to access to market opportunities and Proudly SA events - namely the Buy Local Summit & Exhibition, DSTV Delicious, The Wine Exhibition and the Fashion Police - have been a strong driving force behind greater member retention.

Proudly SA's database of locally made products and services continues to grow steadily: the target of 760 new items was exceeded by 69%, with the addition of 1287 items. This growth speaks directly to the growth we see in the manufacturing sector, with more products being manufactured locally.

Manufacturing in South Africa has been dominated by agri-processing and agriculture, including honey processing, dairy processing, small scale rice milling, grain milling, palm oil extraction milling, poultry feed plants, water purification and bottling plants. Iron and steel production dominates South Africa's heavy industry, providing material for manufacturing structural goods, transport equipment and machinery, and for the engineering industry.

The mining value chain is the historic bedrock of South Africa's economy. It contributes more than 300 billion rand to gross domestic product (GDP), employs more than 450,000 people directly, and is the economic anchor of many communities around the country. What is notable is that we now also see growth via localisation commitments that are increasingly materialising across industries that have not been synonymous with manufacturing in South Africa.

Localisation commitments are coming to the fore with at least 7 (OEMs) in the motor industry assembling a wider range of vehicles in South Africa and the textile industry creating more (CMTs) while slowly decreasing imports. The alcohol beverage industry is creating locally-manufactured gin and beer products, while contributing to job creation and economic growth.

3.2. Newly-recruited members for 2022/2023

Before membership is approved, companies must adhere to the following four criteria:

- Companies must manufacture locally or render services locally using locally sourced material and equipment, as best as possible.
- Companies must prove that the products/services are of a high-quality nature, by submitting industry-related certification, including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies, etc.
- The company should adhere to the Basic Conditions of Employment Act when it employs people.
- When operating, the company practices environmental standards as per industry regulations.
-

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



3.3. Year-on-year comparison: Newly recruited members by month

Period: 2017/2018 To 2022/2023

Month	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
April	11	26	5	6	44	23
May	16	8	10	23	11	28
June	11	20	43	26	31	43
July	15	16	31	22	25	34
August	18	20	28	33	25	31
September	17	21	26	17	30	25
October	17	43	14	24	29	15
November	26	13	18	26	25	35
December	6	5	24	13	10	9
January	1	16	6	11	15	14
February	49	17	21	16	25	25
March	15	19	17	24	57	42
Total	202	224	243	241	327	324

3.4. Quarterly comparison: Newly recruited members, 2022/2023

	Month 1	Month 2	Month 3	TOTAL
Q1	23	28	43	94
Q2	34	31	25	90
Q3	15	35	9	59
Q4	14	25	42	81
				324

Q1: April, May, June

Q2: July, August, September

Q3: October, November, December

Q4: January, February, March



Over 90% of the furniture industry in South Africa are SMMEs.

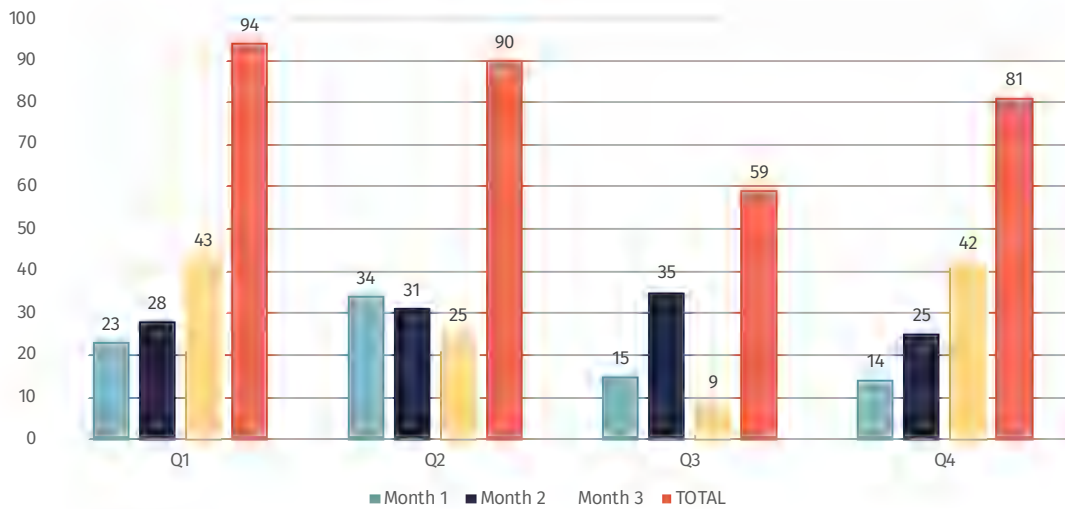
Buy local to create jobs.



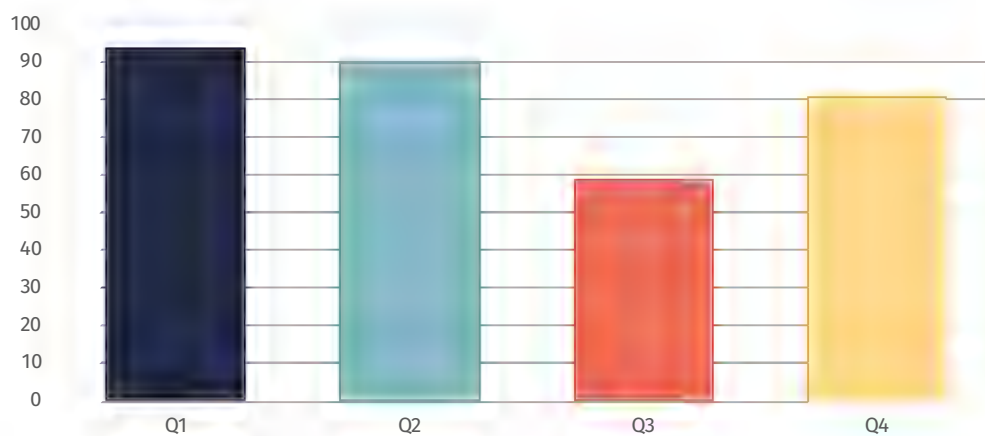
04 Newly recruited member companies

4.1. Quarterly comparison of the number of newly recruited members for the period 2022/2023

Newly recruited members: quarterly comparison by month 2022/2023



Newly recruited members: comparison by quarter 2022/2023

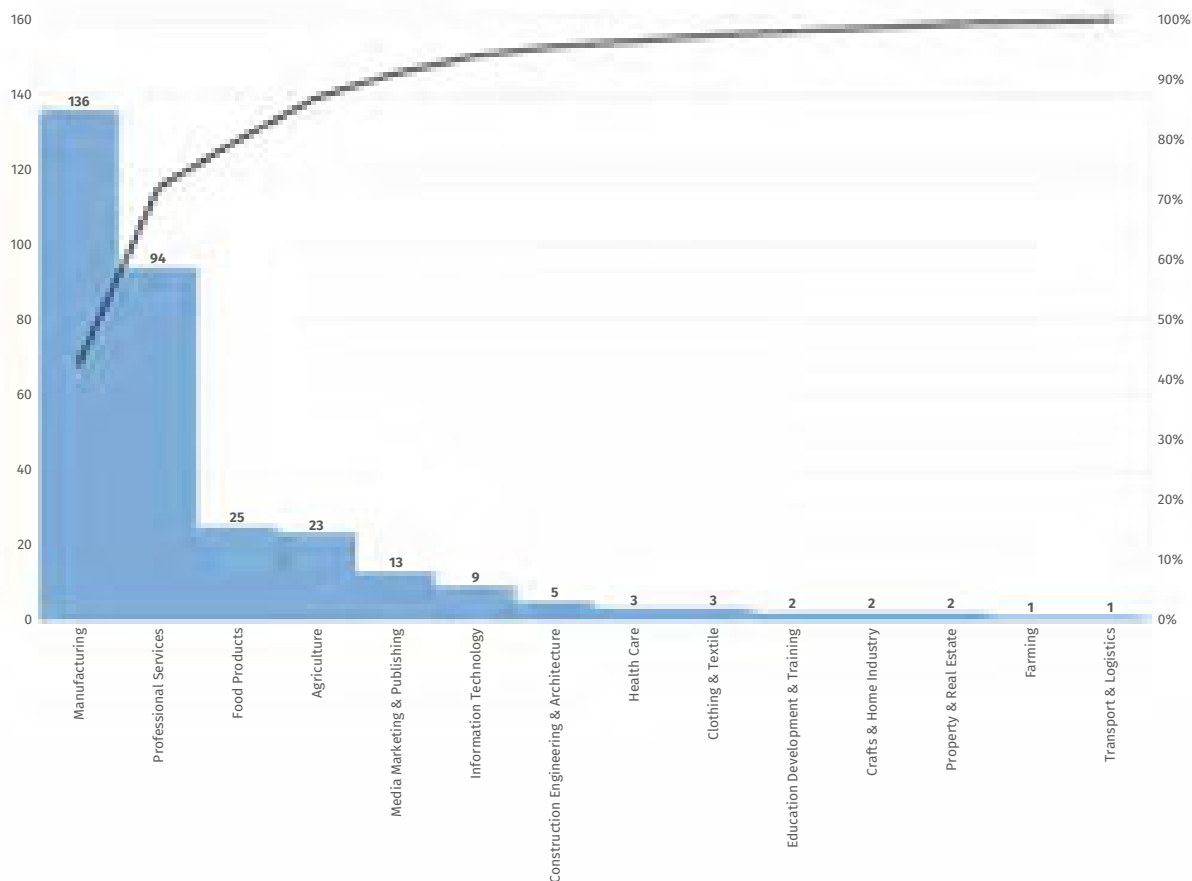


4.2. Member companies recruited during 2022/2023 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Manufacturing	24	53	22	37	136
Professional Services	51	5	20	18	94
Food Products		12	8	5	25
Health Care	3				3
Information Technology	3	1		5	9
Media, Marketing & Publishing	3	5	2	3	13
Education Development & Training		1	1		2
Clothing & Textiles				3	3
Agriculture	10	10		3	23
Farming		1			1
Construction, Engineering & Architecture					
Architecture			4	1	5
Crafts & Home Industry		1		1	2
Transport & Logistics		1			1
Property & Real Estate			2		2
Community Organisations				1	1
Financial Services				4	4
TOTAL	94	90	59	81	324



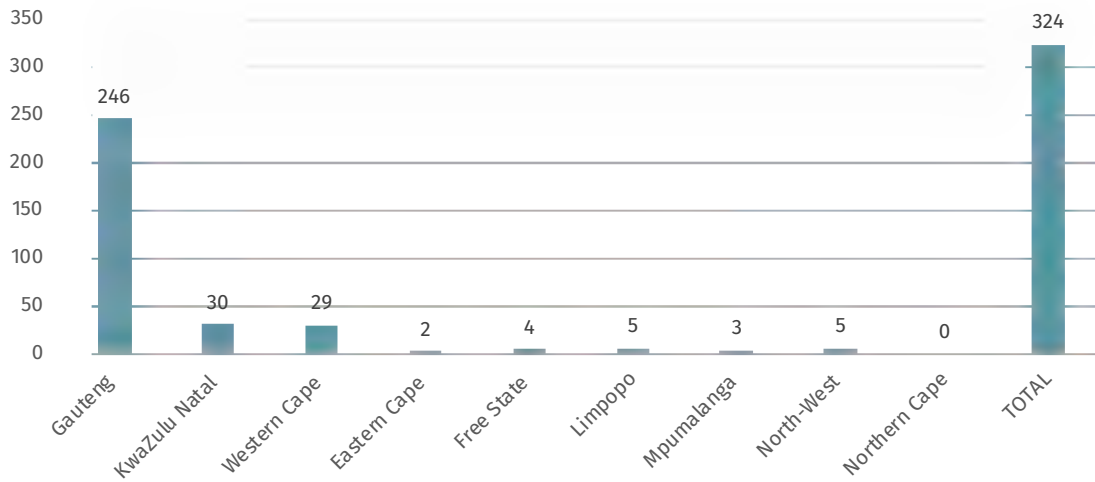
Newly recruited members: comparison by sector 2022/2023



4.3. Member companies recruited during 2022/2023 by province

Province	Q1	Q2	Q3	Q4	TOTAL
Gauteng	61	76	49	60	246
KwaZulu-Natal	15	6	3	6	30
Western Cape	15	5	6	3	29
Eastern Cape	1	1	0	0	2
Free State	0	0	0	4	4
Limpopo	1	1	0	3	5
Mpumalanga	0	1	0	2	3
North-West	1	0	1	3	5
Northern Cape	0	0	0	0	0
TOTAL	94	90	59	81	324

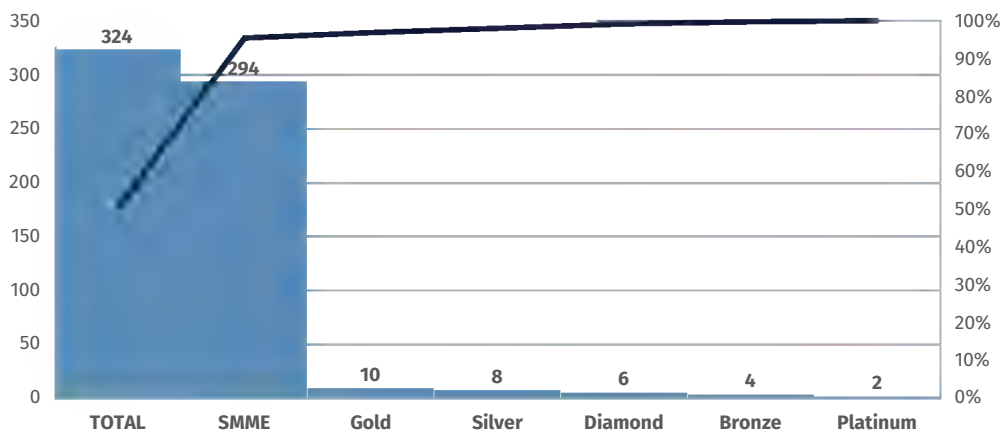
New member recruitment by province 2022/2023



4.4. Member companies recruited during 2022/2023 by classification

Classification	Q1	Q2	Q3	Q4	TOTAL
SMME	88	80	54	72	294
Silver	0	2	3	3	8
Bronze	0	2	0	2	4
Gold	2	4	2	2	10
Platinum	2	0	0	0	2
Diamond	2	2	0	2	6
TOTAL	94	90	59	81	324

Newly recruited member comparison by classification 2022/2023

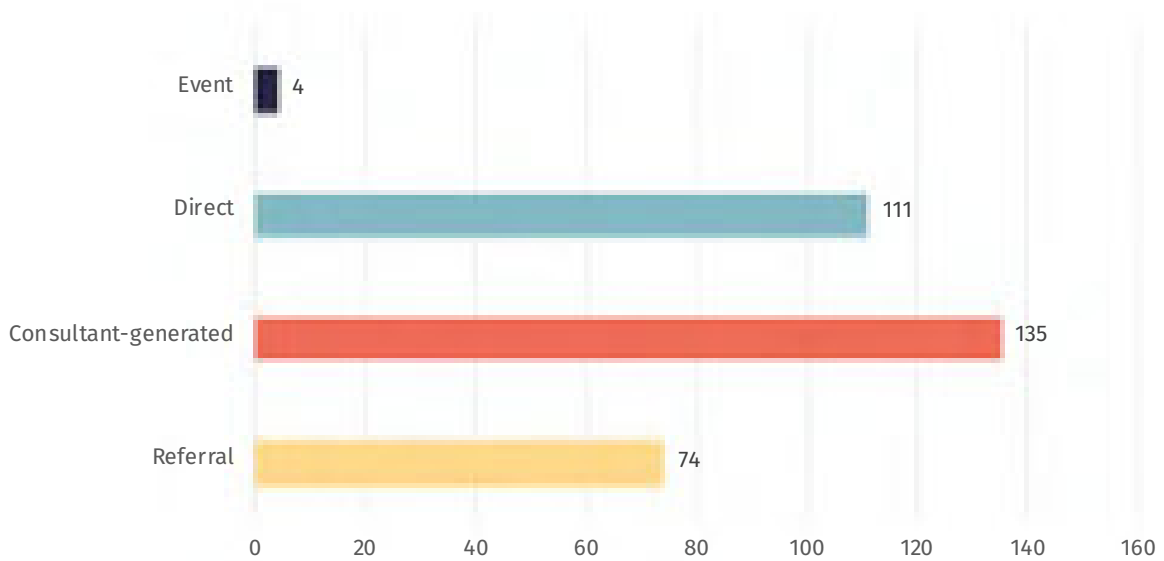




4.5. Member companies recruited during 2022/2023 by lead origin

LEAD ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	19	12	4	39	74
Consultant-generated	34	55	28	18	135
Direct	41	23	23	24	111
Event	0	0	4	0	4
TOTAL	94	90	59	81	324

Newly recruited member comparison by lead generation 2022/2023

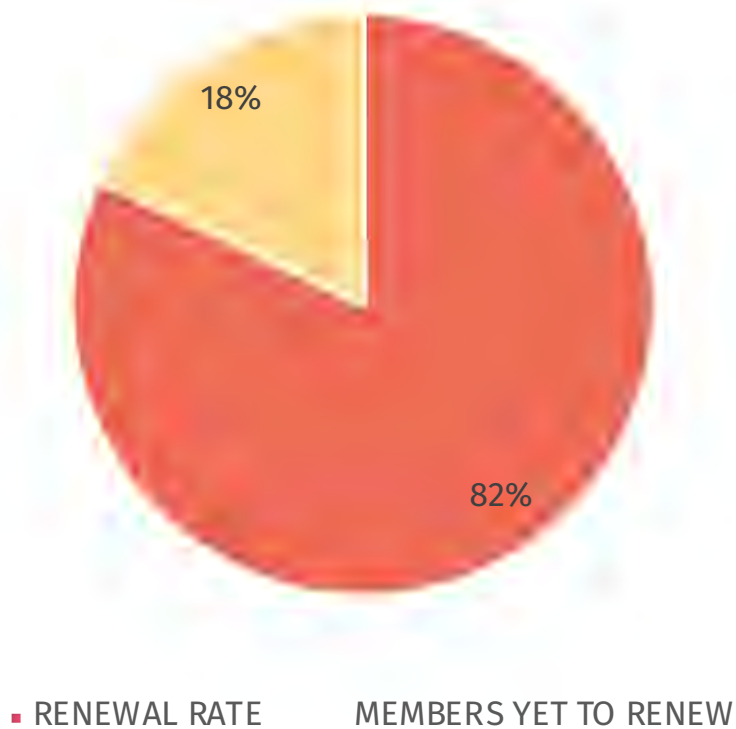


05 Renewing members for 2022/2023

5.1. Renewal rate for 2022/2023

	Q1	Q2	Q3	Q4
Renewal rate	78%	81%	87%	82%
Renewal rate for the year = 82%				

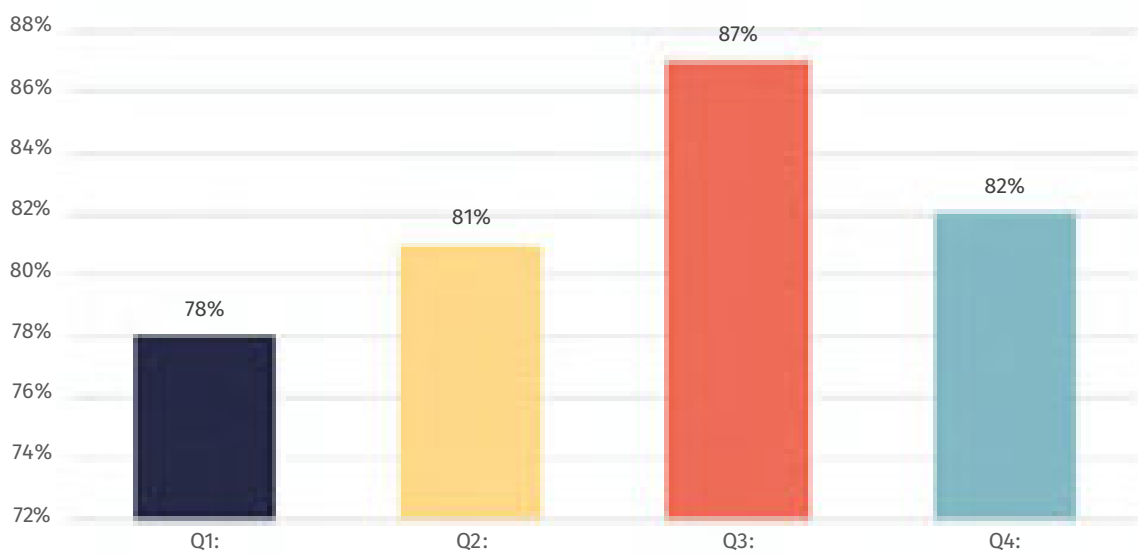
Renewing members renewal rate for 2022/2023





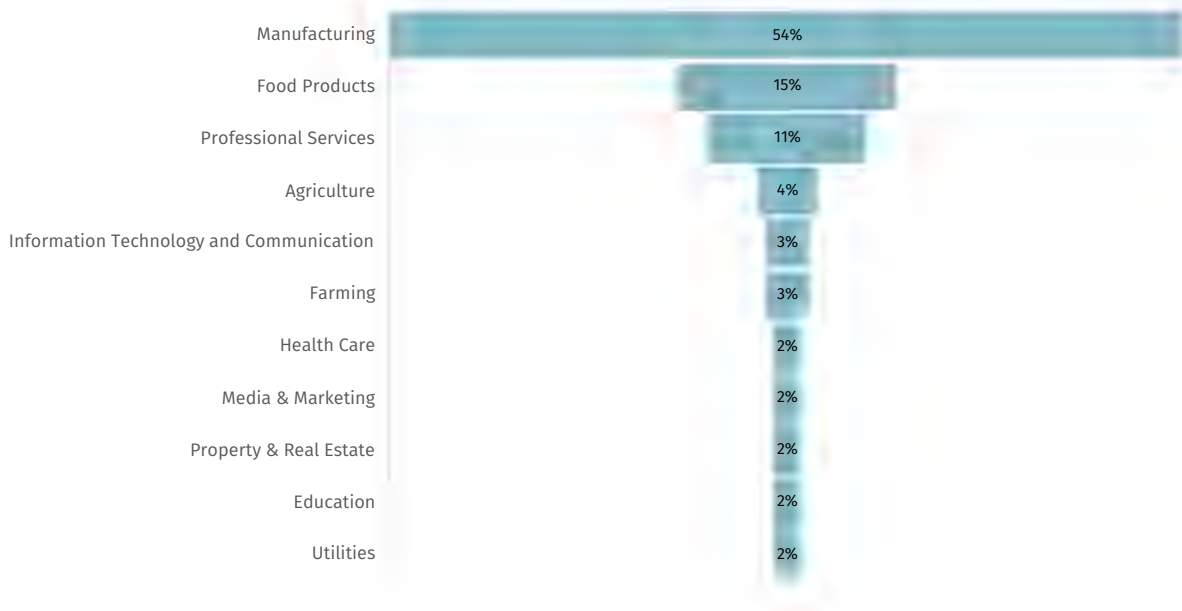
5.2. Quarterly comparison of renewing members in 2022/2023

Renewing members - quarterly comparison 2022/2023



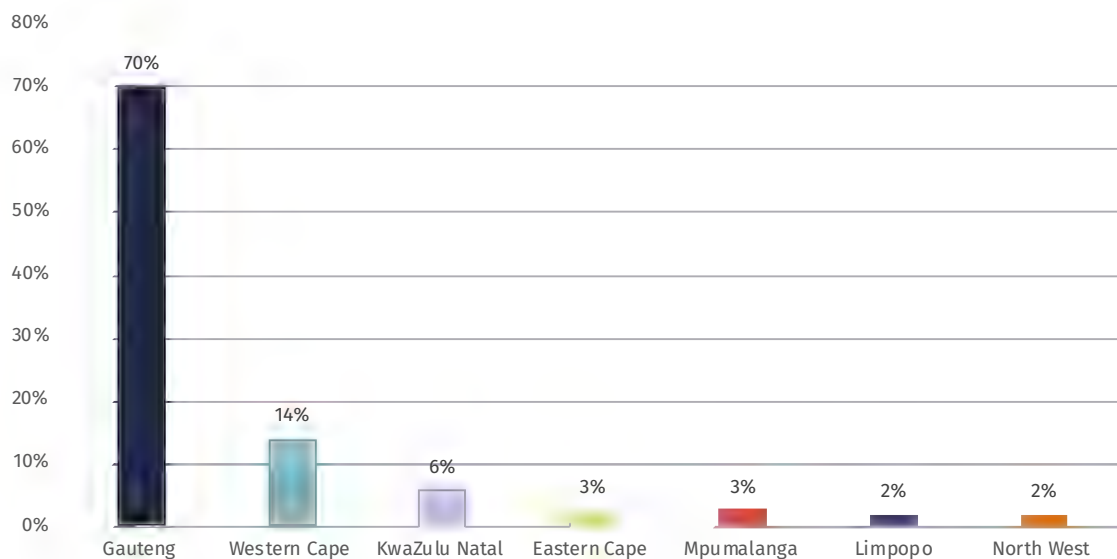
5.3. Comparison by sector of renewing members in 2022/2023

Renewing members - comparison by sector 2022/2023



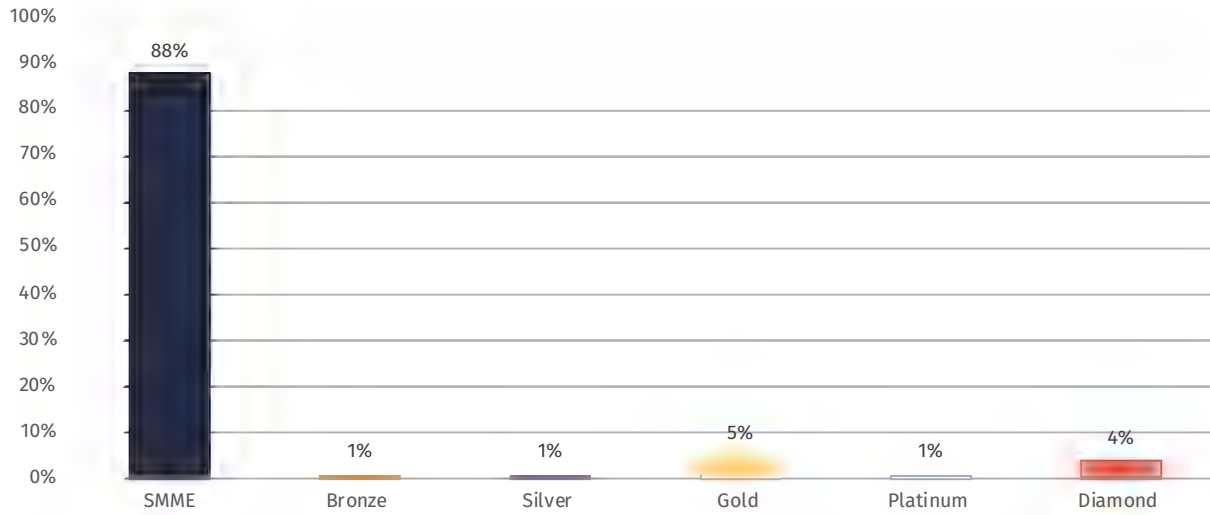
5.4. Comparison by province of renewing members in 2022/2023

Renewing members - comparison by province 2022/2023



5.5. Comparison by classification of renewing members in 2022/2023

Renewing members - comparison by classification 2022/2023





06

Database of locally made products & services

6.1 Highlights from the database of locally made products and services for 2022/2023

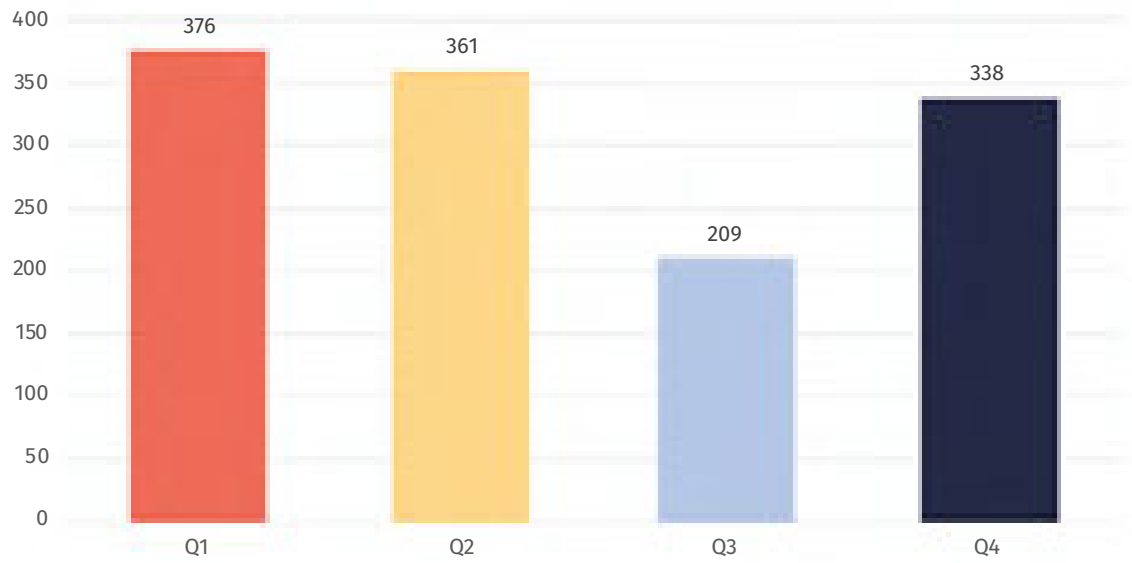
PROUDLY SA DATABASE	
Period	Number of products and services
2021/2022	20,488
2022/2023	21,775
2021/2022	
Target	760
Items added	1,287
Target exceeded by 69%	

6.2 Growth of the database of locally made products and services in terms of items added in 2021/2022 and 2022/2023

2022/2023 Database of local products and services - previous period vs current



6.3 Quarterly comparison of locally made products and services added to the database in 2022/2023





FROM CROP TO SHOP:

In 2021, agriculture had contributed about 2.47 % to the GDP of South Africa.

Buy local to create jobs.





Our activities

- 01 Key activations and events
- 02 PR, Communications & Media
- 03 Brand Management



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AFRICAN**

HOSTED WEBINARS

The online webinar events continued in 2022 and 2023, which allowed for reaching a larger geographical audience, social media engagement and recording of the event so that it could be viewed following the webinar. 2022 started with us hosting a series of Business Solutions webinars, which provided attendees with insight and assistance on matters such as compliance, tax and funding.



Business Solutions Webinar - part 1, 21 April 2022

Mrs Happy Ngidi, Chief Marketing Officer (CMO) at Proudly SA, was the facilitator at the workshop, and opened and welcomed all attendees to the session.

The panellists for the day included Mr Dumisani Mngadi, Manager: Business Development at SABS, who gave a presentation on the mission and vision of the SABS, how to get SABS certified and what services the SABS offer.

Ms Lindiwe Madonsela, Senior Manager: Education, Advocacy and Awareness at the BBBEE commission gave a presentation on what it means to get a BEE certification and the impact thereof, and answered questions from delegates about how to obtain certification.

Mr Lisbon Monyela, Corporate Education Unit at the Companies and Intellectual Property Commission (CIPC), took delegates through the process of getting their intellectual property and ideas certified. From the Q&A and comments section, we could see that the information resonated with the audience. The information also shed light on how important multinational investment in South Africa is, and highlighted the value chain and job-creation aspects.

Ms Happy Ngidi took questions online from the delegates and once this session was concluded, closed the webinar.

The session was hosted on the Zoom platform and livestreamed on social media platforms.

Reach: Zoom - 101 views; FB - 9 views; YouTube - 3 views

Target audience: Proudly SA members, business owners, entrepreneurs and SMMEs. The webinar was also open to the public.

Business Solutions Webinar: Part 2, 26 April 2022

Proudly SA hosted part 2 of the business solutions webinar on 26 April, which focused on helping businesses with access to funding opportunities.

The panellists for the session included Mr Elias Rafapa, Programme Manager at the dtic, who spoke about the agro-processing incentives and the support programme for industrial innovation. Mr Rafapa also touched on other forms of funding by the dtic.

Our second speaker was Mr Mashweu Matsiela, Regional Manager at the IDC in the Limpopo region, who spoke on the criteria for applying for funding. He also spoke about the various types of funding the IDC has and gave examples of numerous projects that they have funded. Mr Sizwe Dlodla, Acting Investment Principal at the NEF, spoke about the type of funding opportunities that can be accessed from the NEF. He further mentioned the types of criteria needed to access funding, such as Black female-owned businesses that can access certain funds.

The final speaker, Mr Mzwanele Memani, Director at the Department of Small Business Development (DSBD), spoke about the different kinds of support the DSBD offers to small businesses and the policies that have been developed to assist SMMES.

Reach: 62 attendees

Target audience: Proudly SA members and SMMES





Business Solutions Webinar: Part 3, 10 May 2022

Proudly SA hosted a business solutions webinar offering support in skills development. The webinar aimed at assisting businesses to identify their skills gaps, and to develop and hone these skills.

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly SA, welcomed all speakers and delegates on the platform and gave background of the business solutions hub and the success it was at the 10th annual Buy Local Summit and Expo, and why Proudly SA decided to revisit these once again.

The first speaker for this session was Mr Fanie Rakosa, Operations Manager for Taxpayer Engagement at South African Revenue Service (SARS), who explained how SARS collects and ensures that there is optimal compliance with all the revenue legislation. Mr Rakosa further explained how SARS introduced their nine strategic objectives but touched more on three of these objectives that speak directly to the taxpayers and the public at large. Fanie highlighted how SARS was making their processes easy and simple to ensure that all taxpayers comply, and this could be done through increased awareness.

Ms Rene Rademeyer explained how Harambee assists in finding scalable solutions to assist youth find jobs that are accessible and visible. Harambee offers a platform called SA Youth, which was launched by President Cyril Ramaphosa on 16 June 2021. SA Youth is a network that assists the youth by keeping them connected, motivated and assisting them to get access to jobs and learning opportunities.

The video provided by SEDA highlighted how it supports and promotes small enterprises to ensure their growth and sustainability. These form part of SEDA's non-financial services in collaboration with 72 other incubation centres. Its goal is ensuring the growth of the small enterprise sector to increase its contribution to sustainable social and economic development, employment and wealth creation.

The MerSeta video focused on how it helps in closing skills gap in the manufacturing, engineering and related services industry.

Reach: 63 attendees

Target audience: procurement officials, CFOs, municipalities, government officials and key decision-makers

Business Solutions Webinar: Part 4, 19 May 2022

The following stakeholders took part in the session: Mr Martin Kairu from the Consumer Goods Council of South Africa (CGCSA), Digital Marketing & Standards Lead; Tshaya Mashabela Attorneys, Tumelo Mashabela Director, Patent Attorney; The Companies Tribunal, Selby Magwasha, Manager: Registry, Maximum Profit Recovery (Pty) Ltd; Andiswa Matutu CA (SA), Director, The Office of the Tax Ombud, Talitha Maude, Senior Manager Operations.

The idea was to bring the above-mentioned entities together and get speakers on the Zoom online platform and there was a two-way communication between speakers and delegates

The entity representatives were then asked to respond to questions and comments raised by the delegates. This was a practical solution-driven online platform that saw quite a positive response from several delegates, who logged in and absorb the information.

It has been encouraging, to see the increasing interest in the Business Solutions Hub (BSH) and on the need for placing the BSH on an online platform.

The many negative business challenges hampered the development of the business growth and development and this platform saw a call to action from Proudly SA to ease the challenges that some of the companies' face, which can be attributed to administrative challenges with reaching the entities and getting assistance.

The delegates interacted and asked pertinent questions regarding the different service offerings of the organisations.

Members were able to suggest key points and wanted solution-driven feedback from the campaign, and the Membership Manager was then asked to assist in this regard.

There were 98 RSVPs, but only 1 delegate logged in, which meant limited reach of the message. The event was restreamed on YouTube, Facebook, Twitter and LinkedIn to try to increase the reach. On the positive side, the recording will live online on YouTube, and the number of views is bound to increase. By the end of the quarter ending 30 June, there were 22 views.

Reach: 98 RSVPs online and 50 active delegates

Target audience: prospective members, consumers and the public





Product Packaging Webinar, 5 July 2022

SMMEs and entrepreneurs are important contributors to job creation and economic development in our country, and we must help them succeed. Many would love to see their products on retailers' shelves one day; however, many do not have the proper marketing tools to attract consumers, including appropriate packaging. The webinar focussed on regulations and legislation relating to packaging and labelling products in South Africa, with case studies being provided on what works, what doesn't, and what is and what isn't legal.

Happy MaKhumalo Ngidi facilitated the webinar. Happy enlightened the attendees with background information about the event and its topic, 'Product Packaging'. Proudly SA and panel speakers (mentioned below) sought to assist SMMEs and entrepreneurs with matters relating to the packaging of products for these products to make it into retail spaces.

Speakers:

Ms Alicia Logan: Membership Manager

Discussion points: what it means to be a Proudly SA member; what the benefits are of being a member; access to market opportunities for Proudly SA members.

Ms Bridgette Canham and Precious Maot: CGCSA

Discussion points: CGCSAs/GS1 SMME retail readiness development programme available to assist SMMEs gain access to key knowledge and information, compliance, understanding and accessing various certifications, management standards and legislation that manufacturers need to comply with food, safety, quality, etc. The programme was designed to assist businesses to move forward.

Mr Dumisani Mngadi: SABS

Discussion points: SABS's key focus was supporting SMMEs and co-operatives. Mr Mngadi took the audience through the SABS's service offerings and solutions, and broke down the services offered, namely standards development, certification, training, consignment inspection, local content verification, laboratory services, and access to SANS and international standards.

Mr Patrick Qwabe

Discussion points: South African National Standards, committee management, Standard sales and the eCommerce website.

Reach: 124 RSVPs; 36 attendees; views on Facebook - 11 and Twitter - 2

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

Is your business compliant with localisation requirements?, 30 August 2022

Proudly SA, the country's national Buy Local campaign, seeks to influence public and private procurement, increase local production, influence consumers to buy local and stimulate job creation. This is in line with the government's plans to revive South Africa's economy so that millions of jobs can be created and unemployment decreased under the New Development Plan.

Successful localisation efforts will develop the South African economy, and provide opportunities and jobs for a greater number of South Africans.

In its quest to drive awareness of the efforts to encourage consumers to Buy Local, a business forum webinar was conducted on the topic 'Is your business compliant with localisation requirements?'. This webinar focused on the importance of localisation in the public and private sectors, while providing guidelines on how businesses can become compliant to meet the required procurement standards.

Happy MaKhumalo facilitated the webinar and gave some background on the localisation topic and how we as Proudly SA, together with our panel of speakers, seek to assist businesses to comply with localisation requirements.

Speakers:

Proudly SA CEO, Mr Eustace Mashimbye

Discussion points: the importance of localisation in the private and public sectors. Mr Mashimbye gave further context on the Proudly SA mandate.

Ms Cathrine Matidza, Director of Fleet Procurement at The Department of Trade and Industry

Discussion points: local content and production policy that the government has created an enabling environment for businesses to support localisation.

Mr Virgilio de Molo who is Project Manager for Localisation at BUSA

Discussion points: BUSA has been actively involved in collaborating with government and other social partners in driving localisation initiatives to the extent that post-Covid recovery of the South African economy can be enabled and how collaboration across the value chain (including critical input providers such as steel, etc.) and engagement between supply and demand is essential to successful localisation sharing of data is critical to ensure meaningful conversations and subsequent actions.

Adv. Lindiwe Madonsela, Senior Manager at the B-BBEE Commission

Discussion points: monitoring the implementation of the Broad-Based Black Economic Empowerment Act to ensure that codes of good practice that have been issued by the Minister are being implemented properly by the various sectors which will help drive transformation in the economy.

The session was hosted on the Zoom platform and restreamed on all Proudly SA social media platforms.

Reach: 132 RSVPs; 53 attendees; Facebook - 6; Twitter - 1; YouTube - 3

Target audience: business owners, start-ups and SMMEs, members, non-members and stakeholders

Women Steering Change, 28 September 2022

Together with the dtic, Proudly SA hosted a webinar that focused on the automotive sector.

The webinar was intended to promote women who are forerunners in the automotive industry, while showcasing the change and the industry added value to the economy. The Women Steering Change webinar aimed to highlight the impact women have brought to the Automotive sector, as this is a male dominant industry, and there could be some difficulties faced by women to thrive and grow in their respective roles. With this webinar, Proudly SA showcased the equal value women bring to this industry through their innovative ideas and strong leadership and management skills.

Facilitator:

Nicci Scott Anderson, Chief Executive Director of the Commercial Transport Academy.

The panellists were:

- Ms Jeannine van Straaten (Executive: Strategy, Stakeholder Relations & Legal, Proudly SA)
- Amohelang Ledwaba (Senior Regional Manager Northern Region, Toyota South Africa Motors),
- Mpho Mafole (Assistant Director – Automotive Sector Desk, dtic),
- Shivani Singh – Naacam (Commercial Director)
- Nonyameko Ntozini (Manager Component Exports (Procurement), Business Development and Strategy Mercedes-Benz South Africa Ltd).

The panellists spoke about their journey in the automotive industry and how the female entrepreneurs were making it in this male-dominated industry. The ladies gave us an idea of what it took to get this far in this field and expounded on their accomplishments. The session was interesting and quite inspiring to young females who are looking into getting far in this field. We hope to create more events like this shortly.

Reach: 114 attendees

Target audience: Naacam, Toyota, Mercedes Benz and employees of the dtic





Are you ready for the festive season?, 29 September 2022

Proudly SA hosted a webinar facilitated by Jeremy Maggs to drive a conversation on the festive season and the many opportunities for customers to purchase exciting new products and promotions. Getting consumers ready for the festive season.

Business owners and businesses could expect a real increase in revenue if they make the right decisions. The webinar focused on 'How to prepare your business for the festive season'.

Key focus points included:

- Preparing your inventory
- Holiday promotions
- Optimising your website
- User experience
- Social media strategy

Speakers:

- Dumi Mahlangu: Founder, Chepa African Streetware
- Ms Noni Ditshego: Founder, Vuttomi Group
- Pilisa Matyholo: Group Category Manager, Spar Foods
- Ms Jeannine van Straaten: Executive - Strategy, Stakeholder Relations & Legal, Proudly SA

The webinar also included informative videos by:

- Leigh Tobin: Founder of Alphabet Social - Social Media Strategy
- Liz Letsoalo: Founder of Masodi Organics

Reach: 120 RSVPs and 33 attendees

Target audience: business owners, entrepreneurs and general consumers



Local Travel Workshop - 10 November 2022

The festive season is a good talking point in November, as consumers begin planning their vacation, as the year winds down therefore the chosen webinar discussion focused on local travel. The panel of speakers spoke about offerings for South African consumers over the Festive Season and unpacked Mzansi's beautiful local destinations.

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

The 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 high unemployment statistics. Eustace highlighted how the tourism sector generates 740 000 direct jobs and more than 1.5 million jobs indirectly. Eustace encouraged the audience to explore our nine provinces during the festive period, as they offer amazing experiences that 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 that their packages focus more on township tourism, as there is a lot of local content that South Africans can relate to, i.e. 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 and explore those specific cities or towns. There are loads of activities and 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 variety of packages and offerings from travel agents and hotels.

Reach: 90 RSVPs and 16 attendees

Facebook: 6

Twitter: 1

YouTube: 3

The numbers were as follows, the day after the event:

Facebook: 134 views

Twitter: 137 views

YouTube: 38 views

Target audience: business owners, travellers, members and non-members

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

Proudly SA hosted a webinar facilitated by Jeremy Maggs to drive a conversation on the festive season. This webinar idea culminated from several challenges that were identified through the in-house tender management system. The Proudly SA Membership Manager highlighted measures that would help close the gap encountered by members that were benefitting from the tender monitoring system.

The applicants have many challenges with completing tender documents, due to a lack of expertise in the following areas:

- **Local content:** they do not always know how to complete this section in the tender document.
- **SBV forms:** they do not always know what to submit when they are asked for these forms. This is important, because if any SBV forms are missing, the bid is disqualified.
- **BEE document:** they do not always understand the difference between EME and QSE.
- Some do not know where to obtain all the documents they need to be compliant and therefore eligible to bid on 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, and valuable insight 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 explaining 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 it 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.

Reach: RSVPs – 352; attendance on the day – 124

YouTube: 4

Facebook: 2

Target audience: SMMEs, suppliers, business owners, prospective members, SEDA, NEF Productivity business member lists





How local businesses can leverage off the energy crisis, 24 November 2022

This webinar focused on a conversation on the impact of load shedding on a large scale and on local businesses. Many businesses have experienced the effects of load-shedding through reduced production, job losses and criminal activity, which have affected their businesses negatively.

The Proudly SA webinar discussed measures that could be put in place to mitigate the energy crisis in the country that is 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 and solutions.
- Discussion on South African-owned solar technology businesses.

Seasoned media extraordinaire, Jeremy Maggs, facilitated the session, which featured the following speakers:

- **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 the way forward to ensure that 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

Back to School 2023, 8 December 2022

Our final webinar of the quarter took place on 8 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 went back to school and university, we wanted to show them what the importance of buying locally and supporting local manufacturers does to boost the economy and create jobs. The message was used to create a 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 insight and knowledge to attendees.

Discussions were focused on the pricing of school uniforms, breaking into the school uniform market, and market access for locally manufactured stationery and related items. We also covered the importance of buying local, supporting local businesses and what to expect from suppliers and retailers in the 2023 Back-to-School campaign. Retail giant Makro was a powerful addition to the line-up, with the speakers providing information on their eCommerce site.

Ms Honey Judy Mthembu facilitated the webinar, with the following speakers:

- **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: expected attendance - 100; attendance on the day - 45

Target audience: small business owners, entrepreneurs, owners, sole traders and the public such as families, children and students



BACK
TO
SCHOOL



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

In preparation for the Buy Local Summit and Expo, which took place on 27 & 28 March at the Sandton Convention Centre, we provided a comprehensive briefing session. The exhibitor forum was aimed at giving new and existing members who were going to participate at the expo tips on how to maximise their opportunities for the two-day summit and expo.

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

Happy MaKhumalo Ngidi welcomed all the members and explained what they could expect at the two-day summit and expo, followed by an overall briefing and explanation of the general rules, which covered:

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

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

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

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

Reach: 105

Target audience: Proudly SA members

New Member Meet & Greet Webinars

Quarter 1: 12 May 2022

Quarter 2: 14 September 2022

Quarter 3: 29 November 2022

Quarter 4: 27 February 2023



The quarterly new member Meet & Greet sessions took place on the Zoom platform as a webinar.

Proudly SA took this opportunity to welcome and congratulate new members on taking the step to invest in their respective businesses by signing up to be a member of Proudly SA.

The webinar was hosted by Proudly SA managers, i.e. Membership, Events, Public Relations and Brand Management. The introduction and objective provided insight into the country's official Buy Local campaign and the Proudly SA mandate, which promotes local goods and services to consumers, and to the private and public sectors. This is to stimulate much-needed job creation and retention in our country by promoting businesses such as yours to these target markets.

Each department provided a better understanding of what the company is all about and what Proudly SA offers to new members. They were made aware of the benefits of being a part of this fantastic brand, access to market opportunities, and direction on how and when to use the Proudly SA logo.

A thank you email with a link to all the presentations was provided after the webinar.



eCommerce Webinars

A series of eCommerce webinars was introduced into the financial year's of marketing activations. The eCommerce department formed partnerships with various eCommerce companies and hosted webinars to introduce the eCommerce platform to our selected members. The opportunity for the members entailed a showcase on product placement on their official eCommerce site. The first series of webinars included invitees who were handpicked by Proudly SA for this pilot project before the full database of members were invited.

Further webinars took place and Proudly SA introduced our eCommerce offering to the audiences.

The sessions were facilitated by the specific stakeholder representative and Proudly SA hosted the sessions on its Zoom/Teams platforms.

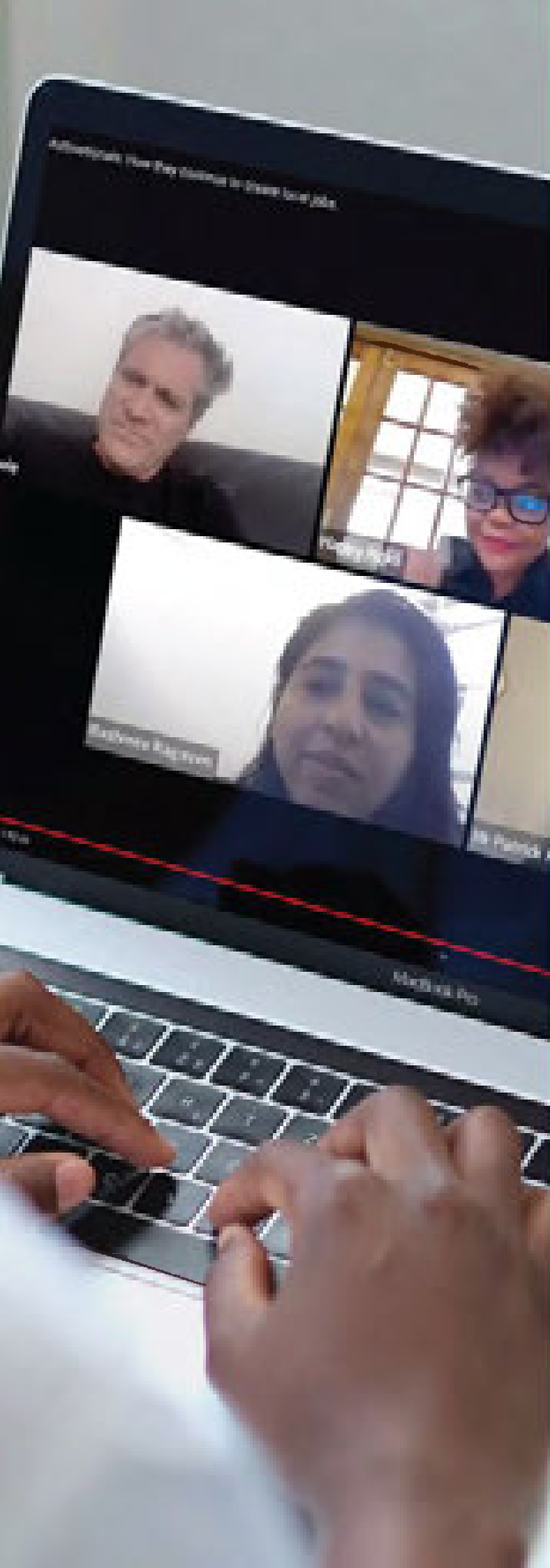
eCommerce companies included:



eCOMMERCE WEBINAR BREAKDOWN AND REACH

Makro Marketplace	<ul style="list-style-type: none"> • 7 September 2022 - 13 attendees • 5 members expressed interest and asked for the link for registration
Zulzi	<ul style="list-style-type: none"> • 18 October 2022 - 8 attendees • 25 October - 12 attendees • 8 March 2023 - 17 RSVPs • 16 March 2023 - 8 attendees
Made by Artisans	<ul style="list-style-type: none"> • 20 October 2022 - 6 attendees • October 2022 - 5 attendees • 17 March 2023 - 20 RSVPs; 18 attendees
Bizzmed	<ul style="list-style-type: none"> • 25 October 2022 - 15 attendees • 23 March 2023 - 15 RSVPs; 9 attendees
Loot	<ul style="list-style-type: none"> • 1 March 2023 - 30 RSVPs; 11 attendees • 10 March 2023 - 12 attendees



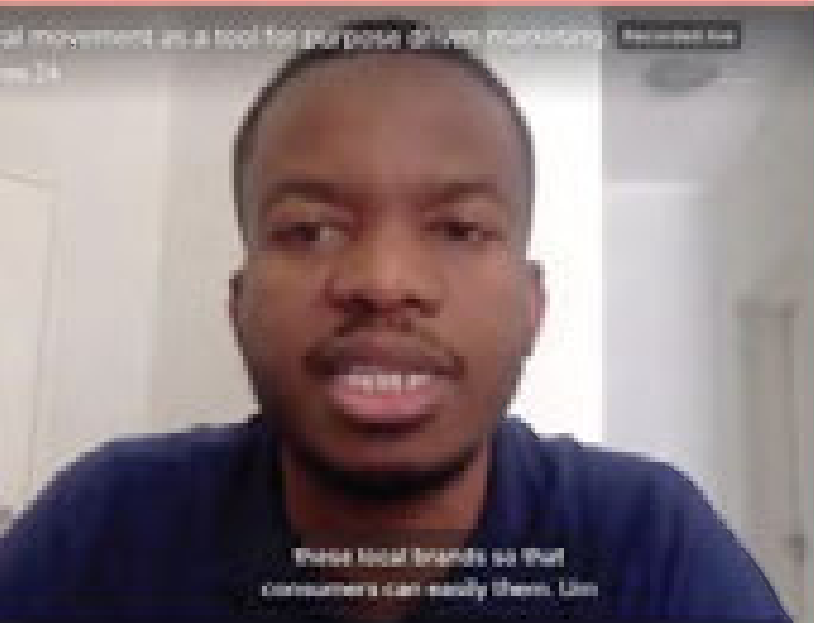


**WEBINARS
HOSTED
TOGETHER WITH**

STRATEGIC PARTNERS

Collaborative Webinars

These are events that are either organised by Proudly SA with the support of a third party, or vice versa.



#BuyLocal movement as a tool for purpose driven marketing

Buy Local movement as a tool for purpose-driven marketing, 30 August 2022

The Sunday Times GenNext event, now in its 18th year, is the leading annual youth brand preference and consumer behaviour event. All youth capabilities including the annual 2022 Sunday Times GenNext youth survey.

This year's campaign included The Sunday Times GenNext Youth Marketing online webinar. Proudly SA hosted an informative session on the topic 'Buy Local movement as a tool for purpose-driven marketing'. We selected four speakers who could best unpack the topic, ensure that the Buy Local message reaches the younger audience, and promote the Proudly SA mandate amongst that target audience. The panel of speakers included:

- Siyabonga Zungu: Proudly SA Brand Manager
- Liz Letsoalo: Masodi Organics
- Tania Macalagh: Lesela Fashion
- Lisa Mavundla: Sunday Times Board of Directors

Reach for this event: YouTube - 2012 views; Facebook - 454 views.

Target audience: youth aged 8 – 30 years.

Mining Indaba Proudly South African Webinars, 8 & 9 February 2023

Proudly SA hosted two Power Hour sessions in partnership with the dtic at the 2023 Mining Indaba:

- **Session 1** - 8 February: Made in SA – Mining Solutions for Africa and the World
- **Session 2** - 9 February: A localised supply chain towards a mining industry built together with thriving communities.

Power Hour Session 1:

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



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

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

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

The winners were represented as follows:

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

Closing remarks were given by Mr Beeuwen Gerryts, Chief Director: Technology Localisation, Beneficiation and Advanced Manufacturing at the Department of Science and Technology.

Power Hour Session 2:

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

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

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

Mr Lehlohonolo Molloyi, CEO of MEMSA, introduced the runner-up companies at the MEMSA Manufacturing Excellence Awards 2022, who each took the audience through their company offerings. The runners-up were represented as follows:

1. Paramount Tracks, Mr Innocent Masinga, CEO
2. Multotec, Mr Thomas Holtz, Group CEO
3. Fabchem Mining, Mr Frederick Mugeru, CEO
4. Gravitas Minerals, Mr Tebogo Kale, CEO and Founder

Closing remarks were given by Mr Tafadzwa Chibanguza, Chief Operations Officer, Steel and Engineering Industries Federation of Southern Africa.

Reach:

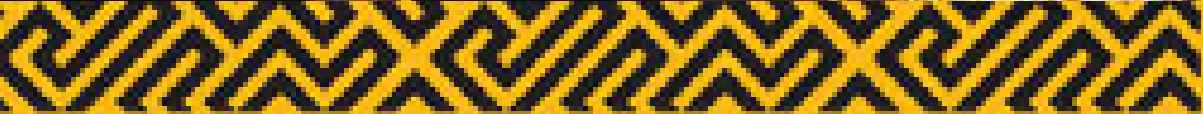
8 February: RSVPs: 141

Attendees on the day: 47

9 February: RSVPs: 121

Attendees on the day: 57

Target audience: Executives and representatives in the mining industry



**A 10% increase in local
PRODUCTION can boost the
LOCAL economy BY 13%.**

Buy local to create jobs.





PROUDLY SOUTH AFRICAN

BUSINESS FORUMS

Proudly SA's series of provincial business forums are designed to bring the Buy Local campaign closer to members and non-members in all nine provinces. The forums focus on the needs of SMMEs and on localisation as a driver of economic growth and job creation. They aim to provide business owners and decision makers with insight into local procurement, business funding opportunities and various development programmes that can take local businesses to new heights. With physical events returning to their physical format, we took the opportunity to visit the various provinces and created engaging sessions for small business owners and entrepreneurs and provided the opportunity to engage with various entities to seek assistance or advice.

Proudly SA CEO, Eustace Mashimbye, was present at all the events and addressed businesses on the importance of buying locally and the mandate of the Proudly SA campaign. He further addressed the measures that Proudly SA implements to render a company one that is Proudly SA, demystifying the misconception that local produce is expensive and low quality.

Chief Executive for Marketing & Communications, Happy Ngidi, facilitated all the events ensuring to introduce all speakers and guests and facilitate the panel discussions and question and answers sessions which formed part of the programmes.



Limpopo - 17 November 2022

MEC Rodgers Monama of Limpopo LEDET gave the keynote address and speakers included The Limpopo Economic Development Agency (LEDA), represented by Ms Daphney Mbhalati, and Proudly SA member, Lufuno Netshithuthuni of Funo Designs. The panel discussion included representatives from SARS, Absa, SEDA and SEFA.



Mpumalanga - 1 February 2023

Speakers included the representative of a member company, Mr Andrew, who is the COO at Greatlinking Management Services. The General Manager, Ms Michelle Higgo, shared with the audience how Southern Sun fully supports locally made products and services, and this was followed by a panel discussion with representatives from ABSA, SARS, SEDA and Southern Sun.



Durban - 20 February 2023

The speakers included: Zamo Ndovela, KZN edtea; Sihle Dlamini Assistant Director, **the dtic**; and Bier Group, a Proudly SA member. A panel discussion provided the audience with insight, from key organisations represented by: Nivesh Laljith (SARS); Moipone Masha (DSBD); Thula Mkhwanazi (SEFA); Sibonelo Mchunu (SEDA); Queen Mkhize (Trade & Investment KZN).



BUSINESS NETWORKING WORKSHOPS & EVENTS

Proudly South Africa participated and executed various business networking workshops and events during the financial year. Attendees were given the opportunity to learn more about the Proudly SA campaign, sign up to become members, network with other entrepreneurs and gain valuable insight into entrepreneurship.



TEA - Township Kasi Workshops

Hybrid Workshop - 25 June 2022
Daveyton, Ekurhuleni - 30 July 2022

Township Entrepreneurs Alliance facilitates business training workshops with a focus on township businesses nationally. The workshops presents a great opportunity for local business owners to engage other stakeholders, learn through training and engagement, access mentorship and exhibit their products. The aim of the workshops was information sharing, learning, mentorship, market access and networking.

Proudly SA exhibited at both events with Proudly SA members. This was an opportunity for members, to engage, network with youth and gain viable market access platform, opportunity to sell, social media engagements and potential lead generation.

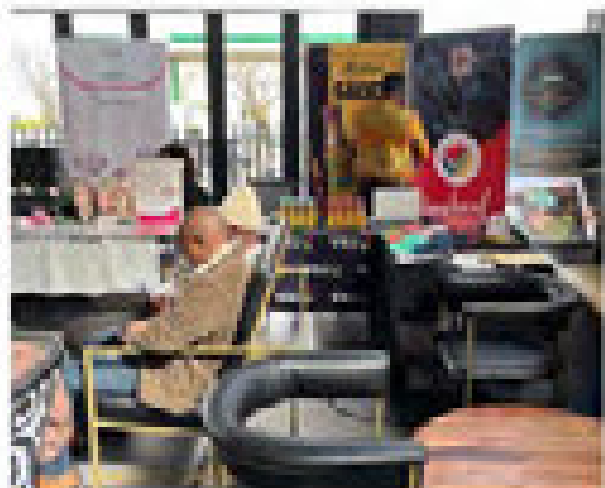
The Daveyton workshop created brand awareness on the day with a branded setup, and Tshiamo Ndlovu (Proudly SA, Assistant PR Manager) provided a clear and concise overview of the work of Proudly SA.

There was also positive interest in trying to understand the role of Proudly SA in business and how the youth can best benefit from this key strategic message.

Hybrid event reach: +/-80

Reach: 169 delegates; 15 exhibition stalls; 26 people

Target audience: the public and buyers



Roadshow - Impact of Localisation in South Africa



Johannesburg: 8 September 2022

Durban: 14 October 2022

Cape Town: 21 October 2022

Proudly SA hosted a roadshow on the Impact of Localisation in South Africa (if any) in Johannesburg, Durban and Cape Town.

Renowned Economist Dr Iraj Abedian was our keynote speaker who undertook this research with his report 'Revitalising Manufacturing in South Africa'. He unpacked the critical findings on localisation to the media and South Africans at large.

The purpose of the roadshow was to address the issue of the impact of localisation in South Africa (if any). This was driven by the need to identify and implement solutions that can effectively drive economic recovery and help address the unemployment challenge in the country in the manufacturing sector. It also sought to determine whether localisation or buying local can help contribute to the growth of the economy, the creation of jobs and other socio-economic imperatives, such as growing the tax base/revenue.

Proudly SA also invited members of the campaign that have seen the work, and benefited from the campaign to demonstrate the work that the Proudly SA campaign does.

Reach:

Johannesburg: 10

Durban: 26

Cape Town: 8

Target audience: media, Proudly SA members and stakeholders



Kickstart your 2023 with enhanced social media proficiency, 14 December 2022

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

Attendees were trained and empowered with the knowledge 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 of how entrepreneurs have successfully used social media to grow their businesses.

The event took place at The Capital On The Park in Sandton. Attendees had an opportunity to network, find out more about Proudly SA, engage with our experts and ask questions about digital marketing. 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 after the event.

The speaker line-up included:

- Mrs Happy MaKhumalo Ngidi, who 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 showed a video on the importance of copywriting, how to start with the message and how copywriting helps to achieve overall business goals.
- Ms Bianca Moreira, CEO of House of Freya, educated the delegates about social media (growing a following on 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, about the Proudly SA campaign.

The event was a success and those who attended the event found the workshop valuable and informative.

Reach: expected – 80; reached - 45 physical; views on social media – 3.8k

Target audience: Proudly SA members, SMMEs, content creators, social media managers, influencers and consumers



Business Networking Breakfast - 31st January 2023



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

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

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

Jean-Pierre is a South African Serial Entrepreneur, published author and Change Champion, who has worked in over 300 types of industries in one capacity or another. He has travelled to over 50 cities world-wide and is extremely active as a Business and Environmental Technologist. In addition to his own projects, he researches and consults on all things online - Marketing, Reputation, Compliance, Law and Security - and offers Strategy Workshops and Scenario Sessions on Future Thinking, with a key focus on technology, the environment and global influences.

Jean-Pierre gave a rather fun, interactive and professional talk to the delegates that provided some great tips to overcome challenges and motivated them to strive to meet their 2023 business goals. The event ended with a Q&A session, with audience members providing input and their own experiences in terms of their business journeys. Refreshments were served and provided the perfect opportunity for further engagement and networking.

Tshepo Moemise attended the event as the membership consultant and secured 43 leads on the day.

Reach: 116

Target audience: CEOs, directors, entrepreneurs, business owners, operations managers and managing directors



Business Breakfast with Miles Kubheka, 2 March 2023

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

Proudly SA partner, Southern Sun, once again hosted us at their well-known Southern Sun Pretoria hotel and conference venue.

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

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

Reach: RSVs – 314; attendees on the day – 97
Target audience: business owners, SMMES, start-ups, Proudly SA Members and consumers



Cape Town Business Networking Event, 10 March 2023

The third business networking event traveled to the Western Cape on 10 March. The Pepper Club situated in the CBD hosted our event and was once again well attended, as we reached over 100 attendees on the day. Once again, the format of the event featured a keynote speaker who provided small business owners and entrepreneurs with key learning and insight that will help them to grow their businesses.

Ntlantla Skweyiya was identified, as we wanted to focus on eCommerce, social media and digital marketing. She provided insight to equip small to medium businesses with information on eCommerce, marketing and digital strategy. Ntlantla is skilled in developing eCommerce strategies, having helped numerous brands build their online presence, visibility and digital marketing strategies on pertinent e-tailer platforms in South Africa. She spoke about digital marketing and eCommerce and closed the workshop by taking questions from delegates to guide them about digital marketing and eCommerce strategies and to assist them to maximise their businesses.

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





Trade Shows

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

Reach: 148

Target audience: Proudly South African members, small to medium companies in Cape Town, SEDA SMMEs, Department of Small Business SMMEs, members of the media.



Rand Easter Show - 13 - 18 April 2022

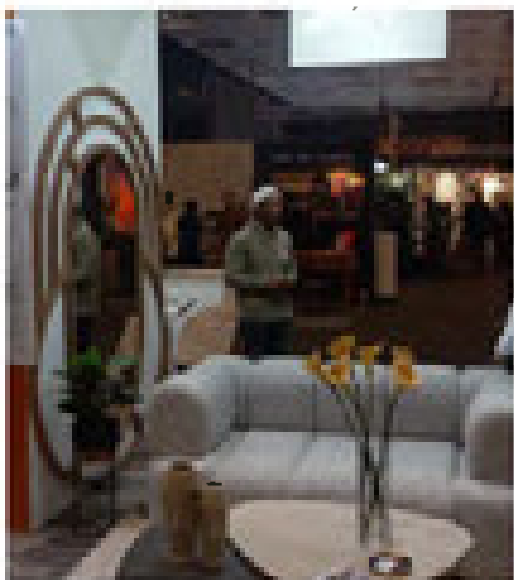
The Rand Show is South Africa's largest consumer lifestyle event staged annually at the Johannesburg Expo Centre. With a legacy dating back over 125 years, the Rand Show remains South Africa's largest and most iconic event that has entertained multiple generations of South African families. The show offered a variety of entertainment, shopping and experiential activations. Visit the show for live demonstrations and a host of talent and cooking competitions.

Proudly SA exhibited at this key event from 13 to 18 April 2022, and together with **the dtic**, brought in members to exhibit at the event. The following members exhibited: Sihle Brew, Sister Jenny and Molly Ginger Juice, Kadima 4 Fine dining and Sheer Elegance (hair products). The Proudly SA membership team had a booth at the show, which was used as a member recruitment platform. This was a positive market access platform for the exhibiting members, who were able to market their products to consumers.

Reach: 300 - 500 consumers

Target audience: prospective members, the general Public, business owners and SMEs





Decorex

Cape Town, 16 - 19 June 2022

Johannesburg, 28 - 31 July 2022

Decorex Africa has reimagined the way events do business. Over the last 29 years, Decorex Africa has made a material contribution to the elevation and growth of design and décor in Africa.

The trade programme was designed for industry professionals to get the most out of their visit to this powerhouse exhibition portfolio. The programme gave exhibitors, trade visitors and delegates the opportunity to meet and engage on a one-on-one basis. This led to meaningful connections during the show to maximise the networking experience.

Consumers visited the show to source and grow their network of reliable and high-quality suppliers for hospitality, retail, commercial and residential sectors from over 250 exhibitors.

Proudly SA exhibited with the dtic at both the Cape Town and Johannesburg shows along with two Proudly SA members from the furniture sector. Eco Furniture Design and Space Save showcased in Cape Town, and Amet Furnishing showcased at the Johannesburg event. The Proudly SA team educated consumers about the Proudly SA campaign, the benefits of joining the campaign and engage with exhibitors to sign up member.

Reach: 500 - 2000

Target audience: South African consumers and companies in the furniture sector

Manufacturing Indaba, 21 - 22 June 2022

The aim of the annual Manufacturing Indaba and its provincial roadshows is to bring together business owners, industry leaders, government officials, capital providers and professional experts to explore opportunities and grow their manufacturing operations.

Proudly SA has, over the years, supported the event and deemed it fit, to continue being an endorsing partner and also an exhibitor of this positive and all-encompassing strategic event that puts various bodies, such as Government and Business, in the same space, in an effort of reinvigorate leading talks on manufacturing, which essentially provides support for the manufacturing base of South Africa.



Proudly SA CEO, Mr Eustace Mashimbye, spoke at the event on 22 June 2022 on the topic of localisation: The business-government model for collaboration and high impact in the manufacturing sector. The Moderator was Saul Levin: Trade Industry and Policy strategies. The panel members were:

- Mr Eustace Mashimbye (Proudly SA: CEO)
- Beeuwen Gerryts: Department of Science and Technology
- Imran Sayed: Industrial Development Corporation (IDC)
- Dave Coffey: African Association of Automotive Manufacturers
- Niveshen Govender: SA Wind Energy Association

the dtic exhibited at this event and brought a Proudly SA member to exhibit its vibrant goods at **the dtic** stand, which won an award.

This event was a hive of activity and Lesco, a Proudly SA member was given exhibition space, and the CEO, Mr Shapiro, visited the Proudly SA stand.

Proudly SA exhibited at this event for two days, shared miscellaneous promotional information about the brand, and sourced members who manufacture locally and sell their products in the country and abroad.

Reach: 300 - 500

Target audience: business owners, industry leaders, government officials, capital providers and professional experts



House and Garden Show, 24 June - 3 July

On 24 June 2022, East Coast Radio held the 40th House and Garden Expo at the Durban Exhibition Centre. Over 60 companies exhibited a variety of products and services for the home and garden industry, and more than 300 people attended the event.

the dtic and Proudly SA stand had member companies Alifurn and Ucan displaying their products. The stand was quite interactive, as it had attractive furniture that consumers can use at home or in the garden.

The event was well put together as apart from the exhibition stands, food stalls and entertainment kept the crowds busy and a lot of fun and interactive stuff was provided for the kids.

The event was a great success and Proudly SA managed to obtain a number of leads from other exhibitors participating at the event.

Reach: 300 walk-ins per day and 16 potential member leads

Target audience: The public, consumers and buyers.





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

The Organic & Natural Products Expo Africa is the first exhibition of its kind in Africa that 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 and beverages, to ingredients and raw materials, health foods, dietary supplements, cosmetics and hygiene products, beauty and 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 three days, from Friday, 21 to Sunday, 23 October 2022, at The Deck in Wanderers, Johannesburg.

The dtic invited several local companies to the event including Proudly SA members exhibit at. These members were VIP Cosmetics Laboratories (who are due to renew their membership) and Iketle Naturals. **the dtic** stand was in a central

location at the main entrance of the Deck at Wanderers, which ensured high foot traffic.

The exhibition stand was well branded, and the Proudly SA logo was visible to create brand awareness.

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

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

Reach: 200 - 500 visitors a day

Target audience: members, prospective members, SMMEs, farmers, business owners and consumers



Automotive Week, 24 - 28 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 future-focused, 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 SA leveraged the event by highlighting the Drive Local key messaging with a high-quality bespoke exhibition stand under the banner of an industry association. The exhibition displayed the branded digital content on the screen, emphasising the Drive Local message. In addition, delegates interacted with Proudly SA membership and events teams who answered questions and educated delegates on the Buy Local campaign.

Information was made available through Z-cards, branded pens, pin flags and prize give-aways to delegates who answered our survey on the Buy Local campaign.

Proudly SA member, Monate Coffee, in partnership with Absa, served coffee at the Proudly SA stand, as a value-add at the stand and an opportunity to showcase Proudly SA members and products, further demonstrating the access to market opportunities given by Proudly SA. The partnership also included the following value-added benefits:

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





Reach: audience reached - +/- 500;
expected audience - 500

Target audience: Delegates in the automotive industry, stakeholders and partners including:

- Toyota
- Nissan
- Nedbank
- Westbank
- Ford
- BMW
- Vodacom
- Absa
- VW
- Suzuki
- Standard Bank
- Auto Trader
- Isuzi
- WECONA
- Aston Energy
- UJ
- TUT





Kwa-Zulu Natal Export Week, 29 November - 2 December 2022

The KZN Export Week and Summit was developed to boost the profile of KZN's exporters and to promote exports in general. It also created awareness of the crucial role that exports can play in KZN and South Africa's economy.

The theme for the summit was 'Think Africa, Think Growth'. It took place from 29 November to 2 December.

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

Proudly SA is growing its relationship with Trade and Export KZN and was invited to attend. We participated with an information desk at the expo that took place simultaneously with the summit held at Southern Sun Elangeni Hotel.

Flow Metrix, a Proudly SA member company based in Durban, was invited to attend and showcase the business alongside our stand. Flowmetrix develops, manufactures and markets 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 during the two-day exhibition and created great exposure for the campaign.

CEO, Mr Eustace Mashimbye, was invited to be 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 industry experts such as Investment OSS, RBIDZ, SARS, Bureau Veritas, Food Safety Agency and Brand SA. The session closed with a Q&A session, which provided Proudly SA an opportunity to provide the audience with key insight into the Buy Local campaign.

Reach: 200 - 250

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





Meetings Africa, 28 February - March

The seventeenth Meetings Africa 2023 business events trade show, owned by South African Tourism, took place at Sandton Convention Centre from 28 February to 1 March. The expo aims to create access to market platforms for African business events, as well as the offerings at each of those events.

The event serves as the primary platform to enable the growth of the business events industry on the continent and ultimately contributes towards economic growth. Meetings Africa was a two-day trade show that had a dedicated Educational Day, which was hosted in conjunction with key global, continental and national industry associations.

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

Proudly SA took the opportunity to take a stand at the event where we created awareness and educated delegates about the campaign and promoted, our Buy Local Summit & Expo 2023, which took place later at the same venue, i.e. on 27 and 28 March. The branding and design of the stand provided key messaging that focused on our flagship event and we provided collateral to drive visitors to register for the event.

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

Reach: 300 per day

Target audience: consumers, specifically consumers in the tourism and hospitality sectors



Proudly SA Trade Shows

Local Wine Expo, 7 – 9 July 2022

Proudly SA hosted its inaugural first wine expo from 7 to 9 July at the Sandton Convention Centre. The objective of the expo was to provide an access to market opportunity for members in the wine sector. This is a labour-intensive industry that creates jobs, sustains jobs and contributes immensely to the value chain of the industry, and to GDP.

The initiative was a joint effort with critical partners who gave the expo much gravitas and ensured its success. Our partners for the expo were Southern Sun, The Wine Arch, NAMC (National Agricultural Marketing Council), the dtic and the SA Wine Industry Transformation.

22 Proudly SA member companies were invited to showcase their wine brands at the Expo. Corporate buyers, stakeholders and consumers were also invited to the wine show. Local wine companies sold and showcased their brands over the three days. The event provided a networking platform for members, buyers and consumers to engage, learn from each other, conduct sessions on wine-pairing and received valuable information on the wine industry.

The intent was to create a vibrant, innovative wine event, to attract new consumers and buyers.

A joint effort by the partners enabled a compelling well-structured and co-ordinated PR & Communications Plan to achieve a successful outcome for the Wine Expo.

Media partners for the event were Kaya FM (Partner) and 702, which created awareness and shared event developments by means of live reads and interviews with Proudly SA stakeholders.

TESTIMONIALS FROM WINE MEMBERS

True Vines

"The expo was really beautiful - the ambience, the music created an amazing environment. The fact that the people that came specifically came for a wine show was good, because they came with the intention of buying and tasting wine. The only challenge is that we didn't see a lot of the hospitality industry people visiting our stand. Overall, we would participate over and over again. And we truly made great leads and sales..."

We made R2000, bearing in mind that the wines we were selling were on sale."



Reach for this event: 1045 visitors over the three days

Target audience: consumers, buyers, media, companies in the wine sector

Amari Luch

"Overall, a great initiative for which we are grateful to have been invited to.

- Generally, a very well organised event
- Happy with the stall and greatly appreciative of Proudly SA sponsoring taking on the cost of installation
- Was great having secure storage close to the stands
- Recommend having them more often. Maybe one a quarter in different regions e.g. KZN, PTA etc...
- Proudly SA team were very helpful and supportive throughout the weekend
- Thankful for the staff meals
- Convention Centre staff were also very helpful

We are ecstatic to report that we sold a total of 120 bottles over the 3 days"



Nanola wines

"Good Day;

This is a note of gratitude and also to compliment you on the service and professionalism you displayed.

Nanola Wines was one of the exhibitors at the inaugural Local Wine Expo. From the onset, we were introduced to Kutlwano, who was very patient in explaining the process of membership and exhibiting. We were probably one of the late entrants, but this team walked the rushed journey with us.

Portia was on the admin side, and we exchanged a few emails in gathering all the admin documents, etc. With load shedding in the way, the process was rather interesting. Kutlwano was always in the background, making sure that no ball is dropped. Then come the actual event - the entire Proudly SA team treated us like close family. We commend everyone who played a part in the expo.

It was a great platform for our business; we got exposure and made sales.... All while enjoying meeting different people and forging relationships.

We look forward to continued expos and more growth. Stand tall."

Lavo wines

"Firstly we would like to thank Proudly SA for the opportunity they gave us. For Lavo Wines it was not a selling stage but an opportunity to take Lavo Wine to the people. We also had a chance to connect with other wine makers and share quite a number of issues we come across on this space. But we managed to make R 6 230.00 which was good indeed."

Access to market opportunities: the wine suppliers contacted by Makro were

- 1. Koni wines
- 2. Nandzu wines
- 3. Nanola wines

Reach for this event: 1045 visitors over the three days

Target Audience: General consumers, buyers, media, companies/distributors in the wine sector





16 MARCH 2023

BUY LOCAL SUMMIT AND EXPO MEDIA LAUNCH

Proudly SA, the country's official Buy Local campaign hosted its eleventh annual physical Buy Local Summit and Expo (BLSE) that took place on 27 & 28 March. Leading up to the flagship event, Proudly SA formally hosted a launch of the event at a session with the media and sponsors, as well as guests.

The 2023 media launch was hosted at the Goodman Gallery on Thursday, 16 March, and created an exciting build-up to the summit and expo. The launch served to demonstrate to members of the media the journey of the summit and expo over the years. This took place through an art exhibition inspired showcase of the 10 years of BLSE through key visuals captured over the years. The Goodman Gallery was the perfect venue, as we were able to show the journey visually using beautiful images in both full colour and black and white.



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

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

Coca Cola Beverages South Africa sponsored the media launch and Motshidisi Mokwena, Head of Reputation & Regulatory Affairs at Coca-Cola Beverages South Africa, attended the event. She spoke about their involvement in this year's Buy Local Summit and Expo, and Coca Cola South Africa's journey and commitment to supporting local production and the importance of creating jobs. Jeannine van Straaten delivered the vote of thanks on the evening, thanking everyone for their attendance. The evening ended with delicious local canapés and beverages, while guests networked and viewed the photographs displayed.

Reach: total – 100, i.e.: media – 48; partners and stakeholders - 52

Target audience: members of the media, Proudly SA members, partners and sponsors



27TH - 28TH MARCH 2023

BUY LOCAL SUMMIT AND EXPO



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

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





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

SPONSORS

The 2023 sponsors ensured that our flagship event was executed professionally. The sponsorship process began in 2022 when we advertised the various tiers, ie. headline, platinum, gold, silver and bronze and the following sponsors came on board for this year's edition:

- **ABSA:** Headline sponsor
- **Sasol:** Gold sponsor
- **SAB:** Bronze sponsor
- **Brand SA:** Bronze sponsor
- **TIKZN:** Business solutions hub sponsor
- **Coca Cola Beverages South Africa:** Beverage sponsor
- **Southern Sun:** Venue sponsor
- **Sizwe IT:** Technological sponsor
- **Aspen:** Pharmaceuticals sponsor





The CTFL industry provided a 'busy corner', with 21 fashion members providing a wonderful array of local fashion items from kids clothing to evening wear and streetwear. The Automobile sector saw Toyota displaying their local Cross model. Additionally, Goodyear - a tyre manufacturing company - exhibited its proudly locally made tyres. We saw a display of electronic items, flatscreen TVs and various fridges and freezers from Hisense. Food and beverage saw our members from the wine industry, coffee and local food display their delicious items.

Our sponsors provided custom-built stands that created a beautiful, world class look and feel. The Proudly SA stand took center stage and was the dominant item seen when walking into the expo. Members' consultants were available to meet and greet and assist visitors with queries.

Our eCommerce division was a new addition to the stand this year, and we invited our partners Makro Marketplace, Zulzi, Bizmed and One Day Only to have an information booth showcasing their eCommerce functionalities.

EXPO

The showcase and draw card of the summit is the expo, which provides Proudly SA members an opportunity to promote their goods and services. This year we had 215 stands that provided a spectacle of local products. The expo floor was designed to group companies into specific industries and each displayed the various products or services from their respective companies.

Industry sectors:

- Cosmetics
- Food & Beverage
- Clothing, Textile, Footwear, and Leather (CTFL)
- Automobile
- Furniture
- Technology
- Pharma & Medical Devices
- Creative Industries



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

BUSINESS MATCHMAKING SERVICE :

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

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

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



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



Mr Price Group



Keep up supporting us & introducing our businesses to key industry players.



Nandzu Wines



Consider different days of the expo to ensure more buyer attendance.



Spices 4 Africa

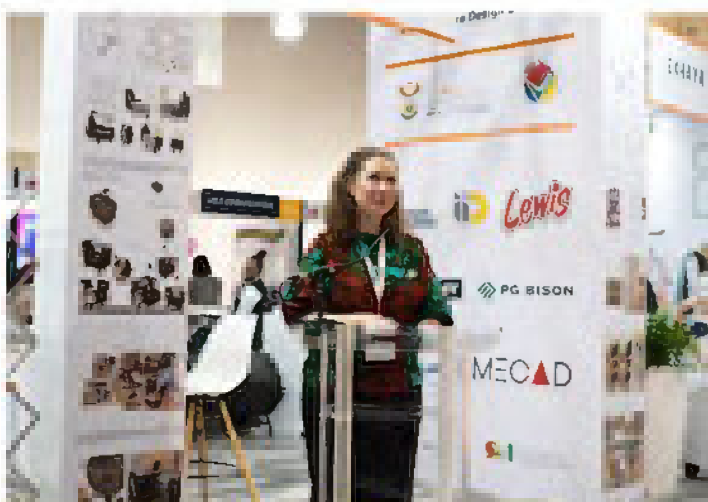
THE BUSINESS SOLUTIONS HUB

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

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

COMMUNICATION & SOCIAL MEDIA

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



the dtic provided a unique and beautifully laid out stand showcasing local furniture companies. They once again held their furniture competition, which is aimed at identifying local talent in this sector.

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

CONFERENCE SUMMIT:

DAY 1

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

Proudly SA's CEO took to the stage to open the floor for the identified 20+ companies who took their pledge for localisation. Each company was given an opportunity to provide a short presentation on who they are and what they were committing to. The morning session ended with a panel discussion on localisation, facilitated by researcher Dr Iraj Abedian who critically unpacked research findings on the importance of localisation.

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



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

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





DAY 2

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

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

- Role of localisation in the CTFL sector: Mr Price, B&M Analysts, dtic and Nulaw
- Driving localisation through eCommerce: Proudly SA, Zulzi, Bizzmed and One Day Only.
- Local is Lekker content in the creative industry, which was facilitated and hosted by Multichoice.
- Supporting the local value chain in the events industry: Delicious Festival, Back To The City, Feather Awards, Open Mic, Joy of Jazz, MaKhelwane Festival, RiSA and Rage Festival.

Jeannine van Straaten closed day 2 of the 2023 summit by thanking all key partners, stakeholders and sponsors.





ATTENDANCE:

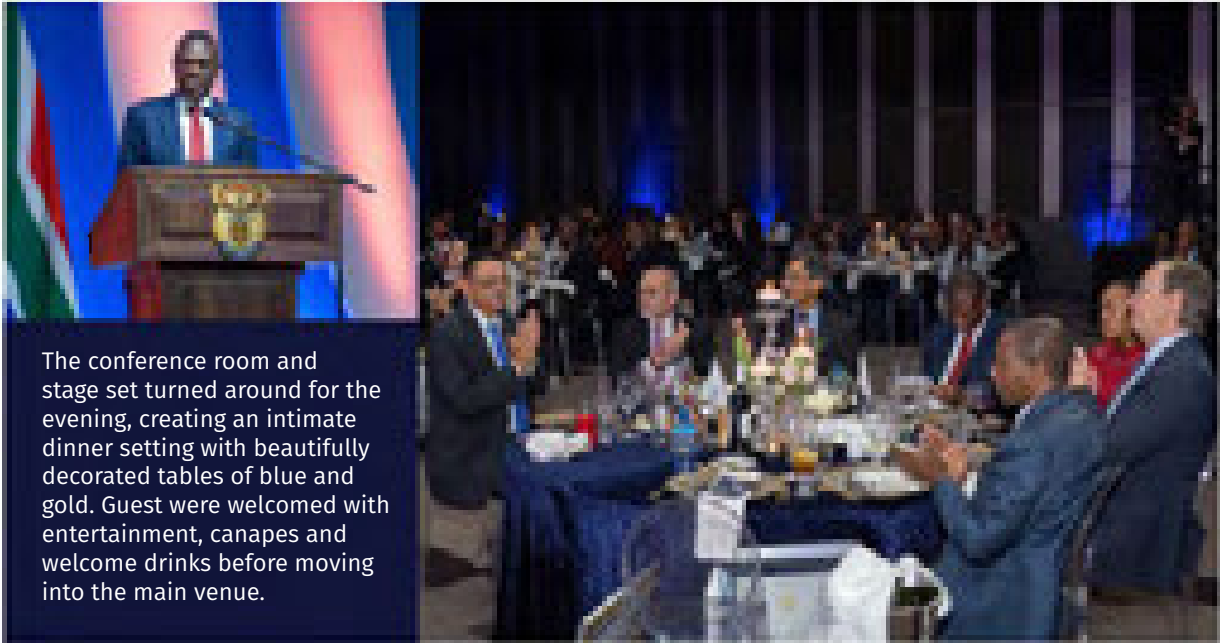
The table below indicates attendance at both the conference and exhibition.

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



LOCALISATION DINNER

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



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

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

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



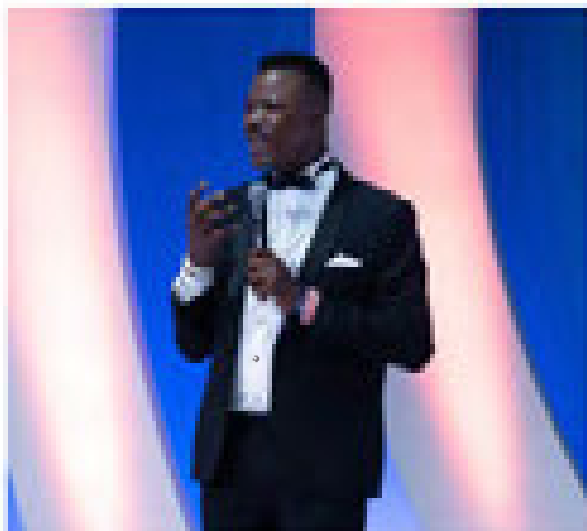


The evening's proceedings were directed by renowned broadcaster extraordinaire, Ms Leanne Manas, alongside Proudly SA's Chief Marketing Officer, Ms Happy MaKhumalo Ngidi, whose task was to outline the mandate of the campaign using different touchpoints within the proceedings, the purpose of our very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

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

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

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





**ACTIVITIES
SUPPORTED BY**

**PROUDLY
SA**

Winter Leadership Camp - University of the Witwatersrand Development and Leadership Unit - 8 July 2022

Proudly SA was invited to be a keynote speaker at the University of Witwatersrand Winter Leadership Camp which formed part of their Emerging Leaders Programme (ELP) for 2022.

The DLU's mission is to produce world leaders who seek to create positive change courageously, in all spheres of life; leaders who contribute to the development of the global south. Their pursuit for a better society all begins by creating stimulating and vibrant student experiences – on and off-campus – in the hope of an emergent paradigm shift. They believe that the spaces we operate in should be empowering and allow for constructive and critical inquiry, and responsible and responsive civic engagement. They believe in doing things differently because change is the new norm and want to be at the epicentre of that change.

Since its inception in 2007, ELP has contributed to shaping over 700 students who have gone on to be leaders in prominent fields after graduating from Wits University. For 2022, ELP will be a three-month programme, the biggest component being the Winter Leadership Camp.

CMO, Happy MaKhumalo Ngidi, addressed the students on the topic 'Leading through action'. She unpacked how leadership is often about providing direction. She further illustrated that leadership requires an understanding of how to lead through action to an identified cause. The session provided insight and a framework on how to be compelling as a leader through planning, collaborating and formulating impactful partnerships.

Reach for this event: +65 (53 students, speakers and other stakeholders)

Target audience: university students

Southern African Association for the Conference Industry (SAACI) conference, 14 - 15 August 2022

The Southern African Association for the Conference Industry (SAACI) hosted its 2022 congress in Stellenbosch. Happy MaKhumalo Ngidi, our CMO, was invited to speak at this event.

The congress took place over two days, with speakers taking part both virtually and physically. Happy's speaking slot on 15 August and was aimed at SMEs, entrepreneurs and professionals in the business events industry. The theme of the conference was 'Eventing into the Future', which focused on SAACI's three key strategic focus areas for the industry, namely: learning, growth and collaboration (through learning, networking and communication).

The topic of her presentation was 'National local opportunities informed by clear localisation commitments by eventing professionals'. The objective of her speech was to provide people working in the event space with a deeper understanding of how to promote local suppliers at events, including delegate gifts, décor, technical requirements and catering. This is a large industry, which provides many jobs and therefore supports the Proudly SA mandate.

Reach for this event: 100 in-person attendees

Target audience: event professionals and students



Activation: RASA Golf Day, 19 July 2022

The Restaurant Association of South Africa hosted its annual golf day on 19 July at Houghton Country Club. The event was aimed at partners and stakeholders of the association, and showcased various restaurants in South Africa that are members of the association. Proudly SA participated in the event by providing:

- Prizes: 4 x La Ricmal wine hampers valued at over R900 each
- Waterhole and branding
- Proudly SA pin flags for all golfers
- Branding visibility at the registration and prize-giving

Reach for this event: 120 consumers

Target Audience: franchisees and franchisors in the restaurant industry, and marketing and sales representatives in the hospitality industry



Activation: Women's Day Collaboration with Mercedes Benz - Women Economic Empowerment Event, 18 August 2022

Mercedes Benz in collaboration with Proudly SA and the Circle of Global Businesswomen hosted a women's event at the Mercedes Benz dealership in Sandton. The programme director for the day was Ms Sindiswa Mzamo, Global President, Circle of Global Businesswomen.

Keynote speakers included:

- Happy Ngidi: CMO, Proudly SA
- Alex Boavida: Dealer Principal, Mercedes-Benz Sandton
- Nicci Scott: Founder & CEO, Commercial Transport Company

The venue was used to showcase the featured the Mercedes Benz brand and the locally -produced C-class model.

Proudly SA hosted a panel discussion facilitated by

Happy Ngidi. Women-owned business members were invited to discuss the theme, 'Breaking barriers within the business'. The conversation focused on the members businesses, their journeys and celebrating their triumphs in the business world.





Members included in the panel discussion were:

- Bokang Tshabalala: SB Powerhouse
- Ouma Tema: PlusFab Clothing
- Zazini Molo and Samantha Duwarka: Brand EEE

Each speaker received a gift of Proudly SA member items as a thank you. Our branding was optimised at the event both physically and digitally and we designed the official programme for the event.

Reach for this event: 80

Target audience: women entrepreneurs, executives and media

SAMA Awards, 28 August 2022

On 28 August 2022, Proudly SA promoted its Living Lekker Locally initiative, which aims to illustrate that South Africa produces just about everything that we need to function in our everyday lives and that these items are readily available in local stores and online.

The activation was at this year’s SAMA awards held in Rustenburg Sun City. As custodians of advocating for locally made products and services, Proudly SA endorsed the award ceremony, recognising and lauding its contribution to the growth of South Africa's creative arts industry over the past 28 years.

The PR Team interviewed celebrities as they walked the red carpet, asking them about their outfits and localisation, with special emphasis on

the question: “Are you wearing ‘local’?” Celebrities like Berita, Priddy Ugly, Bontle Modiselle, Linda Mtoba, Dumi Mkokstad, Zakes Bantwini gave their opinion on how they feel about localisation in the country. The media attendees were from the SABC, Gauteng Lifestyle, Backlight Media, Channel Africa and Massive Metro.

Reach for this event: +1000 media, celebrities, stakeholders and the public

Target audience: media





**Ukubona Foundation Golf Day
Fundraiser - Prize Hampers, 30
August 2022**

1KR Golf Challenge proudly presented the inaugural Ukubona Foundation Fundraising Golf Day under the Theme: Swing for Vision. Ukubona Foundation (NPC) was established in 2017 by a group of compassionate and determined women with the aim to be the agents of change that would bring about quality of life to children from under-resourced communities in their schooling careers. The Foundation helps to alleviate the challenges of having to go to school and learn when you have visual difficulties and cannot see clearly.

The Ukubona Foundation works in partnership with the St Johns Eye Hospital, Baragwanath, to provide screens and referrals for children between the ages of 5 and 14 with high prescriptions. The Foundation then sources and donates spectacles, and has achieved a donation of over 181 spectacles - and counting. It provides services to children from Soweto, Ekurhuleni and Pretoria. The package consists of testing, high prescription lenses, the compression of the lenses, frames, spectacle cases, cloth, lab cut and fitting charges.

- Proudly SA partnered with this event
- 4 x prize hampers that included Proudly SA products
- Branding opportunity at the prize-giving

There was amazing support on the day and the event was overwhelmingly successful, with lots of positive feedback. The hampers were well appreciated by the winners on the evening.

Reach for this event: 144

Target audience: medical consultants, health professionals, consumers, the general public and business owners



Activation: Mother and Daughter Love, 31 August 2022

The DSBD played a major and important role in putting together the Mother and Daughter Love event, they organised the workshops from the DSBD agencies to come and workshop the women in business on compliance.

Mothers and Daughters Love movement, is a non-profit organisation established as part of the Innovation Kasi Organisation - Women's Chapter, that is solution driven and aims to unpack challenges faced by women today. A platform for a circle of women can form partnerships, support each other and become a resource center to come up with solutions to gender-based violence, emotional, health, financial and societal issues that are often faced by women and their families.

Proudly SA was given the opportunity to speak to the women in business about the benefits of joining as a member and the value-add that the organisation brings to their brands, access to markets and brand visibility. Happy MaKhumalo Ngidi provided insight into the Proudly SA brand and the opportunities offered to businesswomen who attended the day.

In the room were the Honourable Deputy Minister, Mr Sidumo Dlamini, who was also the keynote speaker, and Ms Nomvula Mkgotlho, who is Chief Director at the DSBD.

Not only was the event full of prestigious guests, but it also housed delegates from SEDA , CIPC and CSD (Central Supplier Database). These agencies provided valuable information to the attendees.

Telkom Small Business – Future, Basadi Bamolao and ActionAid Organisation were some of the sponsors for the event.

Proudly SA was also offered a display desk where we handed over information packs and two membership consultants educated delegates about the membership process and requirements.

Reach for this event: 100

Target Audience: General consumers, and women entrepreneurs.



Smart Procurement Indaba, 13 September 2022

The 16th Smart Procurement World Indaba 2022 took place from 12 to 15 September 2022 at the Gallagher Convention Centre.

The 2022 Theme: Glocalised Procurement – Think Global, Act Local

Glocalisation in procurement is more than just looking at what can be procured globally. It is a new phenomenon, that allows for the adaptation of global and international strategies, into the local contexts. Done properly, glocalisation is a stronger economic development tool than globalisation and localisation separated. It looks at the feasibility of applying this concept in developing economies - the pros and cons and the success stories.

Procurement operates in the most challenging and stressful times and constantly finds itself at the epicenter of business survival initiatives. As the world recovers from COVID-19, we are now entering a period that most experts refer to as the 'big reset'. The presence of attendees reinforced advocacy for a better and stronger governance to create a prosperous, inclusive economy and shape recovery plans that are aligned with international best practices.

On 13 September, Ms Jeannine van Straaten (Executive: Strategy, Stakeholder Relations & Legal Proudly SA) spoke on behalf of Proudly SA in a panel discussion on the topic 'Sourcing a VUCA World'.

All businesses are operating in a VUCA world - volatility, uncertainty, complexity and ambiguity. In all this, procurement remains key to ensuring supply and continued business operations. How do you do Strategic Sourcing when the supplier base is continuously changing? How do volatile commodity prices impact sourcing strategies? How can procurement build better lines of defence in anticipation of VUCA? It's not paranoia if the threat is real.

Moderator:

Chantalle Wilson: VUCA Specialist, Clarity from Chaos

Panellists:

- Kervin Ali: Procurement Director, Lafarge Industries
- Deon Mocke: Chief Procurement Officer, AVI Limited
- Melita Ntsane: Head of Procurement, CBRE

Reach for this event: 150

Target audience: procurement managers, large corporates, buyers and business owners





Activation: Generation Next Interactive Showcase & Awards, 15th September

The Sunday Times GenNext event, now in its 18th year, is the leading annual youth brand conference and consumer behaviour event.

The interactive showcase took place on 15 September, which saw 300 youths gather to interact and engage with brands through displays, activations and competitions at the Empire Conference and Events Venue in Parktown, Johannesburg. The Proudly SA stand showcased the 'Living Lekker Locally' campaign and we provided visitors with a slush puppy, Nestlé chocolate, a Proudly SA stick-on tattoo and the opportunity to take a photo in our photo booth. The photos were branded with our logo meaning the children took home a meaningful reminder of the day and who Proudly SA is.

Each partner was given a 15-minute slot on stage to activate, from dance competitions, Q&A sessions and celebratory appearances. Proudly SA interacted with the kids through a short questionnaire to determine if the kids know about the Proudly SA campaign and if they recognise the logo and what it means. We managed to secure a Nestle hamper and a R2000 Mr Price voucher as prize give-aways for our 15-minute time slot.

Partners for this interactive showcase included:

- Proudly SA
- Gautrain
- Standard Bank
- Mercedes Benz
- Pin Pop, Brand South Africa
- Sunday Times

The Sunday Times GenNext Awards took place later that evening and were live streamed where SA's coolest brands were awarded based on the youth's votes in various categories.

Reach for this event: Tweens 8 – 12, Teens 13 – 18, Young Adults 19 – 24, Young Professionals 25 – 30

Target Audience: 300 + youth from different schools



FASA Golf Day, 30 September 2022

Proudly SA was given the opportunity to partner at the FASA Golf Day that took place at the Wanderers Golf Club in Johannesburg on 30 September 2022. We provided the following elements on the day:

- A branded waterhole with soft drinks and water provided our member Yamama Gemmer to showcase their famous Ginger Beer.
- 4 prize hampers filled with Proudly SA snacks.
- Branding opportunity at the prize-giving.

The hole looked great with various Proudly SA branding being on display. Members were present on the day to network with the guests. It was also located near the main clubhouse which was great exposure to all who were eating their halfway meals throughout the day.

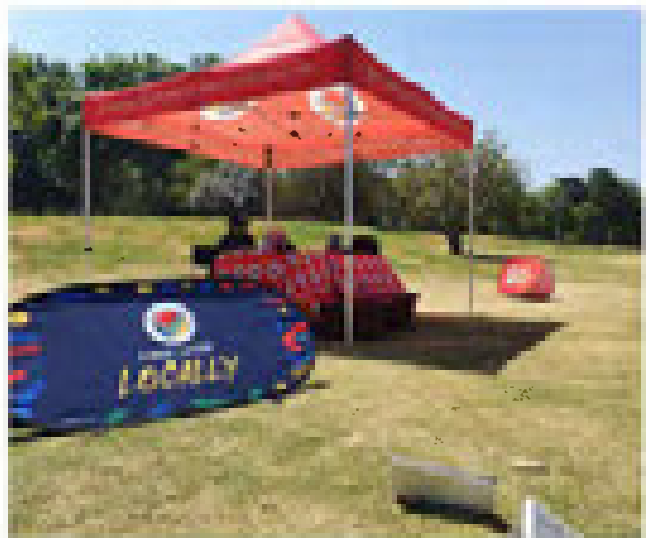
Reach for this event: 72 - 80 consumers

Target audience: small business owners, entrepreneurs, franchisors, franchisees and professional organisations

Feedback from FASA:



This mail is just to say thank you to you and your team for making the FASA Golf Day possible and for the fantastic support and sponsorship we have received because without you it would not have been possible.



Youth Economic Summit/ Symposium 2022 - 4th October 2022

The Brand South Africa Nation Brand Forum (NBF) took place between 4 and 6 October 2022 between 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 roundtable.

Proudly SA partnered in the youth symposium that took place on 4 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 that was broadcasted across Brand South Africa owned, paid, shared partner media channels and digital platforms. The day concluded with a private stakeholder cocktail event hosted by the Presidency, Brand South Africa and other partners.

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.

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 live on 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 5000 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 in the mainstream economy across all sectors of industry.

Proudly SA 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.

The brand team also assisted in conceptualising and creating the opening showreel of the event.

Reach: physical – 600; virtual – 5000

Target audience: women entrepreneurs, government and 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 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 3 – 6 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 had funded via 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 beadwork to the international partners.

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

Reach: 150

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

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 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."



Step Up 2A Green Start Up, 7 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, and correlates with our environmental standards with a focus on enabling green businesses. The programme 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.

Programme implementation featured the following:

- The Edutainment Content – Cinema screenings of our edutainment film that inspires a culture of entrepreneurship in all nine provinces. Additionally, creating excitement regarding 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 screenings, the cinema was also taken into schools that are too far from a cinema complex. Additionally, all content is on our online platforms (zero-rated by Cell C) and the campaign's WhatsApp Platform.
- Provides a 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 three or four, 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 of their product/service, proposed how it would solve the problem they had identified and explained how they would scale it (making use of the booklet as a guide).
- Entries were adjudicated by a panel of judges representing the sponsors and industry experts.

Boot Camp & Awards:

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

Proudly SA partnered in the campaign with a R20 000 donation and were invited to attend both the Bootcamp session and the Awards event.

CMO Happy MaKhumalo Ngidi presented an award and provided a short message to the attendees on the Proudly SA campaign. She also awarded Primestars a certificate for their contribution and the extension of their membership to Proudly SA. Furthermore, the winners were invited to attend the 2023 Buy Local Summit, where they were given an opportunity to learn more about businesses.

Reach: 100

Target audience: private and public businesses, government and media

SA Feather awards 2022, 10 November 2022

The Feather Awards recognise and celebrate the LGBTI Community, iconic personalities and achievers voted for by SA and the LGBTI community. The event hosted NGOs, LGBTI activists from South Africa and the African continent, Government representatives, over 80 press and media representatives and 560 guests.

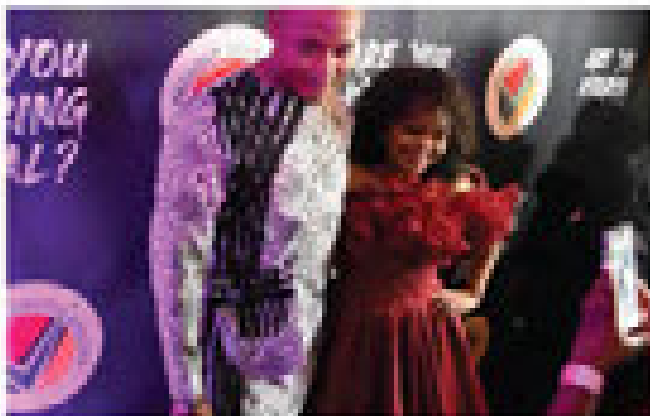
The Feather Awards ceremony was presented as a theatre production, with audio visual presentations and musical entertainment provided by leading South Africa performers.

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 LGBTI community.

The partnership in the event included the following elements:

- Branding in prime position on all awards, the pink carpet and screens.
- Well known MC, Selby 'Selbyonce' Mkhize, hosted guests on the 'pink carpet'.
- Branding on social media pages.
- Post-event sponsors' 'branded Thank you' posts.
- Activation space on the pink carpet (5m x 5m).
- Logo looped on screens on the 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 dress designed by Scalo, who is a local designer and a member of Proudly SA. Scalo was the winner of this category which added to the excitement of the event from a Proudly SA perspective.

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

Reach: 450 guests from the media and entertainment industry

Target audience: LGBTI community, consumers, youth, buyers, SMMEs, entrepreneurs

SAB Relaunch, 16 November 2022

Proudly SA member, SAB, introduced their new positioning of 'A Future with more Cheers' to the public and media and revealed 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 SA campaign and how SAB is a Proudly SA brand that is moving the country forward.

Reach: 80 - 100

Target audience: SAB employees, partners, stakeholders and media



Momentum 2022 Science of Success Festival, 25 November 2022

Momentum hosted an event on 25 November – Science of Success, which focused on research insight that was presented in an unconventional way to help change behaviour to that which underpins 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 behaviour that accelerates and decelerates the journey to success. It was about unpacking the science/practice in a broader context (art, fashion, sport, business, etc.) that could enable financial success.

Proudly SA CMO, Happy MaKhumalo Ngidi, attended the event as a speaker for the Ted Talk segment that was live on stage. The other three speakers were Jenna Clifford, Dave Fisher & Tyrone Peddie and Nosipho Mngomezulu. Happy focused on SMMEs and the importance of buying local to create jobs and boost the economy. She indicated Proudly SA members who have benefited from the campaign in various sectors and how their success has contributed to the success of other SMMEs.

Reach: 100 - 150

Target audience: consumers, financial advisors, Momentum employees, media, government and Academics



Joy of Jazz Music Festival, 25 & 26 November 2022

JOY OF JAZZ (JOJ) 2022 marked 23 years of putting South Africa on the international jazz map, which tapped into the Creative Arts sector and Hospitality sector.

The 2-day 2022 Festival and the supporting events attracted over 50 local and international artists, and an audience of over 30 000 across the four stages. The 2-day festival consisted of:

- A Parade in the Sandton Precinct (Thursday) with an intimate dinner.
- A ticketed, Full Jazz Immersion Friday Night on Day 1 of the four stages.
- A ticketed, Full Jazz Immersion Saturday Night on Day 2 of the four stages.
- Lifestyle Expo during the day .

Proudly SA 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 with an opportunity to create awareness and reinforce the message on who we are as a brand, as indicated below.



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 placed in the open area to allow the media to view buy local messages and videos in order for them to better understand the Proudly SA campaign. The media had an opportunity to interview the Proudly SA CEO on the day and were given information packs that detailed the Proudly SA campaign.

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 following areas:

- Our logo appeared on the main stage.
- Branding outside the media room.
- On the escalators leading to the venue.
- Welcome signage at the entrance to the festival.
- Signage in the Expo 1 foyer area.
- On the balcony balustrades on level 2 and 5.
- Our logo on the media invitations.
- A social media presence on the JOJ platforms.

The PR and social media involvement included:

- Social media support from Proudly SA and 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, 25 November. Our CEO, Eustace Mashimbye, was given an opportunity to speak and took part in the official ribbon-cutting ceremony, along with other dignitaries.

Happy MaKhumalo Ngidi (our CMO) was given an 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 +30 000 pax during the two-day festival

Target audience: media, entertainers, consumers, stakeholders, partners and music lovers





**The CTFL industry currently
makes up around 14% of
manufacturing employment
in the country.**

Buy local to create jobs.





PROUDLY SA

ACTIVATIONS



Proudly SA Local High Tea event, 21 May 2022

In celebration of International Tea Day, Proudly SA hosted a Local High Tea event showcasing different teas that are produced locally. This is where Proudly SA members come in and access markets through our various activities such as International Tea Day.

The Local High Tea event was aimed at inviting and empowering small women-owned businesses in KZN, where informative dialogue about how the tea sector continues to play a role in reducing extreme poverty and creating employment, and guests enjoyed locally produced teas, paired with delicious local delicacies.

Proudly SA's responsibility is to ensure that the market is secured for locally-made products in all industries, and it is important for consumers to demand locally-made products and services to benefit their own economy.

Happy Ngidi spoke about the tea sector. This is a labour-intensive industry that creates thousands of jobs for ordinary South Africans and the sector makes a valuable contribution to the GDP and economy of our country.

Ms Belinda Francis, Managing Director at Tych Labour Solutions and a Proudly SA member,

explained how she became part of the Proudly SA campaign through a programme run by Tsogo Sun, which opened doors for her business and how she lives through the moto 'Get Up, Dress Up & Show Up' in everything she does. Belinda further explained how she saw an opportunity to start her own business after being retrenched and saw the need to create jobs in the recruitment space.

Our Last speaker, Ms Mpumie Nqoko, Assistant Brand Manager at Huletts (also a Proudly SA member), stated that Huletts is proud to be affiliated with Proudly SA and the wonderful work the two companies have partnered in over the years. Ms Nqoko further explained how Huletts supports women owned businesses in the KZN region and job creation element Huletts brings to the table.

The Local High Tea event ended with some give-aways of local hampers to the ladies and a networking session with local tea served.

Reach for this event: 40 RSVPs; 52 attendees

Target audience: Proudly SA member companies, small women-owned businesses and SMMEs in KZN





Impact of Localisation in South Africa Roadshow

Johannesburg: 8 September 2022

Durban: 14 October 2022

Cape Town: 21 October 2022

Proudly SA hosted a roadshow on the Impact of Localisation in South Africa (if any) in Johannesburg, Durban and Cape Town.

Renowned Economist Dr Iraj Abedian was our keynote speaker who undertook this research with his report 'Revitalising Manufacturing in South Africa' and unpacked the critical findings of localisation to the media and South Africans at large.

The purpose of the roadshow was to address the issue of the impact of localisation in South Africa (if any). Driven by the need to identify and implement solutions that can effectively drive economic recovery and help address the unemployment challenge in the country in the manufacturing sector.

This also sought to determine whether localisation or buying local can help contribute to the growth of the economy, the creation of jobs and other socio-economic imperatives such as growing the tax base/revenue.

Proudly SA also invited members of the campaign that has seen the work, efforts and benefited from the campaign to demonstrate the work the Proudly SA campaign does.

Reach:

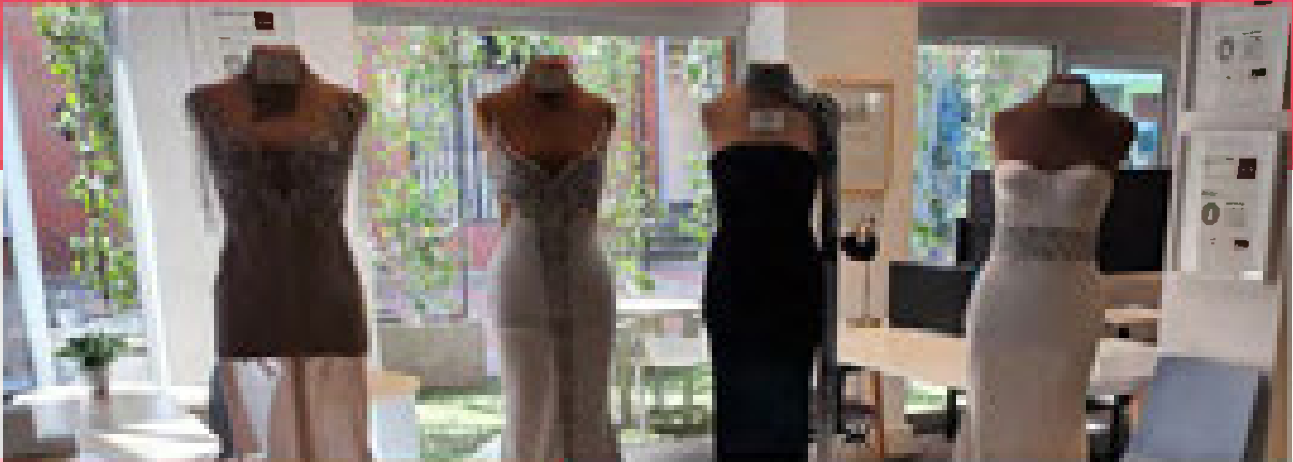
Johannesburg: 10

Durban: 26

Cape Town: 8

Target audience: media, Proudly SA members and stakeholders

Local Fashion Police



Launch, 10 August 2022

On 10 August 2022, Proudly SA launched its 2nd Annual Local Fashion Police Competition to the media. The event took place at the chic Angel Shack showroom in Illovo, the cherry on the top being that Angel Shack is a Proudly SA member. The intention was to create a fashion-meets-furniture showcase.

The media were treated to champagne and canapés, and had a chance to meet the judges of the competition and to see the work done.

The main purpose of this competition is to drive South African consumers into preferring locally manufactured clothes and to also change the perspective that local clothes are costly and of inferior quality. Winners of the competition will be allowed to purchase R20 000 worth of clothing from each of our four judges who we have handpicked been handpicked by Proudly SA.

The competition seeks to highlight the important role played by the CTFL sector in creating jobs in the country.

The event began with the Proudly SA CEO, Eustace Mashimbye, giving a clear vision of what the Proudly SA campaign is all about and how the Local Fashion Police (LFP) is a key activation that will assist us in spreading the word about localisation.

CMO Happy MaKhumalo Ngidi spoke on the success of the first instalment of the LFP and unpacked how this year's competition will happen. The competition itself seeks to highlight a critical role played by the CTFL sector in creating jobs in the country.

The competition closed with a spectacular Proudly SA fashion show in October, with four designers (including the winner) showed their designs.

Reach for this event: 15 media

Target audience: media and consumers





Final and 21st Birthday Celebration, 30 November 2022

On 30 November 2022, Proudly SA embarked on the Finale of the LFP event. The event was the final of the popular competition which began in August 2022. The event also provided Proudly SA 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 show selected 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 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 SA 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 the Proudly SA market, which offered a handful of Mzansi's finest delectables to pick from, including:

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

Our popular and well-known MC for the evening Alphi Siphon 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 ensured 21 years of success with the campaign.

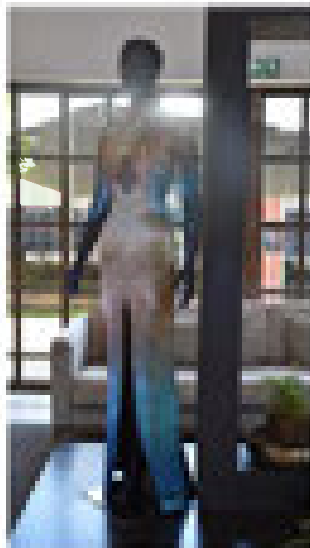
The fashion designer judges had the pleasure of showcasing their work through the competition winners. Each judge selected one winner and showcased four designs to the attendees. Eustace presented each winner with their winnings of R20 000 in fashion from their designated designer judge, and the designer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

The night was filled with surprises, including a 360-camera activation, cutting the cake and singing 'Happy Birthday' to Proudly SA, prize give-aways 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 #LocalisLekker.

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.

Reach: 150

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





Women in Leadership, 26 August 2022

The hospitality industry encompasses a wide spectrum of fields in the services industry, including accommodation, travel & tourism agencies and destinations, restaurants and bars, spas and eventing. Other sub-sectors are critical to this industry, such as security, clothing & textiles, transportation & logistics, furniture supply, amenities supply, appliances and décor.

This Women's Month, Proudly SA and Southern Sun sought to acknowledge the hospitality industry and celebrate women who have

spearheaded business throughout the industry's value chain. A canapé lunch was hosted at 54 on Bath in Rosebank, one of Southern Sun's signature venues. Guests were treated to entertainment, a goody bag and a fun photo booth while networking with link-mined women in business and media.

The format of the day included a welcome by Happy MaKhumalo Ngidi, CMO at Proudly SA, who was also the programme director for the day.



Keynote speaker:

We were honoured to host the Premier of KZN, Ms Nomusa Dube-Ncube, who delivered the keynote address. The Premier highlighted that the usage of digital infrastructure by local government is a necessity, thus emphasising the need to encourage the use of digital infrastructure to attract tourists to the country.





Panel Discussion:

We had a panel of esteemed women professionals imparting knowledge and their expertise. Each panellist shared their insight on their leadership role, how they interact with female employees, what it is like being a woman in a leadership role, and how they manage to spearhead their business in the hospitality sector.

The all-female panel consisted of:

- Madeleine Roux: GM – 54 on Bath and Southern Sun Rosebank
- Onicca Moloi: CEO – Events By Onicca and Proudly SA member
- Candy Tothill: GM – Corporate Affairs, Brands, Marketing & Communications at Southern Sun.
- Michele Fourie: Senior Marketing Manager – Hisense South Africa and Proudly SA member company.

Reach for this event: 60 targeted; 75 attendees

Target audience: business owners, members, non-members and female leaders in the hospitality industry



Proudly SA Supply Chain Workshop in partnership with FASA, 19 September

FASA partnered with Proudly SA to ensure that the suppliers used by the Franchising sector provide locally produced products and thereby contribute to local job creation and stimulating the local economy.

In line with its strategic objectives to transform the industry and contribute to job creation, FASA launched an Enterprise Development Initiative. The focus was on driving transformation through the enterprises that provide goods and services to the franchising sector. Both franchisors and franchisees who wish to transform their business by procuring from transformed suppliers will have access to a database of reputable, pre-qualified and vetted SMMEs that are willing and able to supply the desired goods and services.

The workshop provided Proudly SA members a platform to pitch their product offerings to various businesses and put through requests for business assistance. Each member was given three minutes to pitch to the franchisors who streamed in via our online platforms. This played a role to access to the market for our members. A mini exhibition was also set up for members to showcase their products and services.

Mr Freddy Makgatho, CEO of FASA, welcomed the audience. Mr Makgatho highlighted FASA and Proudly SA's partnership where the key focus for both entities is improving access to markets and job creation. FASA decided to bring on board franchisors, franchisees and buyers to engage with Proudly SA members who are looking for markets and this was done through pitches by Proudly SA member companies.

CEO of Proudly SA, Mr Eustace Mashimbye, took the audience through the Proudly SA mandate and why Proudly SA exists. Eustace touched on the high level of unemployment in the country and took the audience through the sectors that were badly affected by the imports of products.

The services offerings from these member companies ranged from

- Atchar sauce manufacturers
- Paint manufacturers
- Architecture designs
- Food spices
- Nuts
- Plus size corporate wear
- Workwear manufacturer
- Furniture fittings
- HR and recruiting services

Ms Jeannine van Straaten gave the vote of thanks and closing and highlighted to the audience that this workshop would be done annually as the commitment given by FASA.

Reach for this event: 23

YouTube: 43 views

Facebook: 140 views

Twitter: 222 views

Target audience: buyers, franchisors and franchisees

DStv Delicious Food and Music Festival, 24-25 September

2022 has been an exciting year for the Proudly SA establishment. There's an old saying in English, 'The proof is in the pudding,' and what best way to display Proudly SA's ethos of supporting locals than to partner with one of the most extensive foods and music festivals in the continent. The DStv Delicious Festival allowed Proudly SA to be at the forefront of consumers while displaying the 'local is lekker' rippled effect.

Before this year's festival was held, it had been postponed since the Covid-19 pandemic hit the country. However, the return not only warmed away the cold winter blues, but also restored our love for music, food, gatherings and Mzansi good times.



Over 20 000 festival-goers celebrated South African sounds infused with international acts to beef up the rhythmic Saturday and soulful Sunday vibes. Again, Proudly SA demonstrated its passion for collaborating with local producers and encouraging consumers to buy local.



The partnership with Delicious is significant, due to the vast range of job opportunities that the event created and contributes to – from security staff, vendors, drivers and accommodation venues to artists and their teams, ticketing companies, infrastructure suppliers, and sound and light suppliers.

In celebration of our 21st anniversary, Proudly SA gave 21 of its member companies free exhibition and trade space at the festival to increase and widen their access to various markets. The tagline 'Deliciously Local' was contained in most of our branding in the area. Our objective was to create a vibrant showcase of all things local and lekker.

We created two areas to showcase lifestyle, food, beverage and dessert members this year, called the Proudly SA Village. In addition, the village presented members with an array of clothing, condiment, and snack industries with an opportunity to promote their brands. We hosted 15 members offering local South African cuisine, pizza, vegan street food and more.

The 15 members enjoyed great success, with some selling out on the day (including Zazi Production and Sumting Fresh). This is real success from a Proudly SA point of view, as we supported our members and moved a step closer towards increasing job creation opportunities.

Activation Touch Points:

To ensure brand visibility and build brand equity was sustained by boosting brand love, the Proudly SA team showed up through the various touchpoints, as indicated below.

Public Picnic area

The DStv Delicious Festival created a public picnic area which was the main attraction. The large picnic area allowed visitors to bring their own seating while enjoying the festivities. This made the perfect opportunity for us to create brand awareness and connect with those who attended the festival over the two days.

How we achieved the consumer interface was strategic and intentional, as we understood the type of audience on the respective days. To be in-culture, we had to be the culture; therefore, we provided 40 blow-up balls that festival goers bounced them in excitement in the crowds during the key performances.



Branding

During the Afrobeats sensation, Burna Boy performance on the main stage, the digital screens broadcasted a Proudly SA reel that showcased all the partners and some of the members. We then also showed up via the branded pop-up shop where we displayed the 360-degree camera activation. Following that, the branding journey lived on through the path leading to the food village where we displayed tear-drop banners and a backdrop at each vendor.

Branding was also visibly seen at the Chill Zone with 'Local is Lekker' signage, branded content on plasma screens and a decorative wall used for user generated content (UGC).





Chill Zone

The Proudly SA village included a chill zone for visitors, with a comfortable place to relax and enjoy the delicious local food near our food village. Proudly SA member, Events by Onnica, provided chic and stylish seating for the area, showcasing our local suppliers. The site incorporated our bright Proudly SA colours of yellow, red, blue and green.

The shaded area provided much-needed relief from the sun and was used by many visitors over the two days. In addition, our decorative branded wall provided the perfect backdrop to snap a selfie and tag the festival and Proudly SA village on our various social media platforms.

While enjoying the array of food and soaking in the festival, the Chill Zone offered a digital display of the DStv Delicious Festival cookbook, which consumers gained access to via a QR code scan. The book was launched in August and is a Stars book project aimed to fuse the diverse Mzansi musicians with unique food experiences.



360 Degree camera activation

Our camera activation was popular with visitors providing a fun way to remember the day as they received a free downloaded branded video as a memento of the festival. The area was in a prime location and direct access point for visitors entering the event. Effectively branded, it provided a hub of activity and brand awareness. In addition, the activation created a high reach and engagement on our social media platforms.

Long queues could be seen from the festival's opening to the closing as visitors flocked to the area to capture their moment on the platform.

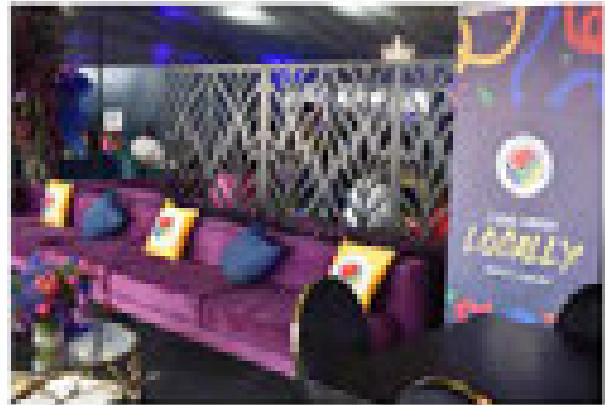
Hospitality

The festival allowed large corporations and organisations to host clients and stakeholders in various hospitality areas. We hosted our critical stakeholders at the Ambassador lounge and the public access picnic area during both days of the event, i.e. Saturday and Sunday. Guests were treated to VIP service from parking, food and beverage, comfortable seating and excellent views of the stage.

Our esteemed guests were:

- **the dtic**
- Department of Mineral Resources and Energy (DMRE)
- Tourism Business Council of South Africa (TBCSA)
- Twizza
- CNBC Africa
- Brand Africa
- National Association of Automobile

- Manufacturers of South Africa (NAAMSA)
- Igagasi FM
- SABS
- The State-Owned Enterprises Procurement Forum (SOEPF)
- Southern Sun
- Power FM
- Nestlé
- SANTAM
- Scalo Designs



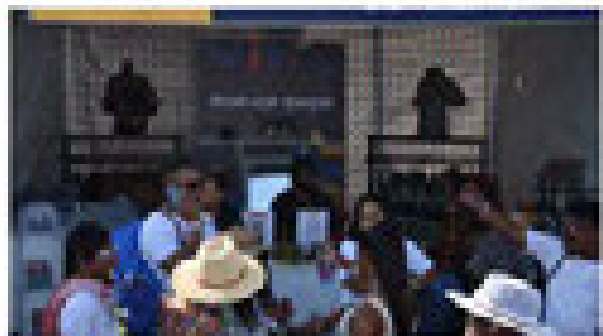
Pop-Up Shop

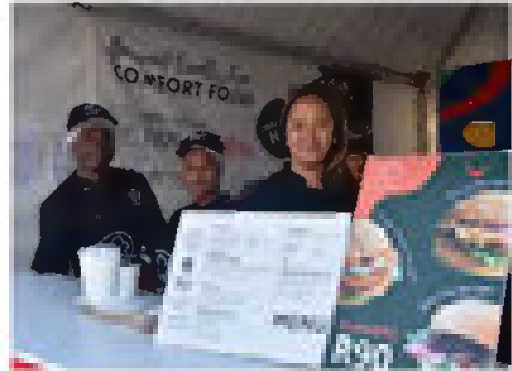
We spiced things up this year with a new addition to the Proudly SA village in 2022 – a pop-up shop. We had a selection of crucial lifestyle members that were selected to showcase their products to create a pop-up shop. This allowed small businesses to build brand awareness and increase sales.

Our selection of vendors encompassed a combination of snacks, confectionary and clothing, creating the perfect local one-stop shop. The festival was a first for all these vendors showcasing their business to many consumers.

Our Pop-Up Shop vendors included:

- Conzas Biscuits
- Miente Manufacturing
- Chuck Chillie Foods
- Zazi's productions
- Atchariser
- DV Store
- Funo Designs
- Chepa Streetwear





Food Village

Taste buds were tested on the day as we saw the Proudly SA food village offering a variety of delicious, gourmet South African food and beverages prepared by the 15 food members. The 15 members were selected based on their long-standing service to Proudly SA and their high-quality food and professional set-up.

The village was strategically situated enroute to the main stage area, meaning visitors could take a leisurely walk and stop to check out the variety of food items on offer. The menu offerings were diverse, providing something for everyone from vegan dishes to pizza, Kota, dumplings, prawns, chicken wings and many more delicious local options.

The vendors proclaimed their success as they saw their sales figures increase, with some reporting they had doubled their efforts since attending in 2019. In addition, the festival's sales provided some vendors with the chance to invest in building their businesses or renovations.

We formed a consumer competition with our valued partner Southern Sun. The competition entailed giving away two tickets for a weekend get-away prize at any Southern Sun hotel in South Africa. In addition, consumers were tasked with collecting five stickers daily by purchasing from any of the Proudly SA food vendors.

Furthermore, we ran a social media competition where consumers got to walk away with two double GA tickets for the Saturday leg of the

festival. In addition, consumers had to share how many traders Proudly SA was hosting on the day, which saw many South African participating in their attempt to win tickets to the sought-after event.

Food village vendors included:

- Sumting Fresh
- The Vegan Chef
- Slush Dolls
- Why Cook
- Kota King
- Selai
- Have Wings
- Cosmo Dumplings
- Corner Dladla Pizzeria
- Mo's Food and Pastries
- Makhamsa Foods
- Bokhabane Events
- Yamama Gemmer
- Sihle's Brew (Pty) Ltd
- Black Premyum

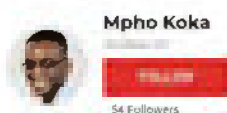
Overall, the experience at the DStv Delicious Festival was wholesome, complemented by the beautiful sunny day. We saw many fashionable festival goers who enjoyed good food, music and beverages. Proudly SA placed its members at the forefront on a grander scale, enabling them to showcase their products. The many opportunities presented by Proudly SA for members showed our commitment to promoting social and economic change and progress.

Testimonials:

Entrepreneur wowed by demand for her fruit juices

Funding from state agencies set up Ndabula's food processing factory

27 September 2022 - 10:05



Conza's Biscuits

The DStv Delicious Festival was a huge success for our company, the two days offered two types of clients and insights from that is:

1. Saturday was more of a young crowd, and they were mostly buying based on novelty and peer reviews
2. Sunday was a more mature and mellow crowd that enjoys decadent treats. We made the most money on this day and had great connections with a few patrons
3. We also got several leads with regards to marketing, supplier development and store listings which we are currently pursuing
4. We were able to sell 146 units which amounted to around R12 000 for the two days which is a huge success for our company as we usually make that over a two-week period currently
5. The branding and positions were excellent including being paired with a juice company which complemented our product very well

Atchariser (Pty) Ltd

On behalf of the Atchariser (Pty) Ltd, we would like to say a massive thank you to Proudly South African and DStv Delicious for giving us an opportunity to showcase our unique product at the event. Not only did you provide us with excellent opportunity, but you also went out of your way to provide us with good service from professional staff (PSA) to accommodate different needs that arose from different briefing meetings for the DStv Delicious event.

As key to a successful marketing campaign, we have set ourselves clear objectives to build our brand, generate white hot leads, educate the market on what we offer, upsell existing customers and generating sales. I am proud to announce that through the event we manage to meet all our objectives and beyond that, potential customers were willing to exchange their email addresses, phone numbers and more for orders and to get more information about our product. On the second day we were almost sold out! Our database has increased and there's collaborations formed with other businesses who are fellow members of the PSA that we met at the event.

Thank you! We definitely had a great time. I thought it was one of our best events we've had to date... simple and effective! PSA certainly makes things extremely easy and were more than accommodating to us.

Looking forward to more invites!





Cosmo Dumpling

Thank you very much once again for the opportunity given to Cosmo Dumpling

It was our first time doing the show as big as DSTV Food & Music Festival, we learned so much in a short space of time. More than anything we gained experience and come the following year we will handle pressure with ease.

Most definitely our clientele base has increased since we came back from the show. We are more exposed and the testimonies we received really gives us hope and dedication to work even more.



Yamama Gemmer

Again, thank you to Proudly SA for inviting us to this mammoth event. It's always an honour to represent local brands out there. the money from this event is busy being used to finish off our Kitchen that we started building in June.

Reach for this event:
40 000 over two days

Target Audience:
people aged 18 to 45



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

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

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

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



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

It was a morning of abundance as two lucky passengers on the flights were surprised with a gift of travel wallet voucher from Lift Airlines for any local travel, and a 2-night stay at a Southern Sun hotel in Johannesburg, Durban, or Cape Town. Southern Sun is a Proudly SA member company that has a number of luxury hotels in South Africa.



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

"Dear Proudly South African,

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

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

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

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

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

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

- **Hayden Henning, Marketing at Lift Airlines**

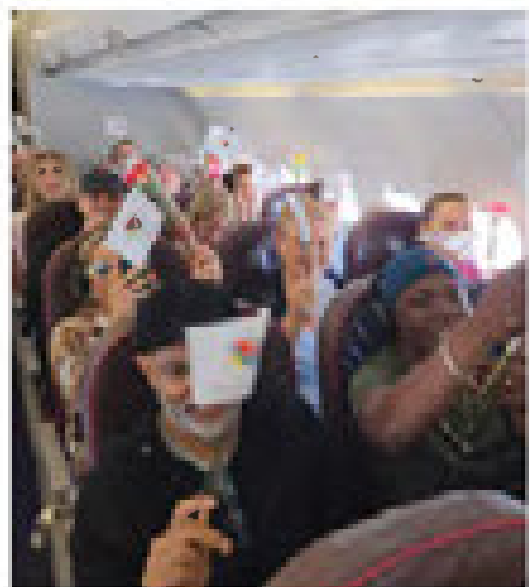
Reach:

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

Total: 478 passengers.

The reach was automatically extended to many other people on all our social media platforms and those of Lift Airline. Our effort in pro-actively approaching Lift Airlines resulted in Proudly SA bagging a brand new Diamond Member.

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





EXTERNAL

ACTIVATIONS

MARKETS



Proudly SA LOCAL Market Day, Melrose Arch Shopping Mall, 17-19 June 2022

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

The Proudly SA local market day aimed to give our members who are in the crafts, home industries and cosmetics space a platform to promote their local products to locals and tourists and access to markets and offer a local social experience.

The scope of members included members in the coffee roastery, hair renewal products, ceramic crockery, clothing designers, manufacture organic rooibos tea for babies, and South African fashion and accessories brand.

The Proudly SA members were able to access a huge market during the three days, i.e. tourists, shoppers, residents and people who work at Melrose Arch. Two of the six members achieved high sales during the 3-day exhibition.

Reach for this event: +1000 consumers

Target Audience: tourists, shoppers, residents and employees working in the area





Soweto Farmers Market- 27th November 2022

The Soweto Farmers Market is brought to you by Explore Soweto. It 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 established and grassroots businesses in 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 were selected from the food, beverage and clothing industry and participated:

- Black Premyum (ice-cream)
- Zazi Juice (Juice and dried fruits)
- DV Store (clothing bags, sling bags)
- House of D'licacy (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.

Both Black Premyum and Zazi Juice sold all their products at the Soweto Farmers Market, which showed the high volume of visitors and popularity of local brands.

Reach: 2500 (audience reached); 3000 (expected audience)

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

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 are staged in their parking lot. Various SMMEs in the food, beverage and arts & crafts sectors displayed their products and sold them to the public. The Christmas Fair edition was held on 3 and 4 December 2022 and was the final edition of The Kyalami Market for 2022. It ran from 9am to 5pm on both days.

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 that participated were:

- Miente 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. There was interest from other vendors attending on the day to become Proudly SA 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.” Miente 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, business owners, sole traders and the public



The Makhelwane Festival - 27th- 29th January 2023

From 27 to 29 January, Proudly SA joined forces with the Makhelwane Festival to promote the event, and give local businesses the opportunity to showcase, raise awareness and trade their goods and services to consumers.

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

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

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



Proudly SA gave five members the opportunity to exhibit and sell their products at the festival.

The members selected were:

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

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

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

Reach: 500 people per day

Target audience: locals in the Southwestern Township of Gauteng, media





Hillfox Lifestyle Market - 28th January 2023

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

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

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

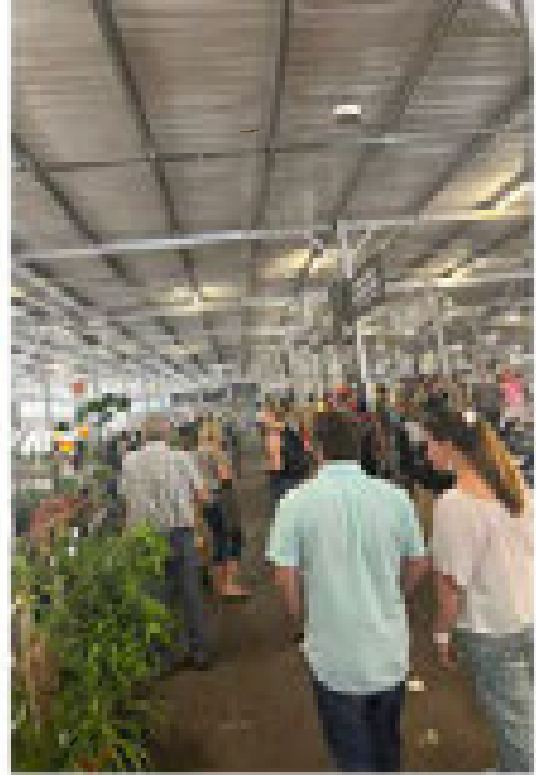
Proudly SA invited four member companies to exhibit at the market. The selected members were:

- Zazi Juice (Juice and dried fruits)
- House of Delicacy (non-alcoholic wines)
- Slush Dolls
- Sisters in Craft (African crafts) (This company was unable to participate on the day due to unforeseen circumstances.)

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

Reach: 80 - 250 attendees

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



Rosebank Market - 12th March 2023

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

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

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

Proudly SA presumed the market due to its popularity and unique appeal of local food and products. We invited three members from the crafting, clothing and beverage sub-sector to have a stall on Sunday, 12 March.

The members that were invited were:

- Yamma Gemmer
- Chepa Streetwear (This organisation was unable to participate due to a bereavement in the family.) Memuka Plastic mats

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

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

This also provided an opportunity to inform visitors of our Buy Local Summit & Expo by handing out promotional material.

Reach: 80 - 150

Target audience: general consumers



TAKE A STUDENT TO THE WORKPLACE SERIES

Proudly SA member student visit (Angel Shack), 29 April 2022

As a continuation of our member student visits, which started around youth month last year where Proudly SA saw a need for university/colleague students and how Proudly SA could expose them to job opportunities. Proudly SA wanted to expose them to the value chain opportunities in the sector, as well show them how the sector contributes to our GDP.

Proudly SA took four students on a factory tour of Proudly SA member company, Angel Shack in Midrand to expose them to the job opportunities as well show them how locally made furniture can be of high quality, sustainable and functional. David Fish, Managing Director at Angel Shack welcomed the students and were taken through the history of Angel Shack. The selected students majored in Industrial and furniture design and were in their third year. They had a hunger to learn more to expand their knowledge in the furniture and Industrial sector.

The team at Angel Shack took us through creativity and innovation can help produce high quality furniture that works the way we do today. Hilton further went on to share the amazing stories of how Angel Shack has managed to create jobs for so many unemployed individuals over the years. Angel Shack guarantees that all their furniture pieces were locally

designed and locally manufactured and that is what sets them apart from other furniture manufacturers.

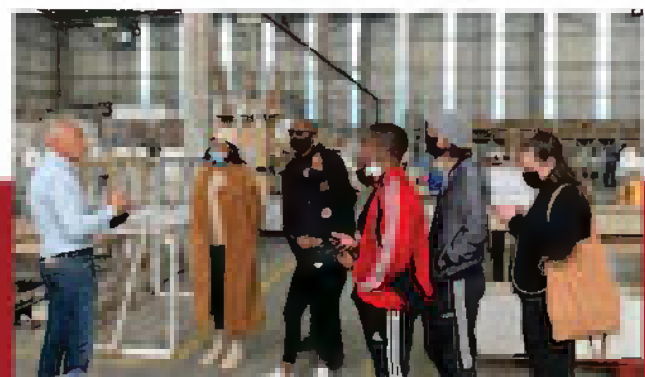
David and Hilton from Angel Shack took the team through a tour of the factory and showed us the whole process from cutting of the boards, assembly of the pieces, painting, wrapping and sending out complete furniture products.

The second part of the programme was at the Angel Shack showroom in Illovo, where we then taken through the showroom of the final furniture pieces which showed smart, contemporary office furniture and inspiring and practical design that is both affordable and practical.

The students were encouraged to ask questions and take pictures throughout the whole tour.

Reach for this event: 5 students; and 1 media representative

Target Audience: university students and media





Proudly SA member student visit (Nissan SA), 21 June 2022

Proudly SA took students from the Johannesburg Institute of Technology and Rostec College to Proudly SA member company Nissan in Rosslyn Pretoria. The trip was quite anticipated as once students heard about this visit, they applied in numbers.

The day began with a huge welcome from the Nissan Team, as the Corporate Communications & Affairs Officer, Mamokhele Sebatane, and Tiisetso Kwape, Government Relations Manager, were outside, eagerly waiting to meet the students.

Our first part of the trip was a welcome presentation from Vuyokazi Qhube the Communications Lead for the Nissan African Unit spoke about how Nissan began and also gave us an idea of the changes and future ideas that Nissan is implementing.

We then heard from the Health and Safety officer who gave us guidelines and PPE for the Tour. The factory tour was such a huge eye-opener. The students got to see the conveyer belt moving and see cars being assembled by the Nissan engineers

and electronic robotics. The students also got to experience the high-quality assurance that has been put into place to make sure the cars are coming out have no defects.

The trip had students eager to get into the automotive industry as the day's information, experience and exposure gave them more encouragement to be part of this industry.

Reach for this event: 9 students in the automotive industry

Target Audience: students in the automotive industry





Hulets Student Member Visit, 19 September

As a continuation of our member student visits, which started around youth month last year, as we saw a need for university/colleague students and how we can expose them to job opportunities. These visits were a great success, we thought to continue and kick off our new fiscal year with the Sugar Sector.

On 19 September 2022, Proudly SA and partner Tongaat Hulets invited eight students who are studying Food Science and Biotechnology to xxx. The students were treated to a lovely reception by the Hulets employees who began by the day by introducing themselves.

The presentations began with the Training Officer (Mpha) explaining the process of making and processing sugar. The students then donned safety gear and headed into the factory.

The students began with the Off-Loading Bay where they saw trucks offload sugar silt – then into the sugar storehouse where tons and tons of unprocessed sugar were laying. The students then go to see the processing factory where the boilers and all kinds of processing equipment were. This equipment was controlled by an engineer who checks the sugar barrels and sugar levels constantly. We then made our way to the packaging factory where we saw machines that package the sugar we use. These machines package over 50 packs per minute. The tour was an eye-opener for the students. They got to see the process of making sugar and all it entails.

Reach for this event: 8 students from the Durban University of Technology who are studying Biotechnology and Food Science

Target Audience: students studying in the Food Technology sector



02 PR, Communications and Media



SUMMARY

April - June 2022

The first quarter of the 2022/2023 financial year saw the onboarding of new media monitoring service, Novus Media Monitoring. This is a result of a procurement process that followed the end of Proudly SA's contract with Newsclip, who had serviced the campaign for over six years.

As part of our student-factory visit campaign, we took five young students and a member of the media to the factory of local furniture manufacturer, Angel Shack, in Midrand, South Africa, and to their showroom in Illovo. These visits aim to expose the youth to what happens behind the scenes of South Africa's well-known and most loved brands and industries and expose media to the jobs value chain they create.

In celebration of International Tea Day in May, Proudly SA hosted a Local High Tea event in Musgrave, KZN to celebrate the industry and to highlight our members in that field. This event was preceded by a media blitz which saw the PR team secure interviews with local media outlets Lotus FM, Vibe FM, Gagasi FM and Isolezwe.

The latter portion of Quarter 1 was a hive of activity with preparations of our inaugural Local Wine Expo at their peak. We took 10 young students to Nissan South Africa's factory in Rosslyn, north of Pretoria where they enjoyed an in-depth tour of the goings on of the South African vehicle manufacturer.

Proudly SA hosted a Local Market Day in partnership with Melrose Arch. The event aimed to give our members who are in the crafts, home industries and cosmetics space a platform to promote their local products to locals and tourists and offer a local social experience.

We also hosted a Meet & Greet session, a new quarterly engagement we have with new members to introduce them to the Buy Local movement, and to advise them on ways in which their membership can be used optimally. The first quarter saw the PR team amass coverage worth R10,5 million in PR value, and surpass the annual social media growth target of 2%.

JULY - SEPTEMBER 2022

PR underwent a series of media and consumer-facing activities during Quarter 2. These activities include the brand-owned Local Fashion Police 2.0 and the Impact of Localisation in South Africa (if any) media events. In addition, PR and Events hosted its first owned Wine Expo during this period to further entrench the organisation and its call to enhance locally made products/services.

Localisation is the centrepiece of the South African spectrum, indicated through the second leg of the LFP launch - a campaign designed to put local fashion designers at the helm of consumers' buying choices.

Proudly SA prides itself in being innovative; as such, the third instalment of the report titled 'Revitalisation of Manufacturing in South Africa' was released. Affording us the right to unpack the insightful findings through a regional roadshow which started in Gauteng and would later visit other regions.

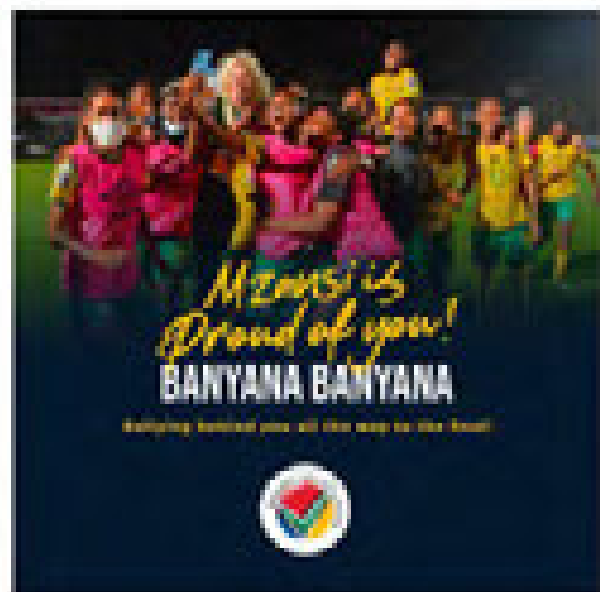
In partnership with our member company Hulleys, we took seven students in the food, science and technology industries to the factory. The students had the opportunity to learn about the roles in this sector, such as food technologists and food and safety.

Social media pages were interactive as Proudly SA engagements included member company support and a high focus on brand-owned activities.

Proudly SA interacted with key industry players in the food, drink and music areas, namely, the DSTV Delicious Festival and South African Music Awards, where we ran a Win A Car Competition to celebrate local is lekker music.

In the true spirit of Mzansi, celebrations occurred when Banyana Banyana reigned supreme at the Women's Africa Cup of Nations, bringing the cup of nations. Proudly SA took on a brave stance by calling for appropriate recognition of women's football in South Africa.

The second quarter achieved a PR value of R46 994 877, garnered through press release syndication and interview opportunities with the CEO and CMO. We maintained the 2% engagement rate across our social media platforms.



SEPTEMBER - DECEMBER 2022

Quarter three of 2022 was an exciting period for Proudly SA. During this period, PR entrenched the brand's ethos in 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 Impact of Localisation, which took place in KZN and Cape Town. We then followed with a big LFP finale meets Music event to celebrate Proudly SA's 21st anniversary and conclude the LFP social media competition. The objectives of the events were:

- To educate consumers, media and companies about the importance of localisation.
- To emphasise the importance of buying local and highlighting the role people play in creating jobs and boosting the local economy.
- To increase brand awareness and establish brand relevance and affiliation.

Impact of Localisation in SA

A regional roadshow held in KZN and Cape Town exposed media representatives and consumers to the findings of Proudly SA's revitalisation in manufacturing research. The report drives a key message on 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 and undertaken by Dr Iraj Abedian, the report was well received and is meant to counter the views by the localisation naysayers in the public domain.

Local Fashion Police Finale

Proudly SA launched the second leg of the LFP event. 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, with the four winners showing their designer garments to 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 included 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 Women of Success event. Proudly SA's CEO (Eustace Mashimbye) and CMO (Happy MaKhumalo Ngidi) explained the 'buy local to create jobs' mandate. In addition, we created an opportunity to reach more consumers through existing platforms or events by targeting some of the fundamental areas of importance in our sectors.

JANUARY - MARCH 2023

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

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

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

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

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

The media launch of the event was well attended by relevant media houses and platforms. We saw the likes of SABC News, Newzroom Afrika, many community publications (online, broadcasting and print). We had to keep the momentum going, and we ensured that our CMO and CEO were kept busy through interview opportunities from Radio 2000, Jozi FM, Eldos FM and many other media channels that helped us to connect with our customers.

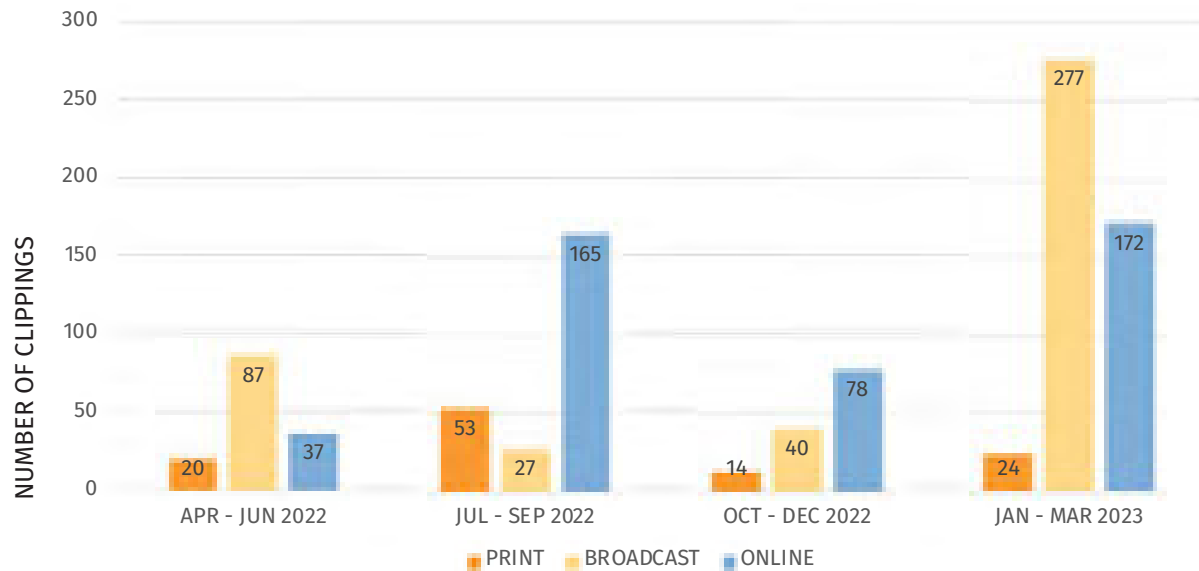
The days we were finally waiting for arrived, the Buy Local Summit & Expo was extremely busy with all the activities taking place. PR ensured that the buzz was maintained by organising interviews on various media platforms from 702 to youth inspired radio stations such as YFM. We understood that the Buy Local Summit & Expo is a national event, so we got KZN's Gagasi FM and Mpumalanga's Rise FM to hit the road and cover the festivities. During this period, we collaborated with media platforms who aided in cascading our messaging further. The media partners were: SABC News, Radio 2000, SAFM, Metro FM, 702, Gagasi FM, eNCA, UJFM, VOW FM, Power FM, Opulence Radio, Rise FM, EWN, Alex FM and YFM offering OB and live reads.

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

The Buy Local Summit & Expo gave birth to the first ever Presidential Localisation Dinner which saw key industry leaders being appreciated for their localisation commitments. We invited select media to attend the event: Sunday Times, SABC News and eNCA. Social media was also active throughout the day, as we kept consumers who couldn't make it on the days updated via our platforms.

1.2.1 Clip Count Analysis

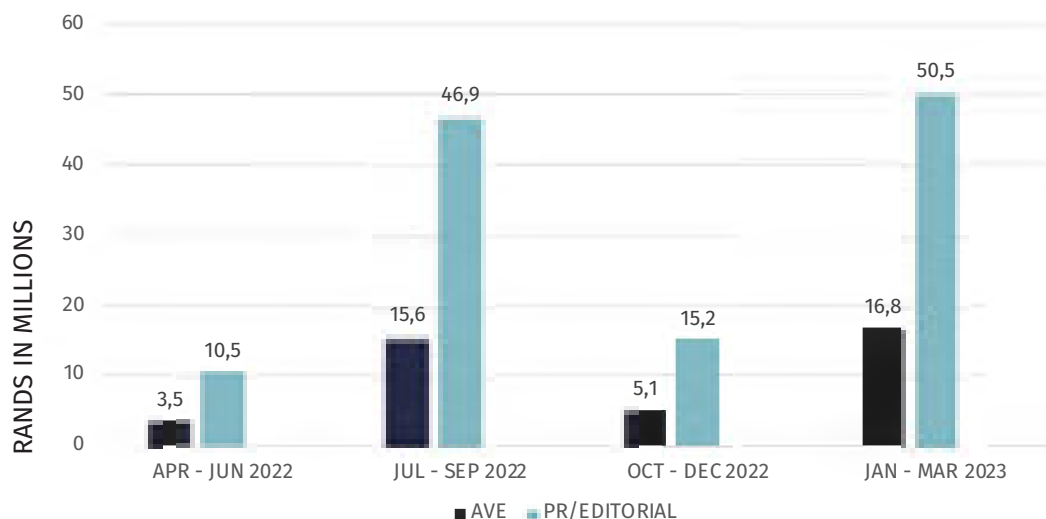
The clip count comparison illustrates the total number of media clippings for each media platform, i.e. print, broadcast and online for the financial year.



1.2.2 AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded for the 2022/2023 financial year is R41 million and the PR/editorial value translates to R123 million.

AVE ANALYSIS: 2021/2022 Financial Year



1.2.3. Press Releases/Op Eds/ Media Articles

The following were issued during the 2022/2023 financial year:

No.	Date	Release/Commission	Title
1	19 May 2022	Press release	Proudly SA celebrates local tea industry on International Tea Day
2	30 May 2022	Press release	The South African Vinyls Association takes up Proudly SA membership
3	May 2022	Opinion piece: Sunday Times Made in SA	Localisation is the key driver of economic recovery
4	10 June 2022	Media drop	Celebrating World Gin Day – stories of locally made gin
5	21 June 2022	Press release	Proudly South African to host inaugural Local Wine Expo in Johannesburg
6	29 June 2022	Press release	Proudly South African to champion the best of local wines at upcoming expo in Johannesburg
7	30 June 2022	Media drop	Profiling a selection of exhibitors from the Local Wine Expo
8	7 July 2022	Press release	Proudly SA calls on SA to raise a glass to local winemakers
9	12 July 2022	Press release	Local wineries in the spotlight at Proudly SA inaugural local wine expo
10	19 July 2022	Opinion piece (Business Media Mag)	Reset, Rebuild, Recover, and Buy Local
11	25 July 2022	Press Release	Proudly South African lauds well deserved Banyana heroines' welcome, calls for appropriate recognition of women's football in SA
12	10 Aug 2022	Press Release	Don't be the scene of a fashion crime! Local Fashion Police in back to reward you for wearing your fab SA made threads
13	23 Aug 2022	Press Release	Proudly SA partners with SA Music Awards for SAMA28
14	8 Sep 2022	Press Release	Proudly South African releases findings of study aimed at revitalising South Africa's Manufacturing sector
15	10 Oct 2022	Press release	Have you heard? Proudly South African's Local Fashion Police competition has been extended!
16	14 Oct 2022	Press release	KZN - New research on SA's manufacturing sector backs up the country's long running Buy Local campaign
17	19 Oct 2022	Press release	CT - New research on SA's manufacturing sector backs up the country's long running Buy Local campaign
18	11 Nov 2022	Press release	The Local Fashion Police have chosen the Top 10
19	17 Nov 2022	Blurb	Proudly South African business roadshow kicks off in Limpopo
20	17 Nov 2022	Press release	Arresting stuff! Proudly SA's Local Fashion Police unveil four winners of R20K worth of local fashion
21	1 Dec 2022	Press release	Proudly South African Celebrates its 21st Birthday Party with a Fashion-Meets-Music Evening

No.	Date	Release/Commission	Title
22	6 Dec 2022	Opinion piece	PROUDLY SA: Sometimes, a little light in the tunnel can make the journey to the end easier
23	12 Dec 2022	Pitch-angle	Wishing you a happy festive season (press drops)
24	13 Dec 2022	Awareness e-card	Social media boot camp
25	18 Dec 2022	Festive season media pitch write-up	We have the power to change our fate as South Africans
26	27 Jan 2023	Press release	Proudly SA Provincial Business Forum to be hosted in Mbombela, Mpumalanga
27	7 Feb 2023	Press release	Proudly SA places spotlight on Clothing and Textiles Sector ahead of SONA
28	14 Feb 2023	Press release	A perfect match this Valentine's Day: Proudly SA & Lift Airlines hit it off by showing off some local Love in the Air for unsuspecting passengers!
29	16 Feb 2023	Press release	Proudly SA celebrates Ennerdale winner - locally made Toyota Cross
30	20 Feb 2023	Press release	Local SMMEs & entrepreneurs converge at Proudly SA Business Forum in Durban
31	28 Feb 2023	Press release	Goodyear South Africa tyres certified Proudly South African
32	2 Mar 2023	Opinion piece	The imperative of industrial localisation in SA
33	9 Mar 2023	Press release	The Buy Local Summit & Expo returns for its 11th edition
34	17 Mar 2023	Press release	All set for 11th Annual Proudly SA Buy Local Summit & Expo
35	24 Mar 2023	Press release	More than 200 companies on show at the 11th annual Proudly SA Buy Local Summit & Expo
36	29 Mar 2023	Press release	The 11th Annual Proudly SA Buy Local Summit & Expo closes with a bang
37	30 Mar 2023	Op Ed: Top Empowerment mag	Localisation: The perfect ingredient for economic growth

1.2.4. Press Releases/Op Eds/ Media Articles

Below is a table that illustrates Proudly SA's following across the various social media platforms.

	Mar 2022	June 2022	Sep 2022	Dec 2022	March 2023	Financial year growth
Facebook likes	27 222	27 838	29 533	33 083	34 182	6 960 (25.6%)
Facebook follows	44 110	46 962	50 629	52 196	56 746	12 636 (28.6%)
Instagram	15 250	15 871	17 210	18 200	19 739	4 489 (29.4%)
LinkedIn	4 247	4 526	4 879	5 036	6 064	1 817 (42.8%)
Twitter	180 221	182 386	183 975	184 621	185 514	5 293 (2.9%)
YouTube	503	521	552	616	632	129 (25.6%)
TikTok	36	57	195	220	505	469 (1 302%)
TOTALS	271 589	278 161	286 973	293 972	303 382	31 793 (11.7%)

During this period, Proudly SA hosted a #YouthMonth Twitter Space dialogue with Nkosinathi Moshwana from Primestars, and hosted #LocalFriday Instagram discussions with Minnie Dlamini, Sello Maake kaNcube and Kenneth Nkosi.

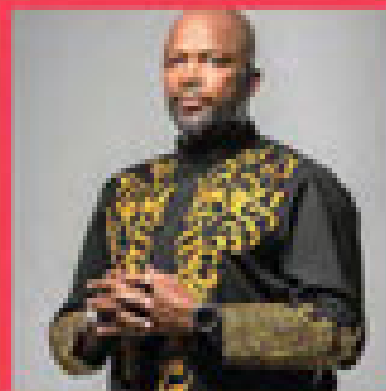
#LocalFridays



KENNETH NKOSI



MINNIE DLAMINI

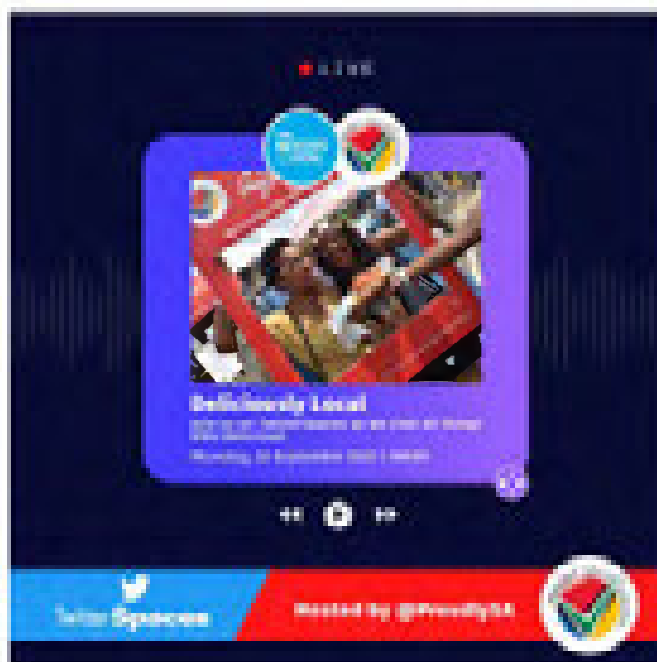
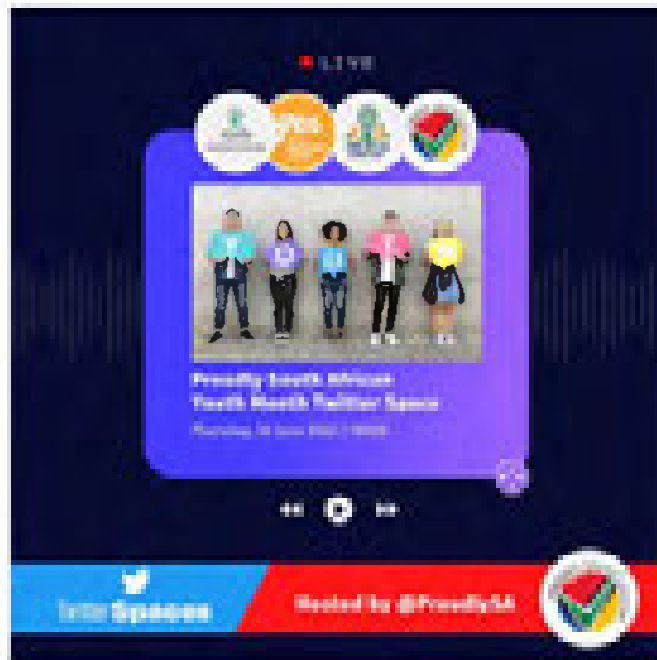


SELLO MAAKE kaNCUBE

Twitter Spaces

To spread the localisation narrative, we hosted strategic conversations via the Twitter platform. The following Spaces took place:

- 30 June 2022: Proudly SA #YouthMonth Space
- 22 September 2022: Proudly SA @ #DeliciousFestival2022
- 7 February 2023: Pre-SONA conversation with GCIS – Impact of Localisation on SA Fashion Industry



1.2.5. Media visits/engagements

Engagement is important to build and strengthen good working relationships with the media. We managed to engage and interact with members of the media through marketing events and campaigns. We also hosted media for networking opportunities engaging them on the Buy Local campaign. Relationships built and maintained through the media platforms listed in the table below.

Morning Live	Retail Brief	OFM
Metro FM	YFM	Durban Youth Radio
702	Jozi FM	Vuma FM
EWN	Alex FM	Lotus FM
Radio 2000	East Coast Radio	The Mercury
iLanga Newspaper	Good Hope FM	News 24
Bizcommunity	Power FM	Mpumalanga Mirror
Farmers Weekly	Vuk'uzenzele	Limpopo Observer
SAFM	GCIS Radio	Capricorn FM
Rise FM	Newzroom Afrika	Energy FM
UJ FM	CNBC Africa	Motshweding FM
VOW FM	Radio Khwezi	Phalaphala FM
Tshwane FM	Gagasi FM	Thobela FM
ENCA	SABC News	Mpumalanga TV
Sunday Times Live	Lesedi FM	Central TV

1.2.6. Summary of media coverage

The table below is a summary of media coverage received during this quarter.

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-03-01	African OS & H	Inyati Lemaitre safety footwear	Print	13634
2022-03-01	Engineering Africa	MAVERICK GENERATORS	Print	16642
2022-03-28 04:05:57	Get It Magazine	Healthful bone broth - Get it Highway & Berea	Online	2354
2022-03-28 05:10:26	News Portal	Killer of Sibusiso Khwinana who starred in locally-made film 'Matwetwe' to be sentenced	Online	850
2022-03-28 09:19:12	Howzit	Hibachi tabletop grill - For Sale Cape Town Western Cape - Howzit Classifieds	Online	25084

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-03-28 09:47:12	My PR	Capetonians get ready to #RunYourCity at the Absa RYC WARM UP RUN #2 powered by PUMA NITRO!	Online	8606
2022-03-28 09:49:34	Gauteng Online Lifestyle Magazine	7 tips to avoid wasting food for smaller households	Online	1850
2022-03-28 13:41:47	Engineering News	Green hydrogen energy supply to local communities envisaged by Anglo	Online	49578
2022-03-28 13:42:46	Mining Weekly	Green hydrogen energy supply to local communities envisaged by Anglo	Online	133020
2022-03-28 13:43:58	Polity	Green hydrogen energy supply to local communities envisaged by Anglo	Online	37454
2022-03-28 14:05:37	Good Things Guy	Joburg SPCA Kick Off Autumn Appeal to Prepare for Coming Cold Weather	Online	123084
2022-03-28 14:24:00	Sharenet	BEL - BELL EQUIPMENT LIMITED - Provisional Audited Results for the year ended 31 December 2021	Online	36364
2022-03-28 21:06:35	My Cape Town	Capetonians get ready to #RunYourCity at the Absa RYC WARM UP RUN #2 powered by PUMA NITRO!	Online	12528
2022-03-29	Business Day - Companies and Markets	SHORT FORM ANNOUNCEMENT PROVISIONAL AUDITED RESULTS FOR THE YEAR ENDED 31 DECEMBER 2021	Print	41939
2022-03-29 05:00:00	New Frame	Hunger stalks Cameroonians as food prices spike	Online	80000
2022-03-29 07:05:36	Polity	B-BBEE Annual conference to reflect on the 18 years of the B-BBEE policy and legislation	Online	37454
2022-03-29 07:24:28	Stillwater Sports	Get ready to RUN.CLIMB.RUN with the Absa RUN YOUR CITY Series Running Club on Strava! - Stillwater Events	Online	850
2022-03-29 08:13:54	My PR	Get ready to RUN.CLIMB.RUN with the Absa RUN YOUR CITY Series Running Club on Strava!	Online	8606
2022-03-29 10:05:25	EGSA	Green hydrogen energy supply to local communities envisaged by Anglo	Online	850
2022-03-29 10:06:22	Hi-Tech Security Solutions	Digital Parks Africa grows its Samrand campus	Online	12117
2022-03-29 13:00:00	Independent Online (IOL)	Meet the Fashion Industry Awards SA winners	Online	80000
2022-03-29 14:25:51	MediaDon	COSATU statement on last year's 4th Quarter Unemployment numbers - COSATU	Online	850
2022-03-29 17:32:06	Economy24	From forex bonuses to segregated accounts: Khwezi Trade offers the whole package	Online	6000
2022-03-29 19:27:51	South Africa Today	Get ready to RUN.CLIMB.RUN with the Absa RUN YOUR CITY Series Running Club on Strava! - Sport	Online	11845

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-03-29 22:00:00	Daily Sun	Watch MasterChef SA season 4 finale tonight!	Online	80000
2022-03-30 03:45:00	Jacaranda FM	Meet the 'MasterChef SA' semi-finalists	Online	50798
2022-03-30 04:00:00	Italtile	Affirmations Sound & Vision Rectangular Bluetooth Mirror 600 x 800mm	Online	35536
2022-03-30 06:15:13	News24	Give your home a bold new winter makeover	Online	80000
2022-03-30 07:10:29	Business Link	Great Africa Hair Company: When proudly South African brands join forces, great things happen	Online	1978
2022-03-30 07:52:00	Fullview	Cosatu - Unemployment figures alarming and require decisive leadership.	Online	2832
2022-03-30 09:30:36	Briefly	Durban will host Red Bull's Car Park Drift 2022, promising high octane drifts	Online	80000
2022-03-30 10:50:24	HVACR Online	South African businesses commit billions towards localisation to grow the economy	Online	1832
2022-03-30 11:47:45	African Review	James Fisher Subtech SA completes B-BBEE transaction	Online	5713
2022-03-30 12:26:10	Freight News	Cosatu calls on government to urgently fix SOEs to alleviate jobs	Online	2422
2022-03-30 13:05:45	SAMDB News	As MasterChef SA Season 4 Enters Its Final Week, A Look Back At Some Of Its Highlights And Most Outstanding Moments	Online	1724
2022-03-30 14:42:47	SAfm	SAfm - Living Redefined @ 14h45 - Proudly SA	Broadcast	31212
2022-03-30 21:41:58	Inside Politics	FOOD: Mustards hold potential to change up cooking	Online	850
2022-03-30 22:00:00	Show Me	Esté Gross, Hemelbesem and UP Youth Choir join forces with new single!	Online	280044
2022-03-31	Cape Times - Business Report	Is the National Treasury serious about job creation and campaign to buy local?	Print	48659
2022-03-31	District Mail/ DistriksPos	Fastest growing sport hits the basin	Print	12043
2022-03-31	Pretoria News - Business Report	Is the National Treasury serious about job creation and campaign to buy local?	Print	99355
2022-03-31	The Mercury - Business Report	Is the National Treasury serious about job creation and campaign to buy local?	Print	150087
2022-03-31	The Star - Business Report	Is the National Treasury serious about job creation and campaign to buy local?	Print	100003
2022-03-31	The Star Late Edition - Business Report	Is the National Treasury serious about job creation and campaign to buy local?	Print	98220

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-03-31 03:00:37	Parenting Hub	KOA ACADEMY HIGHLIGHTS THE ADVANTAGES OF AN IEB EDUCATION IN A GLOBALISED WORLD	Online	1586
2022-03-31 06:49:18	Briefly	This is the Lotus Eletre, the world's first hyper electric SUV with over 450kW	Online	80000
2022-03-31 12:49:28	Glamour	Q&A: Designer Zamaswazi Nkosi's 'African meets West' couture is capturing the attention of South Africa's A-listers	Online	13332
2022-03-31 15:05:19	Briefly	Volkswagen SA backed reading projects in Kariega have helped over 6000 kids	Online	80000
2022-03-31 17:00:00	Independent Online (IOL)	Is National Treasury serious about job creation?	Online	80000
2022-03-31 17:31:57	JoziGist	Esté Gross, Hemelbesem and UP Youth Choir join forces with new single!	Online	8244
2022-03-31 17:46:45	Daily Entrepreneur	Legends Barbershop lands retail products on Dis-Chem shelves - Daily Entrepreneur SA	Online	850
2022-03-31 19:24:37	Daily Entrepreneur	A cut above the rest: when proudly SA brands join forces	Online	850
2022-03-31 19:24:37	Daily Entrepreneur	Date for SAFW'22 Spring/Summer Collections showcase is set	Online	850
2022-03-31 22:00:00	Daily Sun	Martin's designer FINGERS!	Online	80000
2022-03-31 22:10:25	Engineering News	Local paper recycling has room to grow - association	Online	49578
2022-03-31 22:46:46	Mining Weekly	Local paper recycling has room to grow - association	Online	133020
2022-03-31 22:58:50	Engineering News	Nathrol Engineering	Online	49578
2022-03-31 23:12:51	SAMDB News	And The Winner Of MasterChef South Africa Season 4 Is ...	Online	1724
2022-04-01	Booze News	Black Crown	Print	11142
2022-04-01	Booze News	Gr8dient Vodka: A Unique South African Vodka in a Sea of International Vodka Brands	Print	11719
2022-04-01	Booze News	Rocco Torro - A Proudly South African Tequila	Print	12435
2022-04-01	Cape Times - Business Report	Digital solutions you can bank on to streamline your business operations	Print	179630
2022-04-01	Engineering News and Mining Weekly	Nathrol Engineering	Print	41727
2022-04-01	Franschhoek Tatler	Tatler Motoring	Print	3779
2022-04-01	HQ Horse Quarterly	more products we love	Print	11454
2022-04-01	Plus 50	Imtiaztakes charity to a new level	Print	42966
2022-04-01	ProAgri	Stay safe with Roboguard Wireless Outdoor Security beams	Print	12100

Allocation Date	Media	Page No / Programme	Service	AVE (Rands)
2022-04-01	The Green Agenda	THOUGHT LEADERSHIP	Print	20541
2022-04-01	The Newspaper	3 Benefits of investing in Cyprus	Print	18736
2022-04-01	The Newspaper	RubberRoofs™ Growing to become SA's First Choice in Waterproofing	Print	4544
2022-04-01	True Love	THE RISE AND RISE OF SCALO	Print	144672
2022-04-01	Voices of Local Government	SBS - YOUR TRUSTED WATER STORAGE SOLUTIONS PARTNER	Print	45555
2022-04-01 05:56:58	SA Franchise Brands	Mike's Kitchen	Online	1850
2022-04-01 05:56:58	SA Franchise Brands	Yami Pizza	Online	1850
2022-04-01 06:00:34	Farmers Weekly	Agricultural implements: Why buying local is still the way to go	Online	48741
2022-04-01 07:55:26	Food & Home	And the winner of MasterChef SA season 4 is...	Online	6286
2022-04-01 08:05:50	MamaMagic	Expo Exhibitors	Online	1592
2022-04-01 08:20:04	You FM	You FM - You with the Boys @ 08h15 - Proudly SA	Broadcast	144171
2022-04-01 09:45:15	Food For Mzansi	Game meat: Food inspiration with a wild twist	Online	19942
2022-04-01 10:06:10	B2B Central	Italtile Emboss Range	Online	19966
2022-04-01 10:12:27	The Small Business Site	Love Jacaranda - side hustle turned successful online business promoting local products	Online	8114
2022-04-01 12:29:42	Galore SA	ESTÉ GROSS, HEMELBESEM AND UP YOUTH CHOIR JOIN FORCES TO BRING HOPE AND UNITY WITH NEW SINGLE	Online	13320
2022-04-01 14:44:19	Mzansi Travel	Four dynamic rural tourism experiences on the KZN South Coast	Online	850
2022-04-01 15:39:44	Dstv	And the winner of MasterChef South Africa Season 4 is...	Online	80000
2022-04-02 03:04:03	Channel Africa	Africa of the Future @ 03h00 - Proudly South African	Broadcast	1104
2022-04-02 04:00:00	Bedfordview and Edenvale News	Grant nails her SA hat-trick	Online	2470
2022-04-02 04:00:00	Kempton Express	Grant nails her SA hat-trick	Online	3063
2022-04-02 06:45:00	TV with Thinus	2022 10th Silwerskermfees - Day 1: Programme director Ricky Human on the growing need to tell authentic local stories.	Online	5133
2022-04-02 06:53:00	TV with Thinus	Silwerskerm Film Festival - Day 2: Showcasing the tenacity of South Africa's film industry.	Online	5133
2022-04-02 08:00:00	CSR News SA	CSI Reporting - What Are The Leaders In The Mining Industry Doing?	Online	850

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-02 11:30:06	Miziziyangu	SA Fashion Week maps the sustainable way forward as it celebrates 25 Years as SA'S Top Designer Platform	Online	850
2022-04-02 19:48:30	It's a Sher thing	#BreatheEasierSA This Winter with RespiClear Decongestant Range	Online	7920
2022-04-02 21:21:02	Absolute Mama	Clean beauty is the future - here's how to scrub up your regime	Online	8604
2022-04-03	The Sunday Times	Just what the doctor ordered	Print	195326
2022-04-04 01:00:19	HVACR Online	South African businesses commit billions towards localisation to grow the economy - RACA Journal Publication	Online	1832
2022-04-04 05:00:00	Mzansi Life and Style	SA Fashion Week 2022	Online	850
2022-04-04 06:00:35	Get It Magazine	Fabric, flair & fun - Get it Joburg North	Online	2354
2022-04-04 06:29:22	ProAgri	Stay safe with Roboguard Wireless Outdoor Security beams	Online	1814
2022-04-04 07:34:30	First Africa Guide	Agricultural implements: why buying local is still the way to go	Online	850
2022-04-04 08:51:30	My PR	Entries open for 2022 Absa RUN YOUR CITY JOBURG 10K - Jozi's largest Heritage Day Celebration!	Online	8606
2022-04-04 09:51:57	AllAfrica	Cameroon: Hunger Stalks Cameroonians As Food Prices Spike	Online	550000
2022-04-04 12:08:54	African Petrochemicals	Proconics proudly announces Sasol PEI&T partnership	Online	850
2022-04-04 13:32:15	My Jhb	Entries open for 2022 Absa RUN YOUR CITY JOBURG 10K - Jozi's largest Heritage Day Celebration!	Online	850
2022-04-04 14:51:58	Famous	Welcome to Wow	Online	7920
2022-04-04 16:35:03	MyZA	Entries open for 2022 Absa RUN YOUR CITY JOBURG 10K - Jozi's largest Heritage Day Celebration!	Online	7128
2022-04-04 18:03:14	Cape Town Etc	VIDEO: The 'Backstreet Boere' or 'JAN JAN JAN' are back with the shortest shorts in SA and a music video	Online	338436
2022-04-04 19:25:50	Yule Dark	New Podcast Series Explores The Biggest Catalogue Of African Music In The World	Online	1078
2022-04-04 21:12:48	Wikideals	Minor Car Service for 1 Vehicle at Goodwood Auto Clinic!	Online	24844
2022-04-04 21:19:38	My Pretoria	Entries open for 2022 Absa RUN YOUR CITY JOBURG 10K - Jozi's largest Heritage Day Celebration!	Online	850
2022-04-04 22:00:00	Daily Sun	Top actor happy to join Giyani: Land of Blood	Online	80000
2022-04-05 03:23:51	Buy PE	Entries open for 2022 Absa RUN YOUR CITY JOBURG 10K - Jozi's largest Heritage Day Celebration! - Press Release	Online	1598

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-05 04:49:44	AllAfrica	Africa: Angelique Kidjo and DJ Black Coffee Dedicate Grammy Wins to African Youth	Online	550000
2022-04-05 06:30:29	Twyg	6 Retail Spaces for Shopping South African Fashion Brands	Online	2464
2022-04-05 06:54:22	Stillwater Sports	Run the Absa RUN YOUR CITY DURBAN 10K in support of five local charities! - Stillwater Events	Online	850
2022-04-05 07:13:13	Spotong	Eggsellent Eggs: Striving For Excellence Despite Challenges in Business	Online	2742
2022-04-05 07:15:06	AllAfrica	Liberia: Legislature - Why It Needs to Ratify AML Deal	Online	550000
2022-04-05 09:00:02	African Safaris	New SA wine range, Sinbad Wines, finds a home at ANEW Hotels & Resorts - African Safaris International	Online	8136
2022-04-05 10:33:39	My PR	Run the Absa RUN YOUR CITY DURBAN 10K in support of five local charities!	Online	8606
2022-04-05 10:34:19	My PR	Global running star sets sights on Absa RUN YOUR CITY CAPE TOWN 10K	Online	8606
2022-04-05 10:41:01	2oceansvibe News	Remember That Boerboel 'Two-Tone' Brand? There's Now An Outrageous ...	Online	80000
2022-04-05 13:06:39	HVACR Online	News - RACA Journal Publication	Online	1832
2022-04-05 13:14:27	Africa Briefing	Angelique Kidjo and DJ Black Coffee dedicate Grammy wins to African youth	Online	2755
2022-04-05 18:26:24	SA Chef Media	Klein River Cheese is handmade, hand brushed and hand cut	Online	850
2022-04-05 18:32:30	BWTH Blog	Ground-breaking SA rugby film launching on SuperSport	Online	2446
2022-04-05 22:00:00	Design Indaba	Designing with empathy	Online	21722
2022-04-06	Daily Sun	CRESELDAAH TAKES ON ACTING SPACE!	Print	55615
2022-04-06	Express Bloemfontein	Local buy-in rallied at summit	Print	3178
2022-04-06	Sowetan KwaZulu-Natal	Stokvels can create jobs and actual wealth opportunities - Lengolo	Print	165637
2022-04-06	Sowetan KwaZulu-Natal Second Edition	Stokvels can create jobs and actual wealth opportunities - Lengolo	Print	163553
2022-04-06	Sowetan Second Edition	Stokvels can create jobs and actual wealth opportunities - Lengolo	Print	161916
2022-04-06 02:07:21	News24	Local buy-in rallied at summit	Online	80000
2022-04-06 06:53:15	Infrastructure News	70 years of pump innovation	Online	13440
2022-04-06 08:08:51	Tech Central	Digital Parks Africa to grow its Samrand campus to 22MVA	Online	54642
2022-04-06 08:19:50	Banoyi	Digital Parks Africa to grow its Samrand campus to 22MVA	Online	18036

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-06 12:18:00	Banoyi	Stokvels can create jobs and actual wealth opportunities - Lengolo	Online	18036
2022-04-06 13:11:03	Garden And Home	7 Ways to create a more mindful home - SA	Online	39924
2022-04-06 22:00:00	South African Government	Minister Naledi Pandor: South African Heads of Mission Conference	Online	850
2022-04-07	False Bay Echo	Proudly South African: Dune Growberty	Print	4330
2022-04-07	The Citizen	Zoe 's story of gratitude	Print	65364
2022-04-07 04:00:00	The Media Online	Media Moves: SANEF 'appalled' by INMA shortlisting 'baby trade' story, Lesole Kodisang joins Rapt Creative, Super-Sport launching ground-breaking SA rugby ...	Online	27498
2022-04-07 04:02:18	Mining Weekly	Mining a big driver of Victoria economy - report	Online	133020
2022-04-07 04:54:07	Engineering News	Mining a big driver of Victoria economy - report	Online	49578
2022-04-07 05:26:21	Décor And Design	Ferreiras: Does Buying Local Matter?	Online	21505
2022-04-07 07:53:36	The Newspaper	RubberRoofs™ Growing to become SA's First Choice in Waterproofing	Online	15732
2022-04-07 08:42:00	947	Durban City Guide: Warm up with games and treats this rainy weekend	Online	32887
2022-04-07 09:14:58	Eye Witness News	Durban City Guide: Warm up with games and treats this rainy weekend	Online	80000
2022-04-07 15:00:58	Cape Town Etc	Join some proudly South African stars in a game of Padel at Camps Bay	Online	338436
2022-04-07 15:11:40	AllAfrica	South Africa: Minister Naledi Pandor - South African Heads of Mission Conference	Online	550000
2022-04-08	Soweto Urban, Dobsonville	Promoting local products for jobs	Print	12257
2022-04-08 03:53:39	Banoyi	Business Maverick: Ukraine Update: EU Bans Russian Coal Imports in First Energy Hit	Online	18036
2022-04-08 08:23:22	Getaway	Exciting new show: Halala African Show is coming to Cape Town	Online	8264
2022-04-08 09:54:08	The Diplomatic Society	Positioning South Africa's Diplomacy to Advance our Domestic Priorities	Online	850
2022-04-08 10:39:39	Daily Maverick	KHUTSONG TREASURE: The lovely local food of the other Rivonia Market	Online	80000
2022-04-08 12:08:01	Banoyi	KHUTSONG TREASURE: The lovely local food of the other Rivonia Market	Online	18036
2022-04-08 12:53:50	Briefly	President Cyril Ramaphosa spotted at launch of Isuzu's new D Max bakkie in EC	Online	80000
2022-04-08 13:12:40	Mining Weekly	Kenmare makes good progress on sustainably initiatives	Online	133020

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-08 14:19:28	Politicsweb	Non-aligned position doesn't mean we condone Russia's actions - Naledi Pandor	Online	50293
2022-04-08 14:33:55	Engineering News	Kenmare makes good progress on sustainably initiatives	Online	49578
2022-04-08 21:20:32	Politicsweb	Non-aligned position doesn't mean we condone Russia's actions - Naledi Pandor	Online	50293
2022-04-08 22:17:49	Wine	New SA wine range, Sinbad Wines, finds a home at ANEW Hotels & Resorts	Online	24355
2022-04-09 09:04:57	Woman & Home	How to create healthy and delicious meals without the waste	Online	2415
2022-04-09 20:58:50	Retail Brief Africa	L'Oréal recalls Dark and Lovely relaxer products over chemical imbalance	Online	2716
2022-04-10 01:13:29	CapeTalk 567 AM	CapeTalk 567 AM - Best Of Cape Talk @ 01h15 - Proudly South African	Broadcast	2251
2022-04-11 06:30:15	Wine News	Your local guide to people of colour wine brands	Online	2780
2022-04-11 08:20:45	Supermarket & Retailer	L'Oréal recalls Dark and Lovely relaxer products over	Online	2660
2022-04-11 11:44:50	My PR	Enjoy an active start to the long weekend at the Absa RYC WARM UP RUN #3 powered by PUMA NITRO! - Page 2	Online	8606
2022-04-11 11:52:12	The Guide Online Magazine	ATLANTIC "APARA O TLALE" LAUNCHES KASI CLOTHING BRAND IN SOUTH AFRICA - WE CHAT TO THE FOUNDER, HARDLEY	Online	5724
2022-04-11 13:00:44	Guzzle	L'Oréal recalls Dark and Lovely hair relaxer product	Online	69471
2022-04-11 13:41:36	Daily Tourism Update	Newly launched SA wines find a home at ANEW	Online	45912
2022-04-11 13:50:52	My Pressportal	Plantation Security Shutters - Zero Compromise	Online	5618
2022-04-11 13:56:38	My PR	An Easter shopping experience that is made for you at Hyde Park Corner	Online	8606
2022-04-11 13:59:07	My PR	A Winter collection that makes a statement at Hyde Park Corner	Online	8606
2022-04-11 16:18:48	South Africa Today	A Winter collection that makes a statement at Hyde Park Corner	Online	11845
2022-04-11 16:57:09	SEIFSA	comments on the draft preferential procurement regulations (2022)	Online	2509
2022-04-12 01:40:00	East Coast Radio	HELP: Durban business endures heart-breaking destruction, reaches out to KZN	Online	19116
2022-04-12 14:52:16	4AKID	Nunuki	Online	21812
2022-04-12 14:52:16	4AKID	Nunuki	Online	21812
2022-04-13 06:42:08	Carve	Pat on Brands Launches Top 16 Youth-Owned Brands Awards in South	Online	850

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-13 11:44:11	AllAfrica	Liberia: Foya Replants Trees to Defeat Deforestation	Online	550000
2022-04-13 12:00:15	The Deal Magazine	Pat on Brands Launches Top 16 Youth-Owned Brands Awards in South Africa - The Deal Magazine Africa	Online	850
2022-04-13 12:00:43	The Deal Magazine	Drip launches a new fragrance line - The Deal Magazine Africa	Online	850
2022-04-13 12:06:46	Woman & Home	Beauty Box: Get editor-approved products valued at over R3 000 for only R799	Online	2415
2022-04-13 15:10:00	Whatshotafrika	'Dynamic Love Duo' Become the Faces of Drip Fragrance	Online	15326
2022-04-13 15:10:00	ZAlebs	'Dynamic Love Duo' Become the Faces of Drip Fragrance	Online	80000
2022-04-13 15:49:00	Whatshotafrika	Sonia Mbele Bags a New Gig	Online	15326
2022-04-13 15:53:00	ZAlebs	Sonia Mbele Bags A New Gig	Online	80000
2022-04-14 09:50:00	Free Mail	DJ Zinhle and Murdah Bongz are the faces of Drip footwear's new fragrance 'Finesse by Drip'	Online	1315
2022-04-14 09:50:00	Free Mail	DJ Zinhle and Murdah Bongz are the faces of Drip footwear's new fragrance 'Finesse by Drip'	Online	1315
2022-04-14 09:50:00	The Citizen	DJ Zinhle and Murdah Bongz are the faces of Drip footwear's new fragrance 'Finesse by Drip'	Online	80000
2022-04-14 10:22:24	Zkhiphani	Drip Introduces New Fragrance Range, Finesse	Online	11309
2022-04-14 11:02:05	Décor And Design	Mohair Millshop: Ethical & Local Mohair Products You'll Love	Online	21505
2022-04-14 11:38:31	B2B Central	Durability, comfort and reliability in one safety boot	Online	19966
2022-04-14 12:29:49	My Pressportal	Free Therapy for Ukraine	Online	5618
2022-04-14 12:50:36	Business Tech Africa	Pat on Brands launches Top 16 Youth-Owned Brands Awards in South	Online	32580
2022-04-14 13:00:00	Media Update	Pat on Brands launches Top 16 Youth-Owned Brands Awards in SA	Online	46645
2022-04-14 15:16:01	Celebs Now	DRIP steps into New Fragrance Range "FINESSE"	Online	56700
2022-04-15	Engineering News and Mining Weekly	Proudly South African	Print	29068
2022-04-15 01:06:23	News Journal	Daily news update: Load shedding, KZN floods and health regulations extension	Online	850
2022-04-15 03:00:00	Free Mail	Daily news update: Load shedding, KZN floods and health regulations extension	Online	1315
2022-04-15 05:00:00	Boksburg Advertiser	Why nutrition is crucial to mental health	Online	1855
2022-04-15 15:32:46	West Coast Way SA	Riebeeck Valley First Fridays Weekend - plan your stay now!	Online	2014

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-17 09:55:20	Cyril Ramaphosa Foundation	Mohloli Secondary School receives 213 school chairs donation	Online	2550
2022-04-18 04:58:52	Ventureburn	Malawi banks on young tech innovators to trump cheap imports	Online	80000
2022-04-18 14:53:45	After12 Magazine	Pat on Brands Launches Top 16 Youth-Owned Brands Awards in South Africa	Online	850
2022-04-18 15:25:10	Affluencer	Kelly Rowland gifted with a pair of personalised Bathu sneakers (photo)	Online	850
2022-04-18 19:27:23	Soweto TV	Prime Time @ 19h15 - Proudly SA	Broadcast	28750
2022-04-19 03:00:00	Business Live	DAVID FURLONGER: Crossing the Ts and dotting the Cs	Online	80000
2022-04-19 06:39:06	Top Women	Clicks Group CEO Bertina Engelbrecht is shifting the dial	Online	2540
2022-04-19 09:39:24	South African Instrumentation & Control	Proconics announces Sasol PEI partnership - Proconics	Online	2534
2022-04-19 11:26:34	Soweto TV	All Day Off Peak @ 11h15 - Proudly SA	Broadcast	13455
2022-04-19 14:16:58	African Petrochemicals	Launching Sasol Rewards, a new rewards programme for Sasol's fuel customers and South African motorists at large	Online	850
2022-04-19 21:48:25	Banoyi	Localisation rules a hindrance to renewable energy	Online	18036
2022-04-19 21:53:45	South Africa Today	Fit & Fabulous at Hyde Park Corner	Online	11845
2022-04-19 21:57:34	Miziziyangu		Online	850
2022-04-19 21:57:34	Miziziyangu	Pat on Brands Launches Top 16 Youth-Owned Brands Awards in South Africa	Online	850
2022-04-19 22:00:00	Netwerk24	Berei maaltye soos 'n bobaas-kok - Tuis	Online	80000
2022-04-20	Express Bloemfontein	Innovation unlocks potential	Print	12969
2022-04-20 06:00:25	SABC3	Expresso @ 06h00 - Proudly South African	Broadcast	35880
2022-04-20 10:00:23	Banker X	GET ART SMART: AN INVESTING MASTERSTROKE	Online	2577
2022-04-20 10:14:53	Eastern Cape Industrial and Business	R102-million boost for EC auto manufacturing	Online	1072
2022-04-20 17:00:05	Free Mail	Elite Field deepens as more impressive names are announced for the 2022 Absa RYC CAPE TOWN 10K!	Online	1315
2022-04-20 18:21:52	OFM	OFM Business Hour with Olebogeng @ 18h15 - Proudly South African	Broadcast	39776
2022-04-20 22:00:00	Cars	Mercedes-Benz - Class (2022) Review	Online	80000
2022-04-21 05:42:53	Newzroom Afrika	Off Peak @ 05h30 - Proudly South African	Broadcast	231840

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-21 10:33:49	Good Things Guy	Atang Celebrates First Birthday After Successful Heart Procedure!	Online	123084
2022-04-21 10:40:02	MediaDon	COSATU is appalled by Rand Merchant Bank's disingenuous and reckless attack on local procurement - COSATU	Online	850
2022-04-21 10:43:13	Polity	COSATU is appalled by Rand Merchant Bank's disingenuous and reckless attack on local procurement	Online	37454
2022-04-21 11:38:45	GSport4Girls	4girls - Netball SA Joins Forces with Hollywoodbets	Online	2508
2022-04-21 12:28:17	Daily Tourism Update	Dancers capture the beauty of Tshukudu	Online	45912
2022-04-21 13:15:53	Gauteng Online Lifestyle Magazine	New local chocolate takes on international brands at half the price	Online	1850
2022-04-21 13:15:53	Gauteng Online Lifestyle Magazine	New local chocolate takes on international brands at half the price	Online	1850
2022-04-21 13:46:15	702	Afternoons with Relebogile Mabotja @ 13h45 - Proudly South African	Broadcast	121455
2022-04-21 16:00:20	Politicsweb	Rand Merchant Bank's attack on local procurement appalling - COSATU	Online	50293
2022-04-21 16:30:12	Boozy Foodie	New SA wine range, Sinbad Wines, finds a home at ANEW Hotels & Resorts #News - The Life and Times of	Online	850
2022-04-21 17:33:39	Alex FM	The KingsWay @ 17h30 - Proudly South African	Broadcast	5560
2022-04-21 18:14:44	Alex FM	Sports Avenue @ 18h00 - Proudly South African	Broadcast	13615
2022-04-21 18:41:49	You FM	You FM Sports @ 18h30 - Proudly South African	Broadcast	1457
2022-04-21 20:15:00	MyZA	Plantation Security Shutters - Zero Compromise	Online	7128
2022-04-21 21:44:33	CapeTalk 567 AM	The Aubrey Masango Show@ 21h45 - Proudly South African	Broadcast	19429
2022-04-21 22:01:04	Engineering News	Miner's results reflect commitment to host communities	Online	49578
2022-04-21 22:24:08	Mining Weekly	Miner's results reflect commitment to host communities	Online	133020
2022-04-21 22:37:47	Mining Weekly	Firm achieves expansion, creates new products	Online	133020
2022-04-22 00:00:55	702	'Govt must create support for local businesses' - Ramaphosa at Proudly SA Buy Local Summit and Expo	Online	79963
2022-04-22 00:00:55	702	'Govt must create support for local businesses' - Ramaphosa at Proudly SA Buy Local Summit and Expo	Online	79963
2022-04-22 01:43:08	Engineering News	Firm achieves expansion, creates new products	Online	49578
2022-04-22 04:00:09	Social TV	Mohloli Secondary School receives 213 school chairs donation	Online	2459

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-22 04:00:48	The North Coast Courier	#Perspective: Public-private partnerships the way to future efficiency	Online	4272
2022-04-22 06:02:22	SABC3	Expresso @ 06h00 - Proudly South African	Broadcast	5673
2022-04-22 07:17:00	TimesLive	SA designers in the spotlight at Forbes AFI experience in Botswana	Online	80000
2022-04-22 09:30:00	Independent Online (IOL)	WATCH: Experience the beauty of a safari through the eyes of dancers	Online	80000
2022-04-22 09:35:12	Ngage	Businesses start to count the costs of the KZN flooding -Ngage Media Zone: Ngage Everyone	Online	2940
2022-04-22 09:45:33	Kaya FM	The Best T In The City@ 09h30 - Proudly South African	Broadcast	31714
2022-04-22 09:58:33	Cape Town Etc	New local chocolate bar sweetens South Africa - Coco Bongo	Online	338436
2022-04-22 10:01:00	Le'Afrinique	Drip Steps Into Scent With New Fragrance Range Finesse	Online	1826
2022-04-22 10:20:07	Engineering News	Getting global procurement right for mining projects and operations in a world with increased supply chain risk	Online	49578
2022-04-22 10:25:29	Mining Weekly	Miner's results reflect commitment to host communities	Online	133020
2022-04-22 11:00:04	Good Things Guy	Hout Bay Seal Rescuers Take in Some of the Cutest Rescues!	Online	123084
2022-04-22 11:45:02	Good Hope FM	The Morning Show@ 11h30 - Proudly South African	Broadcast	62959
2022-04-22 12:25:14	Woman & Home	Introducing N3YH eco-luxe athleisure wear	Online	2415
2022-04-22 14:53:12	Banoyi	Celebrating youth-owned brands	Online	18036
2022-04-22 16:52:02	Parliament SA	Various @ 16h45 - Proudly South African	Broadcast	2319
2022-04-22 19:19:01	Radio Riverside	The Friday Week @ 19h15 - Proudly South African	Broadcast	6579
2022-04-23 09:07:03	Décor And Design	Nancy Designs: Heat Insulation Trends in South Africa	Online	21505
2022-04-23 09:07:03	Décor And Design	Nancy Designs: Heat Insulation Trends in South Africa	Online	21505
2022-04-23 10:25:09	Soweto TV	All Day Off Peak @ 10h15 - Proudly South African	Broadcast	12075
2022-04-23 11:26:04	Radio 2000	Saturday Brunch with Reggie Philander @ 11h15 - Proudly South African	Broadcast	24025
2022-04-23 12:44:13	Eden FM	Weekend Special @ 12h30 - Proudly South African	Broadcast	1225
2022-04-23 15:46:54	Ekurhuleni FM	Top 40 @ 15h45 - Proudly South African	Broadcast	910
2022-04-23 22:00:00	TimesLive	New podcast turns the volume up on proudly SA stories in Gallo's vast vault	Online	80000

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-24	Sunday Tribune	Top military post in India for decorated ex-Durban officer	Print	76948
2022-04-24	Sunday World	Hie Gift that keeps 'hyenas' at bay	Print	41560
2022-04-24 04:04:25	702	Best of 702 @ 04h00 - Proudly South African	Broadcast	1288
2022-04-24 10:00:04	Sunday World	The Gift that keeps 'hyenas' at bay	Online	38168
2022-04-24 10:39:28	Independent Online (IOL)	Top military post in India for decorated ex-Durban officer	Online	80000
2022-04-24 14:40:42	BusinessDay TV	Sebenza Live @ 14h45 - Proudly South African	Broadcast	60030
2022-04-24 22:00:13	OFM	OFM Talk with Pierce, Courtenay, Stefan and Kayla @ 22h00 - Proudly South African	Broadcast	4934
2022-04-24 22:03:00	Banoyi	R20m investment in producing that valued commodity: chocolate	Online	18036
2022-04-24 23:29:23	Asset Publishing	R20m investment in producing that valued commodity: chocolate	Online	24804
2022-04-25 01:55:06	Affluencer	Gert Johan Coetzee discusses counterfeit goods	Online	850
2022-04-25 05:45:54	Good Things Guy	South Africans Working Together to Help Flood Victims!	Online	123084
2022-04-25 07:00:40	Krugersdorp News	Local beauty wins kids pageant in Uganda	Online	4254
2022-04-25 07:47:24	Sleekgeek Health Revolution	Episode 44 - Sleekgeek Sleep Blueprint - Sleekgeek Health Revolution	Online	35818
2022-04-25 08:14:45	Free Mail	Absa RYC WARM UP RUN #4 powered by PUMA NITRO heads to Newlands this coming Friday!	Online	1315
2022-04-25 08:14:45	My PR	Absa RYC WARM UP RUN #4 powered by PUMA NITRO heads to Newlands this coming Friday!	Online	8606
2022-04-25 08:15:58	Good Things Guy	SANParks Tackle Plant Poaching - Convicting 4 Poachers to 7 Years	Online	123084
2022-04-25 09:00:00	Independent Online (IOL)	South African haircare brands created by women that you should try	Online	80000
2022-04-25 09:16:46	Good Things Guy	Serving Humanity - How The Gift of the Givers Foundation Started!	Online	123084
2022-04-25 10:59:31	Good Things Guy	Step Up for SA Guide-Dogs in their Annual Walkathon	Online	123084
2022-04-25 11:34:50	MyZA	Absa RYC WARM UP RUN #4 powered by PUMA NITRO heads to Newlands this coming Friday!	Online	7128
2022-04-25 11:57:55	Retail Brief Africa	New locally produced chocolate bar takes on international brands at half the price	Online	2716
2022-04-25 11:57:55	Retail Brief Africa	New locally produced chocolate bar takes on international brands at half the price	Online	2716

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2022-04-25 12:02:41	Good Things Guy	Single Ladies - 'Rugby Player' Dancing With Cheerleaders is Going Viral	Online	123084
2022-04-25 12:53:10	Wine	Tulbagh Vintage & Vine Faire	Online	24355
2022-04-25 13:28:04	My Cape Town	Absa RYC WARM UP RUN #4 powered by PUMA NITRO heads to Newlands this coming Friday!	Online	12528
2022-04-25 14:24:44	Cape Town Etc	'All the single rugby players' - Stellies local goes viral as the ultimate cheerleader	Online	338436
2022-04-25 15:38:34	Star FM	Drive Time @ 15h30 - Proudly South African	Broadcast	11875
2022-04-25 16:06:21	South Africa Today	New local chocolate takes on international brands at half the price	Online	11845
2022-04-25 16:06:21	South Africa Today	New local chocolate takes on international brands at half the price	Online	11845
2022-04-25 17:00:54	Cape Town Etc	First South African-made Offshore Rescue Craft brings joy to Overberg	Online	338436
2022-04-26	The Citizen KZN - Business	Richester invests R20m in chocolate facilities	Print	16470
2022-04-26 04:00:00	Rekord	Former Tshwane MMC remembered as committed civil servant and loving father - Rekord East	Online	2427
2022-04-26 04:58:14	Good Things Guy	Proudly SA! SPCA Receives Prestigious Global Excellence Award!	Online	123084
2022-04-26 06:22:41	Shavativv	Cameroon: Price Hikes Push Stable Foodstuffs Beyond the Reach of Many in Cameroon's Anglophone Region	Online	9144
2022-04-26 06:58:35	Global Africa Network	Implats donates R10-million to Gift of the Givers for flood relief in ...	Online	5784
2022-04-26 07:51:01	Power 98.7	Power Breakfast @ 07h45 - Proudly South African	Broadcast	51667
2022-04-26 09:27:13	Iono FM	Pat on Brands Launches Top 16 Youth-Owned Brands Awards in South Africa	Online	80000
2022-04-26 10:57:10	StartUp Mag	Manufacturing Company Richester Foods Details its Investment and Growth Plans - StartUp Magazine South Africa	Online	81832
2022-04-26 19:25:41	Power 98.7	Power Business @ 19h15 - Proudly SA	Broadcast	94944
2022-04-27	Tygerburger - Parow	Artisan market held at MES	Print	7688
2022-04-27	Tygerburger - Tyger Valley/Vallei	Artisan market held at MES	Print	7245
2022-04-27 06:11:19	eTV	The Morning Show @ 06h15 - Proudly South African	Broadcast	112508
2022-04-27 08:23:33	Trendy SA	LAUNCHED: All About SA Fashion Week 2022	Online	850
2022-04-27 09:38:38	Power 98.7	Power Talk @ 09h30 - Proudly South African	Broadcast	161866
2022-04-27 09:38:38	Power 98.7	Power Talk @ 09h30 - Proudly South African	Broadcast	161866

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-04-27 09:43:11	Trendy SA	Mall of Africa	Online	850
2022-04-27 09:43:11	Trendy SA	Maps Maponyane	Online	850
2022-04-28 07:51:36	Independent Online (IOL)	Acsa partners to bid joblessness, malaria goodbye	Online	80000
2022-04-28 08:00:33	Retailing Africa	#OnShelf: From an affordable chocolate to creating youth jobs	Online	2811
2022-04-29 02:07:18	BusinessDay TV	Business News @ 02h00 - Proudly South African	Broadcast	56887
2022-04-29 06:12:58	Winemag	Gabriëlskloof new releases	Online	1120
2022-04-29 08:30:41	News24	Bump in the road for locally made Toyotas after floods damage KZN plant	Online	80000
2022-04-29 09:17:47	African Safaris	Cape Town to gain unique boutique retreat - African Safaris International	Online	8136
2022-04-29 09:21:26	Buzz South Africa	Dali Mpofu Biography: Is He Zimbabwean and What Are His Qualifications?	Online	30030
2022-04-29 10:28:47	Zkhiphani	Gorgeous Mbali Launches Her Very Own Perfume Line	Online	11309
2022-04-29 10:37:26	Engineering News	Date of production restart still unsure - Toyota SA boss	Online	49578
2022-04-29 11:05:21	Banoyi	TASTE TEST: Crunch time for local flavour: It's the Great Chips Taste-off!	Online	18036
2022-04-29 14:08:47	Out and About Africa	REFILLING AT THE EARTH SHED	Online	850
2022-04-30	The Independent on Saturday - Insider	Experience the beauty of a safari through the art of dance	Print	42084
2022-04-30	Weekend Argus - Insider	Experience the beauty of a safari through the art of dance	Print	42667
2022-04-30 07:18:26	SABC News	Morning Live @ 07h15 - Proudly South African	Broadcast	198375
2022-04-30 07:18:27	SABC2	Morning Live @ 07h15 - Proudly South African	Broadcast	153487
2022-04-30 11:20:01	947	947 Top40, powered by CTM with Zweli @ 11h15 - Proudly South African	Broadcast	67520
2022-05-01	Glamour	A LOCAL HAIRCARE BRAND TO LOVE	Print	63486
2022-06-01	Leading Architecture & Design	A classic palette for new, bold forms	Print	18156
2022-06-01	Polymer Technology South Africa	SAVA takes up Proudly South African membership	Print	2322
2022-06-01	Retailing SA	THE SOUTHERN AFRICAN VINYL ASSOCIATION (SAVA) TAKES UP PROUDLY SOUTH AFRICAN MEMBERSHIP	Print	4293
2022-06-02	Engineering News	Southern African Vinyls Association takes up Proudly South African membership	Online	49578
2022-06-02	JoziGist	SA Vinyls Association takes up Proudly SA membership	Online	850

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-06-03	MyZA	Nedbank playing key role in nurturing green businesses in SA	Online	850
2022-06-04	Brandlive	SA Vinyls Association takes up Proudly SA membership	Online	850
2022-06-06	Building and Decor	Exciting changes announced at SAVA's AGM - Building and Decor	Online	2241
2022-06-09	Agri News	South Africa Canegrowers AGM marks 95th anniversary, celebrates industry resilience, and expands support to Small-Scale Growers	Online	850
2022-06-09	BusinessDay TV	Tomorrow Today @ 12h45 - Proudly South African	Broadcast	88148
2022-06-09	Farming Portal	South Africa Canegrowers AGM marks 95th anniversary, celebrates industry resilience, and expands support to Small-Scale Growers	Online	14149
2022-06-10	ProAgri	SA Canegrowers AGM marks 95th anniversary, celebrates industry resilience, and expands support to Small-Scale Growers	Online	1814
2022-06-13	Bizcommunity	SA Canegrowers expands support to small-scale growers	Online	80000
2022-06-14	Durban Youth Radio FM 105.1	Sam and Jeef @ 16h45 - Proudly South African	Broadcast	1467
2022-06-14	Metro FM	Talk with Ayabonga Cawe @ 20h30 - Proudly South African	Broadcast	204425
2022-06-14	UCT Radio	Livedrive @ 16h00 - Proudly South African	Broadcast	690
2022-06-14	UJ FM	Drive Show @ 17h15 - Proudly South African	Broadcast	1858
2022-06-15	BusinessDay TV	Talking Technical @ 16h45 - Proudly South African	Broadcast	103193
2022-06-15	Voice of Wits	iTalk Youth @ 18h15 - Proudly South African	Broadcast	1099
2022-06-16	UJ FM	Urban Brunch @ 10h30 - Proudly South African	Broadcast	973
2022-06-16	UJ FM	Ego Trip @ 13h00 - Proudly South African	Broadcast	1089
2022-06-17	702	The John Perlman Show @ 15h45 - Proudly SA	Broadcast	28400
2022-06-17	Kaya FM	The Best T In The City @ 11h00 - Proudly South African	Broadcast	14976
2022-06-17	Voice of Wits	Area Code @ 10h15 - Proudly South African	Broadcast	1758
2022-06-17	Voice of Wits	Area Code @ 10h00 - Proudly South African	Broadcast	403
2022-06-17	Voice of Wits	Area Code @ 10h30 - Proudly South African	Broadcast	15679
2022-06-19	UJ FM	Variety @ 15h45 - Proudly South African	Broadcast	807

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2022-06-20	Durban Youth Radio FM 105.1	Vee and Zakhele @ 13h15 - Proudly South African	Broadcast	1703
2022-06-20	Tuks FM	Lunch @ 12h30 - Proudly South African	Broadcast	1173
2022-06-20	UCT Radio	Talk at 12 @ 12h30 - Proudly South African	Broadcast	546
2022-06-20	UJ FM	Ego Trip @ 12h30 - Proudly South African	Broadcast	1167
2022-06-20	UJ FM	Variety @ 18h15 - Proudly South African	Broadcast	2762
2022-06-20	UJ FM	Urban Brunch @ 10h30 - Proudly South African	Broadcast	1050
2022-06-20	UJ FM	Drive Show @ 16h45 - Proudly South African	Broadcast	1568
2022-06-21	Novus Group Press Bulletin	PROUDLY SOUTH AFRICAN TO HOST INAUGURAL LOCAL WINE EXPO IN JOHANNESBURG	Online	850
2022-06-21	UJ FM	Drive Show @ 16h00 - Proudly South African	Broadcast	1742
2022-06-21	UJ FM	The Continental Breakfast @ 08h45 - Proudly South African	Broadcast	1394
2022-06-21	UJ FM	Ego Trip @ 12h45 - Proudly South African	Broadcast	1167
2022-06-23	UCT Radio	Talk at 12 @ 12h30 - Proudly South African	Broadcast	637
2022-06-23	UJ FM	Ego Trip @ 13h45 - Proudly South African	Broadcast	1245
2022-06-23	Voice of Wits	AM Squad @ 06h45 - Proudly South African	Broadcast	1438
2022-06-26	Voice of Wits	Endless Weekend @ 10h30 - Proudly South African	Broadcast	1282
2022-06-27	702	Afternoons with Relebogile Mabotja @ 14h45 - Proudly South African	Broadcast	5625
2022-06-27	Durban Youth Radio FM 105.1	Sam and Jeef @ 17h00 - Proudly South African	Broadcast	1413
2022-06-27	Kaya FM	Kaya Biz @ 18h15 - Proudly South African	Broadcast	13065
2022-06-27	UCT Radio	Rise and Grind @ 07h00 - Proudly South African	Broadcast	523
2022-06-27	UCT Radio	Rise and Grind @ 09h30 - Proudly South African	Broadcast	591
2022-06-27	Voice of Wits	The VOW FM Drive @ 17h30 - Proudly South African	Broadcast	1246
2022-06-27	Voice of Wits	The VOW FM Drive @ 16h45 - Proudly South African	Broadcast	1102
2022-06-28	702	Breakfast with Bongani Bingwa @ 07h45 - Proudly SA	Broadcast	16515
2022-06-28	702	The John Perlman Show @ 16h30 - Proudly SA	Broadcast	10678

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2022-06-28	Durban Youth Radio FM 105.1	Sam and Jeeff @ 15h45 - Proudly South African	Broadcast	1521
2022-06-28	Kaya FM	Point of View @ 20h15 - Proudly South African	Broadcast	3841
2022-06-28	Kaya FM	Kaya Biz @ 18h15 - Proudly SA	Broadcast	14330
2022-06-28	Kaya FM	Kaya Bizz @ 19h15 - Proudly SA	Broadcast	12223
2022-06-28	UCT Radio	Rise and Grind @ 07h00 - Proudly South African	Broadcast	568
2022-06-28	UCT Radio	Talk at 12 @ 12h30 - Proudly South African	Broadcast	546
2022-06-28	UCT Radio	Chillaz @ 19h00 - Proudly South African	Broadcast	591
2022-06-28	UCT Radio	#Musicbrunch @ 10h00 - Proudly South African	Broadcast	659
2022-06-28	UJ FM	Ego Trip @ 13h30 - Proudly South African	Broadcast	973
2022-06-28	UJ FM	The Continental Breakfast @ 07h30 - Proudly South African	Broadcast	1742
2022-06-29	702	Afternoons with Relebogile Mabotja @ 13h15 - Proudly SA	Broadcast	6328
2022-06-29	Durban Youth Radio FM 105.1	Breakfast with Kevin Minster-Brown @ 07h15 - Proudly South African	Broadcast	1684
2022-06-29	Kaya FM	Early Mornings @ 05h45 - Proudly SA	Broadcast	2829
2022-06-29	Kaya FM	Kaya Bizz @ 19h45 - Proudly SA	Broadcast	13908
2022-06-29	Kaya FM	Kaya Bizz @ 19h45 - Proudly SA	Broadcast	230964
2022-06-29	South Africa Today	PROUDLY SOUTH AFRICAN TO CHAMPION THE BEST OF LOCAL WINES AT UPCOMING EXPO IN JOHANNESBURG	Online	11845
2022-06-29	Tuks FM	Lunch @ 12h30 - Proudly South African	Broadcast	964
2022-06-29	Tuks FM	Breakfast @ 06h30 - Proudly South African	Broadcast	1528
2022-06-29	UCT Radio	WCW @ 19h00 - Proudly South African	Broadcast	591
2022-06-29	Voice of Wits	That Lunch Show @ 12h30 - Proudly South African	Broadcast	843
2022-06-29	Voice of Wits	Area Code @ 09h45 - Proudly South African	Broadcast	1026
2022-06-30	702	The Clement Manyathela Show @ 11h30 - Proudly SA	Broadcast	7459
2022-06-30	Gauteng Online Lifestyle Magazine	PROUDLY SOUTH AFRICAN TO CHAMPION THE BEST OF LOCAL WINES AT UPCOMING EXPO IN JOHANNESBURG	Online	1850
2022-06-30	Showbiz Scope	PROUDLY SOUTH AFRICAN TO CHAMPION THE BEST OF LOCAL WINES AT UPCOMING EXPO IN JOHANNESBURG	Online	1916
2022-07-01	702	Afternoons with Relebogile Mabotja @ 14h45 - Proudly SA	Broadcast	5800

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2022-07-01	Accountancy SA (ASA)	JOWA'S	Print	19998
2022-07-01	Health and Well-ness Insights	PRODUCT SUITABLE FOR YOUR BABY'S SENSITIVE SKIN	Print	19787
2022-07-01	Kaya FM	Early Mornings @ 05h30 - Proudly SA	Broadcast	2829
2022-07-01	My Pressportal	Proudly South African to champion the best of local wines at upcoming Expo in Johannesburg	Online	5618
2022-07-01	UCT Radio	Grossover @ 15h30 - Proudly South African	Broadcast	718
2022-07-01	UCT Radio	Monate @ 16h00 - Proudly South African	Broadcast	614
2022-07-01	Voice of Wits	That Lunch Show @ 14h15 - Proudly South African	Broadcast	916
2022-07-02	702	702 Music with Kenny Maistry @ 10h15 - Proudly SA	Broadcast	3580
2022-07-02	947	947 Weekend Breakfast with Hulisani @ 07h30 - Proudly SA	Broadcast	9400
2022-07-02	947	Tholi B Weekends on 947 @ 15h45 - Proudly South African	Broadcast	2954
2022-07-02	Kaya FM	The Ultimate Kaya 959 Top 30 @ 12h30 - Proudly South African	Broadcast	11242
2022-07-02	Kaya FM	Reloaded @ 15h30 - Proudly South African	Broadcast	144285
2022-07-02	Wine	Local Wine Expo	Online	24355
2022-07-03	702	Soulful Sundays with Paul Mtirara @ 14h30 - Proudly South African	Broadcast	3374
2022-07-03	702	702 - Soulful Sundays with Paul Mtirara @ 14h30 - Proudly South African	Broadcast	3786
2022-07-03	947	947 - 947 New and Exclusive with Ayanda MVP @ 19h15 - Proudly South African	Broadcast	2215
2022-07-04	Accountancy South Africa	Lifestyle: Product review	Online	26566
2022-07-04	Banoyi	DStv Delicious International Food and Music Festival back with a bang!	Online	850
2022-07-04	Cape Times - Business Report	All hands on deck required to ensure the success of the sugar industry masterplan	Print	50439
2022-07-04	Durban Youth Radio FM 105.1	Durban Youth Radio FM 105.1 - Breakfast with Kevin Minster-Brown @ 07h00 - Proudly South African	Broadcast	1521
2022-07-04	Food For Mzansi	This week's agriculture events: 4 July to 08 July 2022	Online	19942
2022-07-04	Independent Online (IOL)	We need all hands on deck to ensure the success of the sugar industry masterplan	Online	90000
2022-07-04	Iono FM	Proudly SA's Local Wine Expo 2022	Online	80000

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2022-07-04	Kaya FM	Early Mornings @ 05h30 - Proudly SA	Broadcast	1606
2022-07-04	Kaya FM	Point of View @ 20h15 - Proudly SA	Broadcast	3169
2022-07-04	Kaya FM	Point of View @ 21h00 - Proudly South African	Broadcast	3553
2022-07-04	Pretoria News - Business Report	All hands on deck required to ensure the success of the sugar industry masterplan	Print	107135
2022-07-04	The Mercury - Business Report	All hands on deck required to ensure the success of the sugar industry masterplan	Print	159483
2022-07-04	The Star - Business Report	All hands on deck required to ensure the success of the sugar industry masterplan	Print	106487
2022-07-04	The Star Late Edition - Business Report	All hands on deck required to ensure the success of the sugar industry masterplan	Print	106811
2022-07-05	947	947 Afternoons @ 12h30 - Proudly South African	Broadcast	10034
2022-07-05	Hellopretty	Ultimate Grooming Kit by Beard Boys	Online	850
2022-07-05	Kaya FM	Kaya Bizz @ 19h00 - Proudly SA	Broadcast	15594
2022-07-05	Retail Brief Africa	Proudly South African to champion the best of local wines at upcoming expo in Johannesburg	Online	2716
2022-07-06	Bizcommunity	Proudly South African hosts Local Wine Expo	Online	80000
2022-07-06	Channel Africa	Portuguese Caleidoscopio Africano @ 15h45 - Proudly South African	Broadcast	7673
2022-07-06	Kaya FM	Early Mornings @ 05h30 - Proudly SA	Broadcast	1912
2022-07-06	Kaya FM	Kaya Bizz @ 19h00 - Proudly SA	Broadcast	22759
2022-07-06	Kaya FM	Point of View @ 20h15 - Proudly SA	Broadcast	3361
2022-07-06	Le'Afrinique	Burna Boy & Babyface to Headline DStv Delicious Festival	Online	1826
2022-07-06	Mebala Press	BURNA BOY TO PERFORM IN SA! - Mebala Press Entertainment News, Podcasts, and Celebrity Content	Online	850
2022-07-06	OFM	OFM - OFM Business Hour with Olebogeng @ 18h45 - Proudly SA	Broadcast	10047
2022-07-06	Yule Dark	Burna Boy To Perform In SA!	Online	1078
2022-07-07	947	947 Nights with Anathi @ 20h45 - Proudly South African	Broadcast	3372
2022-07-07	947	Daybreak with Nick Explicit @ 05h15 - Proudly South African	Broadcast	9011
2022-07-07	Braam Vibes	BURNA BOY headlines the DStv Delicious International Food and Music Festival in its first wave of announcements - BraamVibes Publicity	Online	850

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2022-07-07	BusinessDay TV	Political Currency @ 16h00 - Proudly SA	Broadcast	77414
2022-07-07	BusinessDay TV	Political Currency @ 16h00 - Proudly SA	Broadcast	241500
2022-07-07	Daily Sun	Shake-Off Load of Stress at Wine Festival	Online	80000
2022-07-07	Fullview	Proudly South African calls on SA to raise a glass of local winemakers.	Online	2832
2022-07-07	Kaya FM	Kaya Bizz @ 19h00 - Proudly South African	Broadcast	13487
2022-07-07	Music in Africa	Burna Boy, Babyface to perform at 2022 DStv fest in SA	Online	80000
2022-07-07	SA Hip Hop Mag	BURNA BOY TO PERFORM IN SA!	Online	30886
2022-07-07	SA Music News	Burna Boy, Dignable Planets, Babyface & The Stereo MCs to Headline DStv Delicious International Food & Music Festival - SA Music News Magazine	Online	850
2022-07-07	Showbiz Scope	BURNA BOY TO PERFORM IN SA!	Online	1916
2022-07-07	The Deal Magazine	Burna Boy to perform in SA	Online	850
2022-07-07	U-Nombulelo	Burna Boy & Babyface to Headline This Year's DSTV Delicious Festival	Online	850
2022-07-07	Urban Lifestyle	BURNA BOY TO PERFORM IN SA!	Online	850
2022-07-07	What's on in Joburg	Local Wine Expo - What's on in Joburg	Online	6534
2022-07-07	Zkhiphani	ICYMI: Burna Boy, Baby Face & Kwaito Legends to Headline DSTV Delicious Food and Music Festival	Online	11309
2022-07-08	702	Breakfast with Bongani Bingwa @ 08h30 - Proudly South African	Broadcast	5929
2022-07-08	702	Breakfast with Bongani Bingwa @ 08h45 - Proudly South African	Broadcast	126617
2022-07-08	702	The John Perlman Show @ 16h15 - Proudly South African	Broadcast	79520
2022-07-08	702	Breakfast with Bongani Bingwa @ 08h45 - Proudly SA	Broadcast	127887
2022-07-08	702	'Wine Not' enjoy locally produced wine at Sandton Convention Centre this weekend	Online	79963
2022-07-08	947	947 Afternoons @ 13h30 - Proudly SA	Broadcast	9426
2022-07-08	Gauteng Online Lifestyle Magazine	DStv DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL RETURNS WITH ITS FIRST WAVE OF ANNOUNCEMENTS	Online	1850
2022-07-08	Kaya FM	Early Mornings @ 05h45 - Proudly SA	Broadcast	2523
2022-07-08	Kaya FM	The Hive @ 19h15 - Proudly South African	Broadcast	155521
2022-07-08	Kaya FM	The Hive @ 18h45 - Proudly South African	Broadcast	18123

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2022-07-08	SME Tech Guru	BURNA BOY, DIGABLE PLANETS, BABYFACE & THE STEREO MCS TO HEADLINE DStv DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL	Online	2882
2022-07-08	That Queer Mom	BURNA BOY TO PERFORM IN SA! DStv DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL RETURNS WITH ITS FIRST WAVE OF ANNOUNCEMENTS	Online	850
2022-07-08	The Citizen	WATCH: Proudly SA calls on SA to raise a glass to local winemakers	Online	80000
2022-07-08	Wanted Online	Local Wine Expo celebrates SA winemakers	Online	6564
2022-07-09	Jozi FM	Variety @ 08h00 - Proudly South African	Broadcast	9169
2022-07-10	Channel Africa	Womanity Woman In Unity @ 06h30 - Proudly South African	Broadcast	8317
2022-07-10	Jacaranda FM	Best of Breakfast with Martin Bester @ 11h30 - Proudly South African	Broadcast	16305
2022-07-11	Good Hope FM	The Wake Up Call @ 05h45 - Proudly South African	Broadcast	46
2022-07-12	CapeTalk 567 AM	Best Of Cape Talk @ 22h00 - Proudly South African	Broadcast	5650
2022-07-15	Banoyi	Wine industry inching back to pre-Covid levels	Online	850
2022-07-15	Orange Farm News	COMMABRAGSWAGGA IYASHISA!	Print	7293
2022-07-16	SS Grandstand	Off Peak @ 08h45 - Proudly South African	Broadcast	121018
2022-07-16	SS Premier League	Off Peak @ 11h15 - Proudly South African	Broadcast	36053
2022-07-16	SS PSL	Off Peak @ 15h30 - Proudly South African	Broadcast	155806
2022-07-17	Radio Islam	Sunday Splash @ 07h45 - Proudly South African	Broadcast	54682
2022-07-17	The Sunday Times	I'll give you a month.' 'Fabulous, I'll take 27 years.'	Print	1210345
2022-07-17	The Sunday Times	TOP 100 COMPANIES: SA'S BIGGEST BOARD MEETING	Print	416808
2022-07-17	The Sunday Times Express	I'll give you a month.' 'Fabulous, I'll take 27 years.'	Print	1210345
2022-07-17	The Sunday Times Express	TOP 100 COMPANIES: SA'S BIGGEST BOARD MEETING	Print	416808
2022-07-17	The Sunday Times Second Edition	I'll give you a month.' 'Fabulous, I'll take 27 years.'	Print	1210345
2022-07-17	The Sunday Times Second Edition	TOP 100 COMPANIES: SA'S BIGGEST BOARD MEETING	Print	416808
2022-07-18	SS Football	Off Peak @ 10h45 - Proudly South African	Broadcast	84333
2022-07-18	SS Football	Off Peak @ 23h15 - Proudly South African	Broadcast	56446

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2022-07-19	Agri News	Wine industry inching back to pre-Covid levels	Online	850
2022-07-19	Business Media Mags	Reset, Rebuild, Recover And Buy Local	Online	850
2022-07-19	Farming Portal	Wine industry inching back to pre-Covid levels	Online	14149
2022-07-20	Business Day	Cape wine industry puts its sophistication and quality on display	Print	54214
2022-07-20	Business Day Late Final	Cape wine industry puts its sophistication and quality on display	Print	54214
2022-07-20	Business Live	MICHAEL FRIDJON: Appreciating the sophistication and quality of the Cape wine industry	Online	80000
2022-07-20	eTV	The Morning Show @ 06h30 - Proudly South African	Broadcast	14260
2022-07-21	Financial Mail	THE DIRECTORS EVENT PUTS THE SPOTLIGHT ON FIXING THE ECONOMY, FOOD SECURITY AND TACKLING INEQUALITY	Print	55400
2022-07-23	Daily Dispatch Weekend Edition - Supplement (Misc)	Cape wine industry offers sophisticated quality	Print	23664
2022-07-26	702	The Clement Manyathela Show @ 11h30 - Proudly South African	Broadcast	235262
2022-07-26	Beluga Hospitality	DStv Delicious Food & Wine Festival is back with a bang!	Online	850
2022-07-26	Hypress Live	PROUDLY SA CALLS FOR APPROPRIATE RECOGNITION OF WOMEN'S FOOTBALL	Online	6192
2022-07-26	Novus Group Press Bulletin	PROUDLY SOUTH AFRICAN LAUDS WELL DESERVED BANYANA HEROINES' WELCOME, CALLS FOR APPROPRIATE RECOGNITION OF WOMEN'S FOOTBALL IN SA	Online	850
2022-07-26	Polity	Proudly SA lauds well deserved Banyana heroines' welcome calls for appropriate recognition of Women's football in SA	Online	37454
2022-08-01	African Petrochemicals	A 46% cost saving delivered by SKF System 24 convinces customer to convert a further 7 plants to the automatic lubrication solution	Online	850
2022-08-01	Capricorn FM	Capricorn Experience @ 11h45 - Proudly SA	Broadcast	7253
2022-08-01	Driven	PROUDLY SOUTH AFRICAN	Print	10595
2022-08-01	My Pressportal	The Odd Number Acquires Substantial Equity in VM DSGN	Online	5618
2022-08-01	Polymer Technology South Africa	SAVA is now Proudly South African	Print	2171
2022-08-02	Automotive Business Review	Proudly South African calls on South Africans to rally behind localisation	Online	2559

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2022-08-02	Modern Marketing	The Odd Number And VM DSGN Announce Odd By Dsgn Specialist Design Agency	Online	1204
2022-08-03	Radio Helderberg	The Wake-up Shake-Up with Danie van der Merwe & Lucia Dramat - 3 Aug 2022 @ 08h15 - Proudly South African	Broadcast	1029
2022-08-03	The Paper Story	Youth entrepreneurship programme finds opportunity in climate crisis	Online	850
2022-08-05	Channel Africa	Change your Game @ 09h15 - Proudly South African	Broadcast	9667
2022-08-06	Heart 104.9 FM	CTM Heart Top 40 with Paul Playdon @ 10h15 - Proudly South African	Broadcast	1419
2022-08-07	Faithful To Nature	Buy Triple Orange Online	Online	80000
2022-08-08	Power 98.7	Power Zone @ 01h30 - Proudly South African	Broadcast	826
2022-08-11	Bizcommunity	Local Fashion Police competition seeks to celebrate SA design	Online	80000
2022-08-11	Free Mail	Local Fashion Police is back to reward you for wearing your fab SA-made threads	Online	1315
2022-08-11	Power 98.7	Power Lunch @ 13h30 - Proudly SA	Broadcast	193039
2022-08-11	Power 98.7	Power Lunch @ 12h30 - Proudly SA	Broadcast	20769
2022-08-11	Power 98.7	Power Lunch @ 13h00 - Proudly South African	Broadcast	88389
2022-08-11	Power 98.7	Power Talk @ 09h00 - Proudly South African	Broadcast	29505
2022-08-11	SAfm	Sound Awake @ 04h45 - Proudly South African	Broadcast	2496
2022-08-11	SAfm	Sound Awake @ 03h00 - Proudly South African	Broadcast	499
2022-08-11	Wine	Proudly South African Local Wine Expo highlights transformation in the wine industry	Online	24355
2022-08-12	Power 98.7	Power Talk @ 11h30 - Proudly South African	Broadcast	2308
2022-08-12	Radio 2000	The Glenzito Superdrive @ 15h15 - Proudly SA	Broadcast	3644
2022-08-12	Radio 2000	The Glenzito Superdrive @ 15h30 - Proudly SA	Broadcast	55339
2022-08-12	SABC News	On Point @ 13h30 - Proudly South African	Broadcast	80500
2022-08-12	SABC3	On Point @ 13h45 - Proudly South African	Broadcast	51942
2022-08-12	SAfm	The Art of Everything @ 20h15 - Proudly South African	Broadcast	13908
2022-08-13	Ikwekwezi FM	Siyatjhagala @ 06h30 - Proudly South African	Broadcast	2944

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2022-08-15 @ 23h30	Power 98.7	Power Perspective - Proudly SA	Broadcast	2120
2022-08-15	StartUp Mag	How Curls In Bloom Aims To Work The Land Through Farming Indigenous Essential Oils And Floral Waters	Online	81832
2022-08-15	Vuk'uzenzele - Afrikaans	Furniture manufacturing vital in job creation	Print	72022
2022-08-15	Vuk'uzenzele - English	Furniture manufacturing vital in job creation	Print	71764
2022-08-15	Vuk'uzenzele - Isindebele	Furniture manufacturing vital in job creation	Print	73565
2022-08-15	Vuk'uzenzele - IsiXhosa	Furniture manufacturing vital in job creation	Print	72407
2022-08-15	Vuk'uzenzele - IsiZulu	Furniture manufacturing vital in job creation	Print	76523
2022-08-15	Vuk'uzenzele - Sepedi	Furniture manufacturing vital in job creation	Print	74079
2022-08-15	Vuk'uzenzele - Sesotho	Furniture manufacturing vital in job creation	Print	73822
2022-08-15	Vuk'uzenzele - Setswana	Furniture manufacturing vital in job creation	Print	74208
2022-08-15	Vuk'uzenzele - Siswati	Furniture manufacturing vital in job creation	Print	73179
2022-08-15	Vuk'uzenzele - TshiVenda	Furniture manufacturing vital in job creation	Print	76266
2022-08-15	Vuk'uzenzele - XiTsonga	Furniture manufacturing vital in job creation	Print	72536
2022-08-16 @ 13h15	906 FM	The Lunch Box - Proudly South African	Broadcast	28961
2022-08-16	Bizcommunity	Proudly SA awards The Local Edit accreditation	Online	80000
2022-08-16	My Pressportal	Hyde Park Corner celebrates Women's Month with Made to Give Campaign - ending shame, empowering women	Online	5618
2022-08-16	Novus Group Press Bulletin	Hyde Park Corner celebrates Women's Month with Made to Give Campaign - ending shame, empowering women	Online	850
2022-08-17	African Petrochemicals	Sasol Chemicals German facility to double its use of green steam from first of its kind biomass cogeneration facility	Online	850
2022-08-17	Banoyi	Lawyer enters custom-made furniture business	Online	850
2022-08-17	Massiv Metro	Phly 3 to 5 with Penny Lebyane @ 15h45 - Proudly South African	Broadcast	116591
2022-08-17	Power 98.7	Power Talk @ 09h45 - Proudly SA	Broadcast	6429
2022-08-17	South Africa Today	Hyde Park Corner celebrates Women's Month with Made to Give Campaign - ending shame, empowering women	Online	11845

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2022-08-17	Sowetan Live	Lawyer enters custom-made furniture business	Online	80000
2022-08-18	More Than Food Magazine	BURNA BOY TO PERFORM IN SA! - More Than Food Magazine	Online	850
2022-08-18	Power 98.7	Power Up @ 05h30 - Proudly SA	Broadcast	1771
2022-08-19	Showbiz Scope	Gomora's Music Sensation Trio Rapture 90s On The Rise	Online	1916
2022-08-20	Power 98.7	Power Weekend Breakfast - 20 Aug 2022 @ 06h30 - Proudly SA	Broadcast	4388
2022-08-21	Just Trimmings	Local Fashion Police to give you a prize for wearing Proudly South African	Online	850
2022-08-21	Power 98.7	Power Life @ 21h30 - Proudly SA	Broadcast	1177
2022-08-21	Power 98.7	Power Fix @ 14h45 - Proudly SA	Broadcast	2994
2022-08-21	Power 98.7	Power Fix @ 12h30 - Proudly SA	Broadcast	3915
2022-08-23	Power 98.7	Power Business @ 19h00 - Proudly SA	Broadcast	10764
2022-08-23	Power 98.7	Power Up @ 05h15 - Proudly South African	Broadcast	1771
2022-08-23	Yule Dark	Proudly SA Partners With SA Music Awards For SAMA28	Online	1078
2022-08-24	African Business Quarterly	More access to markets with industry partnerships - AFRICAN BUSINESS QUARTERLY	Online	850
2022-08-24	Power 98.7	Power Perspective @ 20h15 - Proudly SA	Broadcast	2229
2022-08-24	Power 98.7	Power Up @ 05h30 - Proudly SA	Broadcast	1645
2022-08-24	Showbiz Scope	Proudly SA Partners With SA Music Awards For SAMA 28	Online	1916
2022-08-25	Brandlive	Proudly SA partners with SA music awards for SAMA28	Online	850
2022-08-25	Music in Africa	RiSA announces 2022 SAMAs panel of judges	Online	80000
2022-08-25	News24	Burna Boy, Baby Face and a cookbook launch - what to expect from the DSTV Delicious Festival	Online	80000
2022-08-25	Power 98.7	Power Up @ 05h15 - Proudly SA	Broadcast	1687
2022-08-25	Showbiz Scope	Mpho Popps, Robot Boii and Alphi Siphon Mkhwanazi join #SAMA28 hosting team	Online	1916
2022-08-25	Stokvel Talk	Mpho Popps, Robot Boii and Alphi Siphon Mkhwanazi join #SAMA28 hosting team	Online	9000
2022-08-25	TimesLive	WEBINAR - Why purpose-driven marketing is the new success story	Online	80000
2022-08-26	Alex FM	The Real Deal @ 11h00 - Proudly SA	Broadcast	19119

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2022-08-27	SABC News	Full View @ 20h45 - Proudly South African	Broadcast	70303
2022-08-27	Showbiz Scope	#SAMA28 celebrates winners of Night 1	Online	1916
2022-08-28	Power 98.7	Power Beats @ 19h15 - Proudly SA	Broadcast	1207
2022-08-28	Showbiz Scope	Win a car at SAMA28!	Online	1916
2022-08-28	Whatshotafrica	#SAMA28 Celebrates Winners Of Night 1	Online	15326
2022-08-28	ZAlebs	#SAMA28 Celebrates Winners Of Night 1	Online	80000
2022-08-29	Gauteng Online Lifestyle Magazine	Chymamusique wins big at #SAMA28	Online	1850
2022-08-29	Music in Africa	Call for entries: Proudly SA and SAMAs car competition	Online	80000
2022-08-29	Power 98.7	Power Zone @ 02h00 - Proudly SA	Broadcast	14986
2022-08-29	Running Wolf's Rant	SAMA28 Winners Announced	Online	42068
2022-08-30	Lesedi FM	Lesedi FM - Itlhabolle @ 10h45 - Proudly South African	Broadcast	119977
2022-08-30	Power 98.7	Power Business @ 18h15 - Proudly SA	Broadcast	10764
2022-08-30	Power 98.7	Power Up @ 05h30 - Proudly SA	Broadcast	1771
2022-08-30	Showbiz Scope	Chymamusique wins big at #SAMA28	Online	1916
2022-08-31	Good Hope FM	The Morning Show @ 10h45 - Proudly South African	Broadcast	2513
2022-08-31	SAfm	Living Redefined @ 14h45 - Proudly South African	Broadcast	30518
2022-08-31	Yule Dark	Win a car at SAMA28!	Online	1078
2022-08-31	Yule Dark	Chymamusique wins big at #SAMA28	Online	1078
2022-08-31	Yule Dark	#SAMA28 celebrates winners of Night 1	Online	1078
2022-09-01	Sandton Tourism Association	Proudly South African & Southern Sun celebrate leading women in the hospitality industry - Sandton Tourism Association	Online	850
2022-09-01	Visi - Supplement	THE BREVILLE BARISTA EXPRESS IS OUR BEST SELLER!	Print	30564
2022-09-02	BizNews	Court battle looms over additional tyre import duties	Online	78173
2022-09-02	Daily Friend	Patel's dreams of autarky bode ill for the public	Online	25755
2022-09-02	More Than Food Magazine	SNAP UP AN EXCLUSIVE COOKBOOK AND SEE SIBA MTONGANA COOKING UP A STORM AT DSTV DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL	Online	850
2022-09-02	Power 98.7	Power Drive @ 15h15 - Proudly SA	Broadcast	7211

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2022-09-02	Power 98.7	Power Weekend @ 21h15 - Proudly SA	Broadcast	1289
2022-09-02	UBETOO	Food, Glorious Food At The DStv Delicious International Food And Music Festival	Online	44602
2022-09-02	Yule Dark	Food, Glorious Food at the DStv Delicious International Food and Music Festival	Online	1078
2022-09-03	Power 98.7	- Power Weekend @ 21h15 - Proudly SA	Broadcast	1088
2022-09-04	Power 98.7	Power Weekend Breakfast @ 07h15 - Proudly SA	Broadcast	2863
2022-09-04	Power 98.7	Power Beats @ 20h45 - Proudly SA	Broadcast	996
2022-09-04	Star Studded Mag	Food, Glorious Food at the DStv Delicious International Food and Music Festival - Starstuddedmag	Online	1072
2022-09-05	Brandlive	Chymamusique wins big at #SAMA28	Online	850
2022-09-06	The Guide Online Magazine	SNAP UP AN EXCLUSIVE COOKBOOK AND SEE SIBA MTONGANA COOKING UP A STORM AT DSTV DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL - The Guide Online Magazine	Online	850
2022-09-06	Urban Lifestyle	Food, Glorious Food at the DStv Delicious International Food and Music Festival	Online	850
2022-09-07	Buy PE	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa - Press Release	Online	1598
2022-09-07	Free Mail	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa	Online	1315
2022-09-07	My PR	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa	Online	8606
2022-09-07	My Pressportal	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa	Online	5618
2022-09-07	MyZA	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa	Online	850
2022-09-07	SME Tech Guru	SNAP UP AN EXCLUSIVE COOKBOOK AND SEE SIBA MTONGANA COOKING UP A STORM AT DSTV DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL	Online	2882

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2022-09-07	That Queer Mom	SNAP UP AN EXCLUSIVE COOKBOOK AND SEE SIBA MTONGANA COOKING UP A STORM AT DSTV DELICIOUS INTERNATIONAL FOOD AND MUSIC FESTIVAL	Online	850
2022-09-08	Engineering News	A 10% increase in manufacturing investment could yield a 13% boost to the economy	Online	49578
2022-09-08	Metro FM	The Bridge @ 09h45 - Proudly SA	Broadcast	214848
2022-09-08	Metro FM	Metro FM Talk with Ayabonga Cawe @ 19h45 - Proudly South African	Broadcast	313326
2022-09-08	Power 98.7	Power Drive @ 17h15 - Proudly SA	Broadcast	2404
2022-09-08	Power 98.7	Power Business @ 18h00 - Proudly SA	Broadcast	9936
2022-09-08	Power 98.7	Power Business @ 18h45 - Proudly South African	Broadcast	221076
2022-09-08	Radio 2000	The Royal Playground @ 12h45 - Proudly South African	Broadcast	55860
2022-09-08	Radio 2000	The Royal Playground @ 12h30 - Proudly South African	Broadcast	12903
2022-09-08	SAfm	The Talking Point @ 11h45 - Proudly South African	Broadcast	48673
2022-09-08	Sandton Tourism Association	Proudly South African & Southern Sun celebrate leading women in the hospitality industry - Sandton Tourism Association	Online	850
2022-09-08	Yule Dark	Yule Dark	Online	1078
2022-09-09	B2B Central	MDMSA announces independence to improve med tech sector in SA	Online	14656
2022-09-09	Cape Times - Business Report	Investing in manufacturing can create thousands of jobs in S Africa, study finds	Print	54229
2022-09-09	Independent Online (IOL)	Investment into local manufacturing can create thousands of jobs study finds	Online	50000
2022-09-09	MedPharm	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in South Africa	Online	1978
2022-09-09	Pretoria News - Business Report	Investing in manufacturing can create thousands of jobs in S Africa, study finds	Print	118805
2022-09-09	Star Studded Mag	Angie Stone, Nissi and a hot line-up of local talent added to the DStv Delicious Festival - Starstuddedmag	Online	1072
2022-09-09	The Mercury - Business Report	Investing in manufacturing can create thousands of jobs in S Africa, study finds	Print	182714

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2022-09-09	The Star - Business Report	Investing in manufacturing can create thousands of	Print	115077
2022-09-09	The Star Late Edition - Business Report	Investing in manufacturing can create thousands of jobs in S Africa, study finds	Print	118643
2022-09-10	LinkedIn	Proudly South African	Online	1529
2022-09-11	eNCA	Newslink @ 09h15 - proudly	Broadcast	136850
2022-09-11	Le'Afrinique	Mzansi's Fashion Police is Back to Reward you for Wearing Local	Online	1826
2022-09-12	Mebala Press	ANGIE STONE & NISSI ADDED TO SIZZLING DSTV DELICIOUS - Mebala Press Entertainment News, Podcasts, and Celebrity Content	Online	850
2022-09-12	Mebala Press	SNAP UP AN EXCLUSIVE COOKBOOK AND SEE SIBA MTONGANA COOKING UP A STORM AT DSTV DELICIOUS - Mebala Press Entertainment News, Podcasts, and Celebrity Content	Online	850
2022-09-13	Brandlive	Medical Device Manufacturers of South Africa (MDMSA)	Online	850
2022-09-13	Newzroom Afrika	AM Report @ 07h30 - Proudly SA	Broadcast	102235
2022-09-13	Newzroom Afrika	Daytime Update @ 12h30 - Proudly South African	Broadcast	41860
2022-09-14	Bizcommunity	The best of Kimberly-Clark Professional's global quality and innovation is now proudly made in South Africa!	Online	80000
2022-09-14	South Africa Today	MDMSA's move towards independence will provide greater support for med-tech manufacturing ecosystem in	Online	11845
2022-09-14	TimesLive	How to watch the 2022 Sunday Times GenNext Awards	Online	80000
2022-09-15	Estate Living	Is sustainable fashion in South Africa achievable	Online	1972
2022-09-16	Business Live	Sunday Times GenNext winners announced	Online	80000
2022-09-16	Community Bynd	ROAD TO DSTV DELICIOUS: YOUR ESSENTIAL GUIDE TO GETTING THE MOST OUT OF MZANSI'S PREMIER MUSIC AND LIFESTYLE FESTIVAL - Community Beyond	Online	850
2022-09-16	Le'Afrinique	More Local & International Talent on the Delicious Festival Lineup	Online	1826
2022-09-16	Mebala Press	ROAD TO DSTV DELICIOUS, YOUR ESSENTIAL GUIDE TO GETTING THE MOST OUT OF MZANSI'S PREMIER MUSIC - Mebala Press Entertainment News, Podcasts, and Celebrity ...	Online	850

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2022-09-16	The Guide Online Magazine	ROAD TO DSTV DELICIOUS: YOUR ESSENTIAL GUIDE TO GETTING THE MOST OUT OF MZANSI'S PREMIER MUSIC AND LIFESTYLE FESTIVAL - The Guide Online Magazine	Online	850
2022-09-16	UBETOO	DStv Delicious Festival: Get All The Info Here!	Online	44602
2022-09-16	University of the Witwatersrand	Student programme prepares the next generation of change - makers - Wits University	Online	80000
2022-09-16	Yule Dark	DStv Delicious Festival: Get all the info here!	Online	1078
2022-09-17	Saturday Citizen	Road to DStv delicious	Print	47080
2022-09-17	The Citizen KZN	Road to DStv delicious	Print	50439
2022-09-20	News24	Road to DStv Delicious: Your guide to getting the most out of the festival	Online	80000
2022-09-21	Urban Lifestyle	ROAD TO DSTV DELICIOUS: YOUR ESSENTIAL GUIDE TO GETTING THE MOST OUT OF MZANSI'S PREMIER MUSIC AND LIFESTYLE FESTIVAL	Online	850
2022-09-23	Engineering News and Mining Weekly	Multiplier Effect	Print	21250
2022-09-23	Le'Afrinique	Your Guide To Getting The Most Out Of Delicious Festival	Online	1826
2022-09-23	TimesLive	One day to go: Here's what to expect at the DStv Delicious Festival	Online	80000
2022-09-26	Hypress Live	STEP OUT IN PROUDLY SA STYLE & SASHAY YOUR WAY TO R20K FASHION ITEMS	Online	6192
2022-09-27	Banoyi	Entrepreneur wowed by demand for her fruit juices	Online	850
2022-09-27	Just Trimmings	Sashay away with R20K when you spring out in Proudly SA style	Online	850
2022-09-27	News24	East London tourism industries at dire risk - warns WSU researcher	Online	80000
2022-09-27	Novus Group Press Bulletin	Spring is in the air! Step out in Proudly SA style - and sashay your way to R20K worth of local fashion	Online	850
2022-09-27	Sowetan	Entrepreneur wowed by demand for her fruit juices	Print	161619
2022-09-27	Sowetan KwaZulu-Natal	Entrepreneur wowed by demand for her fruit juices	Print	161619
2022-09-27	Sowetan KwaZulu-Natal Second Edition	Entrepreneur wowed by demand for her fruit juices	Print	161619
2022-09-27	Sowetan Live	Entrepreneur wowed by demand for her fruit juices	Online	80000

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2022-09-27	Sowetan Second Edition	Entrepreneur wowed by demand for her fruit juices	Print	161619
2022-09-27	The Plugman	Leading SA designers give Proudly SA patrons a chance to win R20k with Local Fashion Police	Online	850
2022-10-01	Daily Dispatch Weekend Edition	Delicious food and cool sounds at Kyalami festival	PRINT	66477
2022-10-08 14:39:05	CNBC Africa	Political Capital @ 15h00 - Proudly SA	BROADCAST	126577
2022-10-17 08:35:42	Freight News	Manufacturing sector's job losses must be arrested - economist	ONLINE	2422
2022-10-18	The Star Late Edition	'Buy local to create jobs'	PRINT	40902
2022-10-19	The Mercury	Local investment in manufacturing sector can boost economy: study	PRINT	19069
2022-10-19 09:05:24	Stokvel Talk	Have you heard? Proudly South African's Local Fashion Police competition has been extended!	ONLINE	9000
2022-10-19 16:41:04	Business Live	New research urges South Africans to buy local	ONLINE	80000
2022-10-19 17:32:45	Good Hope FM	The Great Drive @ 17h30 - Proudly South African	BROADCAST	949
2022-10-19 20:03:52	Lotus FM	Night Café @ 20h00 - Proudly SA	BROADCAST	928
2022-10-20	Durban North News	New research backs up 'Buy Local' campaign	PRINT	13125
2022-10-20 03:06:32	SABC2	The Globe @ 03h00 - Proudly South African	BROADCAST	44773
2022-10-20 08:03:31	Radio Sonder Grense	Op en Wakker met Gustav Greyling & Sue Pylar-Slabbert @ 08h00 - Proudly South African	BROADCAST	21560
2022-10-20 08:03:37	Banoyi	South Africans urged to support own brands	ONLINE	850
2022-10-20 08:07:19	Thobela FM	Ditlalemeso @ 08h00 - Proudly South African	BROADCAST	18359
2022-10-20 08:08:05	SABC2	Morning Live @ 08h00 - Proudly South African	BROADCAST	46920
2022-10-20 09:04:13	Tru FM	truExperience @ 09h00 - Proudly SA	BROADCAST	1967
2022-10-20 11:06:10	Lotus FM	Life and Style @ 11h00 - Proudly SA	BROADCAST	4247
2022-10-20 12:30:51	360 News	Putting local brands on front shelves can boost SA's economy, report finds	ONLINE	850
2022-10-20 12:44:32	SABC News	On Point @ 12h45 - Proudly South African	BROADCAST	24380
2022-10-20 14:36:57	Bizcommunity	Localisation is the key to expansion, security and survival for specific industries, study shows	ONLINE	80000
2022-10-20 15:01:37	Radio 786	FYI @ 15h00 - Proudly South African	BROADCAST	820

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-10-20 15:05:10	947	947 Drive with Thando @ 15h00 - Proudly South African	BROADCAST	16671
2022-10-21	Daily Dispatch	New study urges South Africans to buy local	PRINT	21121
2022-10-21	Sandton Chronicle	Primestars awards the youth	PRINT	53216
2022-10-21 04:15:05	SAfm	Sound Awake @ 04h00 - Proudly South African	BROADCAST	1385
2022-10-21 10:17:34	eNCA	Newslink @ 10h15 - Proudly SA	BROADCAST	250163
2022-10-22 05:00:00	Independent Online (IOL)	A tangible look at how investment in the manufacturing sector can create hundreds of thousands of jobs	ONLINE	50000
2022-10-22 05:00:00	Independent Online (IOL)	A tangible look at how investment in the manufacturing sector can create hundreds of thousands of jobs	ONLINE	50000
2022-10-26 08:00:09	Viral Feed	Report backs Proudly SA's Buy Local campaign - Viral Feed South Africa	ONLINE	2402
2022-10-26 08:14:20	Bizcommunity	Dr Iraj Abedian: Why SA's manufacturing sector should pin down its success at home	ONLINE	80000
2022-10-27	Rising Sun - Overport	New research on SA's manufacturing sector backs long-running 'Buy Local' campaign	PRINT	15547
2022-10-31 08:05:10	North Coast Rising Sun	New research on SA's manufacturing sector backs long-running 'Buy Local' campaign	ONLINE	850
2022-11-06 01:45:33	Newzroom Afrika	News@Prime (Repeat) @ 01h45 - Proudly SA	BROADCAST	94990
2022-11-06 03:38:47	Newzroom Afrika	News@Prime (Repeat) @ 03h30 - Proudly SA	BROADCAST	97137
2022-11-06 08:19:19	Newzroom Afrika	Weekend Report @ 08h15 - Proudly SA	BROADCAST	53667
2022-11-07 10:30:34	Independent Online (IOL)	Proudly SA announces 'Local Fashion Police' top 10 finalists	ONLINE	50000
2022-11-09 16:37:05	Radio Riverside	Riverside Drive with Megan @ 16h30 - Proudly South African	BROADCAST	1041
2022-11-15 09:49:11	Automotive Business Review	Partnerships and collaboration set to transform growth within the manufacturing sector	ONLINE	2559
2022-11-17	Pinetown and Hammarsdale Indaba	Ingqophamlando yethu ba entsheni enamabhizinisi	PRINT	11321
2022-11-17 14:45:55	HipHop 411	Arresting stuff! Proudly SA's Local Fashion Police unveil four winners of R20K worth of local fashion	ONLINE	888
2022-11-23 11:55:42	Independent Online (IOL)	Proudly SA local fashion police select winners	ONLINE	50000
2022-11-23 13:31:54	Blogspot	Proudly SA local fashion police select winners	ONLINE	2577

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2022-11-23 13:34:54	Just Trimmings	Fashion Local Fashion Police announce Proudly SA winners	ONLINE	850
2022-11-24 15:44:11	Woman & Home	The SA Fashion Police find four locals guilty of being fabulous fashionistas	ONLINE	2415
2022-12-01 10:30:43	Proudly SA	PROUDLY SOUTH AFRICAN CELEBRATES ITS 21ST BIRTHDAY PARTY WITH A FASHION-MEETS-MUSIC EVENING	ONLINE	2422
2022-12-01 17:07:26	Politicsweb	Reality has started to expose short-sighted localisation measures	ONLINE	50293
2022-12-01 20:07:33	Hypress Live	PROUDLY SA CELEBRATES 21ST WITH A FASHION-MEETS-MUSIC EVENING	ONLINE	6192
2022-12-03 10:36:25	Newzroom Afrika	Newsfeed AM @ 10h30 - Proudly SA	BROADCAST	123702
2022-12-03 12:48:13	Newzroom Afrika	Newsfeed PM @ 12h45 - Proudly SA	BROADCAST	123970
2022-12-03 18:37:13	Newzroom Afrika	News@Prime @ 18h30 - Proudly South African	BROADCAST	122897
2022-12-03 20:37:36	SABC News	Trendz Live @ 20h30 - Proudly SA	BROADCAST	65742
2022-12-03 22:36:54	Newzroom Afrika	Newsfeed PM @ 22h30 - Proudly South African	BROADCAST	143558
2022-12-04 03:33:26	Newzroom Afrika	News@Prime (Repeat) @ 03h30 - Proudly SA	BROADCAST	125312
2022-12-04 12:01:41	Stokvel Talk	PROUDLY SOUTH AFRICAN CELEBRATES ITS 21ST BIRTHDAY PARTY WITH A FASHION-MEETS-MUSIC EVENING	ONLINE	9000
2022-12-05 20:56:26	eNCA	Power To Truth With Dr JJ Tabane @ 20h45 - Proudly South African	BROADCAST	52325
2022-12-06 19:16:49	Independent Online (IOL)	PROUDLY SA: Sometimes, a little light in the tunnel can make the journey to the end easier	ONLINE	50000
2023-01-01	South African Business	Manufacturing	Print	61168
2023-01-01	True Travel South Africa	Proudly South African	Print	17510
2023-01-01	Wineland	Bulk matters	Print	81628
2023-01-06	SAfm	The Art of Everything @ 20h15 - Proudly South African	Broadcast	17493
2023-01-12	Just Trimmings	Fashion Samson is more than workwear	Online	850
2023-01-12	SA creative	Samson clothing brand becomes Proudly South African	Online	850
2023-01-13	JoziGist	Samson Africa - More than Workwear	Online	850
2023-01-15	Independent Online (IOL)	Cape woman angry after 'botched' and costly furniture delivery	Online	50000
2023-01-15	Weekend Argus - Sunday	'Botched' furniture delivery: woman wants cash	Print	12669
2023-01-19	eNCA	NewsNight @ 21h00 - Proudly SA	Broadcast	582360
2023-01-23	South Africa Today	George's Grill House elevates the meat culture at Hyde Park Corner	Online	11845

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2023-01-24	702	The Aubrey Masango Show @ 22h30 - Proudly South African	Broadcast	62746
2023-01-24	Joburg	All roads lead to Soweto for Makhelwane Festival this weekend	Online	80000
2023-01-25	Massiv Metro	Phly 3 to 5 with Penny Lebyane @ 16h00 - Proudly SA	Broadcast	1744
2023-01-26	My Pressportal	Your new favourite luxury retailer now at Hyde Park Corner	Online	5618
2023-01-26	SAfm	The Meeting Point @ 21h30 - Proudly SA	Broadcast	7815
2023-01-26	South Africa Today	Your new favourite luxury retailer now at Hyde Park Corner	Online	11845
2023-01-27	CapeTalk 567 AM	Views And News @ 11h00 - Proudly South African	Broadcast	83282
2023-01-28	Voice of the Cape	Mid Morning Medley @ 10h30 - Proudly South African	Broadcast	40351
2023-01-30	Vukuzenzele	Oral Hygiene product a first for Africa	Online	2970
2023-02-01	Top Empowerment - SA Top Performing Companies	LOCALISATION: THE PERFECT INGREDIENT FOR ECONOMIC GROWTH	Print	218723
2023-02-01	Vuk'uzenzele - English	Oral Hygiene product a first for Africa	Print	81024
2023-02-01 16:58:12	The South African	Oral Hygiene: first Black-owned mouthwash	Online	80000
2023-02-07 14:00:35	Novus Group Press Bulletin	PROUDLY SA PLACES SPOTLIGHT ON CLOTHING AND TEXTILES SECTOR AHEAD OF SONA	Online	850
2023-02-08 15:27:00	Polity	Proudly SA places spotlight on clothing and textiles sector ahead of SONA	Online	37454
2023-02-08 18:35:49	Gagasi FM	Indaba - Culture & Tradition @ 18h30 - Proudly South African	Broadcast	39061
2023-02-08 18:48:21	Gagasi FM	Indaba - Culture & Tradition @ 18h45 - Proudly SA	Broadcast	57443
2023-02-09 14:24:00	Newzroom Afrika	Daytime Update @ 14h15 - Proudly South African	Broadcast	66815
2023-02-09 14:48:01	Engineering News	Proudly South African technology catches eye of fusion project researchers	Online	49578
2023-02-09 15:05:14	eNCA	Today @ 15h15 - Proudly South African	Broadcast	554300
2023-02-09 18:16:44	eNCA	South Africa Tonight @ 18h15 - Proudly South African	Broadcast	132480
2023-02-09 18:16:55	Radio Helderberg	- Unwind with Gavin @ 18h30 - Proudly South African	Broadcast	25820
2023-02-09 18:44:11	The South African	SONA 2023: What AL JAMA-AH expects from Ramaphosa	Online	80000
2023-02-09 20:39:47	Newzroom Afrika	In Focus @ 20h30 - Proudly South African	Broadcast	29785
2023-02-10 16:17:00	TimesLive	State of the nation undressed: how the red carpet changes designers' lives	Online	80000

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2023-02-12	Rapport - Sport	Video's, Faf-hulle laat Lens skitter	Print	143072
2023-02-12	The Sunday Times - Business	Investment in manufacturing will grow pensions, jobs	Print	265195
2023-02-12	The Sunday Times Second Edition - Business	Investment in manufacturing will grow pensions, jobs	Print	265195
2023-02-14 09:55:58	TimesLive	Surprise! Early flyers get jazzy with laughs, flowers and chocolates for Valentine's	Online	80000
2023-02-14 12:23:07	The South African	WATCH: Airline gifts passengers flowers, chocolate for valentine's	Online	80000
2023-02-14 15:19:01	SA People News	South African airline gifts passengers flowers, chocolate for Valentine's Day – WATCH	Online	27812
2023-02-15 00:39:35	Guy Galconner	A Perfect Match This Valentine's Day: Proudly SA & LIFT Hit It Off By Showing Off Some Local Love For Unsuspecting Passengers at 36 000 Feet!	Online	850
2023-02-16 05:17:00	Power 98.7	Power Up @ 05h15 - Proudly South African	Broadcast	31068
2023-02-16 10:46:54	lovesouthafrica	WATCH: LIFT Airline gives passengers a Valentine's Day surprise	Online	850
2023-02-16 14:29:45	Kzntopbusiness	1 min read Proudly SA Business Forum: KZN February 2023	Online	1606
2023-02-17 13:30:09	SABC3	On Point @ 13h30 - Proudly South African	Broadcast	22463
2023-02-17 13:30:12	SABC News	On Point @ 13h30 - Proudly South African	Broadcast	43240
2023-02-17 23:24:12	SABC News	The Globe @ 23h15 - Proudly South African	Broadcast	43240
2023-02-19 12:24:11	Quick Read	500+ Best Traditional Dresses South Africa	Online	2596
2023-02-20 07:42:02	Radio Khwezi	Radio Khwezi - Vuka Nathi Breakfast Show @ 07h45 - Proudly SA	Broadcast	16709
2023-02-21 10:56:12	SA News	Local companies fly SA flag high	Online	2525
2023-02-21 11:22:26	MyZA	Local companies fly SA flag high	Online	850
2023-02-21 11:46:14	SA People News	Local businesses fly SA flag high	Online	27812
2023-02-22 10:30:41	BusinessDay TV	- Bloomberg Green @ 10h30 - Proudly SA	Broadcast	58100
2023-02-23 14:03:21	BusinessDay TV	The Big Small Business Show @ 14h00 - Proudly SA	Broadcast	17033
2023-02-28	Southern Courier	Unathi's patriotism wins her a car	Print	11338
2023-02-28 10:10:07	Automotive Business Review	Goodyear South Africa tyres certified Proudly South African	Online	2559
2023-02-28 10:18:46	Crown Publications	South African manufactured tyres for heavy duty vehicles	Online	16024
2023-02-28 10:41:01	CarSite	Goodyear South Africa tyres certified Proudly South African	Online	1670

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2023-02-28 11:37:07	Gay Pages SA	Goodyear South Africa tyres certified Proudly South African	Online	850
2023-02-28 13:20:00	Insurance Chat	Goodyear South Africa tyres certified Proudly South African	Online	11457
2023-02-28 13:41:19	ProAgri	Goodyear South Africa tyres certified Proudly South African	Online	1814
2023-02-28 15:03:53	Algoa FM	The Drive With Roland Gaspar - 28 Feb 2023 @ 15h00 - Proudly South African	Broadcast	3971
2023-02-28 15:47:29	SATMC	Goodyear South Africa Tyres Certified Proudly South African	Online	850
2023-03-01	Comaro Chronicle	Video seals the deal	Print	9815
2023-03-01	Modern Athlete	Proudly South African Athletes Looking for a New Sponsor!	Print	1320
2023-03-01 08:27:08	SA Treads	Goodyear South Africa tyres certified Proudly South African	Online	850
2023-03-01 08:27:08	SA Treads	Goodyear South Africa tyres certified Proudly South African	Online	850
2023-03-01 09:07:18	KZN Industrial & Business News	Tyre manufacturer certified as Proudly South African	Online	850
2023-03-01 11:53:11	Dealerfloor	Goodyear SA joins the Proudly South African team	Online	850
2023-03-02 09:56:59	Engineering News	Locally made Goodyear tyres certified as Proudly South African	Online	49578
2023-03-02 10:00:10	Social TV	Goodyear South Africa tyres certified Proudly South African	Online	2459
2023-03-02 10:00:44	Cape Times	SA manufacturing sector and the imperative of localisation	Online	50000
2023-03-02 10:01:43	The Star Online	SA manufacturing sector and the imperative of localisation	Online	50000
2023-03-02 10:04:22	Sunday Independent	SA manufacturing sector and the imperative of localisation	Online	850
2023-03-02 10:29:59	Cape Argus	SA manufacturing sector and the imperative of localisation	Online	850
2023-03-03 16:29:18	Engineering News	Locally made Goodyear tyres certified as Proudly South African	Online	49578
2023-03-08 09:28:23	Eastern Cape Industrial and Business	Tyre manufacturer certified as Proudly South African	Online	1072
2023-03-08 16:43:10	Auto Forum	Goodyear South Africa tyres certified Proudly South African	Online	850
2023-03-09 14:27:44	SA News	Government to tighten legislations on procuring locally produced products	Online News Coverage: Local Procurement	2525
2023-03-10	Berea Mail	Proudly South African sopranos	Print	16528
2023-03-10 13:45:12	Bizcommunity	Govt to tighten legislations on procuring locally produced products	Online	80000
2023-03-11 00:14:21	CapeTalk 567 AM	Best Of Cape Talk @ 00h15 - Proudly South African	Broadcast	2360

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-12 23:30:30	eNCA	We The Nation @ 23h30 - Proudly South African	Broadcast	17327
2023-03-14 07:26:58	eKasi Traders Network	Castle Lager launches an innovative initiative that repurposes by-products from its beer brewing process to make bread	Online	850
2023-03-14 10:01:19	Drink Stuff	13 Mar 2023 - SAB repurposes brewing by-products to make bread	Online	850
2023-03-14 13:56:25	MyZA	Annual Buy Local Summit & Expo returns	Online	850
2023-03-14 13:57:10	SA News	Annual Buy Local Summit & Expo returns	Online	2525
2023-03-14 15:16:38	South African Government	Proudly South African hosts Buy Local Summit and Expo, 27 and 28 Mar	Online	850
2023-03-14 18:02:04	Soweto TV	Soweto Business Line @ 18h00 - Proudly SA	Broadcast	73540
2023-03-15 06:55:40	Mapepeza	Buy Local Summit and Expo registration opens	Online	850
2023-03-15 09:02:03	Soweto TV	Soweto Business Line @ 09h00 - Proudly SA	Broadcast	46690
2023-03-15 10:00:57	romatex.co.za	Major SA retailers starting to source locally	Online	850
2023-03-15 11:25:40	SA News	Proudly SA gears up for Buy Local Summit	Online	2525
2023-03-15 11:40:26	MyZA	Proudly SA gears up for Buy Local Summit	Online	850
2023-03-15 13:09:20	Africa News Wire	Annual Buy Local Summit & Expo returns	Online	850
2023-03-15 13:40:01	South African Business Integrator	THE BUY LOCAL SUMMIT & EXPO RETURNS FOR ITS 11TH EDITION	Online	1916
2023-03-15 14:01:38	SA Profile Magazine	THE BUY LOCAL SUMMIT & EXPO RETURNS FOR ITS 11TH EDITION	Online	850
2023-03-15 15:24:16	Bizcommunity	Annual Buy Local Summit & Expo returns	Online	80000
2023-03-15 16:16:27	AllAfrica	South Africa: Annual Buy Local Summit & Expo Returns	Online	80000
2023-03-16 11:19:14	Freight News	Sandton to host Proudly SA Summit	Online	2422
2023-03-16 11:29:11	SA People News	Proudly SA gears up to host Buy Local Summit	Online	27812
2023-03-16 12:09:46	Rooi Rose	Groot gebeure by Perdeberg die afgelope twee jaar	Online	2703
2023-03-16 14:54:10	Cosmo City Chronicle	Proudly SA gears up for Buy Local Summit	Online	850
2023-03-16 15:23:05	South African Journal	Proudly SA gears up for Buy Local Summit	Online	2179
2023-03-16 18:39:42	Newzroom Afrika	News@Prime with Cathy Mohlahlana @ 18h30 - Proudly South African	Broadcast	26297
2023-03-16 18:41:22	Newzroom Afrika	News@Prime with Cathy Mohlahlana @ 18h45 - Proudly South African	Broadcast	94185

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-16 23:37:17	Newzroom Afrika	The Pulse (Repeat) @ 23h30 - Proudly South African	Broadcast	45617
2023-03-17 05:34:05	Newzroom Afrika	The Pulse (Repeat) @ 05h30 - Proudly South African	Broadcast	77012
2023-03-17 05:55:37	Lotus FM	Morning Inspiration @ 05h45 - Proudly SA	Broadcast	5617
2023-03-17 06:42:54	Metro FM	Wake up on Metro FM with Mo Flava and Khutso Theledi @ 06h45 - Proudly South African	Broadcast	575087
2023-03-17 07:26:26	Channel Africa	Rise and Shine @ 07h15 - Proudly SA	Broadcast	4991
2023-03-17 11:04:12	Jozi FM	The Morning Chat @ 11h00 - Proudly SA	Broadcast	7774
2023-03-17 11:43:01	Newzroom Afrika	Newsfeed AM @ 11h30 - Proudly South African	Broadcast	39982
2023-03-17 11:58:13	South Africa Tribune	South Africa Tribune	Online	850
2023-03-17 13:12:24	Novus Group Press Bulletin	ALL SET FOR 11TH ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO	Online	850
2023-03-17 13:40:59	Newzroom Afrika	Newsfeed PM @ 13h30 - Proudly South African	Broadcast	35152
2023-03-17 14:53:30	Newzroom Afrika	Newsfeed PM @ 14h45 - Proudly South African	Broadcast	35957
2023-03-17 14:54:47	South African Business Integrator	ALL SET FOR 11TH ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO	Online	1916
2023-03-17 15:14:33	SAfm	Beyond the Headline @ 15h15 - Proudly SA	Broadcast	32933
2023-03-17 15:43:32	SABC News	SA Today @ 15h30 - Proudly SA	Broadcast	28213
2023-03-17 15:43:39	SA News	Countdown to 2023 Buy Local Summit & Expo	Online	2525
2023-03-17 15:44:14	MyZA	Countdown to 2023 Buy Local Summit & Expo	Online	850
2023-03-17 17:33:01	My Cape Town	Countdown to 2023 Buy Local Summit & Expo	Online	850
2023-03-17 18:32:03	BusinessDay TV	The Big Small Business Show @ 18h30 - Proudly South African	Broadcast	101567
2023-03-17 23:31:11	BusinessDay TV	The Big Small Business Show @ 23h30 - Proudly South African	Broadcast	77146
2023-03-18 00:42:21	SABC2	Full View @ 00h30 - Proudly South African	Broadcast	20623
2023-03-18 02:00:50	BusinessDay TV	The Big Small Business Show @ 02h00 - Proudly South African	Broadcast	58100
2023-03-18 11:30:05	Africa News Wire	Countdown to 2023 Buy Local Summit & Expo	Online	850
2023-03-18 14:13:21	South African Journal	Countdown to 2023 Buy Local Summit & Expo	Online	2179
2023-03-18 18:00:44	BusinessDay TV	The Big Small Business Show @ 18h00 - Proudly South African	Broadcast	57900
2023-03-19 14:37:08	Newzroom Afrika	Newsfeed PM @ 14h30 - Proudly South African	Broadcast	45348

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-19 14:57:11	The Presidency	Briefing by Mr Vincent Magwenya, Spokesperson to President Cyril Ramaphosa, on the President's schedule	Online	6216
2023-03-19 17:02:53	SA News	Presidency finalising Electricity Minister's powers	Online	2525
2023-03-19 17:07:42	MyZA	Presidency finalising Electricity Minister's powers	Online	850
2023-03-19 18:01:43	BusinessDay TV	The Big Small Business Show @ 18h00 - Proudly South African	Broadcast	58000
2023-03-19 19:46:22	Fair Play Movement	Buying local supports local businesses and local jobs	Online	850
2023-03-19 22:02:53	Newzroom Afrika	In Focus @ 22h00 - Proudly South African	Broadcast	232377
2023-03-20 04:02:26	BusinessDay TV	The Big Small Business Show @ 04h00 - Proudly South African	Broadcast	68017
2023-03-20 10:10:27	South African Government	Presidency updates on President Cyril Ramaphosa's programme	Online	850
2023-03-20 11:24:09	Automotive Business Review	All set for 11th annual Proudly SA Buy Local Summit & Expo	Online	2559
2023-03-20 13:18:40	Africa	All Set For The 11th Annual Proudly SA Buy Local Summit & Expo	Online	80000
2023-03-20 13:37:57	Africa News Wire	Presidency finalising Electricity Minister's powers	Online	850
2023-03-20 15:46:12	Jozi FM	Solid Gold @ 15h45 - Proudly South African	Broadcast	63227
2023-03-20 21:30:26	BusinessDay TV	The Big Small Business Show @ 21h30 - Proudly South African	Broadcast	154533
2023-03-21 10:00:20	Nxtgovtjobs	Proudly South African Contact Details Like Contact Number, Address, Email Addresses	Online	850
2023-03-21 18:00:46	Soweto TV	Soweto Business Line @ 18h00 - Proudly SA	Broadcast	85676
2023-03-22 03:31:23	Soweto TV	Soweto Business Line @ 03h30 - Proudly SA	Broadcast	44563
2023-03-22 09:01:36	Soweto TV	Soweto Business Line @ 09h00 - Proudly SA	Broadcast	47610
2023-03-22 15:07:23	Boksburg Advertiser	Boksburg's costume queen bids her creations farewell	Online	1855
2023-03-22 16:29:36	I Love ZA	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit & Expo	Online	23963
2023-03-22 16:31:01	CarSite	Goodyear at Proudly South African Buy Local Summit and Expo	Online	1670
2023-03-22 16:39:56	Soweto Life Mag	Pres Cyril Ramaphosa to attend Buy Local Summit dinner	Online	850
2023-03-22 16:39:56	Soweto Life Mag	Pres Cyril Ramaphosa to attend Buy Local Summit dinner	Online	850
2023-03-22 17:56:22	Road Traffic Safety	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit and Expo	Online	850

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-22 20:12:30	My Jhb	Proudly South African Buy Local Summit and Expo	Online	850
2023-03-23 08:22:48	Joburg	Joburg Market set to place SMMES on growth path	Online	80000
2023-03-23 08:54:35	Automotive Business Review	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit and Expo	Online	2559
2023-03-23 09:17:38	Benoni City Times	Boksburg's costume queen bids her creations farewell	Online	5842
2023-03-23 09:18:21	702	The Clement Manyathela Show @ 09h15 - Proudly SA	Broadcast	13344
2023-03-23 12:11:42	Power 98.7	Power Lunch @ 12h00 - Proudly South African	Broadcast	3391
2023-03-23 12:52:52	Power 98.7	Power Lunch @ 12h45 - Proudly South African	Broadcast	66418
2023-03-23 15:33:32	Eldos FM	The Fast Lane @ 15h45 - Proudly SA	Broadcast	91215
2023-03-23 16:11:36	Auto Forum	Goodyear showcases locally produced tyres at Proudly South African Buy Local Summit and Expo	Online	850
2023-03-23 18:19:49	SME Tech Guru	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit and Expo	Online	2882
2023-03-24	Autolive	Goodyear SA Tyres Certified Proudly South African	Print	8220
2023-03-24	Benoni City Times	End of an era for costume queen	Print	29713
2023-03-24	Boksburg Advertiser	End of dazzling era for costume queen	Print	32453
2023-03-24 07:54:14	702	Breakfast with Bongani Bingwa @ 07h45 - Proudly SA	Broadcast	15422
2023-03-24 10:00:37	702	The Clement Manyathela Show @ 10h00 - Proudly South African	Broadcast	7464
2023-03-24 10:34:23	Rise FM 943	Rise FM Mid Mornings with Mpumi @ 10h30 - Proudly South African	Broadcast	1076
2023-03-24 10:38:42	Rise FM 943	Rise FM 943 - Rise FM Mid Mornings with Mpumi @ 10h30 - Proudly SA	Broadcast	15061
2023-03-24 10:47:27	702	702 - The Clement Manyathela Show @ 10h45 - Proudly South African	Broadcast	7011
2023-03-24 11:46:58	The South African	Buy Local Summit and Expo showcase Goodyear's local products	Online	80000
2023-03-24 13:17:22	702	Afternoons with Relebogile Mabotja @ 13h15 - Proudly SA	Broadcast	7647
2023-03-24 14:45:54	Mzansi Boss Lady	ALL SET FOR 11 TH ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO Growing the Economy and Creating Jobs through Localisation	Online	850
2023-03-25 00:14:28	eNCA	Peddling Poison @ 00h00 - Proudly South African	Broadcast	882
2023-03-25 02:08:09	eNCA	Peddling Poison @ 02h00 - Proudly South African	Broadcast	594
2023-03-25 07:37:17	702	Weekend Breakfast with Refiloe Mpakanyane @ 07h30 - Proudly SA	Broadcast	4644

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-25 07:48:22	Power 98.7	Power Weekend Breakfast @ 07h45 - Proudly SA	Broadcast	4071
2023-03-25 08:14:23	Power 98.7	Power Weekend Breakfast @ 08h30 - Proudly SA	Broadcast	85836
2023-03-25 08:26:34	Fullview	It's all systems go for the 11th Annual Proudly SA buy local summit and Expo.	Online	2832
2023-03-26 10:00:18	Stokvel Talk	MORE THAN 200 COMPANIES ON SHOW AT THE 11TH ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO	Online	9000
2023-03-26 13:38:46	eNCA	All Angles @ 13h45 - Proudly South African	Broadcast	199372
2023-03-27 04:26:31	Power 98.7	Power Up @ 04h15 - Proudly South African	Broadcast	1315
2023-03-27 05:38:32	702	Early Breakfast with Africa Melane @ 05h30 - Proudly SA	Broadcast	1544
2023-03-27 05:38:39	CapeTalk 567 AM	Early Breakfast with Africa Melane @ 05h30 - Proudly SA	Broadcast	251
2023-03-27 05:39:18	Power 98.7	Power Up @ 05h30 - Proudly South African	Broadcast	1428
2023-03-27 06:03:31	eNCA	The South African Morning @ 06h00 - Proudly South African	Broadcast	110860
2023-03-27 06:20:41	Power 98.7	Power Breakfast @ 06h15 - Proudly South African	Broadcast	8832
2023-03-27 07:18:02	SABC News	Morning Live @ 07h15 - Proudly SA	Broadcast	163147
2023-03-27 07:18:04	SABC2	Morning Live @ 07h15 - Proudly SA	Broadcast	162227
2023-03-27 07:20:13	eNCA	The South African Morning @ 07h30 - Proudly South African	Broadcast	362480
2023-03-27 08:06:45	eNCA	The South African Morning @ 08h00 - Proudly SA	Broadcast	248860
2023-03-27 08:14:08	SABC News	Morning Live @ 08h00 - Proudly South African	Broadcast	170813
2023-03-27 08:14:11	SABC2	Morning Live @ 08h00 - Proudly South African	Broadcast	168360
2023-03-27 08:30:48	eNCA	The South African Morning @ 08h30 - Proudly South African	Broadcast	370760
2023-03-27 08:37:00	Eden FM	Rise and Shine Breakfast Show @ 08h30 - Proudly South African	Broadcast	27376
2023-03-27 08:45:53	SABC News	Morning Live @ 08h45 - Proudly South African	Broadcast	183387
2023-03-27 08:45:56	702	702 - Breakfast with Bongani Bingwa @ 08h45 - Proudly South African	Broadcast	33488
2023-03-27 08:50:17	Mybroadband	Buy local – Hisense to feature at prestigious Proudly SA event	Online	80000
2023-03-27 09:00:24	702	The Clement Manyathela Show @ 09h00 - Proudly South African	Broadcast	6107
2023-03-27 09:20:43	SABC News	The Agenda @ 09h15 - Proudly SA	Broadcast	33235
2023-03-27 09:34:52	SA Treads	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit and Expo	Online	850

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2023-03-27 09:35:59	702	The Clement Manyathela Show @ 09h30 - Proudly SA	Broadcast	7011
2023-03-27 10:00:06	Retail Brief Africa	More than 200 companies showcase at the 11th Annual Proudly SA Buy Local Summit & Expo	Online	2716
2023-03-27 10:00:06	Retail Brief Africa	More than 200 companies showcase at the 11th Annual Proudly SA Buy Local Summit & Expo	Online	2716
2023-03-27 11:02:20	Tru FM	truExperience @ 11h00 - Proudly South African	Broadcast	1277
2023-03-27 11:06:01	SABC News	The Agenda @ 11h00 - Proudly South African	Broadcast	69345
2023-03-27 11:36:23	Voice of Wits	Area Code @ 11h30 - Proudly SA	Broadcast	9775
2023-03-27 11:45:04	Buy PE	South African consumers getting pounded	Online	1598
2023-03-27 12:02:25	IMPACT RADIO	No limits @ 12h00 - Proudly SA	Broadcast	930
2023-03-27 12:10:50	Power 98.7	Power Lunch @ 12h00 - Proudly South African	Broadcast	38003
2023-03-27 12:24:22	SABC News	On Point @ 12h15 - Proudly SA	Broadcast	65320
2023-03-27 12:29:41	Mix FM	The Midday Mix with Damian Schmidt @ 12h15 - Proudly SA	Broadcast	852
2023-03-27 12:38:50	Newzroom Afrika	Newzroom Afrika - Daytime Update @ 12h30 - Proudly SA	Broadcast	66815
2023-03-27 12:43:49	YFM	The Shakedown with Nia Brown @ 12h45 - Proudly South African	Broadcast	88703
2023-03-27 13:01:07	Voice of Wits	That Lunch Show @ 13h00 - Proudly SA	Broadcast	1612
2023-03-27 13:09:56	Power 98.7	Power Lunch @ 13h00 - Proudly South African	Broadcast	77527
2023-03-27 13:15:22	SABC1	Lunch Time News @ 13h00 - Proudly South African	Broadcast	98325
2023-03-27 13:24:29	Voice of Wits	That Lunch Show @ 13h15 - Proudly SA	Broadcast	413
2023-03-27 13:30:28	Voice of Wits	That Lunch Show @ 13h30 - Proudly South African	Broadcast	10540
2023-03-27 13:55:41	proagrimedia	Goodyear to showcase its locally produced tyres at the Proudly South African Buy Local Summit and Expo	Online	850
2023-03-27 14:00:24	Hindvani	Various @ 14h00 - Proudly SA	Broadcast	1098
2023-03-27 14:01:18	SAfm	Living Redefined @ 14h00 - Proudly SA	Broadcast	5163
2023-03-27 14:01:53	Tru FM	Lunchtime Shandis @ 14h00 - Proudly South African	Broadcast	2795
2023-03-27 14:02:03	Lotus FM	The Lunch Break @ 14h00 - Proudly SA	Broadcast	4811
2023-03-27 14:02:08	5FM	5 Lunch @ 14h00 - Proudly SA	Broadcast	6555
2023-03-27 14:02:09	Metro FM	Midday Link Up with LKG and Proverb @ 14h00 - Proudly SA	Broadcast	23216
2023-03-27 14:24:20	Voice of Wits	That Lunch Show @ 14h15 - Proudly South African	Broadcast	2869

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-27 14:32:10	Channel Africa	The Upside @ 14h30 - Proudly South African	Broadcast	883
2023-03-27 14:44:41	Voice of Wits	That Lunch Show @ 14h30 - Proudly SA	Broadcast	4941
2023-03-27 14:51:20	Power 98.7	Power Lunch @ 14h45 - Proudly SA	Broadcast	79164
2023-03-27 15:00:58	Phalaphala FM	Dzi a Orowa @ 15h00 - Proudly South African	Broadcast	4106
2023-03-27 15:01:41	Thobela FM	Ntshirogele @ 15h00 - Proudly South African	Broadcast	15365
2023-03-27 15:02:39	Ligwalagwala FM	Asambe Drive Show @ 15h00 - Proudly SA	Broadcast	9260
2023-03-27 15:02:45	5FM	5 Drive @ 15h00 - Proudly SA	Broadcast	7102
2023-03-27 15:03:27	SAfm	Beyond The Headline @ 15h00 - Proudly SA	Broadcast	20303
2023-03-27 15:03:44	Lotus FM	The Official Drive @ 15h00 - Proudly SA	Broadcast	4106
2023-03-27 15:04:22	Umhlobo Wenene FM	UWFM Drive@ 15h00 - Proudly South African	Broadcast	25167
2023-03-27 15:04:37	Radio Pulpit/Kansel	Something Els @ 15h00 - Proudly SA	Broadcast	3096
2023-03-27 15:05:03	Ikwekwezi FM	AADS @ 15h00 - Proudly South African	Broadcast	5226
2023-03-27 15:22:21	Engineering News	Patel highlights challenges faced by South African manufacturers, notes govt efforts	Online	49578
2023-03-27 15:42:00	Alex FM	The KingsWay @ 15h30 - Proudly SA	Broadcast	6134
2023-03-27 15:52:54	SAfm	Beyond The Headline @ 15h45 - Proudly SA	Broadcast	4796
2023-03-27 16:01:15	MFM 92.6	Detour @ 16h00 - Proudly SA	Broadcast	1949
2023-03-27 16:01:55	IMPACT RADIO	Afternoon Drive Show @ 16h00 - Proudly SA	Broadcast	1374
2023-03-27 16:02:55	Gagasi FM	Gagasi FM Drive @ 16h00 - Proudly SA	Broadcast	12510
2023-03-27 16:02:56	Cape Pulpit Kaapse Kansel	Afternoon Drive @ 16h00 - Proudly SA	Broadcast	2415
2023-03-27 16:03:02	Eldos FM	The Fast Lane @ 16h00 - Proudly SA	Broadcast	4187
2023-03-27 16:03:21	Phalaphala FM	Dzi a Orowa @ 16h00 - Proudly South African	Broadcast	3957
2023-03-27 16:03:26	Radio Pulpit/Kansel	Spectrum/Spektrum @ 16h00 - Proudly SA	Broadcast	3006
2023-03-27 16:03:40	Thobela FM	Ntshirogele @ 16h00 - Proudly South African	Broadcast	14597
2023-03-27 16:03:46	Radio Helderberg	Afternoon Drive with Christie @ 16h00 - Proudly SA	Broadcast	1248
2023-03-27 16:03:55	LM Radio	LM Magic Afternoon Drive @ 16h00 - Proudly SA	Broadcast	6618
2023-03-27 16:30:09	Channel Africa	The Upside @ 16h30 - Proudly SA	Broadcast	1417
2023-03-27 16:41:36	SABC News	SA Today @ 16h30 - Proudly South African	Broadcast	62560

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2023-03-27 16:43:50	eNCA	Today @ 16h45 - Proudly SA	Broadcast	193200
2023-03-27 16:54:40	TimesLive	RATE IT Money is tight, but here's why minister Ebrahim Patel wants you to buy local	Online	80000
2023-03-27 17:02:37	Hindvani	Various @ 17h00 - Proudly SA	Broadcast	1287
2023-03-27 17:05:02	Kasie FM	The Drive Thru with Black Diamond @ 17h00 - Proudly South African	Broadcast	3963
2023-03-27 17:29:44	Thobela FM	Ntshirogele @ 17h15 - Proudly South African	Broadcast	1729
2023-03-27 17:42:04	Woman & Home	WIN! A luxury hamper worth R40 6000	Online	2415
2023-03-27 18:01:39	Soweto TV	Soweto Business Line @ 18h00 - Proudly SA	Broadcast	77163
2023-03-27 18:08:01	Ikwekwezi FM	Hlala Nami @ 18h00 - Proudly South African	Broadcast	8698
2023-03-27 18:08:45	Thobela FM	Hlokwa La Tsela @ 18h00 - Proudly South African	Broadcast	8629
2023-03-27 18:21:33	Radio 2000	Game Time @ 18h15 - Proudly SA	Broadcast	2588
2023-03-27 18:26:50	Tru FM	truNews at 6 @ 18h15 - Proudly South African	Broadcast	5348
2023-03-27 18:34:46	Ikwekwezi FM	Hlala Nami @ 18h30 - Proudly South African	Broadcast	4268
2023-03-27 18:42:30	SABC News	Full View @ 18h30 - Proudly SA	Broadcast	52057
2023-03-27 18:44:02	Ligwalagwala FM	Letiphuma Embiteni @ 18h45 - Proudly SA	Broadcast	17238
2023-03-27 18:45:44	Motsweding FM	Current Affairs - Tsele Le Tsele @ 18h45 - Proudly South African	Broadcast	26731
2023-03-27 18:55:52	Thobela FM	Hlokwa La Tsela @ 18h45 - Proudly South African	Broadcast	36498
2023-03-27 19:00:50	You FM	YOU FM Business Hour - 27 Mar 2023 @ 19h00 - Proudly South African	Broadcast	3243
2023-03-27 19:03:54	DispatchLIVE	RATE IT Money is tight, but here's why minister Ebrahim Patel wants you to buy local	Online	57597
2023-03-27 19:42:22	SABC News	Full View @ 19h30 - Proudly SA	Broadcast	52325
2023-03-27 20:00:23	The Presidency	Deputy President Mashatile to attend and address the Proudly South African Buy Local Summit and Expo 2023 - Localisation Dinner	Online	6216
2023-03-27 20:13:37	SABC3	News @ 20:00 @ 20h00 - Proudly SA	Broadcast	53667
2023-03-27 20:15:34	SABC2	Setswana/Sesotho/Sepedi News @ 20h15 - Proudly SA	Broadcast	76475
2023-03-27 20:28:23	Sosha FM 93.0	Expression Talk Back Show @ 20h15 - Proudly South African	Broadcast	5816
2023-03-27 20:28:38	Swirl and Spice	L'Avenir Wine Estate and Country Lodge	Online	850
2023-03-27 21:28:05	SABC News	The Globe @ 21h15 - Proudly SA	Broadcast	132173

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2023-03-27 22:36:29	Newzroom Afrika	In Focus 2023 @ 22h30 - Proudly SA	Broadcast	37298
2023-03-27 23:21:51	SABC News	The Globe @ 23h15 - Proudly SA	Broadcast	30360
2023-03-27 23:36:43	Newzroom Afrika	The Pulse (Repeat) @ 23h30 - Proudly SA	Broadcast	36225
2023-03-28	Business Day	Patel keen for private funding of infrastructure	Print	50838
2023-03-28	Cape Argus	Are you a South African?	Print	51163
2023-03-28	Cape Argus PM Edition	Are you a South African?	Print	51309
2023-03-28	The Herald	Patel keen for private sector to fund infrastructure plans	Print	20852
2023-03-28 00:22:47	SABC News	Full View @ 00h15 - Proudly SA	Broadcast	2760
2023-03-28 01:39:00	SABC News	Full View @ 01h30 - Proudly South African	Broadcast	7437
2023-03-28 01:39:00	SABC2	Full View @ 01h30 - Proudly South African	Broadcast	15103
2023-03-28 02:29:58	SABC3	Deutsche Welle News @ 02h30 - Proudly South African	Broadcast	5903
2023-03-28 02:35:04	SABC News	Full View @ 02h30 - Proudly South African	Broadcast	7743
2023-03-28 02:35:05	SABC2	Full View @ 02h30 - Proudly South African	Broadcast	16253
2023-03-28 02:36:23	Newzroom Afrika	Newsfeed PM (Repeat) @ 02h30 - Proudly SA	Broadcast	36493
2023-03-28 03:22:24	SABC News	The Globe @ 03h30 - Proudly South African	Broadcast	33120
2023-03-28 03:22:24	SABC News	The Globe @ 03h15 - Proudly SA	Broadcast	7590
2023-03-28 03:22:25	SABC3	Deutsche Welle News @ 03h15 - Proudly SA	Broadcast	33043
2023-03-28 03:22:29	SABC2	The Globe @ 03h15 - Proudly SA	Broadcast	67083
2023-03-28 04:22:50	SABC3	Deutsche Welle News @ 04h15 - Proudly SA	Broadcast	33388
2023-03-28 04:22:51	SABC News	The Globe @ 04h15 - Proudly SA	Broadcast	7590
2023-03-28 04:22:54	SABC2	The Globe @ 04h15 - Proudly SA	Broadcast	66393
2023-03-28 05:48:16	Lotus FM	Morning Inspiration @ 05h45 - Proudly SA	Broadcast	5212
2023-03-28 06:38:05	SABC News	Reliable, sustainable energy key to industrialisation: Ebrahim Patel	Online	54095
2023-03-28 07:01:05	Ligwalagwala FM	Kusile Mzansi @ 07h00 - Proudly SA	Broadcast	5820
2023-03-28 07:01:34	Lotus FM	Breakfast Xpress @ 07h00 - Proudly SA	Broadcast	4778
2023-03-28 07:01:40	5FM	5 Breakfast @ 07h00 - Proudly SA	Broadcast	15182
2023-03-28 07:02:14	Metro FM	Wake up on Metro FM with Mo Flava and Khutso Theledi @ 07h00 - Proudly SA	Broadcast	27543

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-28 07:02:14	Radio 2000	The Take Off @ 07h00 - Proudly SA	Broadcast	7743
2023-03-28 07:02:26	Voice of Wits	The Main Switch @ 07h00 - Proudly SA	Broadcast	1594
2023-03-28 07:03:22	Umhlobo Wenene FM	iBrakfesi Eyondlayo Ekuseni @ 07h00 - Proudly SA	Broadcast	31087
2023-03-28 07:24:24	Timesofnews	Reliable, sustainable energy key to industrialisation: Ebrahim Patel	Online	2890
2023-03-28 08:00:25	Opulence Radio	Opulence Radio - Proudly SA	Broadcast	58455
2023-03-28 08:01:01	Kingfisher FM	The Spar Big Breakfast 107.5 FM @ 08h00 - Proudly SA	Broadcast	510
2023-03-28 08:01:10	Good Hope FM	Big Breakfast @ 08h00 - Proudly SA	Broadcast	7515
2023-03-28 08:01:54	Thobela FM	Ditlalemeso @ 08h00 - Proudly South African	Broadcast	22243
2023-03-28 08:02:18	Ikwekwezi FM	Sivukile Breakfast Show @ 08h00 - Proudly SA	Broadcast	8198
2023-03-28 08:02:29	Tru FM	truBreakfast @ 08h00 - Proudly SA	Broadcast	3244
2023-03-28 08:02:30	5FM	5 Breakfast @ 08h00 - Proudly SA	Broadcast	15553
2023-03-28 08:02:38	Radio 2000	The Take Off @ 08h00 - Proudly SA	Broadcast	6263
2023-03-28 08:03:14	Umhlobo Wenene FM	iBrakfesi Eyondlayo Ekuseni @ 08h00 - Proudly SA	Broadcast	34597
2023-03-28 08:03:40	Ligwalagwala FM	Kusile Mzansi @ 08h00 - Proudly SA	Broadcast	8201
2023-03-28 08:03:42	Lotus FM	Breakfast Xpress @ 08h00 - Proudly SA	Broadcast	5163
2023-03-28 08:30:52	South Africa Finance News	Reliable, sustainable energy key to industrialisation: Ebrahim Patel	Online	1222
2023-03-28 08:47:46	The Voice of the Cape	Reliable, sustainable energy key to industrialisation: Ebrahim Patel	Online	12690
2023-03-28 08:59:54	Bosveld Stereo 107.5fm	Various @ 09h00 - Proudly South African	Broadcast	824
2023-03-28 09:00:17	Hindvani	Various @ 09h00 - Proudly SA	Broadcast	1235
2023-03-28 09:00:25	Soweto TV	Soweto Business Line - 28 Mar 2023 @ 09h00 - Proudly SA	Broadcast	53705
2023-03-28 09:02:44	Thobela FM	Sedibeng @ 09h00 - Proudly South African	Broadcast	10651
2023-03-28 09:04:17	Vuma 103 FM	Cruise @ 09h00 - Proudly SA	Broadcast	7167
2023-03-28 09:19:04	South African Government	Deputy President Mashatile addresses Proudly South African Buy Local Summit and Expo and Expo 2023 - Localisation Dinner	Online	850
2023-03-28 09:35:42	SA News	Localisation is key to innovation	Online	2525
2023-03-28 09:40:54	SA News	Mashatile participates in Buy Local Summit	Online	2525

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-28 09:47:04	MyZA	Localisation is key to innovation	Online	850
2023-03-28 09:47:04	MyZA	Mashatile participates in Buy Local Summit	Online	850
2023-03-28 10:00:26	The Africa	South Africa: More Than 200 Companies On Show At Buy Local Summit Expo	Online	850
2023-03-28 10:02:01	Eldos FM	Mid Morning Mellow @ 10h00 - Proudly South African	Broadcast	3450
2023-03-28 10:02:01	Radio Khwezi	Variety @ 10h00 - Proudly SA	Broadcast	602
2023-03-28 10:02:09	Mix FM	The Morning Wave @ 10h00 - Proudly SA	Broadcast	4878
2023-03-28 10:06:09	Voice of Wits	Area Code @ 10h00 - Proudly South African	Broadcast	1364
2023-03-28 10:15:30	The Star Online	Sans Souci Girls' High School hands over food relief for earthquake survivors in Türkiye, Syria	Online	50000
2023-03-28 10:15:40	Cape Argus	Sans Souci Girls' High School hands over food relief for earthquake survivors in Türkiye, Syria	Online	850
2023-03-28 10:16:17	Cape Times	Sans Souci Girls' High School hands over food relief for earthquake survivors in Türkiye, Syria	Online	50000
2023-03-28 10:20:20	Sunday Independent	Sans Souci Girls' High School hands over food relief for earthquake survivors in Türkiye, Syria	Online	850
2023-03-28 10:48:21	MSN	Sans Souci Girls' High School hands over food relief for earthquake survivors in Türkiye, Syria	Online	80000
2023-03-28 10:55:03	SA People News	Proudly South Africa hosts two-day Buy Local Summit	Online	27812
2023-03-28 11:00:43	Star FM	Moving Forward @ 11h00 - Proudly SA	Broadcast	1980
2023-03-28 11:07:08	Radio 2000	Better Together @ 11h00 - Proudly SA	Broadcast	2123
2023-03-28 11:25:21	MyZA	More than 200 companies on show at Buy Local Summit & Expo	Online	850
2023-03-28 11:26:46	SA News	More than 200 companies on show at Buy Local Summit & Expo	Online	2525
2023-03-28 11:38:59	You FM	YOU Before Noon @ 11h30 - Proudly SA	Broadcast	4093
2023-03-28 11:39:09	MSN	'I can completely understand the anger' – Minister Ebrahim Patel on backlash over ministerial perks	Online	80000
2023-03-28 12:00:30	The Presidency	Keynote address by Deputy President Paul Shipokosa Mashatile at the Localisation Gala Dinner of the Buy Local Conference and Expo, Sandton Convention Centre, Johannesburg	Online	6216
2023-03-28 12:02:02	Alex FM	Mid Day Cruise @ 12h00 - Proudly South African	Broadcast	8612
2023-03-28 12:09:53	Thobela FM	Tabakgolo @ 12h00 - Proudly South African	Broadcast	11601

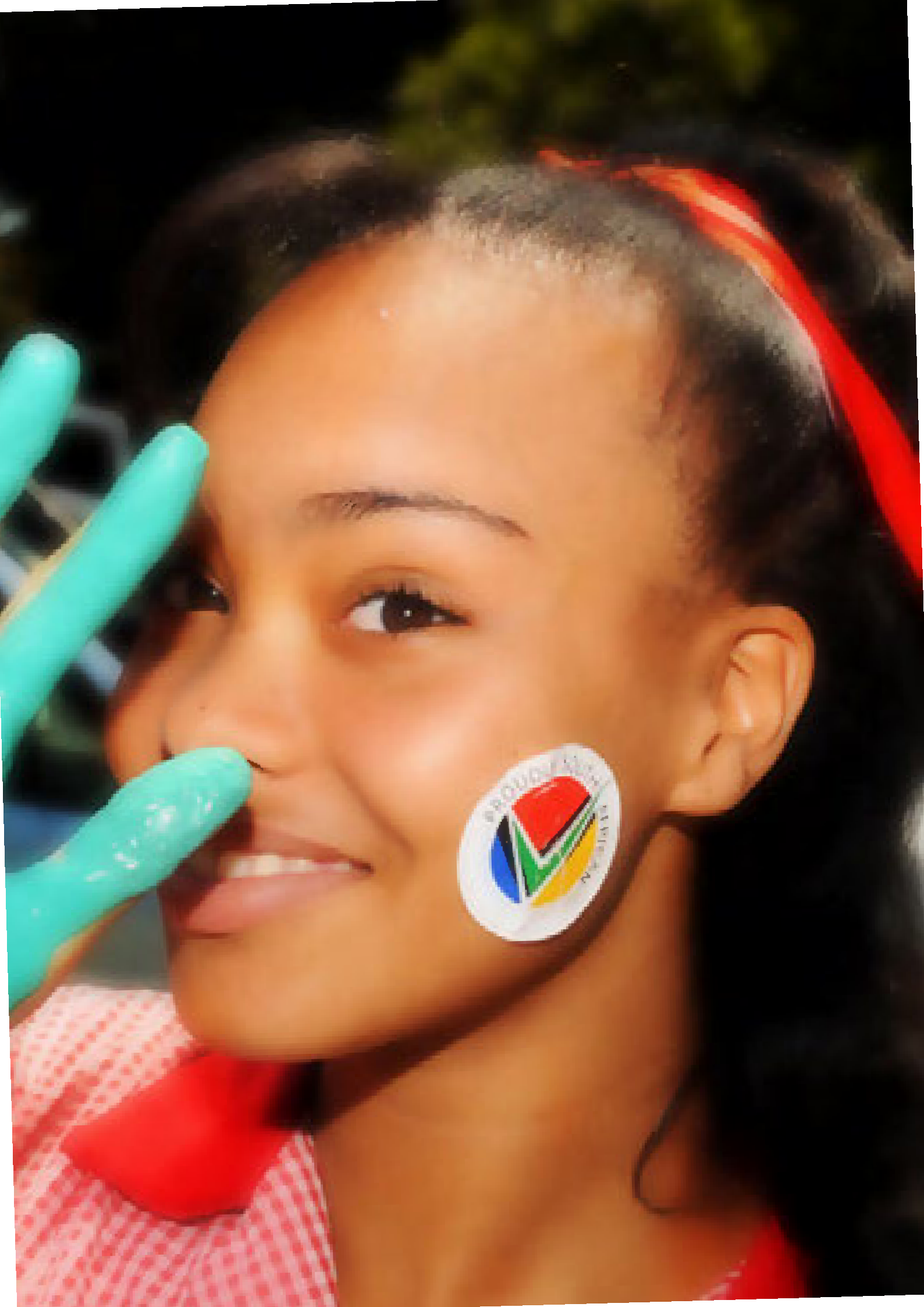
Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-28 12:16:30	Thobela FM	Tabakgolo @ 12h15 - Proudly South African	Broadcast	16272
2023-03-28 12:21:51	YFM	The Shakedown with Nia Brown @ 12h15 - Proudly South African	Broadcast	6578
2023-03-28 12:25:47	Ukhozi FM	EziseMatheni @ 12h15 - Proudly South African	Broadcast	121845
2023-03-28 12:32:45	Channel Africa	Africa Update @ 12h30 - Proudly South African	Broadcast	1428
2023-03-28 12:40:18	Radio 2000	The Royal Playground @ 12h30 - Proudly South African	Broadcast	50797
2023-03-28 12:41:02	Bizcommunity	More than 200 companies on show at Buy Local Summit & Expo	Online	80000
2023-03-28 12:42:24	YFM	The Shakedown with Nia Brown @ 12h30 - Proudly South African	Broadcast	73155
2023-03-28 13:14:36	SAfm	Living Redefined @ 13h00 - Proudly SA	Broadcast	3391
2023-03-28 13:32:47	YFM	The Shakedown with Nia Brown @ 13h30 - Proudly South African	Broadcast	129567
2023-03-28 13:42:58	SABC3	On Point @ 13h30 - Proudly SA	Broadcast	26987
2023-03-28 13:45:48	My Cape Town	More than 200 companies on show at Buy Local Summit & Expo	Online	850
2023-03-28 13:52:44	Sowetan Live	RATE IT Money is tight, but here's why minister Ebrahim Patel wants you to buy local	Online	80000
2023-03-28 13:53:37	Metro FM	Midday Link Up with LKG and Proverb @ 13h45 - Proudly South African	Broadcast	187151
2023-03-28 14:41:18	Radio 2000	The Royal Playground @ 14h30 - Proudly South African	Broadcast	40670
2023-03-28 14:46:20	MyZA	Transnet investigates 'ghost trains'	Online	850
2023-03-28 14:53:11	SAfm	Living Redefined @ 14h45 - Proudly SA	Broadcast	34911
2023-03-28 15:02:51	Lotus FM	The Official Drive @ 15h00 - Proudly SA	Broadcast	3364
2023-03-28 15:45:14	Metro FM	The Touchdown with T Bo Touch @ 15h45 - Proudly South African	Broadcast	258801
2023-03-28 16:27:22	SABC News	SA's sugar industry struggles to recover	Online	54095
2023-03-28 16:30:19	Channel Africa	The Upside @ 16h30 - Proudly South African	Broadcast	1509
2023-03-28 16:53:52	AllAfrica	South Africa: More Than 200 Companies On Show At Buy Local Summit & Expo	Online	80000
2023-03-28 16:59:54	AllAfrica	South Africa: Mashatile Participates in Buy Local Summit	Online	80000
2023-03-28 17:01:38	Hindvani	Various @ 17h00 - Proudly SA	Broadcast	1544
2023-03-28 17:02:48	Jozi FM	Solid Gold @ 17h00 - Proudly South African	Broadcast	5956
2023-03-28 17:04:32	Rise FM 943	Taking Care of Business on Rise FM -@ 17h00 - Proudly SA	Broadcast	1676
2023-03-28 17:29:02	Timesofnews	SA's sugar industry struggles to recover	Online	2890

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-28 17:30:56	AllAfrica	South Africa: Localisation Is Key to Innovation	Online	80000
2023-03-28 17:31:43	South Africa Finance News	SA's sugar industry struggles to recover	Online	1222
2023-03-28 17:38:10	Fullview	Mashatile to deliver keynote address at Buy Local Summit and Expo	Online	2832
2023-03-28 18:00:24	MFM 92.6	Variety - @ 18h00 - Proudly SA	Broadcast	2055
2023-03-28 18:00:26	Radio Helderberg	Unwind with Gavin @ 18h00 - Proudly SA	Broadcast	891
2023-03-28 18:01:34	Eldos FM	Let's Talk About It @ 18h00 - Proudly SA	Broadcast	2572
2023-03-28 18:02:38	Radio Pulpit/Kansel	Tuesday Live @ 18h00 - Proudly SA	Broadcast	1093
2023-03-28 18:03:53	Cape Pulpit Kaapse Kansel	Ons Gesels Met ... @ 18h00 - Proudly SA	Broadcast	1844
2023-03-28 18:22:42	Radio 2000	Game Time @ 18h15 - Proudly SA	Broadcast	2502
2023-03-28 18:42:03	Soweto TV	- Soweto TV Prime Time News @ 18h30 - Proudly SA	Broadcast	43110
2023-03-28 19:07:52	Sunday World	Proudly SA expo offers Nomngenge Duo platform to grow and shine	Online	38168
2023-03-28 19:42:41	Soweto TV	Soweto TV Evenings@ 19h30 - Proudly SA	Broadcast	36770
2023-03-28 20:00:31	eNCA	Power To Truth With Dr JJ Tabane @ 20h00 - Proudly South African	Broadcast	828000
2023-03-28 20:55:52	The Presidency	Keynote address by Deputy President Paul Shipokosa Mashatile at the Localisation Gala Dinner of the Buy Local Conference and Expo, Sandton Convention Centre, Johannesburg	Online	6216
2023-03-28 21:06:14	eNCA	NewsNight @ 21h00 - Proudly South African	Broadcast	6057
2023-03-28 21:14:55	Smile 90.4 FM	The Honest Truth with Benito Vergotine @ 21h00 - Proudly South African	Broadcast	2150
2023-03-28 21:31:01	SABC News	The Globe @ 21h30 - Proudly South African	Broadcast	126040
2023-03-28 21:42:06	Soweto TV	Soweto TV News @ 21h30 - Proudly SA	Broadcast	37676
2023-03-28 22:00:13	360 News	South Africa: Mashatile Participates in Buy Local Summit	Online	850
2023-03-28 22:40:14	360 News	South Africa: More Than 200 Companies On Show At Buy Local Summit & Expo	Online	850
2023-03-28 23:25:19	SABC News	The Globe @ 23h15 - Proudly SA	Broadcast	23153
2023-03-28 23:32:02	SABC2	Full View @ 23h30 - Proudly South African	Broadcast	128723
2023-03-28 23:42:04	SABC News	The Globe @ 23h30 - Proudly South African	Broadcast	163453
2023-03-29	Daily Dispatch	Patel wants private sector to fund infrastructure plans	Print	29700

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-29 03:29:20	SABC2	The Globe @ 03h15 - Proudly South African	Broadcast	63710
2023-03-29 03:29:20	SABC3	Deutsche Welle News @ 03h15 - Proudly South African	Broadcast	31740
2023-03-29 03:29:22	SABC News	The Globe @ 03h30 - Proudly SA	Broadcast	30897
2023-03-29 04:27:43	SABC3	Deutsche Welle News @ 04h15 - Proudly SA	Broadcast	6018
2023-03-29 04:27:49	SABC News	The Globe @ 04h15 - Proudly SA	Broadcast	5788
2023-03-29 04:27:51	SABC2	The Globe - 29 Mar 2023 @ 04h15 - Proudly SA	Broadcast	63480
2023-03-29 05:05:35	Thobela FM	Hlokwa la tsela @ 05h00 - Proudly South African	Broadcast	5952
2023-03-29 06:02:57	Motsweding FM	Thagamoso @ 06h00 - Proudly SA	Broadcast	30364
2023-03-29 06:03:03	Ikwekwezi FM	Sivukile Breakfast Show @ 06h00 - Proudly SA	Broadcast	6832
2023-03-29 06:03:54	Tru FM	truBreakfast @ 06h00 - Proudly SA	Broadcast	2595
2023-03-29 06:05:00	SAfm	SA FM Sunrise @ 06h00 - Proudly SA	Broadcast	13332
2023-03-29 06:11:38	Thobela FM	Ditlalemeso @ 06h00 - Proudly South African	Broadcast	19032
2023-03-29 06:32:33	Jacaranda FM	Breakfast with Martin Bester @ 06h30 - Proudly South African	Broadcast	23689
2023-03-29 06:33:02	SA Commuter Radio	Inside Europe @ 06h30 - Proudly South African	Broadcast	613
2023-03-29 07:02:59	Lotus FM	Breakfast Xpress @ 07h00 - Proudly SA	Broadcast	5395
2023-03-29 07:03:08	Thobela FM	Ditlalemeso @ 07h00 - Proudly South African	Broadcast	28245
2023-03-29 07:04:10	Ikwekwezi FM	Sivukile Breakfast Show @ 07h00 - Proudly SA	Broadcast	6035
2023-03-29 08:01:48	Power 98.7	Power Breakfast @ 08h00 - Proudly South African	Broadcast	3435
2023-03-29 08:02:14	News 365	SA's sugar industry struggles to recover	Online	26626
2023-03-29 08:31:26	Gagasi World	UMashatile Ugqugquzela Ukuxhaswa Kosomabhizinisi Bakuleli	Online	20928
2023-03-29 09:01:40	Kingfisher FM	The Spar Big Breakfast 107.5 FM @ 09h00 - Proudly SA	Broadcast	557
2023-03-29 09:20:54	South African Government	Deputy President Paul Mashatile: Localisation Gala Dinner of Buy Local Conference and Expo	Online	850
2023-03-29 09:43:51	SABC News	Govt making it easier to do business: Mashatile	Online	54095
2023-03-29 09:57:12	UJ FM	Urban Brunch @ 09h45 - Proudly SA	Broadcast	2451
2023-03-29 10:00:42	Retail Brief Africa	Proudly SA's 11th annual Buy Local Summit and Expo closes with a bang	Online	2716

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-29 10:18:13	Sunday Independent	Are you a South African?	Online	850
2023-03-29 10:34:06	SA News	Buying local critical to economic growth - DP Mashatile	Online	2525
2023-03-29 10:41:08	SA News	Aspiring furniture designer wins competition at Buy Local Summit	Online	2525
2023-03-29 10:46:15	MyZA	Buying local critical to economic growth - DP Mashatile	Online	850
2023-03-29 11:01:01	Alfred Nzo Community Radio	Various @ 11h00 - Proudly South African	Broadcast	7258
2023-03-29 11:03:16	Vuma 103 FM	Cruise @ 11h00 - Proudly South African	Broadcast	5857
2023-03-29 11:03:35	Madibeng FM 105.3	Various @ 11h00 - Proudly South African	Broadcast	991
2023-03-29 11:04:00	Africa News Wire	More than 200 companies on show at Buy Local Summit & Expo	Online	850
2023-03-29 11:04:00	Africa News Wire	Mashatile participates in Buy Local Summit	Online	850
2023-03-29 11:04:00	Africa News Wire	Localisation is key to innovation	Online	850
2023-03-29 11:04:46	Radio 2000	Better Together @ 11h00 - Proudly SA	Broadcast	2613
2023-03-29 11:07:38	News In 5	Government facilitating business: Mashatile	Online	850
2023-03-29 11:29:53	Timesofnews	Govt making it easier to do business: Mashatile	Online	2890
2023-03-29 11:40:26	MSN	It is worrisome that there is an abundance of attachment to colonial, apartheid eras in SA	Online	80000
2023-03-29 12:24:18	Izwi LoMzansi 98.0 FM	Ikusasa Lethu Show @ 12h15 - Proudly South African	Broadcast	8316
2023-03-29 12:28:04	TimesLive	Proudly SA dinner with Paul Mashatile	Online	80000
2023-03-29 13:04:19	Jozi FM	Ghetto Radio @ 13h00 - Proudly South African	Broadcast	3849
2023-03-29 13:25:58	Lotus FM	The Lunch Break @ 13h15 - Proudly SA	Broadcast	6747
2023-03-29 13:26:11	Timesofnews	Every local transaction has a ripple effect, Paul Mashatile tells expo	Online	2890
2023-03-29 14:01:38	Kingfisher FM	The Colour Cruise 107.5 FM @ 14h00 - Proudly SA	Broadcast	576
2023-03-29 14:05:10	Sowetan Live	Every local transaction has a ripple effect, Paul Mashatile tells expo	Online	80000
2023-03-29 14:21:58	Fullview	Proudly SA's 11th annual buy local summit and expo closes with a bang.	Online	2832
2023-03-29 14:49:50	Soweto Life Mag	Dep Pres Mashatile gives thumbs up to the Buy Local Summit	Online	850
2023-03-29 15:00:27	Ekurhuleni FM	The Sunset Drive @ 15h00 - Proudly South African	Broadcast	612
2023-03-29 15:03:02	Jozi FM	Solid Gold @ 15h00 - Proudly South African	Broadcast	8522
2023-03-29 15:59:14	SA Profile Magazine	THE 11TH ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO CLOSES WITH A BANG	Online	850

Allocation Date	Media	Page No/ Programme	Service	AVE (Rands)
2023-03-29 17:05:02	Sedibeng FM 104.8	Sedibeng Drive @ 17h00 - Proudly South African	Broadcast	5364
2023-03-29 18:22:22	Radio 2000	Game Time @ 18h15 - Proudly SA	Broadcast	2847
2023-03-29 19:21:42	Vuma 103 FM	KZN in 60 Minutes@ 19h30 - Proudly South African	Broadcast	28233
2023-03-29 19:30:08	Vuma 103 FM	KZN in 60 Minutes @ 19h30 - Proudly South African	Broadcast	40538
2023-03-29 20:47:36	Smile 90.4 FM	The Honest Truth with Benito Vergotine @ 20h45 - Proudly South African	Broadcast	15557
2023-03-29 22:18:49	eNCA	NewsNight @ 22h15 - Proudly South African	Broadcast	17480
2023-03-30	Daily Dispatch	Every local transaction has a ripple effect, Paul Mashatile tells expo	Print	50448
2023-03-30 00:54:10	Tralac	Daily News	Online	38114
2023-03-30 06:17:17	MSN	Every local transaction has a ripple effect, Paul Mashatile tells expo	Online	80000
2023-03-30 10:00:07	South African Government	Statement on the Cabinet Meeting of Wednesday, 29 March 2023	Online	850
2023-03-30 10:00:25	African Petrochemicals	African Petrochemicals & Energy Publication & Industrial ...	Online	850
2023-03-30 10:00:45	bushbuckridgenews.co.za	Buying local critical to economic growth – DP Mashatile	Online	850
2023-03-30 10:06:35	Automotive Business Review	The 11TH Annual Proudly SA Buy Local Summit & Expo closes with a bang	Online	2559
2023-03-30 11:09:01	Radio 2000	Better Together @ 11h00 - Proudly SA	Broadcast	2205
2023-03-30 13:03:19	Gagasi FM	The Midday Connexion @ 13h00 - Proudly SA	Broadcast	9722
2023-03-30 13:41:03	South African Government	Statement on the Cabinet Meeting of Wednesday, 29 March 2023	Online	850
2023-03-30 13:55:45	Government Communication and Information System	Statement on the Cabinet Meeting of 29 March 2023	Online	45143
2023-03-30 14:53:03	SA News	Eskom employees key to solving energy challenges - Cabinet	Online	2525
2023-03-30 15:04:52	MyZA	Eskom employees key to solving energy challenges – Cabinet	Online	850
2023-03-30 18:22:30	Radio 2000	Game Time @ 18h15 - Proudly SA	Broadcast	2415
2023-03-31 09:51:52	SA News	Buy Local expo ends on high note	Online	2525
2023-03-31 10:36:52	Afropolitan	'Proudly South African' is Not Just a Slogan, but a Game-Changer for SA's Economy	Online	2926
2023-03-31 10:59:42	SA News	Proudly SA Buy Local Summit & Expo	Online	2525
2023-03-31 13:42:42	Africa News Wire	Eskom employees key to solving energy challenges – Cabinet	Online	850
2023-03-31 21:04:52	Cape Town Etc	Watch: Man makes Mzansi smile breaking it down to Nkalakatha	Online	6809



03 Brand Management



The importance of branding for Proudly South African

Branding is a crucial asset for any organisation as it can significantly increase its value. A brand's messaging and management are powerful tools in promoting the specific message of the organisation that created it. At Proudly South African, we educate consumers to support local services and buy local goods through above and below the line campaigns.

For a company to have a brand identity, all elements of the brand must be considered holistically. This means ensuring that components work in synergy across events, advertisements, internal documents, presentations, and all touchpoints with internal and external stakeholders. Moreover, it is important to consistently communicate the brand's values and message to build trust and loyalty among customers. This can be achieved through a clear brand voice, a visual identity, and messaging that resonates with our target audience.

A strong, recognisable brand can create value through familiarity alone. It can also buy customer retention and reduce buyer dissonance, but only if it can be trusted. As more businesses realise the importance of their brand in their industry, they

are investing more in building brand credibility and the added value it can bring to their bottom line.

At Proudly South African, we have worked tirelessly to build a brand proposition that can add value to the companies that carry our logo. We have increased logo usage on various platforms, from packaging to websites, promotional material, and through all above and below the line media channels. Our aim is to create awareness and promote the benefits of supporting local businesses, which in turn helps to grow the South African economy. By partnering with us, companies can demonstrate their commitment to social responsibility and gain access to a network of like-minded businesses.

We have also collaborated with more members to promote our "buy local" message and encourage consumers to purchase local products by identifying our logo on the products they choose. Our objective this year has been to ensure that our logo is frequently visible and stays top of mind with consumers. We strive to help more consumers understand the reason behind the logo and why they should care.



Our logo

The Proudly SA logo can be placed anywhere on your platforms that will complement your brand. When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less. The Proudly SA brand does not compete with yours, but rather adds value and shows your commitment to the development of South African economy.

Brand trademark

Proudly SA is an internationally recognised organisation and is South Africa's national 'Buy Local' campaign. In South Africa, Proudly SA is the proprietor of the Trademark phrase, 'Proudly South African'. As the proprietor of the trademark registration, Proudly SA is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using the mark in the course of trade, without Proudly SA's authority, that is identical or confusingly similar to the Proudly SA Logo. The trademarks (the phrase and logo) are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law. Only registered members of the Proudly SA campaign (and those given special permission) are authorised to use the trademarks.

Correct use of trademarks

Proudly SA members, upon approval of membership, are given access to the Members' Portal. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials. Members are also given the option to forward their designs to Proudly SA, to ensure that the logo is applied correctly. A Corporate Identity Manual was repackaged to give users of the logo guidance on the use and application of the logo. Continuous communication and marketing of the logo is used to educate members about correct logo use and correct logo application. This includes getting members to use the logo to promote their membership to the Proudly SA campaign. Using trademark permissions to ensure that the Buy Local message reaches the youth, Proudly SA often grants publishers permission to use the trademark in various educational materials.

Trademark Permissions

The trademark is also given to all members and partners of the campaign.

The right to use the logo lies with the Proudly SA campaign and we hold the right to decline the use of the logo. Once companies are granted membership, they are given the Corporate Identity manual that guides them to use the logo correctly.



Unauthorised use of trademark

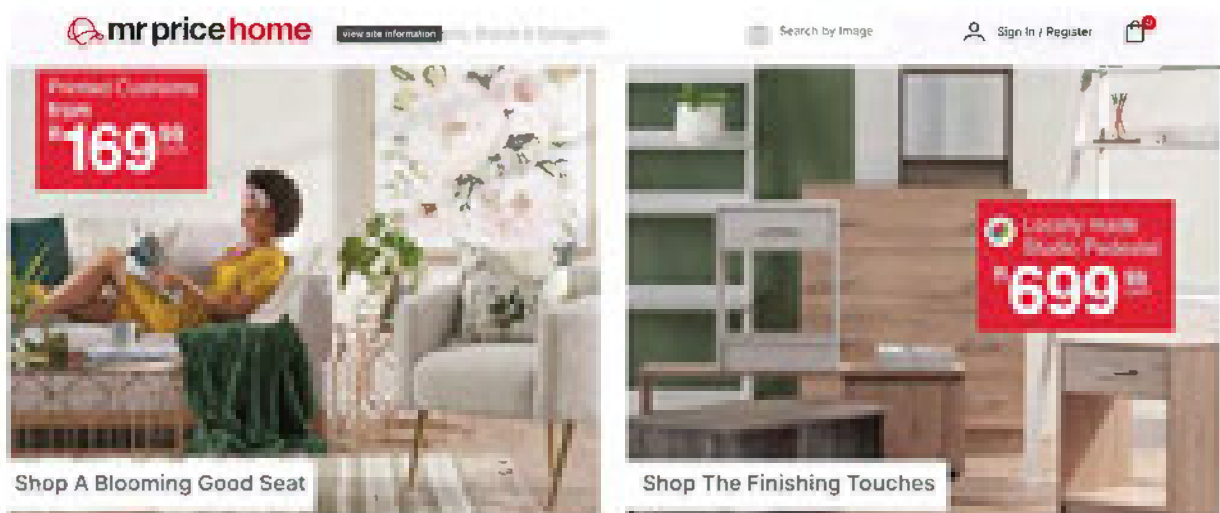
The use of the trademark is monitored both internally and also through Proudly SA's intellectual property lawyers, Adams and Adams. Illegal use of the logo includes:

- A company continuing to use the logo when they have not renewed their membership.
- A company that is not a registered member of the campaign using the logo.
- Using the incorrect logo.
- Misleading the public by using wording that is confusingly similar to that of the campaign, to gain undue benefits from association with the campaign.
- Misleading the public by using a logo that is confusingly similar to that of the campaign, to gain undue benefits from the association with the campaign.
- The illegal use of the logo will result in an internal cease and desist letter. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams.
- Cases are monitored with the law firm through monthly meetings, and updates on open cases and new infringement cases.



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, in-store touchpoints, websites etc. Mr Price, PPC and TFG are among the brands that incorporated the Proudly South African logo on their social media posts, websites, and in-store.



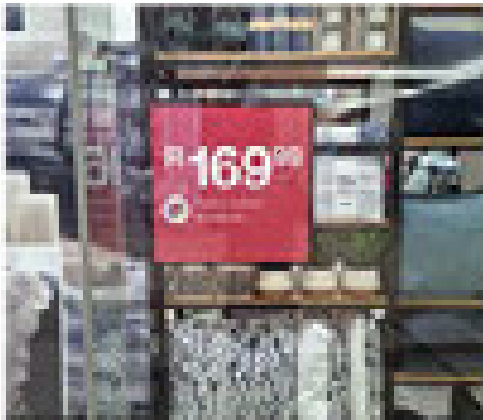
We are continuously working to get the logo usage up by getting more brands to use the Logo on their products and advertising.



In putting your logo and ours together (that's co-branding) you are showing your pride and telling consumers that your product is great, because you say so, and we agree.

*And that it's made here.
In South Africa.*



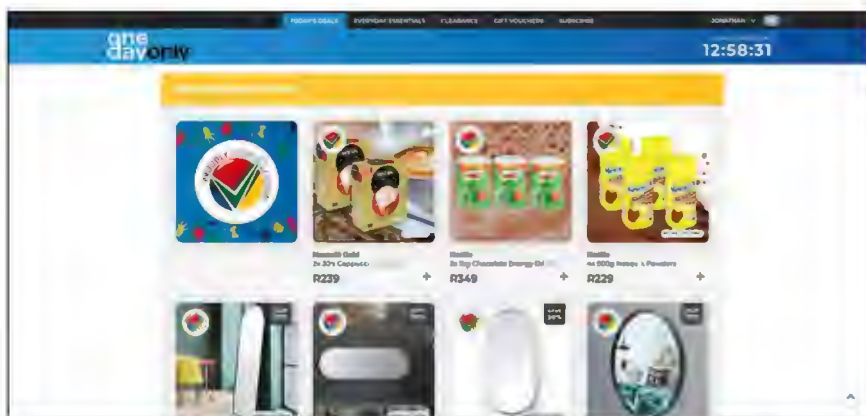


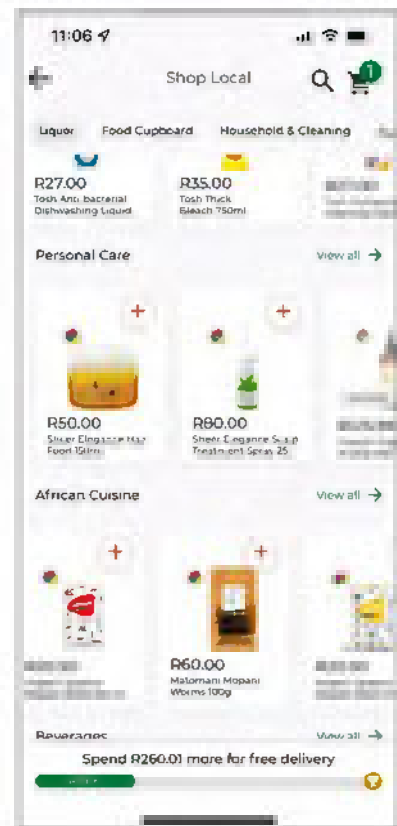
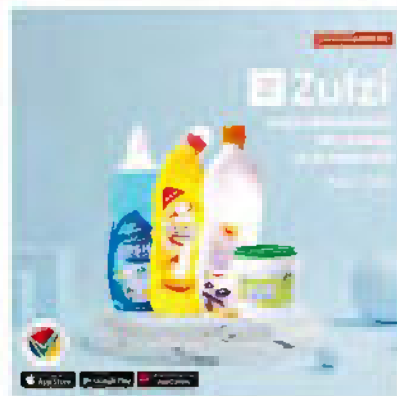
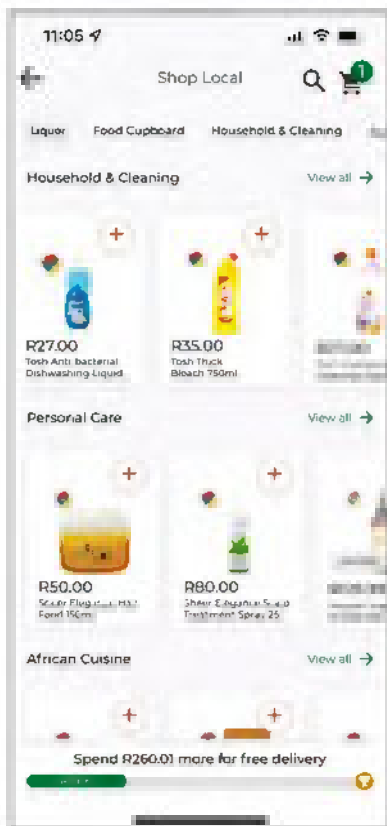
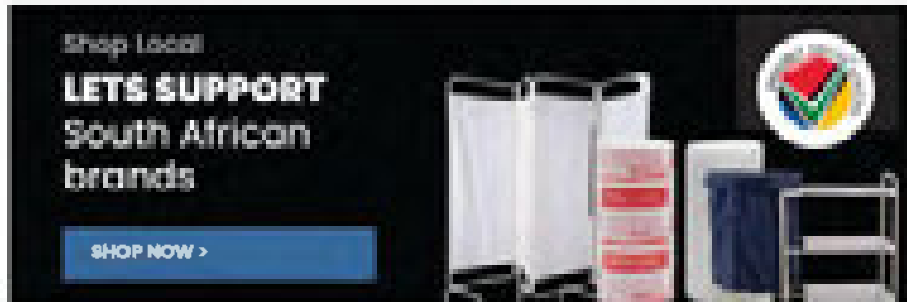


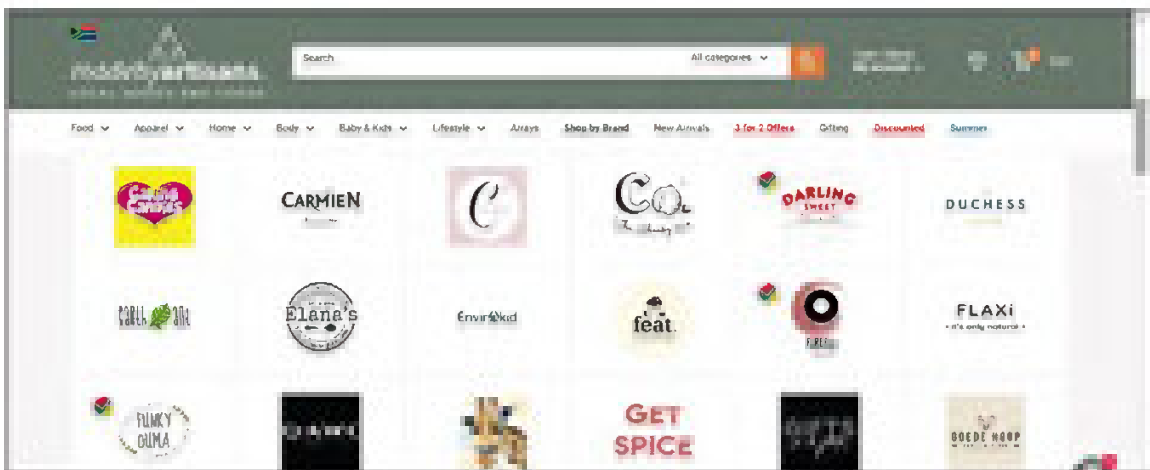
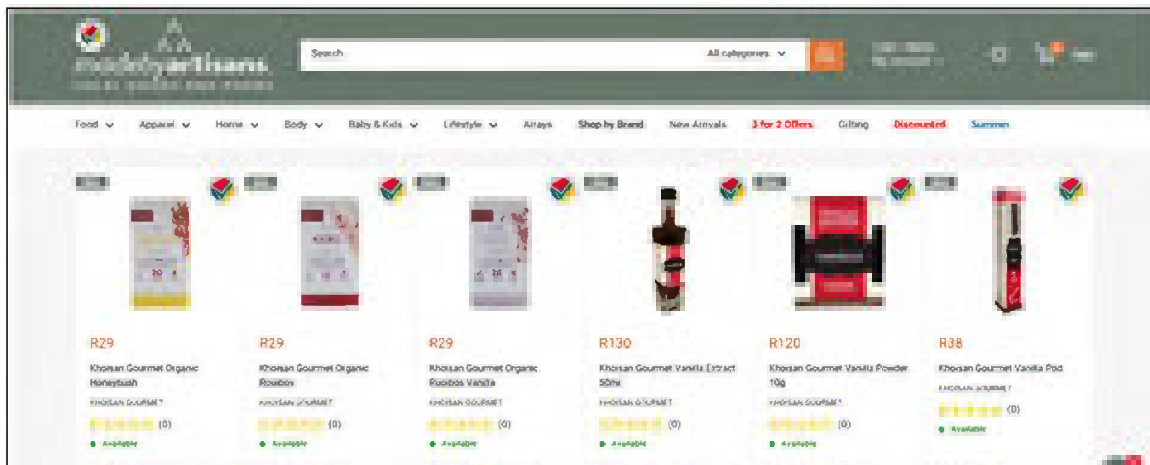
**At Mr Price Home,
40% of our products are
made in **South Africa!****



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





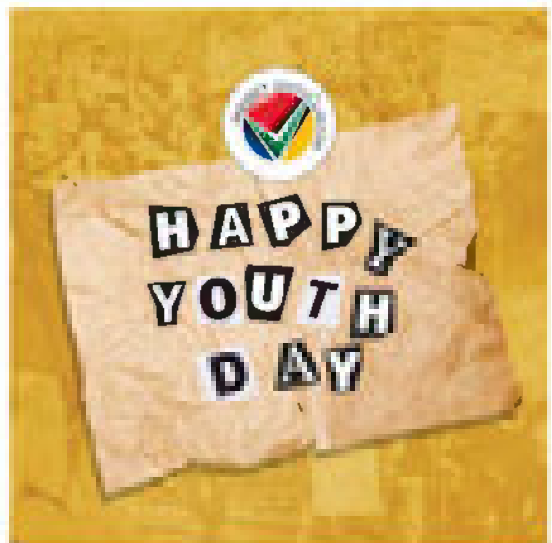
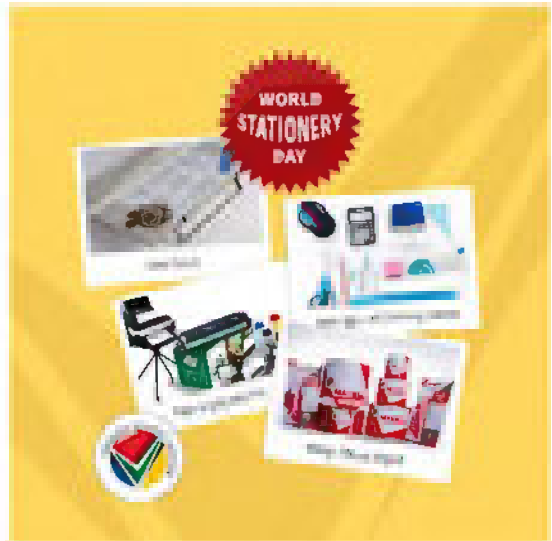


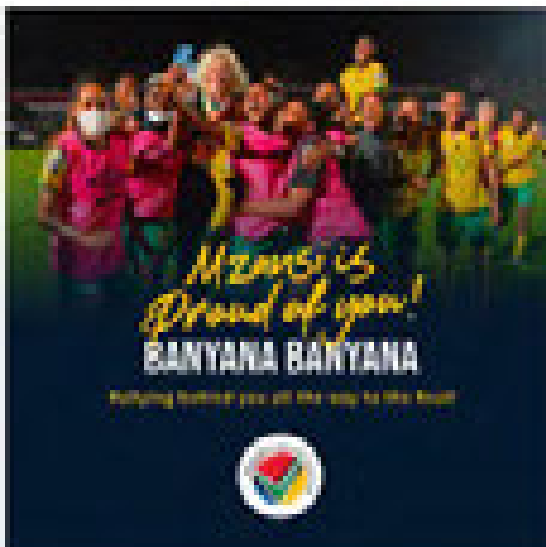
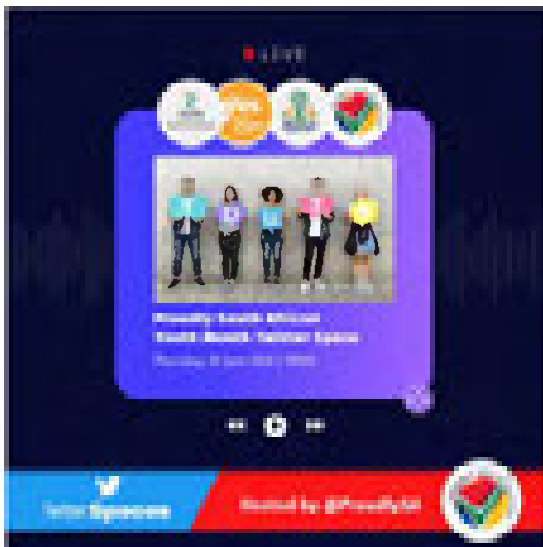
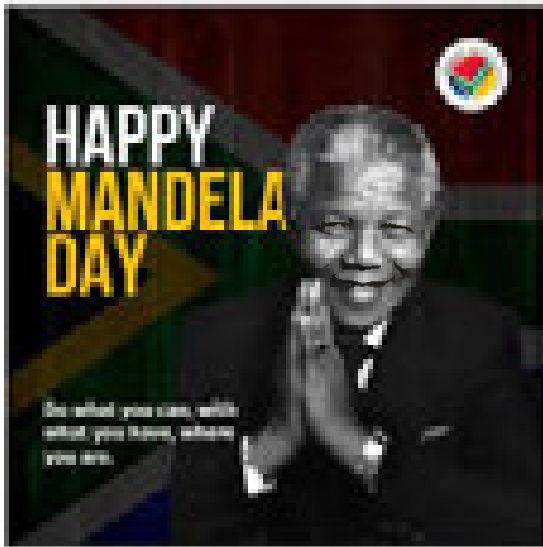


Social Media E-cards

Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote our events, special days and member companies.

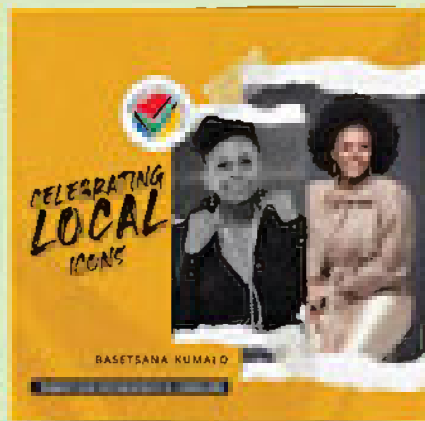
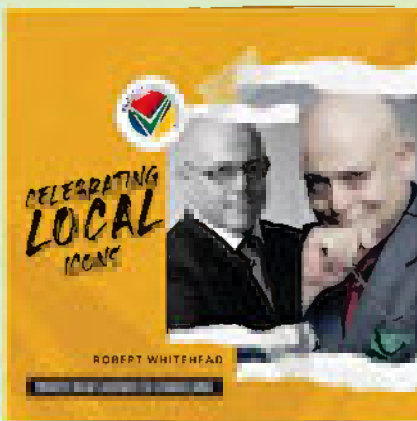
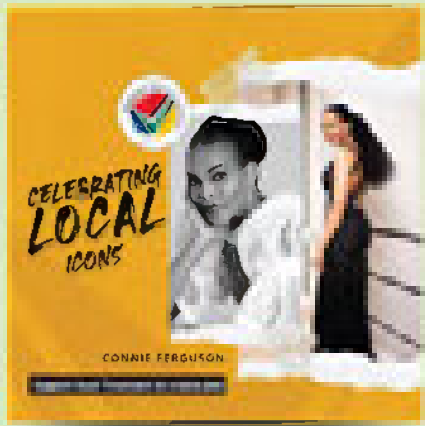
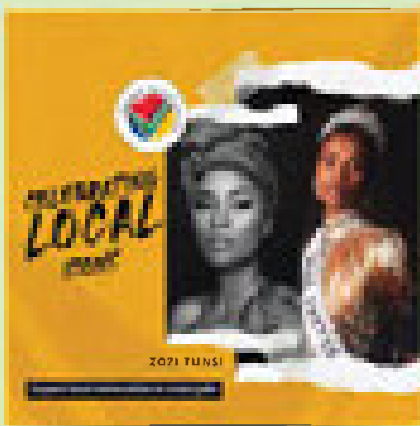
The use of e-cards has proven to be an effective marketing strategy for Proudly South African, as it allows the brand to reach a wider audience and create a strong online presence. By leveraging social media platforms, the brand is able to connect with potential customers and build brand loyalty through engaging content.

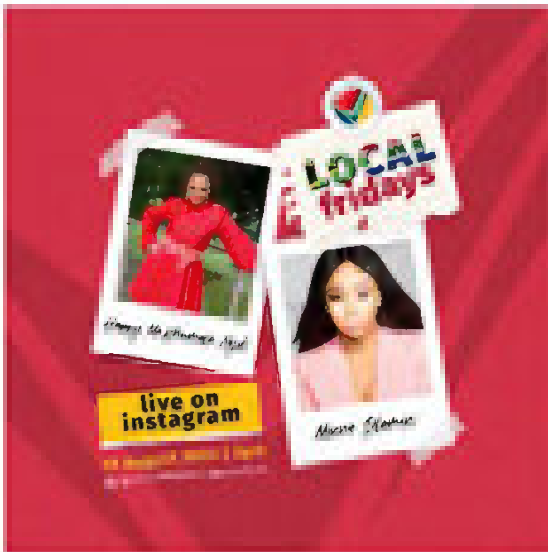




Celebrating local legends/ icons

This campaign is designed to honour the legends who have made significant contributions to the economy across multiple sectors. Their hard work and dedication have paved the way for future generations to thrive in their respective industries. Through this campaign, we aimed to inspire others to follow in their footsteps and continue to drive economic growth and innovation.





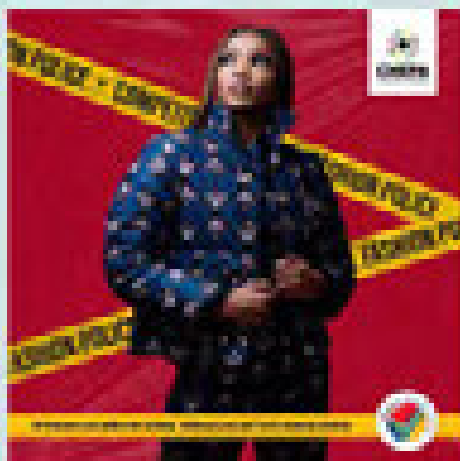
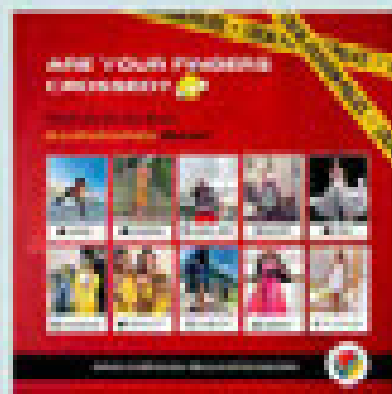
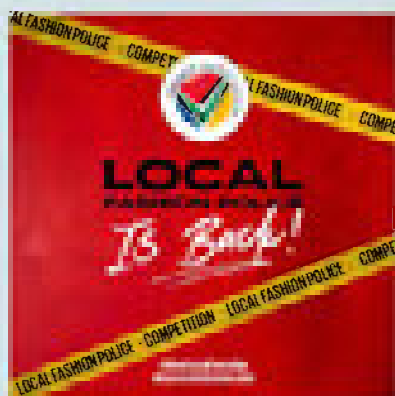
Local Fridays is a Proudly South African Instagram live show that is designed to engage popular people to discuss local procurement topics. Hosted by Proudly SA CEO, Eustace Mashimbye and CMO, Happy MaKhumalo Ngidi, the show aims to promote the importance of supporting local businesses and products.

Each episode features insightful discussions and interviews with influential figures from various industries, highlighting the benefits of buying local and its impact on the economy.



LOCAL FASHION POLICE

To promote growth in the CTFL industry, Proudly South African launched a social media campaign encouraging consumers to upload pictures of themselves wearing locally designed and/or manufactured apparel. By using Facebook, Twitter, TikTok & Instagram, Proudly South African's aim was to raise awareness and appreciation for local designers and clothing. The campaign also gained traction through the participation of high-profile local fashion designers such as Biji La Maison, Scalo, Gavin Rajah, Hangwani Nengovhela from Rubicon and Mapholo Ratau from Ledikana. These designers, who are proud members of the initiative, further promoted the competition by sharing and advertising it on their personal social media platforms.



LOCAL WINE EXPO

Proudly SA hosted its inaugural first wine expo from the 7th to 9th July at the Sandton Convention Centre. The expo's objective was to provide an access to market opportunity for members in the wine sector. This is a labour-intensive industry that creates jobs, sustains jobs, and contributes immensely to the value chain of the industry as well as to the GDP. The branding team developed various marketing materials, such as social media e-cards, banners, and stand and stage branding.



DELICIOUS FESTIVAL



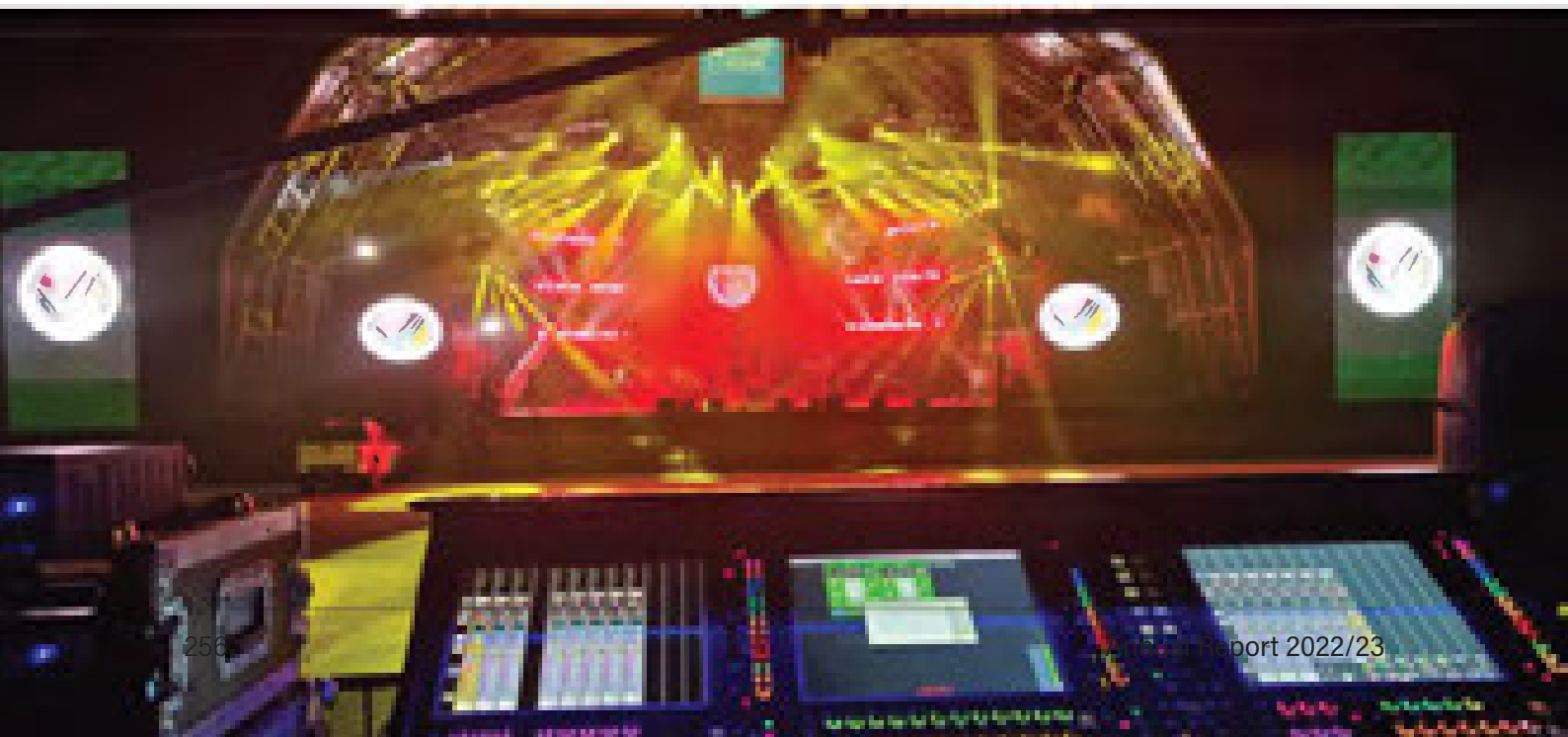
Proudly South African was a partner in the 2022 DStv Delicious Festival – South Africa's foremost lifestyle occasion, 100% homegrown and created locally. The festival allowed Proudly South African to connect with customers while showcasing the 'local is lekker' campaign.

Our four zones at the event enabled us to engage with visitors:

- A 360 camera activation zone
- A chill-out area where patrons could relax after buying from our local members, enter competitions, and learn more about our brand
- Lifestyle stands
- Food stands

Our objective was to promote our brand and the Living Lekker Locally message to the 40,000 festival-goers. We achieved this through pre and post-event coverage on our social media channels and at the event media launch.

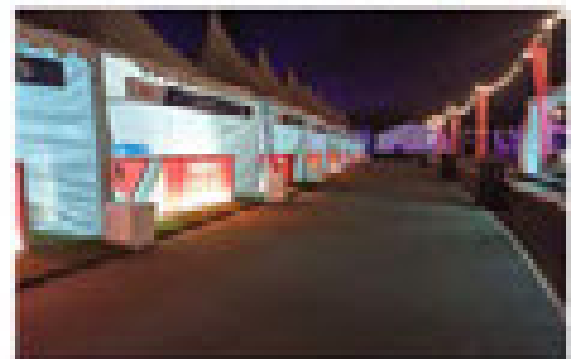
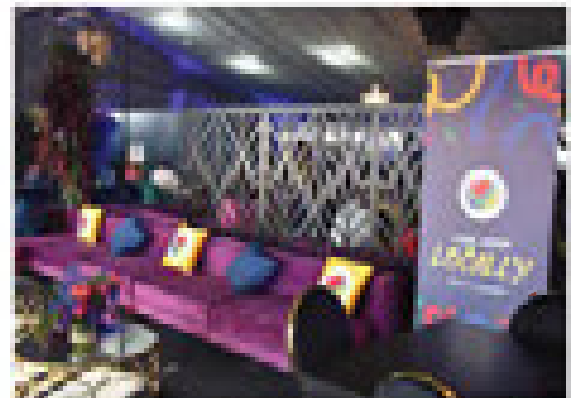
During Burna Boy's electrifying performance on the main stage, we aired a Proudly SA reel on the digital screens, which featured all of our partners and some of our members and threw branded beach balls to the crowd



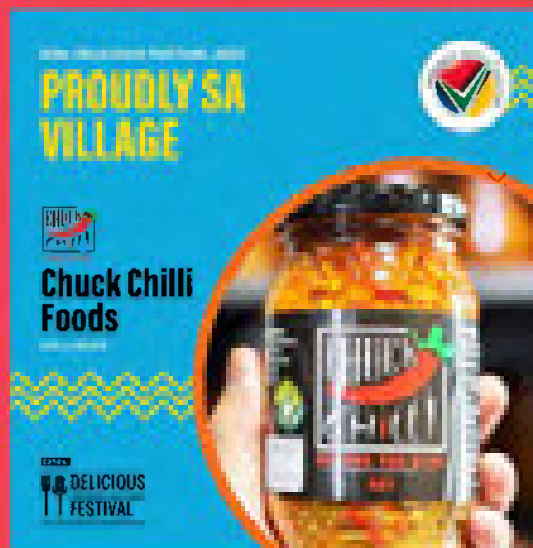
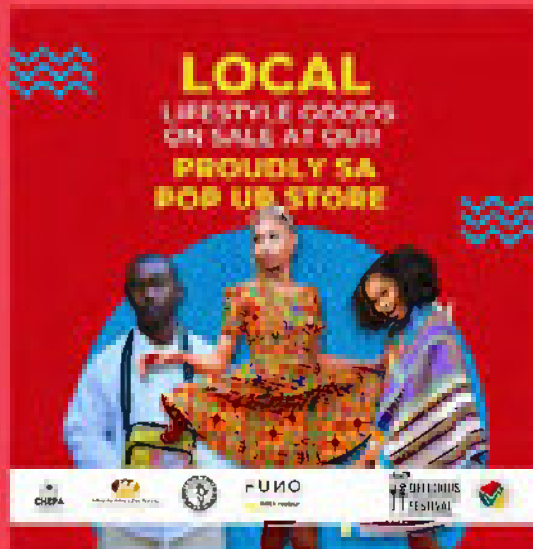
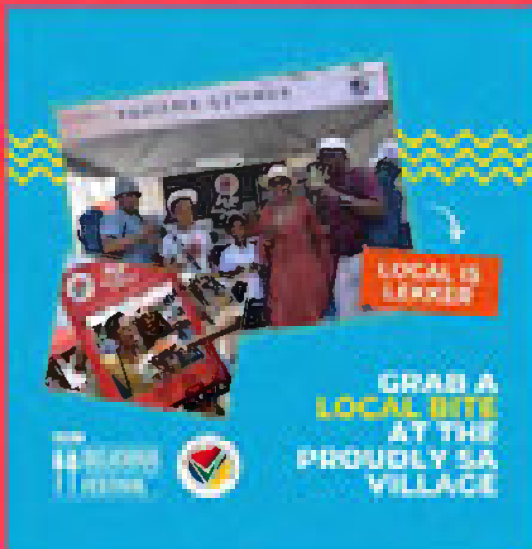


We also displayed our branding through a pop-up shop, where we showcased the 360-degree camera activation. And the branding journey continued through the path leading to the food village, where we displayed tear-drop banners and a backdrop at each vendor.

Branding was also visibly seen at the Chill Zone with 'local is lekker' signage, branded content on plasma screens, and a decorative "Deliciously Local" wall used for User Generate Content. The event was a resounding success, and we were pleased to have had the opportunity to participate.



DStv DELICIOUS SOCIAL MEDIA



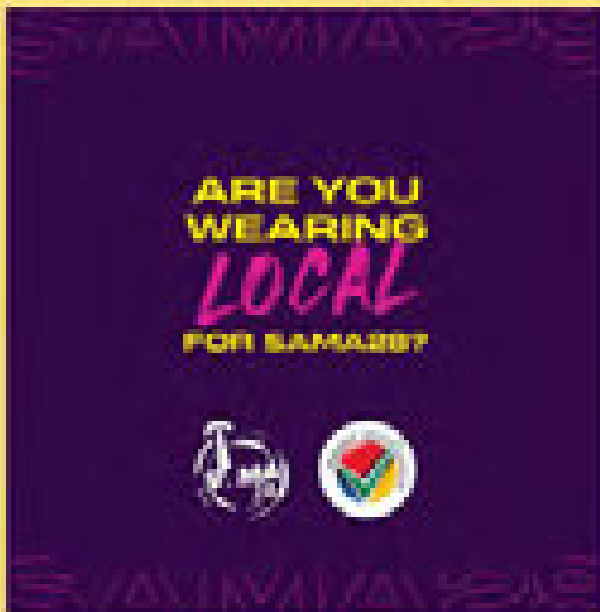
JOY OF JAZZ

Branding at the Joy of Jazz showcased our celebration of the local music industry and the artist that create jobs through their craft.



SOUTH AFRICAN MUSIC AWARDS

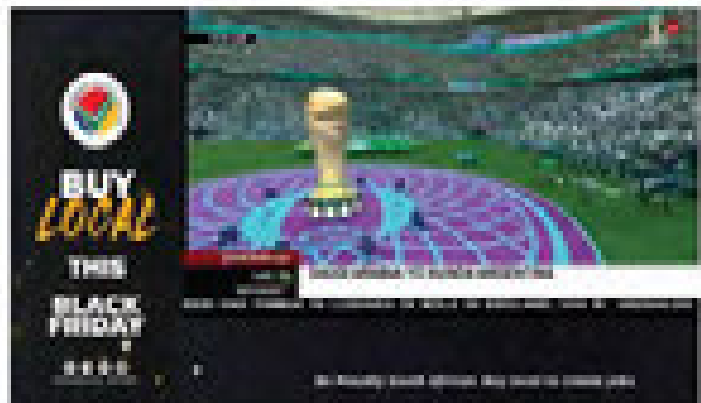
Our quarterly message, "Living Lekker Locally," inspired us to collaborate with the South African Music Awards (SAMAs) to support and celebrate local music. During the event, we engaged with nominees on the red carpet and promoted the importance of wearing locally made clothing. Our campaign, "Mzansi are you wearing local?" was centered around this event. These platforms allow us to showcase our brand in various contexts and spread the message to consumers to check labels and buy local, ultimately living lekker locally.





BLACK FRIDAY

As one of the biggest shopping periods in the retail calendar, Black Friday has become a highly anticipated event for consumers. Retailers and manufacturers offer significant discounts on their products to entice even greater levels of spending. To encourage the purchase of local goods and services, Proudly SA has utilised various advertising channels such as TV networks, digital advertising, and mall advertising to spread the message of buying made-in-SA products.



FESTIVE SEASON CAMPAIGN

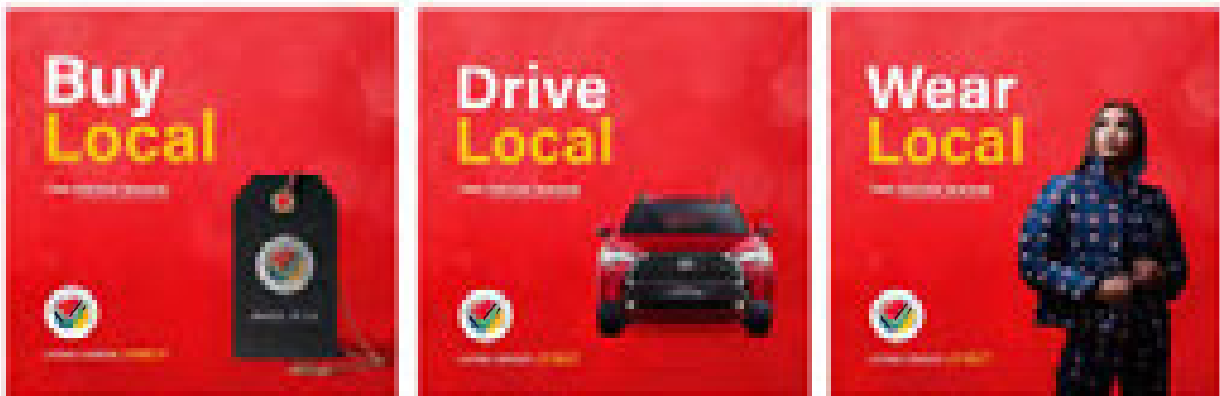
Mall advertising

Digital advertising

ATM advertising

Television advertising
(Squeeze back & TVC)

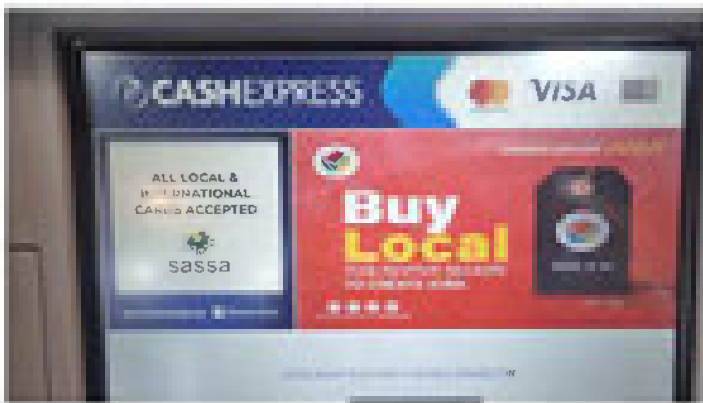
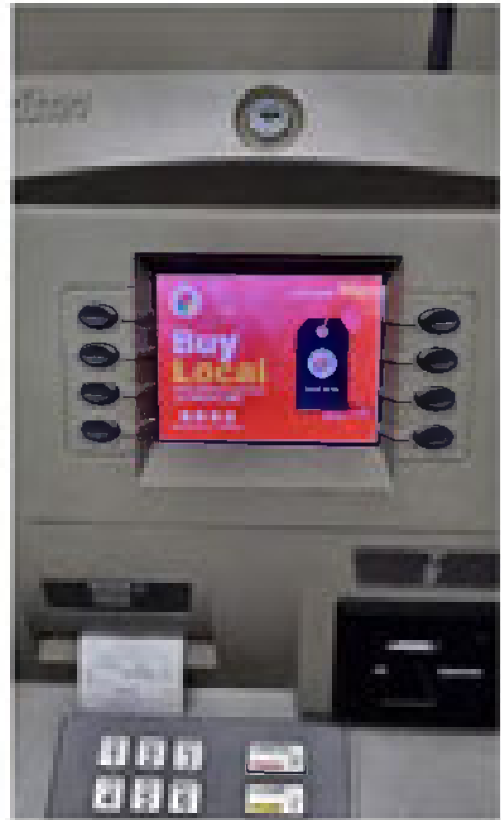
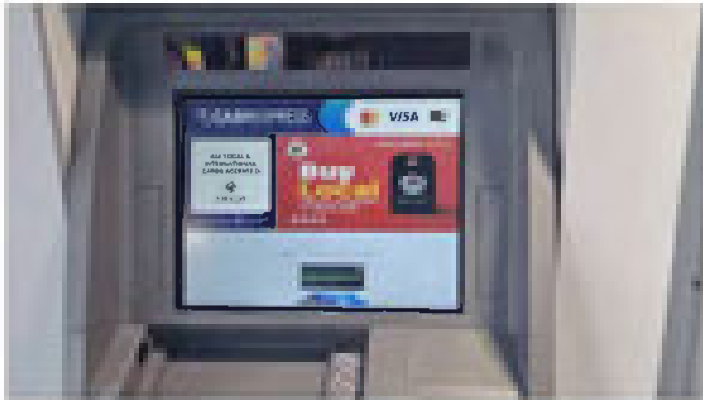
Our festive season campaign, running from November through December, is designed to make the most of the holiday shopping season. We aim to raise awareness of our logo and encourage buying behaviour. The central message of our campaign is to support local by eating, drinking, traveling, watching, listening, driving, and wearing local products. Our goal is to demonstrate to consumers that even small actions can have a significant impact on the economy. The campaign was visible across various consumer touchpoints, from malls to digital advertising on cell phones. Our primary target audience was higher LSM, given their high consumer spending.



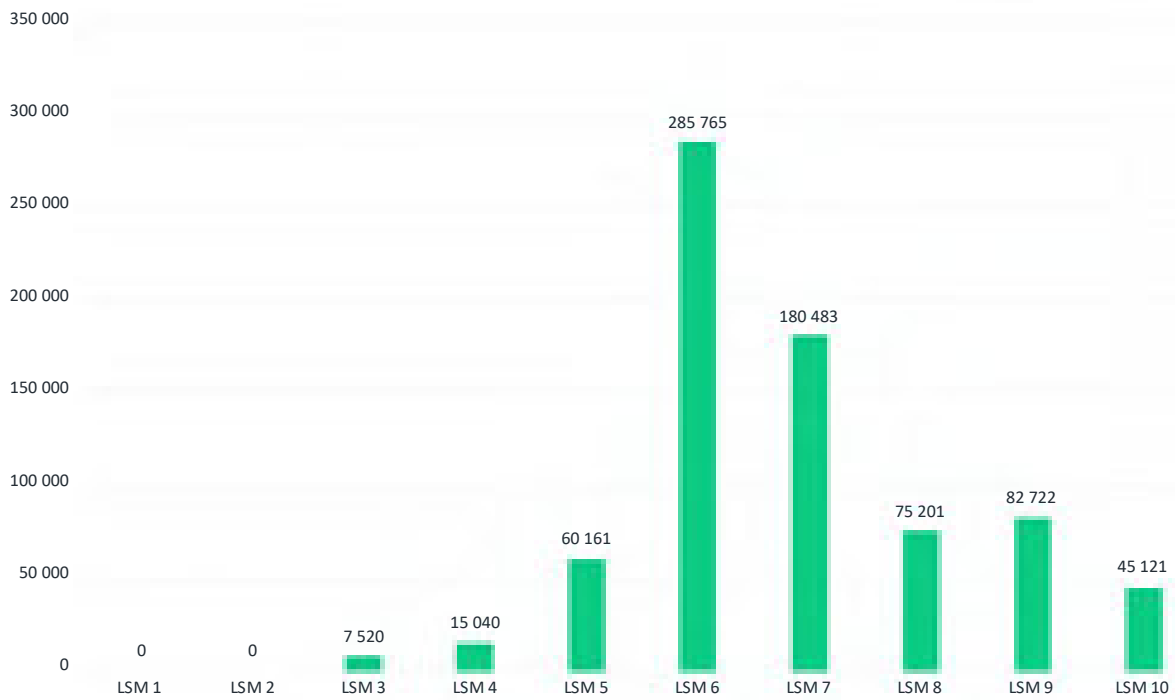
ATM's

To inspire consumers to use their money to purchase local goods and boost the economy, we launched a festive season campaign across various ATMs in Johannesburg. Our messaging encouraged customers to be mindful of the power of their spending decisions and how it can impact the community. This campaign served as a powerful reminder to support local businesses and help rebuild the economy of the land.

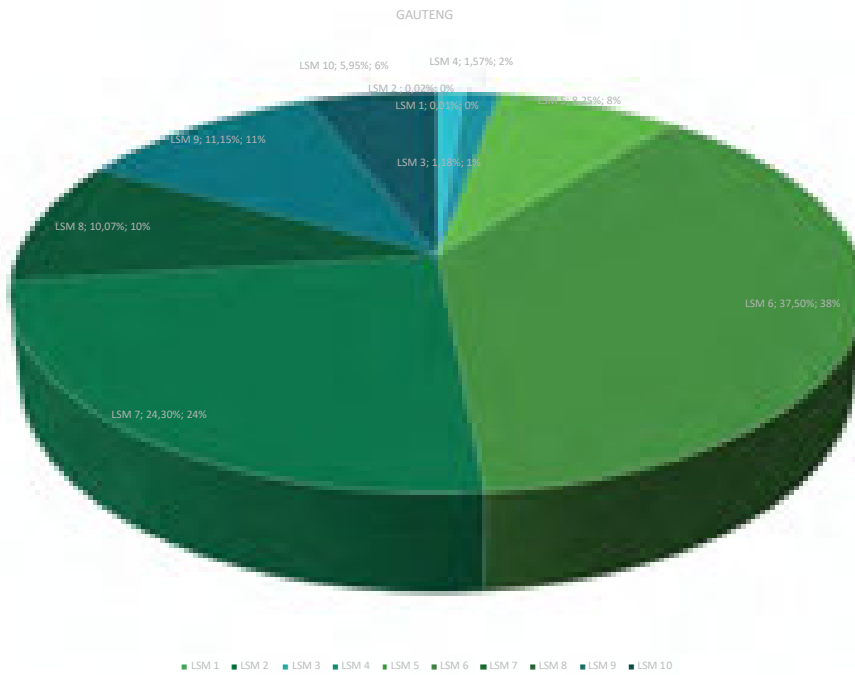
ATM PERFORMANCE OVERVIEW	208	NUMBER OF ATM SCREENS Gauteng campaign only
	2 014	NUMBER OF TRANSACTIONS TO DATE 15 December – 15 January
	R0,17	TRANSACTION RATE The ZAR cost of each physical transaction with 100% viewability of ads
	25 067	AVERAGE DAILY TRANSACTIONS The number of daily 1 on 1 engagements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



Aiport advertising

The airport has proven to be an effective platform for advertising to both domestic and international travellers. Our message can reach those traveling for business or leisure, influencing their purchasing decisions. As we promote our "Living Lekker Locally" campaign, the airport provides access to higher LSM consumers who make important purchasing choices both at work and 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.

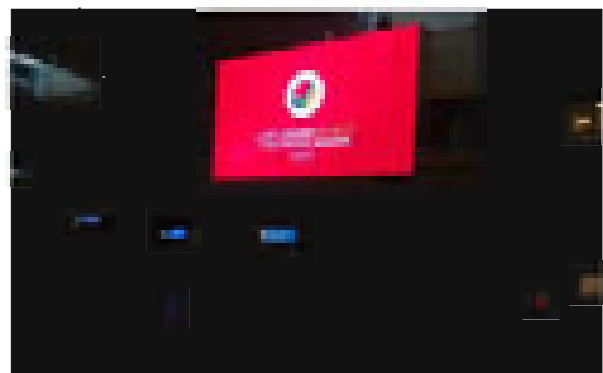
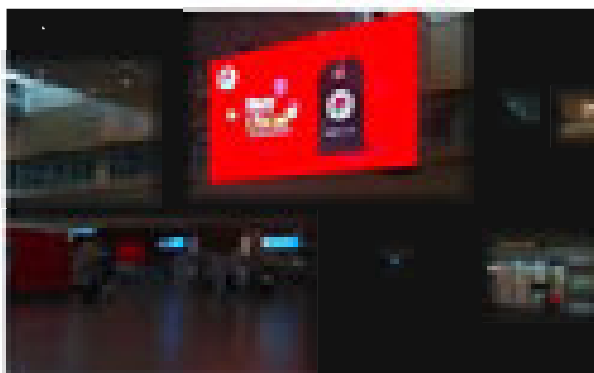
Domestic travel at the 3 Major Airports i.e. OR Tambo, Cape Town and King Shaka International Airports combined equated to 1,617,326 passengers which equals 75% of 2019 domestic passenger travel during the December month period.

- 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.

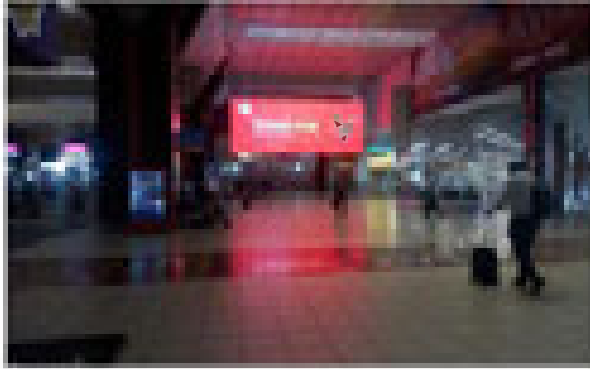
A total of 889,122 passengers travelled internationally which equates to 76% of passengers that travelled internationally in December 2019.

- 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



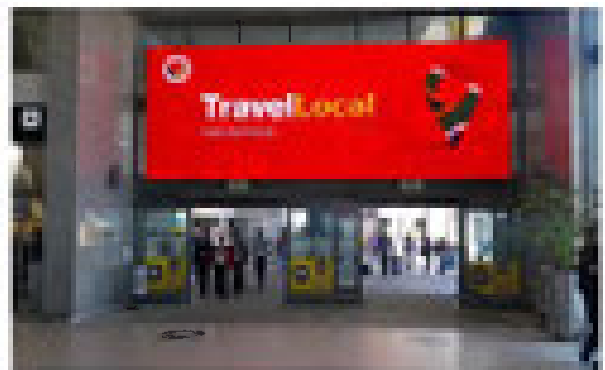
OR Tambo



Lanseria

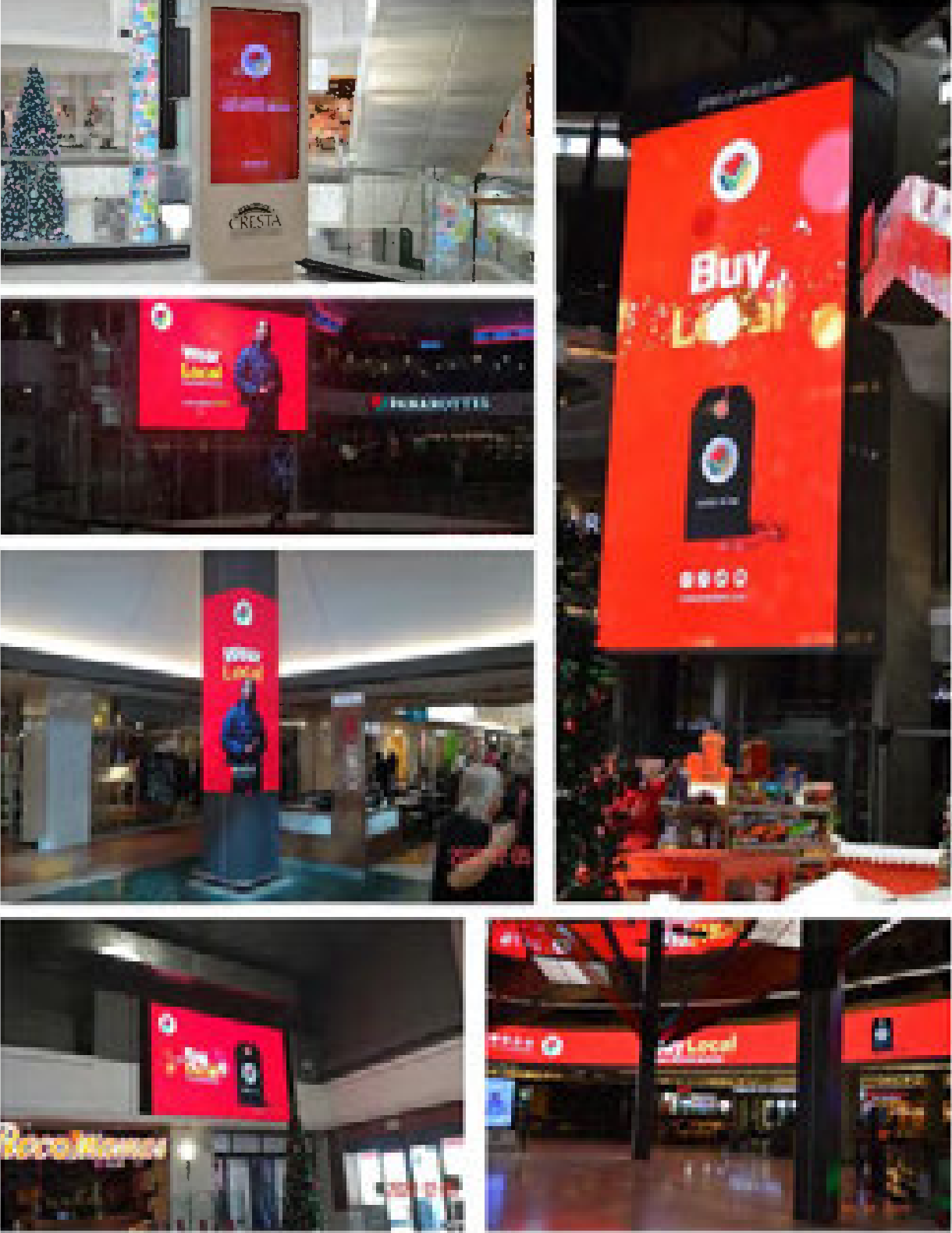


Cape Town



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.



Digital advertising

facebook

Our Living Lekker Locally messaging took center stage in our digital campaign, which utilised various social media platforms. We showcased the importance of living locally by eating, drinking and traveling within the country. The messaging was prominently featured across all of our media channels to reach a wider audience.

Main Objective

The following deliverables were expected by the client.

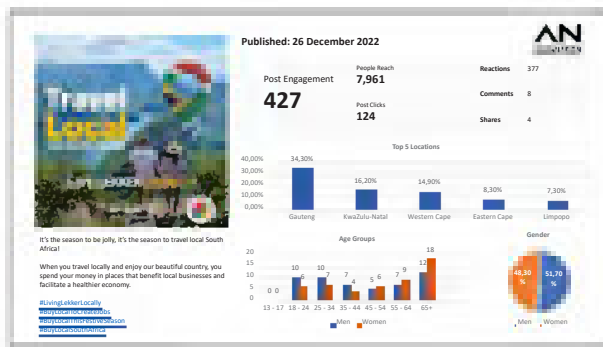
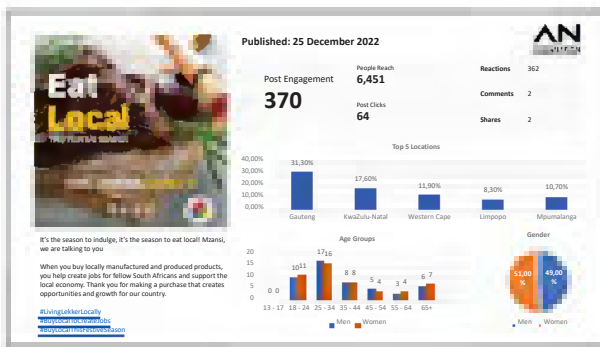
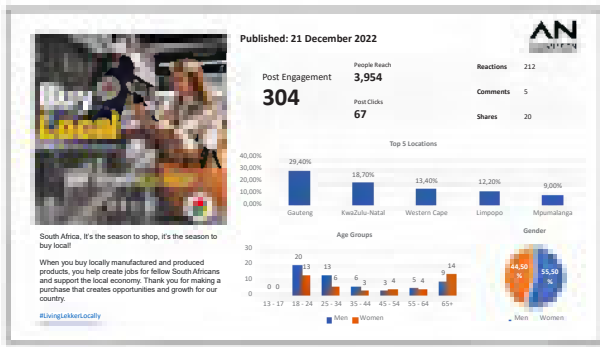
- Campaign strategy to maximize return for the festive season period
- Creation of a digital marketing plan that will attract audiences to our website
- Get companies to become members by driving them to our site to our site
- Including 3rd party site ad placement
- Twitter, Facebook, LinkedIn & Instagram 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

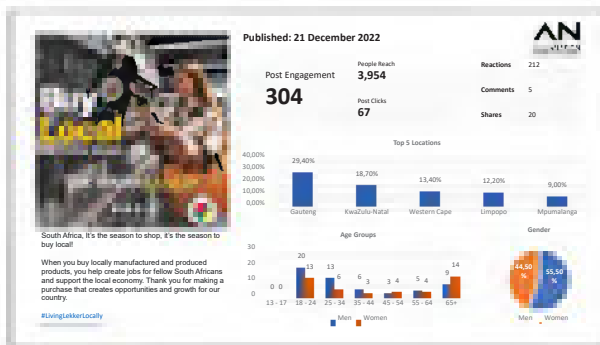
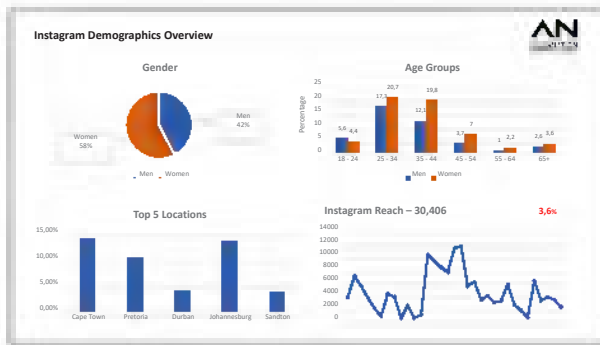
The awareness campaign has worked extremely well based on budget and turnaround times; the following metric were achieved.

- 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



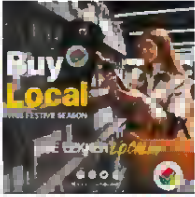


Instagram



LinkedIn

Published: 21 December 2022



Post Impressions
4,859

Total Engagement		Organic Discovery	
Reaction	9	Impression	524
Comments	0	Unique Impression	337
Reports	2	Sponsored Discovery	
		Impression	4,335

Organic Engagement		Sponsored Engagement	
Engagement	20	Engagement	52
Engagement Rate	3,8%	Engagement Rate	1,2%
Clicks	9	Clicks	52
Click-through rate	1,7%	Click-through rate	1,2%
Comments	0	Comments	0
Reactions	9	Reactions	9
Reposts	2	Reposts	2

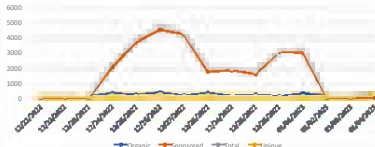
South Africa, it's the season to shop, it's the season to buy local!
When you buy locally manufactured and produced products, you help create jobs for fellow South Africans and support the local economy. Thank you for making a purchase that creates opportunities and growth for our country.
[#LivingLekkerLocally](#)

LinkedIn Overview

Highlights - Data for 21 Dec 2022 - 4 Jan 2023

Reactions	61	Comments	0	Reposts	5	Page Views	50	Unique Visitors	25	Link Clicks	0
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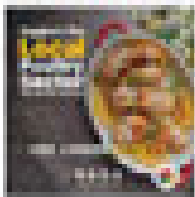
Impressions



Top 5 Location

Johannesburg	3041
Pretoria	302
Durban	456
Germiston	174
Port Elizabeth	11

Published: 24 December 2022



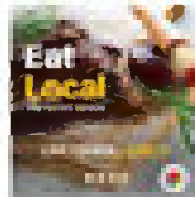
Post Impressions
4,126

Total Engagement		Organic Discovery	
Reaction	3	Impression	280
Comments	0	Unique Impression	194
Reports	0	Sponsored Discovery	
		Impression	3,846

Organic Engagement		Sponsored Engagement	
Engagement	5	Engagement	43
Engagement Rate	1,8%	Engagement Rate	1,2%
Clicks	3	Clicks	42
Click-through rate	1,1%	Click-through rate	1,1%
Comments	0	Comments	0
Reactions	2	Reactions	1
Reposts	0	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](#)
[#ProudlySouthAfrican](#)
[#BuyLocalThisFestiveSeason](#)

Published: 25 December 2022



Post Impressions
4,854


Total Engagement		Organic Discovery	
Reaction	4	Impression	351
Comments	0	Unique Impression	249
Reports	0	Sponsored Discovery	
		Impression	4,503

Organic Engagement		Sponsored Engagement	
Engagement	4	Engagement	47
Engagement Rate	1,1%	Engagement Rate	1,0%
Clicks	2	Clicks	45
Click-through rate	0,6%	Click-through rate	1,0%
Comments	0	Comments	0
Reactions	2	Reactions	2
Reposts	0	Reposts	0

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](#)
[#ProudlySouthAfrican](#)
[#BuyLocalThisFestiveSeason](#)

YouTube

Dec 21, 2022 - Jan 4, 2023



This festive season Buy, Eat, Wear Travel, and Watch local content. #proudlysouthafrican #LiveLekkerLocally

Videos Views
8,884

Watch time (hours)
23,7

Subscribers
+33

Impression 674
Impression CTR 1,9%
Average View Duration 0:09

Traffic Sources

External	29,40%
Channel Pages	18,70%
YouTube Search	13,40%
YouTube Features	12,20%

Age Groups

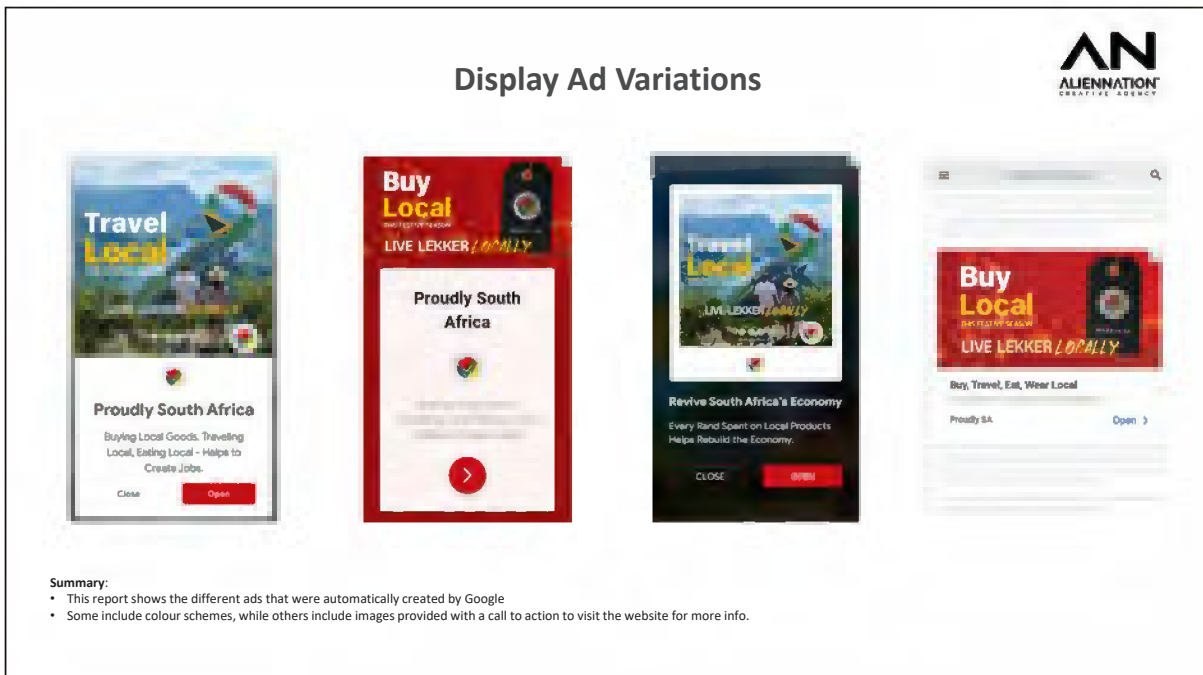
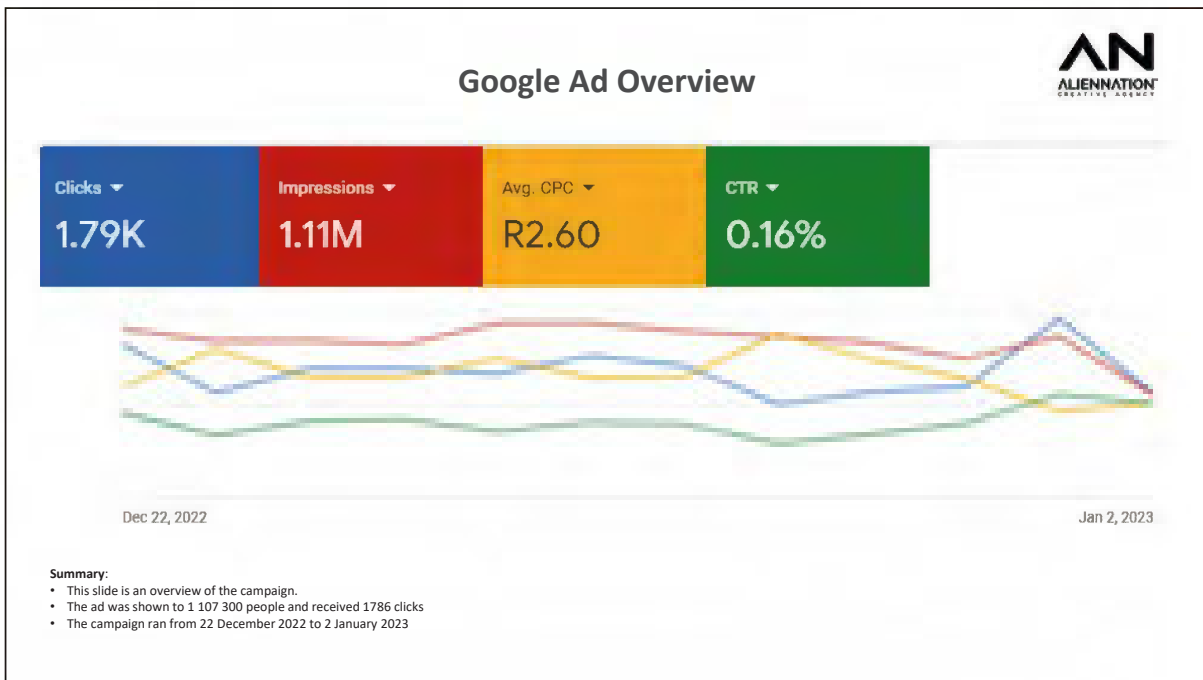
13 - 17	4,40%
18 - 24	21,40%
25 - 34	25%
35 - 44	22,20%
45 - 54	9,90%
55 - 64	8,40%
65+	8,70%

Geography

Soweto	~1800
Johannesburg	~1500
Durban	~1000
Pretoria	~800
Cape Town	~500

Gender

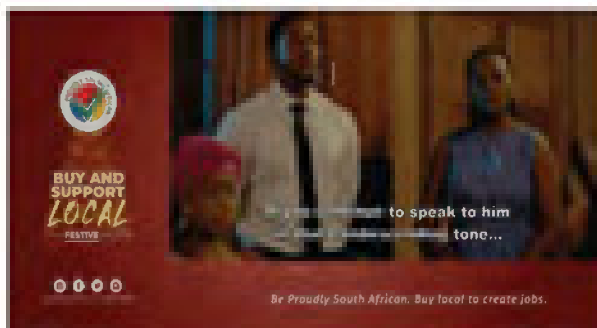
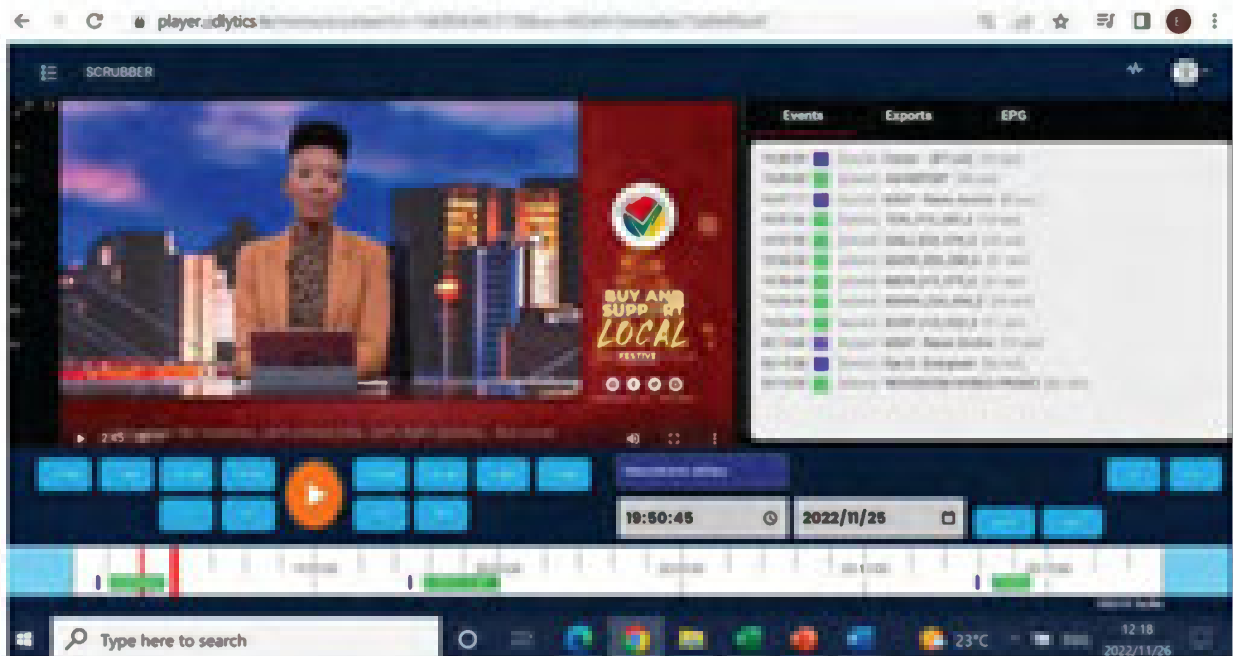
Men	52,10%
Women	47,90%

Squeezebacks



We ran two campaigns, Black Friday and Festive Season L boards, across three major channels: eTV, Multichoice, and SABC. Our messaging aimed at promoting local purchase behavior to support the growth of the economy. Through various channels, we emphasized the importance of buying local, with a strong focus on consumer purchasing as a key driver of economic growth.



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 stations, played the ad featuring Dr John Kani.



BACK TO SCHOOL CAMPAIGN

We ran an above and below the line campaign for our Back to School campaign. The goal of the campaign was to increase brand awareness and drive sales during the back-to-school season. Our above-the-line tactics included mall, airport and TV advertising, while our below-the-line tactics included digital marketing. By combining these strategies, we were able to reach a wider audience and generate buzz around the buy local movement.

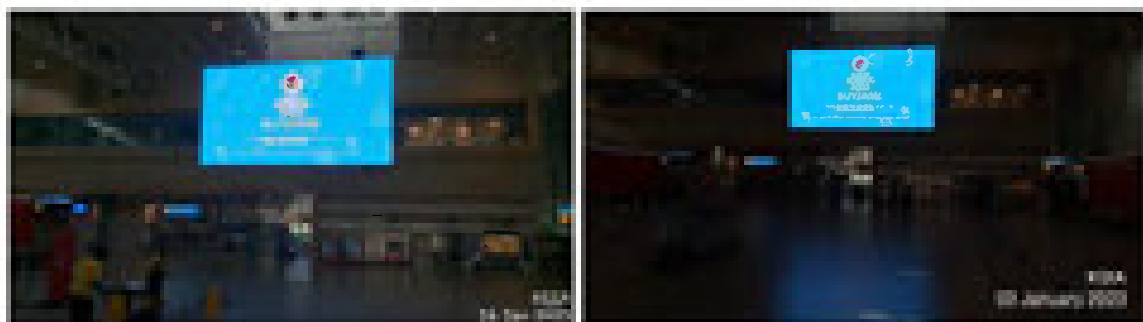
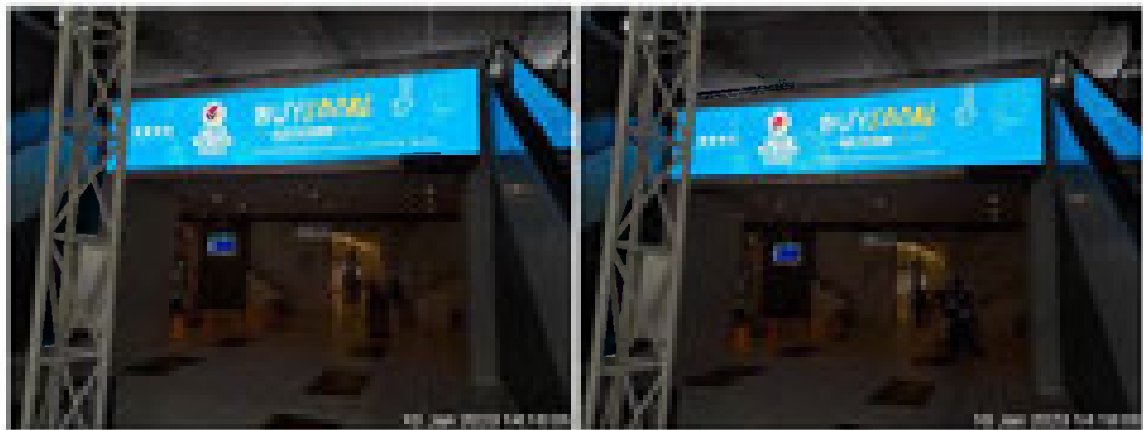
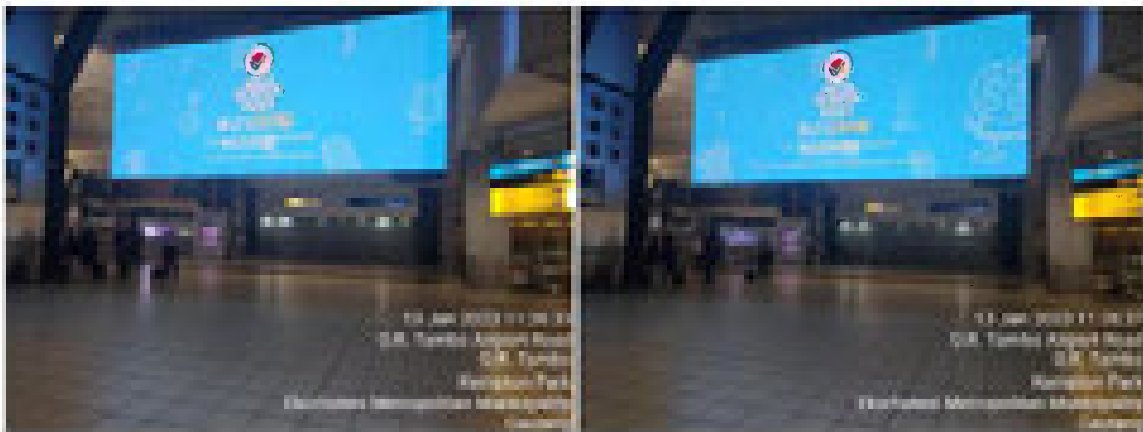
DIGITAL ADVERTISING



MALL ADVERTISING



AIRPORT ADVERTISING



VALENTINE'S DAY

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



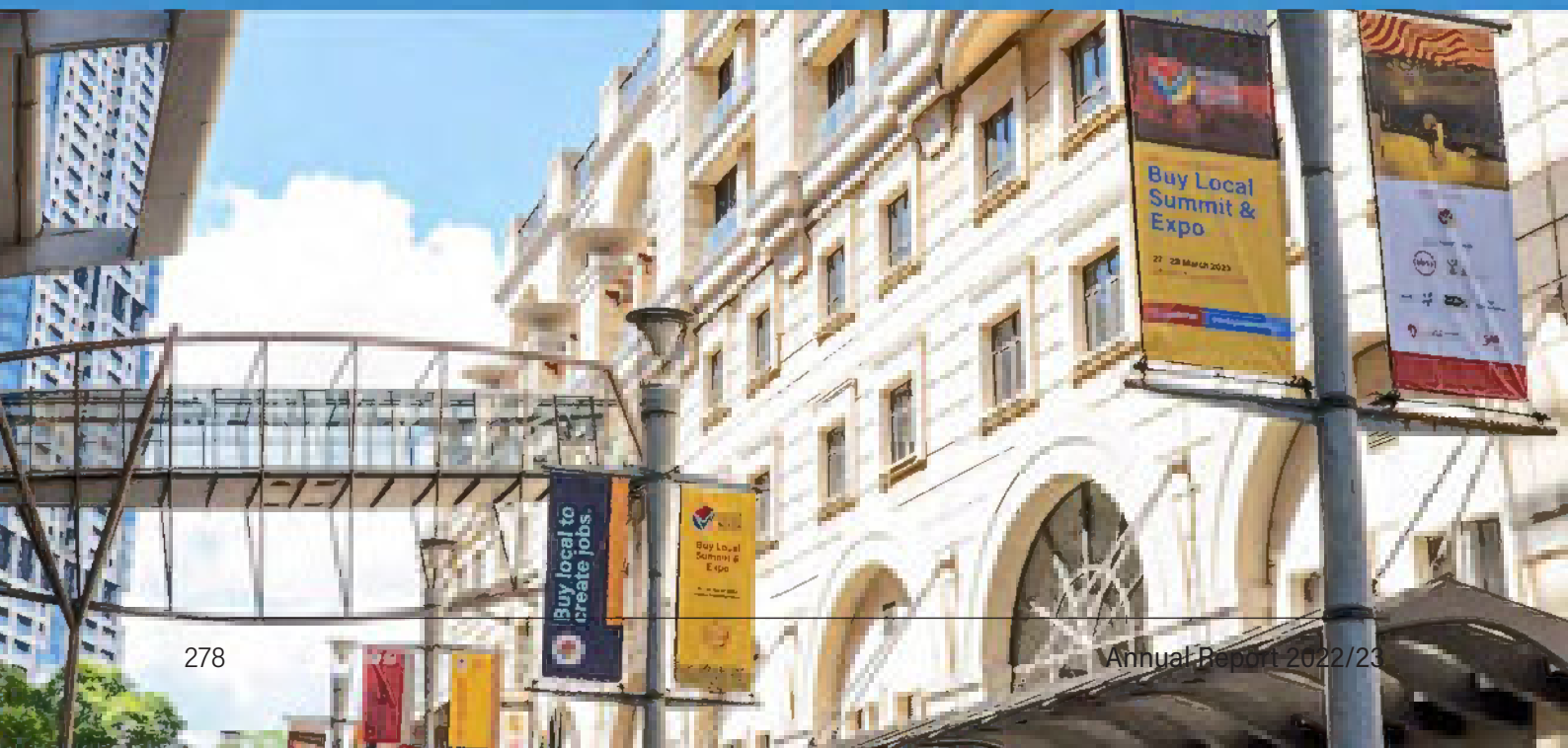
The Buy Local Summit & Expo 2022

The strategy behind the Buy Local Summit was nothing short of a resounding success, with every element carefully crafted to champion the cause of supporting local businesses. From the core messaging to the visual aesthetics, both internal and external materials were meticulously designed to amplify the powerful "buy local" message.

The design team embarked on a transformative journey, breathing new life into the 11th annual Buy Local Summit. Their work encompassed every facet of the event's identity, resulting in a fresh and compelling look and feel. This makeover extended across various touchpoints, from the engaging website to the elegant invitations, the stage branding, indoor and outdoor banners, as well as all other collateral materials.

The promotional campaign utilised a two-pronged approach, aiming to draw attendees to the event while concurrently raising awareness about the broader campaign and its multifaceted initiatives. Our campaign's digital strategy was nothing short of expansive, leveraging the reach of major social media platforms such as Twitter, Facebook, Instagram, and LinkedIn. In our quest to connect with our audience, we harnessed the dynamic power of video content to cast a wide net of engagement. This strategic use of video content enabled us to captivate our target audience effectively, drawing them to the event.

The impact of these branding channels was nothing short of impressive. Registrations surged, and awareness surrounding the event reached new heights. Importantly, the campaign reinforced the prominence of the Proudly SA brand on its own, while also elevating the status of local brands through association. It was a testament to the power of a well-executed campaign in promoting the values of the Buy Local Movement.

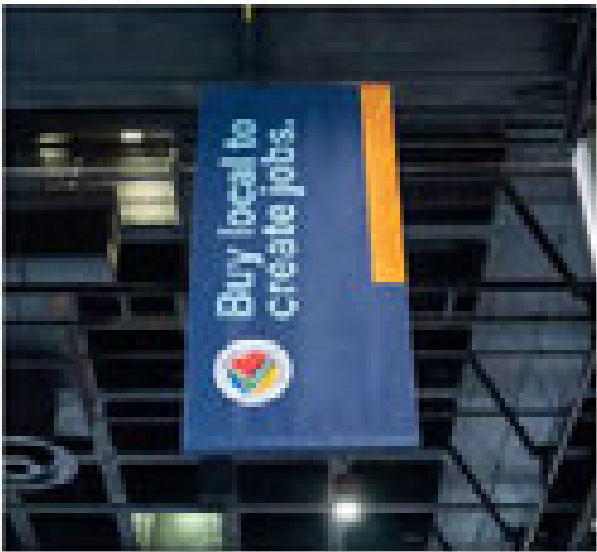


The Proudly South African brand was highly visible at every touch point throughout the event, which led to increased brand awareness. All assets featured the prominent key messages of the Buy Local Campaign.

Our branding efforts, complete with stunning graphics and a strong corporate identity, successfully promoted our event and boosted brand recognition among visitors, media outlets, stakeholders, sponsors, and delegates alike.

Branding could be seen via the below elements,

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





PROMOTIONAL ITEMS:



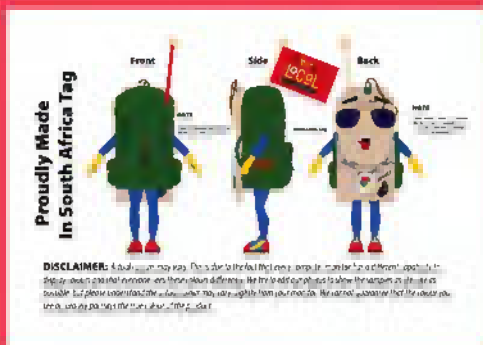
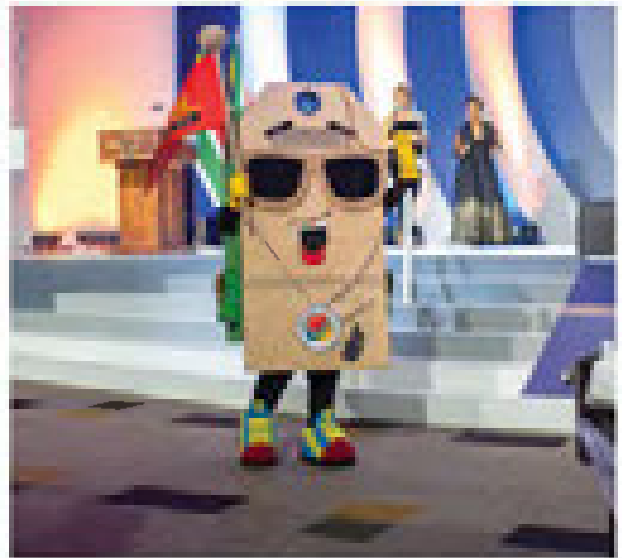
The provision of name badges and lanyards at the summit served a dual purpose - not only did it help identify attendees, but it also provided a platform for sponsors to showcase their brand. In addition to these, the goody bag was a pleasant surprise that attendees received upon entry. The inclusion of Proudly SA promotional items in the bag helped promote our brand. This was further supplemented by promotional leaflets from member companies, which served as a useful resource for delegates looking to connect with businesses in the industry. The branded notebook provided to each delegate was a practical item that could be used during and after the summit, and also served as a lasting reminder of the event. Overall, the provision of these items demonstrated the level of thought and effort put into ensuring a memorable and informative experience for all attendees.





PROUDLY SA MASCOT

Our long-awaited Proudly South African mascot was finally unveiled at the 2023 event, and it was a huge hit. The mascot embodies the spirit of our campaign and effectively connects with our audience. It was a delight to see the mascot interact with attendees at the expo and conference, creating a buzz of excitement. The introduction of the mascot has also sparked a social media campaign, where we are inviting South Africans to suggest names for it. This initiative has generated even more interest and awareness of our brand.

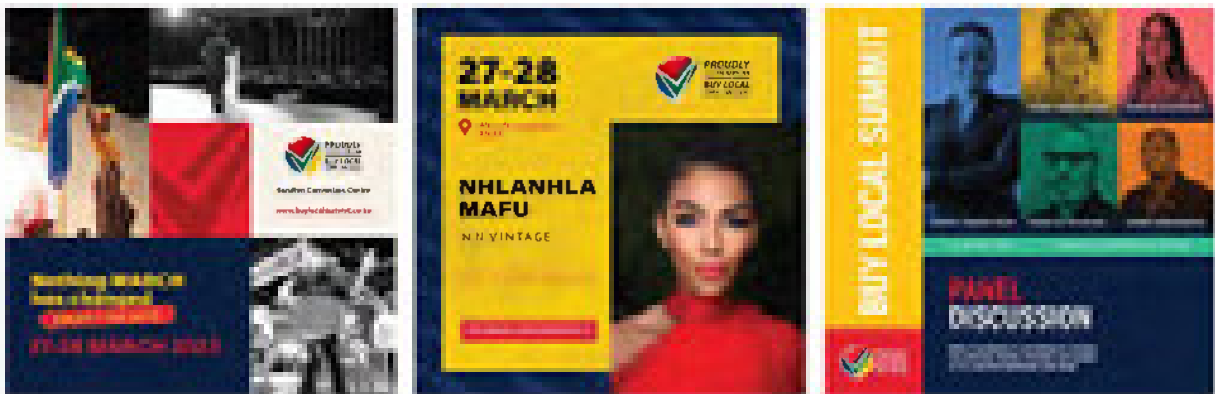


Social Media Content



Across the diverse social channels, we employed video content as a key tool in our arsenal. Each video was carefully crafted to resonate with our audience, delivering not only our message but also a compelling visual and auditory experience. Whether it was the succinctness of Twitter, the sociability of Facebook, the visual appeal of Instagram, or the professional network of LinkedIn, our videos were tailored to fit seamlessly into each platform.

With engaging visuals and compelling narratives, we didn't just communicate; we inspired, educated, and entertained. The result was an expansive digital presence that not only engaged but also left a lasting impression on our audience, making our campaign truly memorable and impactful.





Brea



04 Strategy, Stakeholder Relations and Legal

PRIVATE SECTOR

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



Localisation Commitment Pledges:

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

- Introduce procurement practices and policies aimed at increasing local procurement spend in their respective supply chains, by favoring locally-made products over imported products, where possible.
- Increasing the level of local content in raw materials and components used in production processes and in their respective value chains.
- For retailers (physical and online), it could be to target more local manufacturers, as possible suppliers and to give local manufacturers more shelf space.
- For enterprise development programmes, it could be by including localisation conditions for companies that benefit from a company's ESD programmes.

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

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

For the duration of 2023/2024, Proudly SA will follow up with the organisations to report on progress made with their respective localisation commitment pledges, in order to measure impact in terms of investment in the country, change in procurement practices to favour local products and services, and jobs retained or created. In addition to the 25 organisations that have made these commitments, Proudly SA is also following up with other member companies to participate in this drive to commit to localisation.

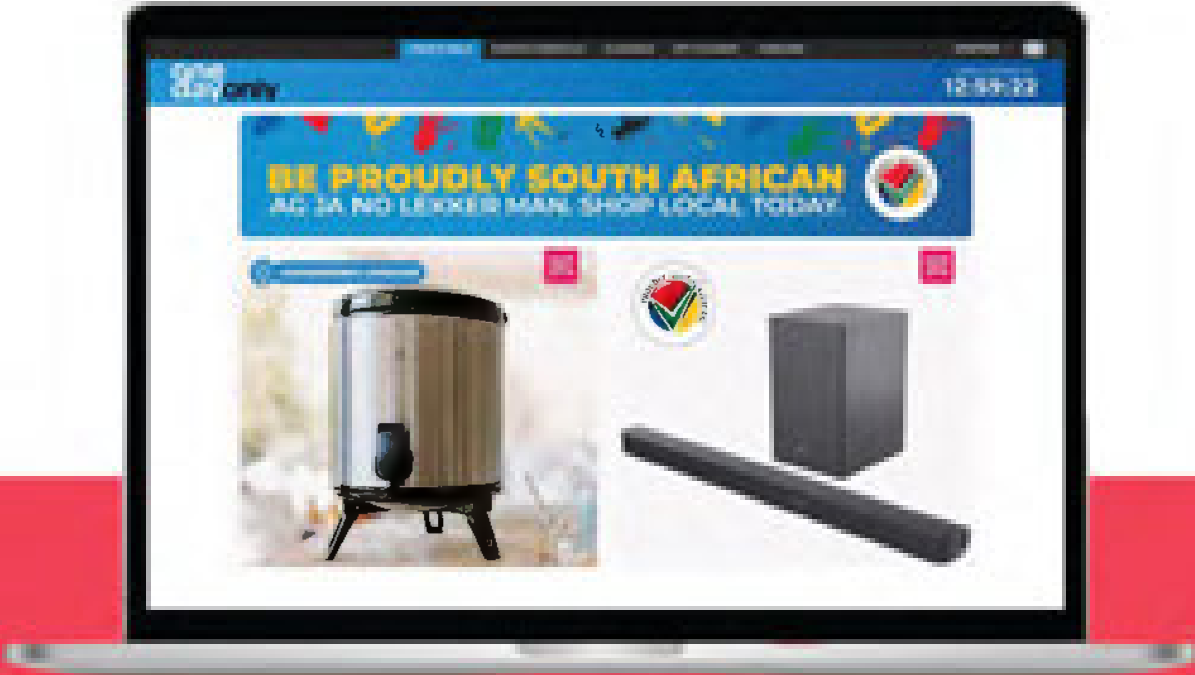
To support the private sector with their localisation commitment pledges, Proudly SA has launched various initiatives to showcase its membership base and facilitate business-to-business procurement, namely:

1. Proudly SA eCommerce partnerships
2. Sectoral masterplans (initiated by various government Departments)
3. Market Access Platform (MAP)
4. Proudly SA's portals
5. Other localisation initiatives

1. Proudly SA eCommerce Partnerships

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

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



Due to this initiative, Proudly SA member products were enlisted on various platforms, as follows:

eCommerce Partner	Number of member companies enlisted	Number of products loaded
Bizzmed	6	67
Bobshop	2	880
Loot	10	125
Made by Artisans	19	155
Makro Marketplace	44	88
OneDayOnly	2	18
Zulzi	22	68

2. Sectoral Masterplans (as initiated by various government Departments)

Over and above Consumer Education, Proudly SA is working behind the scenes to lobby for localisation commitment pledges from the private sector to drive demand (by securing offtake agreements) in various sectoral masterplans, as indicated in the table below.

Proudly SA is currently supporting the following sectoral masterplans:

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

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

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 their requirements.

Procurement officials from corporates (buyers) who use MAP are 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 listed on MAP as suppliers. This is yet another tool for matching supply and demand of locally-made goods and services that is offered to Proudly SA members.

Benefits of MAP:

Buyers

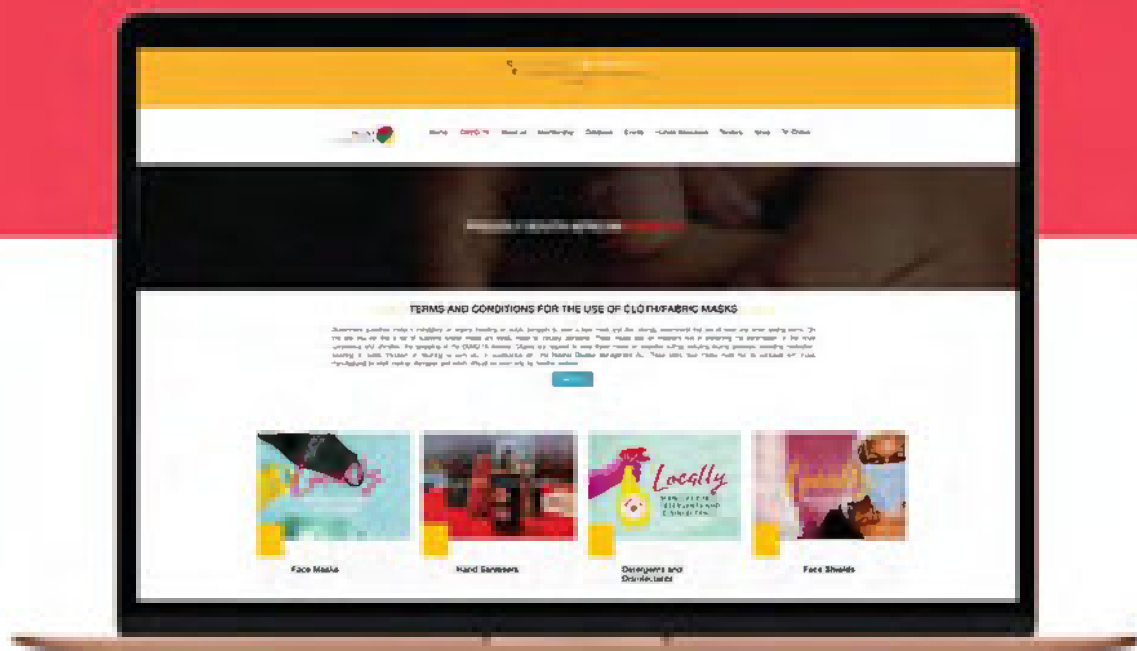
- Find reliable and vetted local and transformed suppliers.
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling the supplying organisations to grow and become more competitive.
- Advertise procurement opportunities for the private sector.
- 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 localisation procurement commitments.
- View the socioeconomic impact of an organisation's commercial activity with selected suppliers.

Suppliers (member companies)

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

During quarters 1 and 2 of 2023/2024, Proudly SA will be updating the platform to include elements of preferential procurement such as the Black xxxxx (B-BBEE) designation and youth-owned businesses. Proudly SA's membership base is also assisted to ensure the organisations' member profiles are updated and activated on the platform, as Proudly SA is planning a roadshow to encourage corporate buyers to enlist on the platform in order to buy from Proudly SA's membership base.





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

The Proudly SA portals comprise a comprehensive list of local manufacturers producing products that have been vetted, in accordance with industry standards as determined by the regulators, in accordance with the specifications determined by the public sector. Buyers interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, an image of the product offered and a detailed description of it. Not only do these portals serve as a marketplace for local manufacturers of PPE and various other products, they are also indicative of the availability of locally made products more broadly in the country.

Current product offering

- 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**)

5. Other Localisation Initiatives supported by Proudly SA:

Proudly SA's Localisation Partners in 2022/2023

Programmes:

- Localisation Support Fund Programme
- Harambee Youth Employment Accelerator
- BUSA Localisation Committee

Industry Bodies:

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

Private Sector:

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

Public Sector:

- **the dtic**
- NT
- DSBD
- Brand South Africa
- Government Communication and Information System (GCIS)
- TIKZN
- Ithala Development Finance Corporation
- Gauteng Growth and Development Agency (GGDA)
- Eastern Cape Development Corporation (ECDC)
- SEDA
- Small Enterprise Finance Agency (SEFA)
- State-owned Enterprise Procurement Forum
- eThekweni Metropolitan Municipality
- SARS industry stakeholder forums:
 - alcohol
 - sugar and beverages
 - tyres
 - plastics
 - downstream steel
 - furniture
 - clothing and textile
 - footwear and leather

PUBLIC SECTOR



Proudly SA is mandated to:

- advocate for the public sector to buy local by including local content provisions in their supply chain management policies using the 28 items previously designated for local content;
- influence for self-designation where possible.

It seeks to achieve these goals through the initiatives indicated below that are driven by Proudly SA

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 list of products designated for local content was as follows:

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
Rail Signalling System	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar water Heaters	70%	19-07-2012
Fire Fighting Vehicle	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 tender adverts extracted from the system are flagged and sent to the dtic via email for monitoring of local content level by the dtic's industrial procurement unit. Compliance levels will be monitored in the new financial year.

2. Events - Public Sector Procurement Forums (education drive):

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

Both NT and the dtic are developing guideline documents to assist procurement officers in adhering to the amended regulations. Both Departments will be embarking on roadshows and Proudly SA has been invited to join the Departments in order to lobby for the inclusion of local content provisions in entities' supply chain management policies. In this way, the Auditor-General of South Africa can enforce local content provisions in as much as each procuring entity's policy allows.

3. Updating of Specifications

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

4. SABS Local Content Verification

Proudly SA is supporting the SABS 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

To ease the process for members of Proudly SA not yet enlisted on NT's CSD to be listed by virtue of their membership (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 has been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government to buy from local manufacturers and service providers, where company products and services are vetted in terms of Proudly SA's criteria for local content and quality. Integration is set to take place in Quarters 2 and 3 of 2023/2024.

6. State-owned Enterprises Procurement Forum (SOEPF)

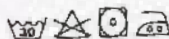
Proudly SA supports the localisation initiatives implemented by this forum.



Proudly handcrafted in South Africa

You're supporting small business.
That means a real person did a
happy dance when you made your
purchase.

Buy local to create jobs.



Corporate governance

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

01

Legislative & Governance Framework

Corporate governance came under the spotlight during the pandemic. Organisations had to manage scarce fiscal resources, reduce corruption and maintain public accountability amidst the pressure of the pandemic.

The constituency-based Board of Proudly SA reaped the benefits of 'buy-in' from all stakeholders and put forward concrete solutions that saw the organisation grow and make a positive impact on the local economy.

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

Governance

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

The directors of Proudly SA regard corporate governance as fundamental to the attainment of the strategic objectives of the organisation. Proudly SA is a Non-Profit company, in terms of the Companies Act that is funded through the National Revenue Fund, via the Department of Trade, Industry and Competition.

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

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

General Principles of the Terms of Reference for Board Committees

As a general rule:

Board committees have no executive authority unless otherwise specifically resolved by the Board in respect of particular issues within a committee's remit. Board committees must discuss any matter referred to them and must present their recommendations to the Board for resolution.

Board committees observe the same conduct rules and procedures as the Board, unless the Board specifically determines otherwise in a committee's terms of reference.

No non-executive director of the Board may serve on more than three Board committees. Board Committees consist of a maximum of four non-executive Board members, excluding invitees. Board committees are constituted with consideration given to the skills, expertise and experience of members apropos the respective committee mandate. Where appropriate, independent external professionals with relevant skills and expertise may be co-opted as permanent members of a committee to assist or bolster a committee where there is a shortage of the required skills or expertise. Such co-opted professionals have the status of invitees to the committee, does not form part of the quorum for meetings and does not have voting rights.

Board committees are entitled to seek independent professional guidance and advice at the cost of the Campaign, if a committee deems it appropriate for the proper discharge of its mandate.

A formal report back, either orally or in writing, is provided by the Chairman of each committee to all Board meetings following the committee meetings, to keep the Board informed and to enable it to monitor the effectiveness of the committees.

Board's mandate and corporate goals

The Board of Proudly SA is responsible for ensuring that the mandate of the Campaign is achieved. In this regard, the Board has adopted several programmes, including the creation of a financially sound Campaign built on a sustainable business model, and ensures that its assets are used effectively and efficiently in line with the requirements of key legislation to which Proudly SA is subject. This includes the establishment of a procurement framework that complies with the Constitution of the Republic 1996 (Act No. 108 of 1996), the PFMA and the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000), and promotes ownership and the participation of youth, women, people with a disability and all classes of historically disadvantaged individuals.

Role of the Board

The Board exercises leadership, integrity and judgment in directing the Campaign to achieve its goals and its objectives, as set out in the founding documents. In this regard, the Board determines Proudly SA's purpose and values, and sets the strategic direction of the Campaign, having regard to the objectives prescribed in the legislative and governance framework with-

in which Proudly SA exists. Furthermore, at least once in each financial year, the Board oversees the development of, and approves, a budget to facilitate the delivery of the approved strategy.

The Board also monitors implementation of the business and operational plans and agreed financial objectives by management on an ongoing basis during each financial year. The Board also defines levels of materiality and relevance appropriate to the business of the Campaign, delegates appropriate authority for the running of the day-to-day business of the Campaign to management in a written Schedule of Delegated Authorities, which is reviewed from time to time, and continually monitors the exercise of any delegated authority by management.

To facilitate its work, the Board has established the following Board committees:

- Audit and Risk Committee
- Remuneration Committee
- Finance and Procurement Committee
- Social and Ethics Committee
- Marketing, Communications and Membership Committee.

02 Relationship with the dtic

Relationship with the dtic

Proudly SA is funded by NT via **the dtic**; therefore, the Board regards its relationship with **the dtic** as key to attaining the objectives of the campaign. A three-year MOU was entered into with the dtic in this regard.

The Vision of the dtic is to create:

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

The Mission of the dtic is:

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

Provide a predictable, competitive, equitable and socially responsible environment for investment, trade and enterprise development.

Broaden participation in the economy to strengthen economic development.

Continually improve the skills and capabilities of the dtic to effectively deliver on its mandate and respond to the needs of South Africa's citizens.

The strategic objectives of the dtic are:

To facilitate the transformation of the economy to promote industrial development, diversified manufacturing growth, investment, competitiveness and employment creation.

To build mutually beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives and to include regional African industrial integration and economic development.

Facilitate broad-based economic participation, inclusive of BBB-EE and support for women's empowerment and the empowerment of disabled citizens, through targeted interventions to achieve more inclusive growth.

To create a fair regulatory environment that enables investment, trade and enterprise development in an equitable and socially responsible manner.

To promote a professional, ethical, dynamic, competitive and customer-focused working environment that ensures effective and efficient service delivery

Key deliverables of the dtic MOU compact

The policy objectives contained in the APP for Proudly SA for the financial year are:

To promote the buying of locally manufactured products and services and the importance of country of origin labels.

To roll out national campaigns to the public sector, the private sector, workers and consumers to create awareness of economy-wide benefits of local procurement, strategic sourcing and buying locally manufactured products.

To develop a database of locally produced products and services.

To provide support concerning the rollout of the Local Procurement Accord in line with Proudly SA's mandate of local procurement, national pride and patriotism.

Role and responsibilities of the dtic

Monitor the voluntary or compulsory adherence by Proudly SA to the PFMA, Treasury Regulations, Corporate Governance Principles and the Act, irrespective of whether or not such instruments are otherwise applicable to Proudly South African.

- Monitor compliance of the APP to corporate governance principles and ensure that it is submitted as prescribed by the Minister and before the beginning of the financial year.
- Review management accounts every month.
- Review quarterly reports and provide feedback to Proudly SA.
- Ensure timely board appointments and re-appointments.
- Attend to correspondence to and from Proudly SA timeously.
- Provide input to the budgeting process.
- Recommend approval of the budget and APP to the Minister.
- Review and recommend the Proudly SA annual report to the Minister.
- Subject to prior reasonable notice, obtain walk-in rights (such as instituting forensic investigations and obtaining relevant information that may be important) to intervene as and when required.
- Step-in in case of a crisis (e.g. a strike, mismanagement of funds, internal conflict, etc.).

- Ensure that it keeps an eye on the Audit Committee through the participation of the GCFO in the Audit Committee as an ex-officio member.

Proudly South African undertakes to ensure the following for the duration of this agreement with the dtic:

- Maintain effective governance and the highest standards of ethics and continue to subscribe to the broad principles set out in the PFMA, the Act and the latest King Report.
- Subscribe to the principles of good governance and reassess its system of governance on an ongoing basis.
- Ensure that it maintains appropriate participative structures with representatives of its staff, to ensure that its staff has an opportunity to meaningfully contribute to decision-making concerning its administrative and managerial functions.
- The process shall include, mechanisms for consultation and information sharing.
- Ensure that it has a code of ethics and code of conduct in place.
- Establish an Audit and Risk Management Committee to advise on the safeguarding of assets, the operation of adequate systems and control processes, and the preparation of accurate financial reporting and statements, in compliance with all legal requirements and accounting standards
- Ensure that in determining the composition and functions of the committees, Proudly SA follows the guidelines of the King IV Report on Corporate Governance, as well as the prescripts of the PFMA and the Act7.
- Ensure that it implements an effective staff performance management system and that any performance bonuses are approved by the Board. In this regard, the parties record that all bonuses shall be in line with a budget that shall be approved by the dti before the commencement of the financial year.

03

Proudly SA Board & Board Committees' Report

For the year ended 31 March 2023

Board of Proudly South African

The Board of Proudly SA consists of executive and non-executive directors who represent the interests of all the constituencies of NEDLAC. The majority of the representatives on the Board are non-executives, with the CEO and CFO being the only executive directors.

Audit and Risk Committee

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

Risk Management

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

Internal Control System

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

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

Proudly SA has appointed the auditors, Vigil Chartered Accountants INC, to provide an internal audit service. Internal auditors monitor the operation of the internal control system and report findings and recommendations to management and the Audit Committee. Corrective action is taken to address control deficiencies, and other opportunities for improving the system are actioned, as they are identified. The Board, operating through the Audit Committee, provides oversight of the financial reporting process and internal control system. The Audit and Risk Committee Members are:

- Mr Thulani Tshefuta (Chairperson)
- Mr Howard Gabriels (Chairman of the Board, by special invitation)
- Dr Tebogo Makube
- Mr Michael Lawrence
- Ms Caroline Rakgotsoka
- Mr Sipho Ndebele
- Mr Eustace Mashimbye: CEO
- Internal Audit Representative – Vigil Chartered Accountants
- External Auditors – Rain Chartered Accountants
- Auditor General - Permanent Invitee
- Mr Mphume Lale: Chief Financial Officer

The Audit and Risk Committee has adopted appropriate formal terms of reference, which have been confirmed by the Board, and has performed its responsibilities as set out in the terms of reference. In performing its responsibilities, the Audit and Risk Committee has reviewed the following:

- The effectiveness of internal control systems.
- The effectiveness of the internal audit function.
- The risk areas of the organisation's operations to be covered by the scope of internal and external audits.
- The adequacy, reliability and accuracy of financial information provided to management and other users of such information.
- The accounting or auditing concerns identified as a result of the internal and external audits.
- The organisation's compliance with legal and regulatory provisions.
- The activities of the internal audit function, including its annual work programme, coordination with the external auditors, reports of significant investigations and the responses of management to specific recommendations.
- The independence and objectivity of the external auditors.
- The scope and results of the external audit function and its cost-effectiveness.

The Audit and Risk Committee is also responsible for:

- Reporting to the Board and the Auditor-General if a report implicates any member of the Board in fraud, corruption or gross negligence.
- Communicating any concerns it deems necessary to the Board, the Auditor-General and, if appropriate, the external auditors.
- Confirming the internal audit charter.
- Conducting investigations within its terms of reference.
- Concurring with the appointment and dismissal of internal auditors.
- Deciding whether or not an interim audit report should be subjected to review by external auditors.
- Detailed study of the financial statements.

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

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

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

The Audit and Risk Committee agrees that the adoption of the going concern status of Proudly SA is appropriate in preparing the annual financial statements. The Audit and Risk Committee has accordingly recommended the adoption of the annual financial statements by the Board.

04 Finance & Procurement Committee

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

Finance Function

- Recommend approval of budgets to the Board.
- Ensure preparation of annual financial statements.
- Recommend the approval of Treasury management plans to the Board.
- Have an overview of internal controls and approve related policies and procedures and systems.
- Review quarterly financial reports.
- Play an oversight role and monitor the utilisation of funds in line with the Business Plan.

Procurement Function

- Ensure that Proudly SA's procurement policies are effective and efficient, and that they are implemented and sustained.
- Recommend and approve procurement and sourcing strategies.
- Recommend the composition of procurement committees to the Board.
- Recommend to the Board any deviation or ratification that might be required from time to time in line with good governance.
- Recommend to the Board the appointment of any procurement structure it deems necessary to perform a particular task.
- Monitor the procurement spend against the set targets in the BEE Codes.

The members of the Committee are:

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

05 Marketing, Communications & Membership

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

The primary function of the Committee is to:

- Consider the marketing and communications strategies to be developed for the campaign for recommendation to the Board.
- Recommend the appointment of any advertising or related agency enlisted to provide advertising and marketing-related services to the Campaign.
- Monitor and ensure that the marketing activities approved for implementation are implemented accordingly.
- Ensure effective campaigns are carried out to ensure that the Campaign can meet its objectives.

The members of the Committee are:

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

06 HR & Remunerations Committee

The Committee provides strategic advice to the Board and management on matters relating to human resources (HR) and remuneration. The Committee formulates and reviews HR and remuneration policies as and when appropriate.

The functions of the Committee are as follows:

- Review and provide recommended remuneration levels (including annual salary increases) for Chief Officers and non-executive directors at Proudly SA.
- Review and approve remuneration policy and salary bands for the organisation and approve annual salary increases or annual inflationary adjustments.
- Play an integral part in the contingency planning of staff, the CEO and executive management.
- Ensure that Proudly SA's HR strategy is implemented and sustained.
- Recommend the approval of related policies and procedures to the Board.
- Review and recommend the appointment of the CEO.
- Make recommendations to the Board for the performance bonus of the CEO and approve performance bonuses for Chief Officers and staff.

The members of the Committee are:

- Mrs Ashley Benjamin - Chairperson
- Mr Eustace Mashimbye
- Mr Nndwahkhulu Lawrence Bale
- Mr Sipho Ndebele
- Adv. Priakumari Hassan
- Ms Caroline Rakgotsoka
- Company Secretary - Permanent Invitee
- Mr Mphume Llale: Chief Financial Officer
- Mr Msebenzi Mtshali – Permanent Invitee

07 Social & Ethics Committee

Role of the Committee

The role of the Committee is to monitor the company's activities concerning any relevant legislation, other legal requirements or prevailing codes of best practice, concerning matters relating to social and economic development, including the company's standing in terms of the goals and purposes of:

- the ten principles set out in the United Nations Global Compact Principles;
- the OECD recommendations regarding corruption;
- the Employment Equity Act;
- the Broad-Based Black Economic Empowerment Act;
- POPI compliance.

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

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

The members of the Committee are:

- Ms Jodi Scholtz (Chairperson)
- Adv. Priakumari Hassan
- Mr Ashley Benjamin
- Mr Nndwahkhulu Lawrence Bale
- Mr Masonwabe Sokoyi
- Mr Eustace Mashimbye: CEO
- Mr Mphume Llale: Chief Financial Officer
- Ms Jeannine van Straaten – Permanent Invitee
- Mr Veresh Ramkelwan – Permanent Invitee



Performance information

01 Performance for the period 1 April 2022 to 31 March 2023

Performance for the period 1 April 2022 to 31 March 2023

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p>	<p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>Above the line campaign, i.e. Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;</p>	<p>Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum</p>	<p>*Over 40 million consumers reached during the 2022/23 through: Made in SA Magazine, LFP (local fashion police), Dstv Delicious Festival, Inaugural Wine Expo, Women’s Month Activities, Localisation Research Findings. *Street poles, banners, digital advertising, social media, mall advertising, DSTV Game time & L-boards</p>	<p>*+15 million more people reached in Q3 through the festive season campaign on TV, malls, airport, ATM advertising and on digital platforms</p>
<p>To increase awareness of Proudly SA, influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p>	<p>To increase awareness of Proudly SA, influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>*PR & Below and Through the line activities through Social Media, press releases, interviews and all media touch points other PR related activities</p> <p>*National Consumer Educational Road show Through Consumer Activations (Education Through Edutainment)</p>	<p>PR & Below the Line Activities reaching at least 10 million consumers per annum;</p> <p>*At least 4 Activations hosted annually</p>	<p>Over 100 Million consumers reached via traditional platforms, 1.5 million consumers on social media</p> <p>*Participated at Dstv Delicious Festival – Access to Markets Opportunities and hosted Local Fashion Police and Valentine’s Day activations</p>	<p>One activation not hosted due to budget constraints</p>
<p>*Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)</p> <p>*Consumer education programmes targeting basic education learners and/or tertiary students</p>	<p>*Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)</p> <p>*Consumer education programmes targeting basic education learners and/or tertiary students</p>	<p>*8 x Campus/Community and/or youth targeted Radio interviews/competitions or advertising campaigns per annum</p> <p>* At least one consumer education programme targeting basic education learners</p>	<p>* Engagements undertaken with the following radio stations: VOW, Durban Youth Radio, MadibazRadio, KvsieFM, MFM, UJFM, TUKS FM, UCT Radio UJFM, YFM, Eldos FM and Alex FM (12 in total)</p> <p>* Initial meeting with the team for Higher Education and Training Curriculum Development.</p>	<p>* Focus on Q2 was tertiary institutions & sector specific. Hosted learners at various manufacturing plants plant</p> <p>* Process to be finalised during next financial year.</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	<p>*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos</p> <p>*Sector specific expo showcasing Proudly SA products from at least one industry/sector</p> <p>*Increased awareness of the buy-local message and/or campaign during Heritage month</p> <p>* Proudly SA CSI Projects</p> <p>*Buy Local Summit – focusing on buying local (consumer education)</p> <p>*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector</p>	<p>*Participation in at least 6 trade expos per annum;</p> <p>*Sector specific expo showcasing at least one industry/product</p> <p>*Roll out of at least 1 Heritage month activity per annum;</p> <p>*At least 1 CSI projects per annum</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers</p>	<p>*To ensure the student demographic is reached, the campus radio stations were utilized to spread the buy local to create jobs narrative as well as utilized social media platforms, radio interviews, TV - showcasing our back-to-school message</p> <p>*Participated at The Rand Easter Show, Decorex (CPT), House and Garden show (KZN), Mining Indaba, Manufacturing Indaba, TEA workshops, Smart Procurement Indaba, Wine Expo, Dstv Delicious, Natural Organic Expo & Autoweek and Meetings Africa (12 in total)</p> <p>*Hosted Wine Expo (Agro-processing) and participated at Decorex (Furniture Sector)</p> <p>*3 activities conducted, i.e. Dstv Delicious Festival, Huletts Heritage Campaign and Local Fashion Police</p> <p>*One CSI activity undertaken during Q4 with a school in GP (and PR activity undertaken as well)</p> <p>*Buy Local Summit and Expo held in March 2023</p> <p>*Buy Local Summit and Expo held in March 2023</p>	

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
<p>Increase procurement of local products and services in the public sector through increased engagements with the public sector.</p>	<p>*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders</p> <p>*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local</p> <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>*Reach at least one broad community focused group, with a national footprint per annum</p> <p>*Reach members in at least two labour federations and/or major unions, per annum</p>	<p>*Extensive participation from civil society groups at the Buy Local Summit in March 2023</p> <p>*Presentation done to SACTWU's National Extended secretariat, at FEDUSA's conference and at NULAW's conference</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>*Presentation made to SOEPF at its quarterly meeting</p> <p>*Presentation at Limpopo Provincial Local Content Forum for public sector practitioners in the province</p> <p>*No public sector forum conducted</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 Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	<p>* Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>*Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district’s economic development</p> <p>Tender Monitoring – Number of tenders/RFPs identified by Proudly SA’s system, issued for designated sectors/products by public sector entities</p> <p>CSD Integration – an integration of the Proudly SA database with National Treasury’s CSD (Number of Proudly SA companies integrated with CSD)</p>	<p>*Presentation to at least 4 metropolitan council procurement forums per annum</p> <p>*At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>* Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1 (2022/23)</p>	<p>*No metro forums convened</p> <p>*No forums conducted</p> <p>*Total of 3 239 tenders tracked</p> <p>*No member companies have been integrated with CSD to date</p>	<p>*Same reason as above for public sector forums</p> <p>*Same reason as above for public sector forums</p> <p>* Development work has been finalised for both the CSD and Proudly SA systems to synchronise. Proudly SA is finalizing its database for integration. Thereafter, National Treasury to confirm date of integration to take place. National Treasury to confirm date for integration to take place.</p>
	<p>*Buy Local Summit – focusing on local procurement (public sector focus)</p> <p>*Buy Local Expo – showcasing locally made products and services to procurement officials in the public sector</p>	<p>*At least 1 Buy local Summit to be held per annum (virtual or otherwise) with public sector procurement focused entities</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to procurement officials</p>	<p>*Buy Local Summit held in March 2023, however the specific forum targeting public sector officials cancelled due to lack of participation from public sector officials</p> <p>* Buy Local Summit and Expo held in March 2023</p>	

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	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: *Presentations to Apex business bodies, including Business Chambers, associations and/or industry events</p>	<p>*At least 1 presentation to the Apex business organisations e.g. BUSA, BBC and BLSA *Presentations to at least 8 business chambers, associations and/or industry events per annum *Partnerships with at least 2 major retailers / manufacturer</p>	<p>*Participating in BUSA's localisation committee monthly; and presented Proudly SA mandate and results of our localisation study to all the NEDLAC constituencies. BLSA and its members was a strategic partner for the Proudly SA Localisation Dinner *Presented to the South African United Business Confederation, the Medical Device Manufacturers Association of SA, the Franchise Association of South Africa, the Tourism Business Council of SA, the Consumer Goods Council of SA, the SA Maritime Business Chamber, Women Economic Assembly (WECONA) EXCO, South African Chamber of Commerce and Industry EXCO, Wine Arc, Restaurant Association, Taverners Association (10 in total) *Also presented to beneficiaries (youth entrepreneurs) of Brand South Africa's programmes, Procurement Officials of Smart Procurement; and TBCSA's annual event, 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, Afrimed Medical Devices, Prospecton Business Engagement Forum, Management teams of SACCI & Harambee Youth Employment Accelerator. *Partnerships concluded with PPC, SAPPI, Drager SA, the Alternative Power (Pty) Ltd - large manufacturer of Switch energy drink, the Ensemble Medical Manufacturers, Goodyear and Macsteel (7 in total)</p>	

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	<p>*Buy Local Summit – focusing on local procurement (private sector)</p> <p>*Buy Local Expo – showcasing locally made products and services to the procurement officials in the private sector</p> <p>*Sector Specific Workshops/Forums</p> <p>*Business Forums/webinars with dtic and other strategic partners</p> <p>*Proudly SA Events/Exhibitions/Expo’s/Villages at trade expos</p> <p>*Sector specific expo showcasing Proudly SA products from at least one industry/sector</p> <p>*Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose</p>	<p>*At least 1 Buy Local Summit to be held per annum - virtual or otherwise (as per 2 above)</p> <p>*At least 1 Buy Local Expo held per annum -virtual or otherwise (as per 2 above)</p> <p>*1 x sector specific engagement per annum</p> <p>*60 business forums and/or webinars per annum, targeted at the private sector</p> <p>*Participation in at least 6 physical/virtual trade expos per annum (as per 1 above)</p> <p>*Sector specific expo showcasing at least one industry/product</p> <p>*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p>	<p>*Buy Local Summit held in March 2023 (with private sector focused activities)</p> <p>*Buy Local Summit and Expo held in March 2023 (with private sector focused activities)</p> <p>*The Local Fashion Police programme rolled out in support of the CTFL industry</p> <p>*49 forums hosted</p> <p>*Participated at the Rand Easter Show, Decorex (CPT), House and Garden Show (KZN), Mining Indaba, Manufacturing Indaba, TEA workshops (Mpumalanga, Durban, CPT, JHB), Meetings Africa, 3x markets, Valentines activations, BLSE Launch, Exhibitor Forum – BLSE, Briefing Session BLSE, 2x Mining Indaba Webinars</p> <p>*Hosted Local Wine Expo (agro-processing)</p> <p>*3 rolled out: SCM Workshop with Franchise Association of South Africa members; Proudly SA Local Wines Expo where buyers from all retailers were invited to attend and some members were enlisted with Makro Marketplace. Hosted youth entrepreneurs at the GenNext Event (expo element).</p> <p>Webinars were facilitated for members with eCommerce platforms: Made by Artisans (x2), BizMed and Zulzi (x2) for them to list their products on those platforms</p>	<p>*The difference in Q3 arose due to a few postponements due to the festive season</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	<p>*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p> <p>*Provide support for the implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value</p>	<p>*Secure new localisation commitments from at least 4 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p> <p>*Participate in govt and/or business led Import Replacement initiatives for at least one key product per annum</p>	<p>*Commitments secured during the BLSE from 25 entities (made up of large corporates and industry bodies) at the Buy Local Summit.</p> <p>*Database of buyers promoted to members of the Consumer Goods Council of SA, Franchise Association of South Africa, the Tourism Business Council of SA, the Restaurant Association and the Taverners Association.</p> <p>*A Buyers' session/ targeted procurement workshop hosted at the Buy Local Summit and Expo.</p> <p>*Participating in the BUSA localisation committee's programmes and monthly engagements</p>	
Retention and Recruitment Members	*Number of members recruited and retained	Recruit at least 320 new members for the year Retain at least 80% of all members due for renewal for the year	<p>*Total of 320 new members recruited</p> <p>*An annual average of 82.5% of all members due for renewal renewed membership.</p>	
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	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS	<p>*Participated in the following SARS forums during all quarters: Downstream Steel Forum, Sugar and Beverage Industry Forum and Plastic Industry Forum, Alcohol, Tyre and Safety Footwear industry forums.</p> <p>Finalising a collaboration with the DFI - Land Bank to implement localisation conditions for its beneficiaries</p>	
Growing the database of South African supplier products and services for local procurement	* Grow the number of companies registering on the database.	*750 new products and/or services registered per annum	*In excess of 1287 new products and services registered	

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
<p>*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products</p>	<p>*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.</p>	<p>*Promotion of database to at least 4 public sector procurement forums – engagements (as per 2 above)</p> <p>*Promotion of database to at least 60 business forums and/or webinars targeted at the private sector per annum (as per 3 above)</p> <p>*Promotion of database to at least 8 business associations or chambers or at industry specific events (as per 3 above)</p>	<p>*Promoted at 1x Procurement Forum and 1x Provincial Local Content Forum</p> <ul style="list-style-type: none"> *Database promoted to 40 Business Forums and webinars <p>* Presented the database to the following associations: South African United Business Confederation, the Medical Device Manufacturers Association of SA, the Franchise Association of South Africa, the Tourism Business Council of SA, the Consumer Goods Council of SA, the SA Maritime Business Chamber, the Women Economic Assembly (WECONA) EXCO, South African Chamber of Commerce and Industry EXCO, Wine Arc, Restaurant Association, Taverners Association, Beneficiaries (Youth Entrepreneurs) of Brand South Africa's programmes, Procurement Officials of Smart Procurement and TBCSA Annual event. Also presented to 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, Proudly South African Mandate to Afrimed Medical Devices, Prospecton Business Engagement Forums, Management Teams of the SACCI.</p>	<p>*Target for business forums missed, due to departure of Events Manager, however database promoted to members of CGCSA, FASA, TBCSA, Restaurant Association and the Taverners Association.</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
<p>Brand research - Development of a scientific basis for local procurement</p>	<p>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</p> <p>Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes</p>	<p>*Brand or Consumer Research to be undertaken at least once a year</p> <p>*At least 60 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns</p>	<p>*Brand and Consumer Awareness Research done by the Thinc Foundation</p> <p>*Conducted 16 surveys in total, i.e. Product Packaging Webinar, Wine Expo, Is your Business Compliant Webinar, GenNext Showcase, FASA Workshop, Hulets Student visit, Women Steering Change Webinar and Are you Ready for the Festive Season Webinar, 3xBusiness networking breakfasts, 2xBusiness Forums, 2xBLSE, 1xExpo</p>	<p>*Management oversight due to departure of Events Manager during the financial year</p>
<p>Effective management of Proudly SA intellectual property</p>	<p>Percentage of successfully executed letters of demand and court actions against identified transgressors</p>	<p>*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified</p> <p>*Annual compliance reviews of all members</p> <p>*Monthly monitoring with Adams & Adams of companies that are using the Proudly SA phrase and logo illegally</p>	<p>*100% of all identified illegal users were sent letters.</p> <p>*100% checked</p> <p>*100% contact with all identified companies</p>	
<p>Strengthening Media and PR relations and social media</p>	<p>*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof</p> <p>*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)</p>	<p>*Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders</p> <p>*Press releases At least 48 press releases and or opinion pieces per annum</p>	<p>*100% achieved. Received report from Novus. Refer to PR overview section</p> <p>*Total of 35 press releases</p>	<p>*Did not reach target in Q1 and Q2 due to the fact that the PR Manager left the employ of Proudly SA which caused a capacity challenge in the PR department</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	<p>*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA</p> <p>*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</p>	<p>Media Engagement: At least 48 media engagements per annum</p> <p>Media Events: At least 4 media events networking sessions per annum (virtual)</p>	<p>*Total of 52 media engagements. Refer to PR section of the annual report</p> <p>*Total of 10 media networking sessions: Gin media drops, wine media drops, KZN media blitz, Local Fashion Police media launch, Wine Expo media launch, Localisation Research Findings media events (x2), as well as media event networking sessions hosted ahead of the Business Forums in Limpopo, Mpumalanga and KZN</p>	
<p>Increased growth and awareness through Social Media platforms</p>	<p>*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.</p> <p>*Increase following on social media platforms and increase in publicity in a very quiet month</p>	<p>*Increase following on all social media platforms by 2% per annum</p>	<p>*In excess of 12% growth on all social media platforms: Instagram: 19 746 Facebook: 90 928 Twitter: 185 514 YouTube: 632 TIKTok: 505 LinkedIn: 6 064</p>	
<p>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)</p>	<p>*Grow the number of products registered on the online shopping platform (s) – percentage growth annually</p>	<p>*20% growth in number of products and/or services registered on the platform (s) per annum</p>	<p>*New e-commerce strategy: Proudly SA is enlisting products of member companies on third party sites: Total of 161 products listed by the end of Q4</p>	<p>*With the decision to start the development of Proudly SA's own online eCommerce site, this target is deferred to 2023/2024. However, Proudly SA is partnering other online eCommerce sites – relationships with Zuizi, Makro Marketplace, Bizzmed, Made by Artisans, and The Local Edit have been secured. Proudly SA members are currently being enlisted on these.</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
	*Growth in sales of products on the online shopping platform (s)	*20% growth in sales on online platform (s) year on year	*New e-commerce strategy: Proudly SA is enlisting products of member companies on third party sites where this information is not obtainable.	*In 2023/2024, Proudly SA intends on building its own eCommerce site whereby this information will be readily available.
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	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	*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	
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	*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries	*Renewal Energy Masterplan, Sugar Masterplan through Proudly SA Wine Expo and International Tea Day and the Creative Arts Industry Masterplan at the BLSE *Discussions underway with Cape-to-Cairo team for their market access programme for locally made products	*Met with Cape-to-Cairo team to implement one such initiative in 2023/24
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	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	*Discussions with Dube Trade Port underway, presented to the Richards Bay IDZ (RBIDZ) and a partnership agreement being negotiated)	*MoUs will be concluded with Dube Trade Port and RBIDZ in 2023/24
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards Annual Strategic Risk Register	*Percentage of processing of all financial transactions done accurately and correctly at all times	*Unqualified opinion/audit report for 2021/22 financial year end audit – Annual Financial Statements	*Obtained unqualified audit report for 2022/23. All financial transactions correctly and accurately processed during each quarter	
	*Approved Annual Strategic Risk Register and quarterly risk management reports	*Approved Annual Strategic Risk Register and quarterly risk management reports	*Risk management quarterly reports submitted to all Audit and Risk Committee meetings	

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2022/23	Actual Achievement for 2022/23	Reason for Variance
Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*Organogram fully aligned (100%) to the strategy	
	*Percentage of critical positions filled	*All (100%) critical positions filled at all times	*All critical positions filled as at year end	
Performance Management	*Performance Management System to set and evaluate performance targets and levels every 3 months	*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% compliance	
Quality Management System in place	*ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	*QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	*100% compliance	
Compliance to Statutory Requirements	*Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements	*100% compliance	

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Audited financial statements

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01

General Information

Proudly South African

(Registration number 2001/021636/08)

Annual Financial statements
for the year ended 31 March 2023

The Company Annual Financial Statements were audited in terms of the Companies Act 71 of 2008

The preparation of the Company Annual Financial Statements was done by the Chief Financial Officer, M. Llale – [BCom, MBL]

These Annual Financial Statements were authorised by the Board of Directors on XX

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2023

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

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:	
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Directors' Report	330-331
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Statement of Financial performance	333
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The following supplementary information does not form part of the Annual Financial Statements and is unaudited:	
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02 Director's Responsibilities & Approval

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

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

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

company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risks cannot be fully eliminated, the company endeavors to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behavior are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

The directors have reviewed the company's cash flow forecast as well as the Medium-Term Expenditure Framework (MTEF) allocation for the 3-year period commencing on 1 April 2021 and ending 31 March 2024 as contained in the 2020/21 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has access to adequate resources to continue in operational existence for the foreseeable future. The external auditors are responsible for independently reviewing and reporting on the company's Annual Financial Statements.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 327 to 329.

The Annual Financial Statements set out on pages 341 to 352, which have been prepared on the going concern basis, were approved by the Board of Directors on XX 2022 and signed on its behalf, by:



Mr. Eustace Mashimbye
(Chief Executive Officer)



Mr. Howard Gabriels
(Chairman)

03 Independent Auditor's Report

Independent Auditors Report to Parliament on Proudly South African

Report on the audit of the financial statements

Unqualified with no findings opinion

1. We have audited the financial statements of Proudly South African set out on pages 11 to 27, which comprise the statement of financial position as at 31 March 2023, the statement of financial performance, statement of changes in equity and statement of cash flows for the year then ended, as well as notes to the financial statements, including a summary of significant accounting policies.
2. In our opinion, the financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2023, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act, 2008 (Act No. 71 of 2008).

Basis for Unqualified with no findings opinion

3. Management has made all the material corrections to the annual financial statements for the period ending 31 March 2023.
4. The annual financial statements do not have any materially uncorrected misstatements in the annual financial statements.
5. There are also no instances of material non-compliances.

Responsibilities of management for the financial statements

6. Management is responsible for the preparation and fair presentation of the financial statements in accordance with the International Financial Reporting Standard on Small and Medium-sized Entities and the requirements of the Companies Act, No. 71 of 2008, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.
7. In preparing the financial statements, management is responsible for assessing Proudly South African's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

8. Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
9. A further description of our responsibilities for the audit of the financial statements is included in the annexure to this auditor's report.

[Report on the audit of the annual performance report](#)

10. The entity is not required to prepare a report on its performance against predetermined objectives, as it does not fall within the ambit of the PFMA and such reporting is also not required in terms of the entity's specific legislation.

[Report on the audit of compliance with legislation](#)

11. In accordance with the PAA and the general notice issued in terms thereof, we have a responsibility to report material findings on the entity's compliance with specific matters in key legislation. We performed procedures to identify findings but not to gather evidence to express assurance.
12. We did not identify any material findings on compliance with the specific matters in key legislation set out in the general notice issued in terms of the PAA.

Other information

13. Management is responsible for the other information. The other information comprises the information included in the annual report, which includes the directors' report, the audit committee's report and the company secretary's certificate as required by the Companies Act, 2008 (Act No. 71 of 2008) (Companies Act). The other information does not include the financial statements and the auditor's report.
14. Our opinion on the financial statements and compliance with legislation do not cover the other information and we do not express an audit opinion or any form of assurance conclusion on it.
15. In connection with our audit, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated.
16. After we receive and read the other information and we conclude that there is a material inconsistency, we are required to communicate the matter to the accounting authority and request that the other information be corrected. If the other information is not corrected, we may have to retract the auditor's report and re-issue an amended report as appropriate. However, if it is corrected this will not be necessary.

Internal control deficiencies

17. We considered internal control relevant to our audit of the financial statements however, our objective was not to express any form of assurance on it.
18. We did not identify any significant deficiencies in internal control.



Tshisikhawe Khangale CA(SA), RA

Cape Town

31 July 2023

04 Directors' Report

The directors submit their report for the year ended 31 March 2023.

1. Review of activities

Main business and operations

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

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

- **Local content** – at least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.
- **Quality** – the product or service must be of a proven high quality.
- **Fair labour practice** – the company must practice fair labour standards comply with labour legislation.
- **Environmental standards** – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Economic Reconstruction and Recovery Plan (ERRP), which was a follow up to the localisation commitments contained in the Jobs Summit Framework Agreement signed on October 2018, which was preceded by the Local Procurement Accord concluded on 31 October 2011, all of which were signed by representatives of government, organised labour, business

and community organisations, wherein the Social partners all committed to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services.

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

Net surplus/(deficit) for the current financial year amounted to (R 5 616 415) 2022: R5 746 030.

2. Going concern

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

The Medium-Term Expenditure Framework (MTEF) allocation from the Department of Trade, Industry and Competition confirm allocations of R46,7m for the 2023/24 financial year, and increased allocations of R44,8m and R46,8m for the 2024/25 and 2025/26 financial years respectively. In addition to the current strengthened membership revenue model, some of our sponsorships have been successfully revived and will continue to contribute to the funding base of the organisation.

3. Subsequent events

The directors are not aware of any matter or circumstance arising since the end of the financial year up to date of this report.

4. Directors

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

Name	Organisation	Changes
H. Gabriels (Chairperson)	Chairman	
E. Mashimbye (CEO)	CEO Proudly SA	
A. Benjamin	Labour	
T. Tshefuta	Community	
M. Sokoyi	Community	
L. Bali	Community	
S. Eppel	Labour	
Adv. P. Hassan	Business	
S. Nicolaou	Business	
Dr. T Makube	Government	
M. Lawrence	Business	
C. Rakgotsoka	Labour	
L. Seftel	NEDLAC	
S. Ndebele	Government	
J. Scholtz	Government	

5. Taxation

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

6. Auditors

CA RA Mpako Inc. was appointed for a 3-year period effective from the 2022/23 financial year end audit.

7. Secretary

The company secretary is Ms. Jeannine van Straaten and was appointed by the board of directors.

05 Statement of Financial Position

Figures in Rand	Note(s)	2023	2022
Assets			
Non-Current Assets			
Property, Plant and Equipment	2	1 693 564	1 335 981
Intangible Assets	3	1 268 344	1 608 344
		<u>2 961 908</u>	<u>2 944 325</u>
Current Assets			
Inventories	4	81 116	94 222
Trade and other receivables	5	7 046 350	1 799 640
Cash and cash equivalents	6	14 005 506	18 183 733
		<u>21 132 972</u>	<u>20 077 595</u>
Total Assets		<u>24 094 880</u>	<u>23 021 920</u>
Equity and Liabilities			
Equity			
Retained Income		<u>10 833 015</u>	<u>16 449 431</u>
Liabilities			
Non-Current Liabilities			
Deferred Income	9	1 047 136	1 147 507
Current Liabilities			
Trade and other payables	8	10 257 327	3 347 044
Deferred Income	9	1 472 864	1 256 415
Provisions	7	484 538	821 523
		<u>12 214 729</u>	<u>5 424 982</u>
Total Equity and Liabilities		<u>23 050 961</u>	<u>14 932 500</u>

06

Statement of Financial Performance

Figures in Rand	Note(s)	2023	2022
Revenue	10	49 456 340	50 148 709
Cost of sales	11	(12 436)	(5 229)
Gross Surplus		49 443 904	50 143 480
Operating Expenses		(56 734 628)	(45 293 117)
Operating surplus	12	(7 290 724)	4 850 363
Investment income	13	1 674 309	898 515
Finance costs	14	-	(2 848)
Surplus/(deficit) for the year		(5 616 415)	5 746 030
Other Comprehensive income			-
Total Comprehensive surplus/(deficit)		(5 616 415)	5 746 030

07 Statement of Changes in Equity

Figures in Rand	Accumulated Surplus	Total Equity
Balance at 01 April 2021	10 708 112	10 708 112
Changes in equity		
Total surplus for the year	5 746 030	5 746 030
Prior year adjustment	(4 712)	(4 712)
Total changes	-	-
Balance at 31 March 2022	16 449 430	16 449 430
Changes in equity		
Total surplus for the year	(5 616 415)	(5 616 415)
Total changes	(5 616 415)	(5 616 415)
Balance at 31 March 2023	10 833 015	10 833 015

08 Statement of Cash Flows

Figures in Rand	Note(s)	2023	2022
Cash flows from operating activities			
Cash used in operating activities	16	(5 264 781)	9 066 060
Interest income		1 674 309	898 515
Finance costs		-	(2 848)
Net cash in operating activities		(3 590 472)	9 961 727
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(587 755)	(1 982 124)
Net cash in investing activities		(587 755)	(1 982 124)
Total cash movement for the year		(4 178 227)	7 979 603
Cash at the beginning of the year		18 183 733	10 204 130
Total cash at end of the year		14 005 506	18 183 733

09 Accounting Policies

1. Presentation of Annual Financial Statements

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

These accounting policies are consistent with the previous period.

1.1. Significant judgements and sources of estimation uncertainty

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

Critical judgements in applying accounting policies

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

- **Impairment testing**

The company reviews and tests the carrying value of assets when events

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

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

- **Provisions**

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

1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

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

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

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

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

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

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

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

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

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

1.3. Intangible assets

An intangible asset is recognised when:

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

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

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

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

Item	Average useful life
Computer Software	3

1.4. Financial instruments

Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

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

1.5. Leases

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

Operating leases - lessee

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

1.6. Inventories

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

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

1.7. Impairment of assets

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

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

1.8. Employee benefits

Short-term employee benefits

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

1.9. Provisions and contingencies

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

Provisions are recognised when:

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

Contingent assets and contingent liabilities are not recognised.

1.10. Government grants

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

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

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

1.11. Revenue

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

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

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

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

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

1.12. Trade exchanges.

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

1.13. Related Parties

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

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

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

1.14. Deferred income

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

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Notes to the Annual Financial Statements

Figures in Rand

2023

2022

2. Property, plant and equipment

	2023			2022		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	544 485	(449 943)	94 542	552 225	(446 541)	75 684
Office equipment	330 419	(33 498)	296 921	37 445	(32 849)	4 597
IT equipment	1 684 572	(1 036 237)	648 335	1 581 987	(1 009 822)	572 165
Leasehold improvements	1 092 306	(539 629)	552 677	1 092 306	(539 629)	552 678
Sundry equipment	190 174	(109 294)	80 880	213 030	(102 380)	110 649
Motor vehicle	84 202	(63 993)	20 209	84 202	(63 993)	20 209
Total	3 926 158	2 232 594	1 693 564	3 531 195	(2 195 214)	1 335 981

The Company did not pledge any item of Property, Plant and Equipment as security for borrowings during the year. (2022: R -)

Reconciliation of property, plant and equipment – 2023

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	75 684	(6 267)	28 527	62 856	(66 258)	94 542
Office equipment	4 597	(6 090)	299 064	5 644	(6 294)	296 921
IT equipment	572 165	(157 579)	260 164	129 156	(155 571)	648 335
Leasehold improvements	552 678	-	-	250 449	(250 450)	552 677
Sundry equipment	110 649	(22 856)	-	-	(6 913)	80 880
Motor vehicle	20 209	-	-	15 998	(15 998)	20 209
Total	1 335 981	(192 792)	587 755	464 103	(501 484)	1 693 564

Reconciliation of property, plant & equipment – 2022

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	119 884	(635)	21 310	(64 875)*	75 684	119 884
Office equipment	10 337	(228)		(5 512)*	4 597	10 339
IT equipment	487 814	(22 180)	260 807	(154 267)*	572 165	487 814
Leasehold improvements	129 612			423 066*	552 678	129 612
Sundry equipment	139 560	(1 228)		(28 911)	110 649	139 560
Motor vehicle	4 210			15 998*	20 209	4 210
Total	891 418	(23 048)	282 117	185 498	1 335 981	891 418

**These amounts include the re-assessment of the useful lives of assets*

Figures in Rand

2023

2022

3. Intangible assets

	2023			2022		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	1 977 000	(708 656)	1 268 344	1 977 000	(386 656)	1 608 344

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2023

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	1 608 344	-	92 333	(432 334)	1 268 343

Reconciliation of intangible assets – 2022

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	78 344	1 700 000	92 333*	(262 333)	1 608 344

4. Inventories

	2023	2022
Promotional stock	81 116	94 222

None of the Promotional stock has been pledged as security.

Figures in Rand **2023** **2022**

5. Trade and other receivables

Trade receivables	5 311 444	433 774
Deposits	305 950	305 000
VAT	1 101 574	829 407
Staff loans	500	18 500
Prepayments	326 882	212 959
	7 046 350	1 799 640

6. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	3 529	-
Bank balances	14 001 977	18 183 733
	14 005 506	18 183 733

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7. Provisions

Reconciliation of provisions - 2023

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	821 523	1 522 603	(1 859 588)	484 538

Reconciliation of provisions - 2022

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	541 447	1 860 867	(1 580 791)	821 523

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

Figures in Rand

2023

2022

8. Trade and other payables

	2023	2022
Trade payables	8 795 021	2 866 572
Accruals (Provision for expenses)	1 460 899	476 937
Salaries clearing	-	-
Unallocated deposits	1 591	1 591
Other	-	1 945
	10 257 327	3 347 044

9. Deferred income

Current Liabilities	1 472 864	1 365 115
Non-Current Liabilities (1 154 095 – 6 588)	1 047 136	1 256 415
	2 520 000	2 403 922

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

10. Revenue

Sale of promotional items	15 780	9 180
Government grant - the dtic	41 530 000	44 165 382
Sponsorship	4 020 000	3 237 391
Membership fees	3 888 481	4 540 065
Sundry Income	2 079	2 712 855
Total	49 456 340	50 148 709

11. Cost of sales

Sale of goods

Promotional items	12 436	5 229
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12. Operating surplus/ (deficit)

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

Operating lease charges

Premises		
• Contractual amounts	1 119 315	927 087
Equipment		
• Contractual amounts	188 849	302 758
	1 308 164	1 229 846

Depreciation and Amortization	567 085	(14 920)
Key management emoluments	7 821 076	7 562 612
Employee costs	18 723 341	18 194 986

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Figures in Rand	2023	2022
13. Investment revenue		
Investment revenue		
Interest received	<u>1 674 309</u>	<u>898 515</u>
14. Finance costs		
Interest paid – other	<u>-</u>	<u>2 848</u>
15. Auditors remuneration		
External audit fees	157 915	171 133
Internal audit fees	302 089	336 553
	<u>460 004</u>	<u>507 686</u>
16. Cash generated from operations		
Surplus/(Deficit) before taxation	(5 616 415)	5 763 771
Adjustments for:		
Depreciation and amortisation	567 085	(14 920)
(Profit)/ Loss on sale of assets	3 086	22 474
Interest received - investment	(1 674 309)	(898 515)
Finance costs	-	2 848
Movements in provisions	(336 985)	280 076
Changes in working capital:		
Inventories	13 106	5 229
Trade and other receivables	(5 246 710)	1 830 476
Trade and other payables	7 026 361	2 074 676
	<u>(5 264 781)</u>	<u>9 066 060</u>

Figures in Rand	2023	2022
17. Commitments		
Operating leases – as lessee (expense)		
Minimum lease payments due		
- within one year	1 305 064	1 141 564
- in second to fifth year inclusive	724 685	1 835 284
	2 029 748	2 976 848
	2 029 748	2 976 848

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises has an escalation of 6% in the final year of the lease. The lease agreements do not carry option to purchase the assets at the end of lease terms.

18. Related parties

Relationships

Proudly South African was a project initially launched through NEDLAC.

All related parties have been disclosed in note 19

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19. Key Management Emoluments

2023

Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 241 627	75 223	2 316 850
Naresh Patel (Resigned 30/04/2022)*	430 328	-	430 328
Mphume Llale (Appointed 1/06/2022)	1 218 126	15 537	1 233 663
Happy Ngidi	1 547 566	51 940	1 599 506
Jeannine van Straaten	1 350 642	44 599	1 395 241
<i>* Paid an additional amount of R 100 220 included in Consultancy Fees for the month of May '23</i>			
Total Executive Emoluments	6 788 289	187 299	6 975 588
Non-Executive: Director's Fees			
Howard Gabriels	374 400	374 400	360 000
Ashley Benjamin	101 728		101 728
Adv Pria Hassan	-		-
Thulani Tshefuta	85 290		85 290
Dr Stavros Nicolaou	-		-
Michael Lawrence	88 124		88 124
Caroline Rakgotsoka	45 137		45 137
Lawrence Bale	55 884		55 884
Simon Eppel	66 767		66 767
Masonwabe Sokoyi	28 157		28 157
Total: Non-Executive Director's Fees	845 487		848 823
Total Emoluments	7 633 776	187 299	7 821 076

2022

Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 113 386	89 135	2 202 251
Naresh Patel	1 600 745	52 849	1 653 594
Happy Ngidi	1 491 764	48 732	1 540 496
Jeannine van Straaten	1 269 083	48 095	1 317 718
Total Executive Emoluments	6 474 978	238 811	6 317 789
Non-Executive: Director's Fees			
Howard Gabriels	360 000		360 000
Dumisani Mthalane	69 911		69 911
Nondwe Kganyago	-		-
Ashley Benjamin	98 141		98 141
Adv. Pria Hassan	5 373		5 373
Thulani Tshefuta	99 179		99 179
Dr Stavros Nicolaou	45 566		45 566
Michael Lawrence	75 228		75 228
Caroline Rakgotsoka	42 987		42 987
Lawrence Bale	80 425		80 425
Simon Eppel	62 710		62 710
Masonwabe Sokoyi	54 046		54 046
Total: Non-Executive Director's Fees	848 823		848 823
Total Emoluments	7 323 801		7 323 801

20. Events after the reporting date

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

21. Going concern

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

Figures in Rand **2023** **2022**

22. Financial instruments

Categories of financial instruments

2023

Financial Assets

	At amortised cost	Total
Trade and other receivables	7 046 350	7 046 350
Cash and cash equivalents	14 005 506	14 005 506
	21 051 856	21 051 856

Financial liabilities

	At amortised cost	Total
Trade and other payables	10 257 419	10 257 419

2022

Financial Assets

	At amortised cost	Total
Trade and other receivables	1 799 640	1 799 640
Cash and cash equivalents	18 183 733	18 183 733
	19 983 373	19 983 373

Financial liabilities

	At amortised cost	Total
Trade and other payables	3 347 044	3 347 044

23. Prior period adjustment

Statement of Financial Position

Previously reported Trade and other receivables	1 828 681
Prepaid Adjustment	(31 216)
VAT Input Adjustment	1 875
Deposits	300
Restated Trade and Other Receivables	1 799 640
Previously Reported Deferred Income	1 154 095
Membership Income not recognized in prior financial years'	(6 588)
Restated Reported Deferred Income	1 147 507

24. Change in Accounting Estimates

Property, Plant and Equipment

Furniture and Fixtures

The useful life of Furniture and Fixtures was estimated to be up to 7 years. In the current financial year management revised their estimate on useful lives of some of the furniture and fixtures and have extended them by a maximum of one (1) year. The effects of these revisions have decreased the total depreciation charge by R 62 856 in the current financial year. The effect on future periods is an increase in the total depreciation expense by the same amount.

Office Equipment

The useful life of Office Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Office Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R 5 644 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

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IT Equipment

The useful life of IT Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the IT Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 129 156 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

Leasehold Improvements

The useful life of Leasehold Improvements was estimated to be up to 1-year 5months. In the current financial year management revised their estimate on useful lives of some of the Leasehold Improvements and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 250 449 in the current financial year. The effect on future periods is an increase proportionally to the tune of the same amount.

Motor Vehicles

The useful life of Motor vehicles was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the motor vehicles and have extended them by a maximum of two years. The effects of these revisions have decreased the total depreciation charge by R 15 998 by a year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by the same amount.

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Detailed Income Statement

Figures in Rand	Note(s)	2023	2022
Revenue			
Sale of goods		15,780	9 180
Government grant - the dtic		41 530 000	44 165 382
Sundry Income		2 079	23 900
Sponsorship		4 020 000	3 237 391
Membership fees		3 888 481	2 712 855
	10	49 456 340	50 148 708
Opening stock		(94 222)	(99 451)
Purchases		-	10 458
Closing stock		81 116	94 222
	11	(12 436)	(5 229)
Gross Surplus		49 443 904	50 143 479
Other income			
Interest Received	13	1 674 309	898 515
Operating expenses			
Advertising posts and tenders		(185 413)	(119 868)
Auditors remuneration	15	(460 004)	(507 686)
Bad debts		(68 036)	(17 365)
Bank charges		(23 488)	(19 726)
Depreciation, amortisation and impairments		(1 117 863)*	(925 187)*
Assets Re-assessment Adjustment		550 778*	940 107*
Loss on disposal of fixed assets		(3 086)	(22 474)
Key management emoluments	19	(7 821 076)^	(7 562 612)
Employee costs		(18 723 341)	(18 195 077)
Fines and penalties		-	(7 592)
IT expenses		(1 099 706)	(1 084 522)
Insurance		(210 302)	(179 053)
Lease rentals & Operating lease		(1 308 164)	(1 247 587)
Legal and professional services		(818 824)	(816 416)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(14 907 686)	(10 030 914)
Membership costs		(13 343)	(19 093)
Proudly SA Buy Local Summit and Expo		(7 991 864)	(4 142 987)
Photocopier costs		(47 934)	(84 253)
Postage		(23 805)	(49 933)
Printing and stationery		(219 032)	(111 337)
Proudly South African CSI activities		(49 391)	-
Repairs and maintenance		(180 476)	(98 729)
Staff training		(197 917)	(163 738)
Staff welfare		(403 979)	(141 705)
Subscriptions		(37 746)	(68 976)
Telephone and fax		(117 310)	(117 207)
Travel local		(806 575)	(134 734)
Workshops and seminars		(126 447)	(19 275)
Utilities		(322 598)	(345 271)
		(56 734 628)	(45 293 210)
Operating surplus		(5 616 415)	5 748 878
Finance costs	14	-	(2 848)
Surplus/(Deficit) for the year	12	(5 616 415)	5 746 030

***The net effect of depreciation, amortization, and impairment with the effects of revised useful life of assets at the end of the financial year. Refer to Note.2**



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