

QUARTERLY REPORT

1 OCTOBER - 31 DECEMBER 2023

Quarter 3

2023/24 Financial Year





PROUDLY SOUTH AFRICAN
 Quarterly Report for Q3 (1 October to 31 December 2023/2024)

APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ___/___/2024	Rank: Chairperson	Date: ___/___/2024

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

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

OVERVIEW - ECONOMIC OUTLOOK

- South Africa's growth weakened in the third quarter of 2023. Within a group of upper-middle-income countries, African countries were observed to encounter significant employment challenges while countries outside of Africa saw stronger employment growth. Notably in 2022, South Africa had the highest unemployment rate and the lowest proportion of informal employment.
- Credit conditions have deteriorated as higher interest rates and prices have been putting pressure on consumers and the retail sector.
- The share of South African investment funds with exposure to foreign markets has grown over recent years given the relative underperformance of South African equities.
- The debt-to-GDP and tax-to-GDP ratios in South Africa are notably high in comparison to other upper-middle-income countries. Moreover, despite being situated within the lower range of GDP per capita, in 2021 South Africa had one of the highest levels of government expenditure as a share of its GDP compared to similar countries.
- Between January and October of 2023, South Africa's imports exceeded previous years, while 2023 exports are expected to surpass 2022 levels. Additionally, China was South Africa's top import and export destination in 2023.
- In terms of sectoral employment, the 2023: Q3 Quarterly Labour Force Survey shows that employment levels are largest in Community and social services, and Wholesale and retail trade. While employment growth since 2010 has been low in most sectors, there are a couple of exceptions, such as female employment in Community and social services and male employment in Finance.
- South Africa's tax system demonstrates a high level of progressivity. Around 110,000 individuals (roughly 0.7% of taxpayers) earning over R1.5 million contribute over 23% of the personal income tax. Furthermore, about 1.2 million taxpayers have an annual income exceeding R500 000, representing approximately 65% of the country's total personal tax liability.
- For corporate tax, there is significant concentration within South Africa's corporate sector, highlighting the country's reliance on the tax contributions of high-income earners. A substantial portion of this tax comes from a subgroup of large companies with assessed taxable income surpassing R200 million. The 2020 data shows almost 60% of the total assessed company tax was paid by only around 300 firms.

[Economic and Employment Trends in South Africa: January 2024]



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

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

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

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

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the organisational strategic plan and the details contained in this report outlines the progress made during Quarter 3 of the 2023/24 financial year.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

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

3.1) Board Meeting

The Proudly SA Board of Directors met on 6 December 2023 and considered the following:

- The Board approved the Quarterly Report for submission to the **dtic**.
- The Board took careful consideration of the draft Labelling Regulations proposed by the Department of Health on the Labelling and Advertising of Foodstuffs. These regulations would be detrimental to Member Companies in the food industry as well as the Business model of the organisation. The matter had been highlighted to the Minister of Trade and Industry. Correspondence in the form of comments to the draft regulations was also sent to the Department of Health to which no feedback was received, outside of acknowledging receipt of the submission.
- The Board received the report on the options related to investing in permanent office space, and noted that after reviewing the various options and the additional costs, including bond and maintenance costs, both the FINCO and Audit and Risk Committee had agreed that it would be most viable to continue renting at the current premises. This was supported by the Board.
- The Board reviewed and accepted the Membership Target List and progress made to date with regards to recruiting high-end members.
- The Board received the presentation on the Festive Season Campaign.
- The Board reviewed and accepted the list of members who received Membership Fee Discounts
- The Board noted the reduction in the grant allocation from the DTIC and management's revised budget and the operational plans to work within the revised budget without affecting the delivery of key projects.
- The Board received an update on the e-Commerce Project, as well as the Risk Register related to this project.
- The Board received the reports from the Subcommittees.
- The Board reviewed and accepted the Management Accounts and Cash Flow.
- The Board received the report on the progress of sourcing sponsorship for the Buy Local Summit and Expo, as well as other flagship projects like the Wine Expo and Local Fashion Police for 2024.
- The Board approved a recommendation by REMCO to pay performance incentives to staff who qualified. The Board also noted the payment of incentives of a nominal amount to interns and temporary staff.

3.2) Audit and Risk Committee

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

- Management presented the possible office spaces available as well as the bond and maintenance costs for each of the options and recommended that the organisation continue renting which was accepted by the Committee.
- The Committee reviewed the Terms of Reference of the Committee and accepted them.

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3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 20 November 2023 and the meeting considered the following:

- Management presented the possible office spaces available as well as the bond and maintenance costs for each of the 3 properties that had been identified. Management indicated that the organisation could not afford to procure property at the moment. This was accepted by the Committee.
- The Terms of Reference of the Committee were reviewed and accepted.
- The DTIC had reduced the grant allocation for the financial year and projected spending was reduced to suit the new budget without affecting service delivery.
- High-value members were being pursued and 13 meetings had already been scheduled for presentations to be made to the targeted companies.
- The Membership Fee discounts, and payment terms reports was noted.
- The Committee ratified the tender for the appointment of the Events Management Company for the Buy Local Summit and Expo.
- The Terms of Reference for the RRF related to the sourcing of Sponsorship Management Agencies was presented and the procurement process outlined thereof was approved.
- The Management Accounts and Cash Flow were approved.
- The Sponsorship Register with a list of entities that were being pursued for sponsorship for the Buy Local Summit and Expo as well as the Wine Expo and Local Fashion Police was presented to the Committee.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 15 November 2023 and the meeting considered the following:

- The Committee reviewed the Terms of Reference of the Committee and approved these.
- The CEO reported on engagements with National Treasury. Proudly SA would be allowed to engage with Government officials through presentations at SCM Forums hosted by NT. This would help the campaign lobby for local procurement policies and practices across the public sector.
- Proudly SA had submitted comments on the Public Procurement Bill. The Committee noted the complexity of the Bill and its potential impact on the economy.
- The Committee received the draft Labelling Regulations proposed by the Department of Health and how they would have a detrimental impact on the Business model of the organisation. Management presented the draft comments as submitted to the Department of Health by the campaign.

- An update was given on the e-Commerce Strategy. The updates included the establishment of a crisis committee to deal with any possible perception risks once the online system goes live, and retaining a financial analyst to ensure that the envisaged rates and charges were market related.
- 97 Members were recruited during the period under review and the renewal rate was 90%. 782 New Products were added to the database of locally made products and services.
- The Committee noted discounts given to KAP Corporate Services and Lewis Group for renewing their membership for 3 years.
- The list of members being pursued was presented and there were currently 59 high-value members being pursued.
- The report on Marketing Activities which included events with Editors and the Delicious Festival was presented.
- The new Commercial was launched and had been flighted on Multichoice and SABC.
- The Calendar of Events was presented.
- The Festive Season Campaign was presented to the Committee.
- Proudly SA was participating in the Renewable Energy Masterplan.
- Localisation Commitments were being sought from ABSA, Adcock Ingram, Ernest and Young, Sappi, Multichoice, Macsteel, Sasol, SAB, Nestle, Toyota and NAAMSA.
- Successful partnerships were being explored with Dube Tradeport and the National Lotteries Commission.
- Successful case studies related to the impact of our interventions on member companies were submitted to the dtic.
- 32 Companies were being approached for the sponsorship of the Buy Local Summit and Expo, Wine Expo and Local Fashion Police.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 24 November 2023 and the meeting considered the following:

- The organogram was presented, and it was reported that the vacancy reflected thereon for a Senior PR practitioner position was subsequently filled. Management would decide in the next financial year if the vacant Membership Consultant/Data Capturer position would be filled.
- The Committee received and noted the reports on Staff Profile and Movements, Training and Development, Performance Management and Staff Welfare. There was 1 dismissal and 2 resignations during the period under review.
- The performance scores for the quarter under review were tabled to the Committee and were noted.
- A report on Staff Wellness was presented and included a report on the usage of the Employee Assistance Programme.
- The Committee approved the suggested amendments to the rates applicable for compensating the temporary receptionist and office cleaner.
- Amendments were approved to the policy relating to staff salary advances, limiting advances to 25% of the employee's cash component and limiting the advances to 4 times a year.
- A recommendation for staff performance incentives was tabled to the Board for those who had scored over 60% in their performance assessment. The committee agreed to make the recommendation to the Board.
- The Committee also supported the payment of nominal incentives for interns and temporary staff.

THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the third quarter of the 2023/24 financial year.

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

- The above-the-line campaign(s) as part of the strategic objective of educating consumers on the importance of buying local was able to reach its 7,5 million targeted consumers through various activations including Local Fashion Police, Black Friday, Festive Season Campaign, Feathers Awards, SA Music etc.
- The below-the-line activities undertaken during the period were able to reach 11,9 million consumers through leveraging of various initiatives including the use of traditional & social media as well as through physical events and activations, including 3 major consumer activations (Local Fashion Police, 947 Cycle Challenge and festive season activations), participation in and hosting of festive season consumer markets, and presence together with our members at 3 major expos and trade fairs (Made in Africa Expo at AGOA, Sasol Retailers Conference and the Takealot Expo).
- 10 more Campus/Community targeted competitions or advertising campaigns were rolled out against the planned 2 for the third quarter of the current financial year.
- In driving and expanding on our consumer education efforts, students and learners were reached through the Step Up to a Start Up programme targeting thousands of high school learners across the country and through participation at the IMM Conference and partnering with Stadio Fashion School for an activation with their fashion students.
- A partnership was concluded with National Treasury's office of the CPO, which allowed Proudly SA to participate and present at 3 Joint SCM Forums (with national departments, provincial treasuries and SOEs respectively). This gave the campaign an opportunity to lobby for the inclusion of local content requirements in the preferential procurement policies of state entities across all spheres.
- 484 tenders issued in the public sector for previously designated sectors/products were identified through the tender monitoring system against the planned target of 300.
- An additional partnership with a large retailer/manufacturer (i.e. Tetra Pak South Africa) was concluded for the current reporting period.
- With regards to the retention of members, an 82% retention rate was achieved for Quarter 3, against the set target to retain at least 80% of members due for renewal.
- There has also been an increase in the database of South African made products/or services with a total of 570 new products registered against a target of 190 for the period.
- Social media growth continues its positive trajectory by registering growth across all different platforms (i.e. Facebook, Twitter, etc).
- Proudly SA has concluded its integration of its website with BizPortal, resulting in exposure to thousands of companies and entrepreneurs on a monthly basis; and
- The organisation remains compliant with its financial and human resources reporting obligations.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the third quarter of the 2023/24 financial year, and below are some of the areas where the campaign fell short for the quarter:

- The organisation came short in respect of its recruitment drive of new members by acquiring 66 new members against a target of 80 for the period under review. The annual target will still be met, with plans already in place to make up for this shortfall during the last quarter of the financial year, over and above the higher than target numbers achieved during Q2.
- No member companies have been integrated with the CSD to date, as envisaged, however development work has been finalised for both the CSD and Proudly SA systems to synchronise. The CSD team is rolling out the project in phases – Phase 1 is completed (i.e. declaration/ inclusion of local content for companies). It is anticipated that Phase 2 (actual integration) will take place later in the financial year, as soon as National Treasury concludes its testing of the development work; and
- Proudly SA is continuing to monitor its operational plans to ensure it meets its total delivery commitments as per the approved 2023/24 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q3 2023/24

4.3.1) Quarter 2 Highlights

Membership Base	
As of Q3 2023/2024	2,851
New Members	
Target	80
Achievement	66
Renewal Rate	
Target	80%
Achievement	82%
Database of Local Products and Services	
Target	190
Achievement	570
Previous Quarter: Q2 2023/2024	23,702
Current Quarter: Q3 2023/2024	24,272

4.3.2) Overview

During Quarter 3 of 2023 we saw 66 companies join as new members of the Buy Local Campaign against the target of 80. The target was not met due to the December period being a shorter month. The shortfall experienced in the December period is a trend that can be seen in the year-on-year comparison chart. While the quarterly target for new member acquisitions was not met, the annual target will be met due to the positive impact of Q2 and the equally positive projections for Q4.

The renewal rate for the quarter was achieved at 82%. The positive renewal rate has been consistent for the entire financial year which highlights that member companies do see the positive impact the campaign and the associated member benefits, has on their businesses.

A notable point is the growth of the member base in the Manufacturing sector by 36 new members. This is one of the most important sectors that drives localisation. To grow local manufacturing means we shorten and disrupt the global supply and logistic chains and this in turn creates more jobs.

The membership footprint continues to grow nationally with the three major metros still dominating: Gauteng grew by 46 new member companies, followed by KwaZulu-Natal with 9 new members and Western Cape with 6 new members, respectively.

By classification, a total of 7 high-value members in the Diamond category along with their subsidiaries joined and renewed in this quarter. The Diamond members that have joined fall largely within the manufacturing sector, which as highlighted above, adds value to the localisation drive. The new Diamond member that joined the campaign was Tetra Pak. The Diamond and Platinum members that renewed during this period were Maximum Profit Recovery, Bliss Brands, Kimberly Clark, Schacter & Namdar, Kap Group/KAP Corporate Services and Crickley Dairy.

Proudly SA's database of locally made products and services continues to grow steadily: the target of 190 new items was exceeded by 300% with the addition of 570 new products. In previous years, a large number of products almost always came from Diamond members. Currently, a large number of products are coming from across all tiers of the membership base. One sector that is dominating is the FMCG Food and Detergents category. SMME's are now manufacturing detergents, chocolates, tea, and coffee to name a few products. These companies are receiving side by side shelf space with large corporate FMCG companies. Proudly South African's e-commerce benefit is affording these SMME's access to desired markets. The match making benefit linked to the Buy Local Summit and Expo will create further opportunities for these companies to list with retail outlets.

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

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

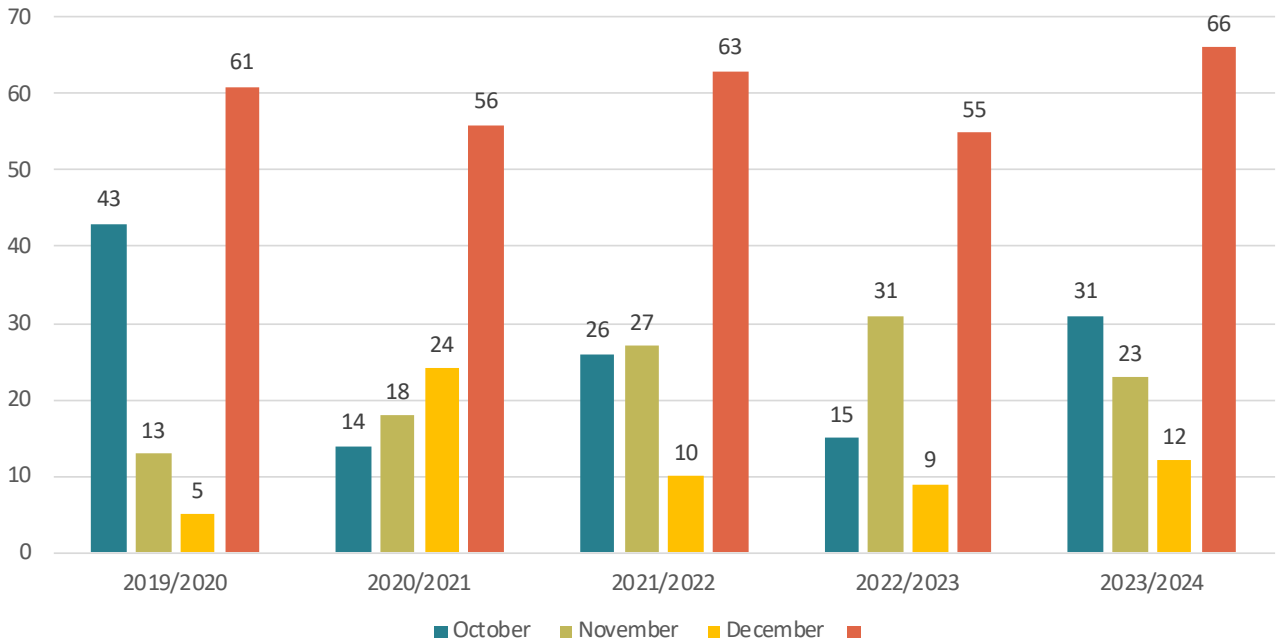
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation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

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2018/2019 to 2023/2024

MONTH	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024
October	43	14	26	15	31
November	13	18	27	31	23
December	5	24	10	9	12
	61	56	63	55	66

Graphical Representation YOY Comparison 2019/2020 to 2023/2024



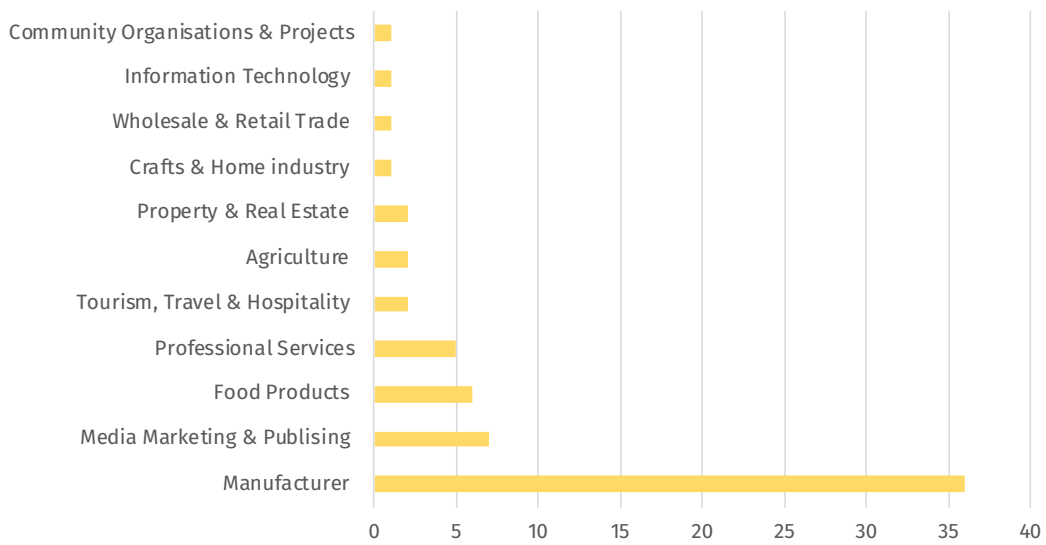
2023/2024 Q3 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
October				
The Wine Drops Company (Pty) Ltd	Agriculture	Western Cape	SMME	Referral
African Caribbean Aloe Products	Manufacturer	Limpopo	SMME	Consultant-Generated
Ziphiwo Group (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Durban Textile and Leather Incubator	Professional Services	Kwa-Zulu Natal	SMME	Consultant-Generated
Thanyela Kahle (Pty) Ltd	Media Marketing & Publishing	Gauteng	SMME	Consultant-Generated
Soweto Wine Festival	Media Marketing & Publishing	Gauteng	SMME	Consultant-Generated
Power Leads Innovation (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Made By Mosaic	Manufacturer	North-West	SMME	Direct
Aylah (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
House of Valkyrie	Manufacturer	Western Cape	SMME	Direct
Patsi Creations (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Weelie (Pty) Ltd	Manufacturer	Gauteng	Bronze	Referral
Jigsimur SA (Pty) Ltd	Food Products	Western Cape	SMME	Direct
New Kingdom Investments (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	SMME	Referral
RJSA	Mining & Beneficiation	Gauteng	SMME	Referral
Tetra Pak South Africa (Pty) Ltd	Manufacturer	Gauteng	Diamond	Consultant-Generated
The Fine Beverage Distribution Company (Pty) Ltd	Food Products	Kwa-Zulu Natal	SMME	Consultant-Generated
Skin Functional (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Good Morning Investment Group (Pty) Ltd	Financial Services	Gauteng	SMME	Consultant-Generated
Mordecai Ndlovu Foundation	Community Organisations & Projects	Gauteng	SMME	Consultant-Generated
Femade Products and Services (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
JJ Schoeman Enterprise	Manufacturer	Gauteng	SMME	Referral
Otiz Seflo Atelier	Manufacturer	Gauteng	SMME	Referral
Brutally Black Couture	Manufacturer	Gauteng	SMME	Referral
Gert-Johan Coetzee (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Great 4 Business (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant-Generated
October (Cont.)				
Snape Digital Technologies (Pty) Ltd	Information Technology & Telecommunications	Gauteng	SMME	Consultant-Generated
Jonet Security (Pty) Ltd	Professional Services	Gauteng	Bronze	Consultant-Generated

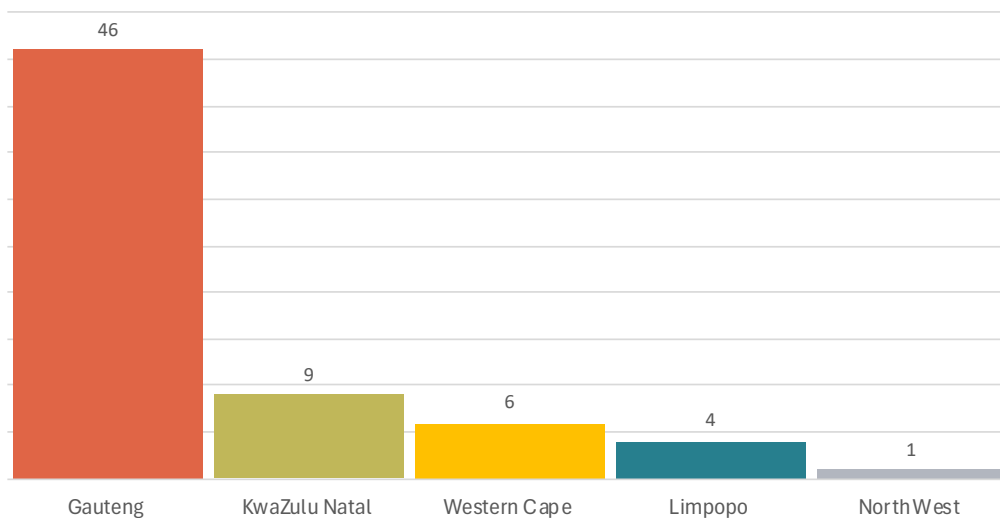
Company	Sector	Province	Classification	Lead Origin
Lwendo Industries	Manufacturer	Gauteng	Bronze	Referral
Jillian Nyakane Development Agency	Manufacturer	Gauteng	SMME	Consultant-Generated
Vfusion Cosmetics (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
November				
AFYA Foods	Food Products	Kwa-Zulu Natal	SMME	Consultant-Generated
Amen Arais & Projects (Pty) Ltd	Food Products	Limpopo	SMME	Referral
Batho Pele Legal Services	Property & Real Estate	Gauteng	SMME	Consultant-Generated
Bodigadi (Pty) Ltd	Food Products	Gauteng	SMME	Consultant-Generated
Eagle Eye Clothing (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	SMME	Referral
Ezokhetho	Manufacturer	Gauteng	SMME	Consultant-Generated
Insika Interiors (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	SMME	Consultant-Generated
MLCB Agencies CC	Manufacturer	Kwa-Zulu Natal	SMME	Consultant-Generated
Moye Brands (pty) Ltd	Media Marketing & Publishing	Gauteng	SMME	Referral
My Space Academy	Manufacturer	Kwa-Zulu Natal	SMME	Consultant-Generated
Nkaishe Logistics (Pty) Ltd	Media Marketing & Publishing	Limpopo	SMME	Referral
PITTA PATTA SHOES CC	Manufacturer	Western Cape	SMME	Referral
Puchu Africa	Manufacturer	Gauteng	SMME	Consultant-Generated
Pure Folk (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Rooted In Wood Designs	Manufacturer	Western Cape	SMME	Consultant-Generated
Saga Minerals	Wholesale and Retail	Gauteng	Bronze	Referral
Smartload SA (Pty) Ltd	Manufacturer	Western Cape	Bronze	Consultant-Generated
Synergy Business Events	Media Marketing & Publishing	Gauteng	Bronze	Consultant-Generated
The African Stich	Manufacturer	Gauteng	SMME	Consultant-Generated
Trustgro Developments	Property & Real Estate	Gauteng	Silver	Referral
UAE Fine Fragrances (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	SMME	Consultant-Generated
Zodiac Manufacturing (Pty) Ltd	Manufacturer	Gauteng	Gold	Consultant-Generated
Zulu Girl Wines (Pty) Ltd	Agriculture	Gauteng	SMME	Referral
November				
Akandi (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Esiltuli Transport Logistics and Recycling	Manufacturer	Gauteng	Bronze	Referral
Global Aviation Operations	Tourism, Travel & Hospitality	Gauteng	Bronze	Consultant-Generated
International Language Consultancy	Professional Services	Gauteng	SMME	Consultant-Generated
Kabasele Global Investment (Pty) Ltd	Property and Real Estate	Gauteng	SMME	Consultant-Generated
Kemoso Creations CC	Media Marketing & Publishing	Gauteng	SMME	Referral

Lass Skincare (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Majesty Diamond (Pty) Ltd	Manufacturer	Free State	SMME	Referral
Masingitas Travel and Tours CC	Tourism, Travel & Hospitality	Limpopo	SMME	Consultant-Generated
Mustard Seed Designs	Crafts and Home Industries	Gauteng	SMME	Consultant-Generated
Rubberband Communications	Media Marketing & Publishing	Gauteng	SMME	Referral
TKL Cleaning Solution	Professional Services	Gauteng	SMME	Consultant-Generated

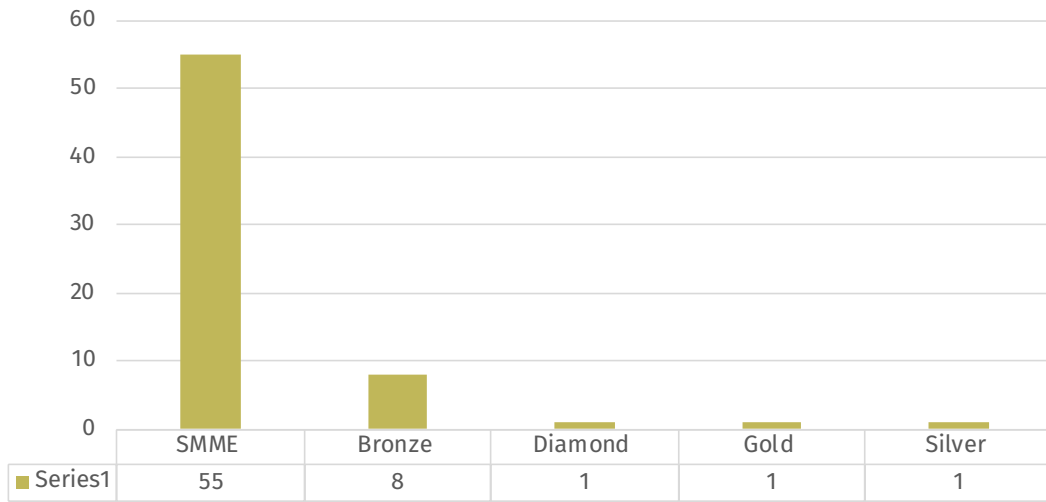
2023-2024 Q3 NEWLY RECRUITED MEMBERS BY SECTOR



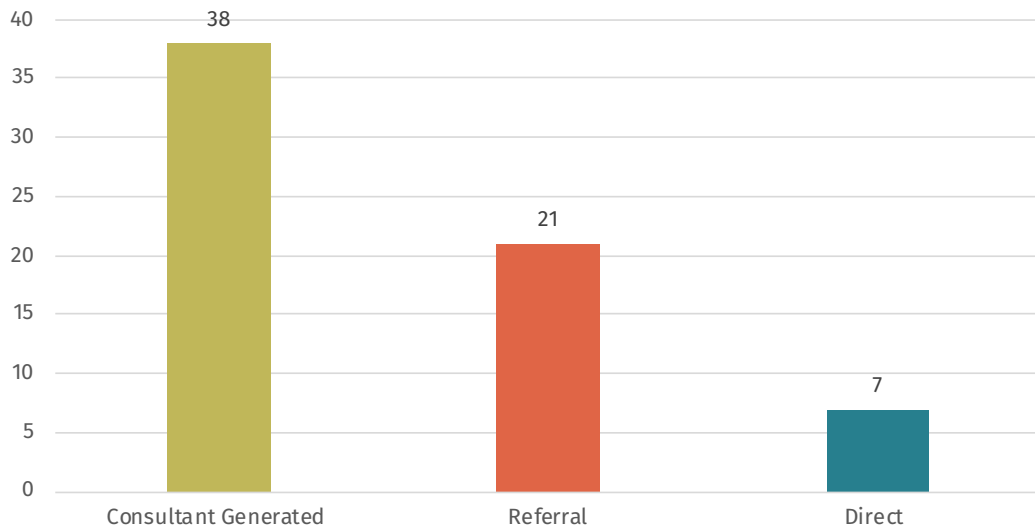
2023/2024 Q3 NEWLY RECRUITED MEMBERS BY PROVINCE



2023-2024 Q3 NEWLY RECRUITED MEMBERS BY CLASSIFICATION



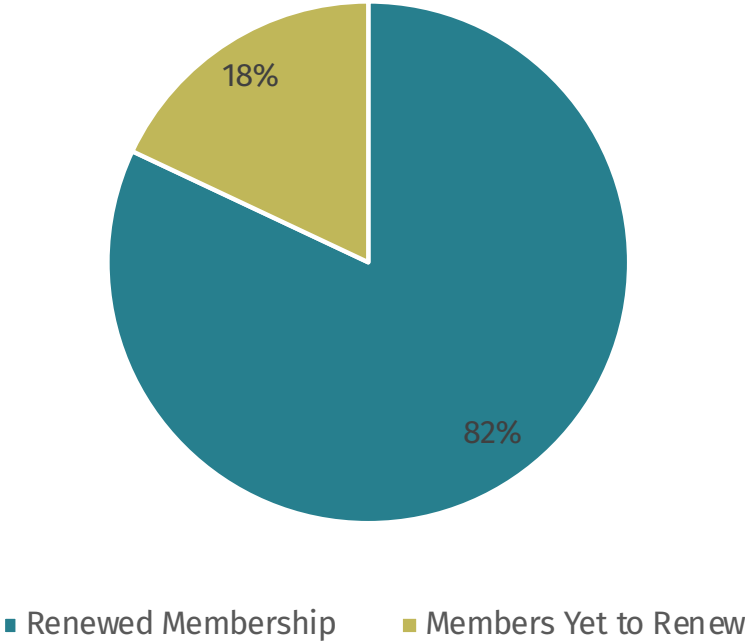
2023-2024 Q3 RECRUITED MEMBERS BY LEAD GENERATION



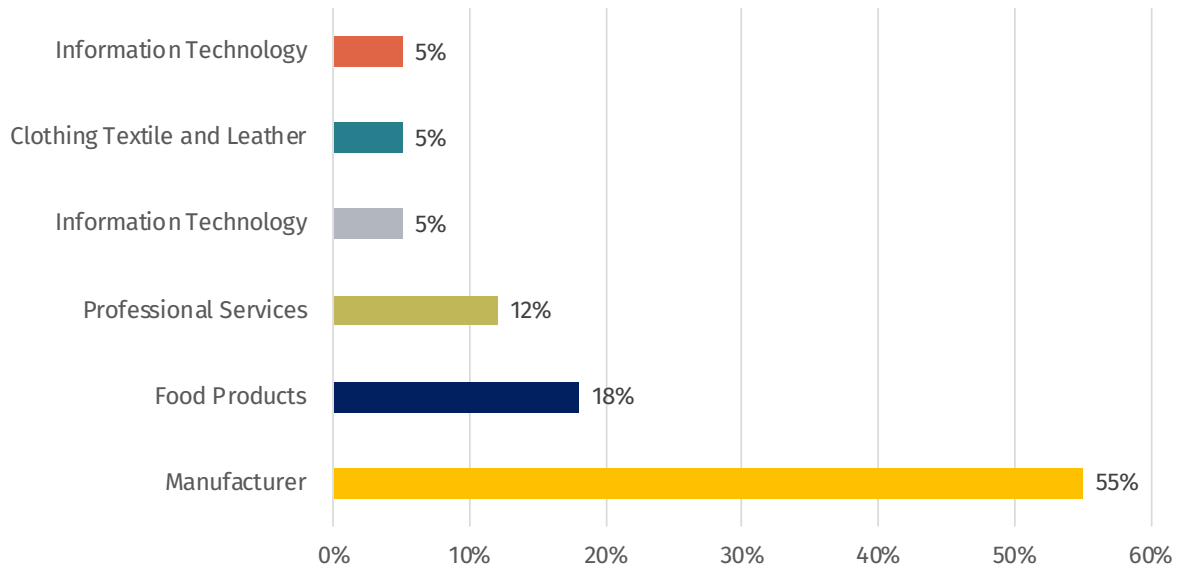
2023/2024 Q3 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	80%
REASON FOR GROWTH	
<p>The renewal rate has been consistent throughout the financial year. The value proposition has offered member companies access to market opportunities and this benefit has been the driving force behind sustaining the current base.</p>	

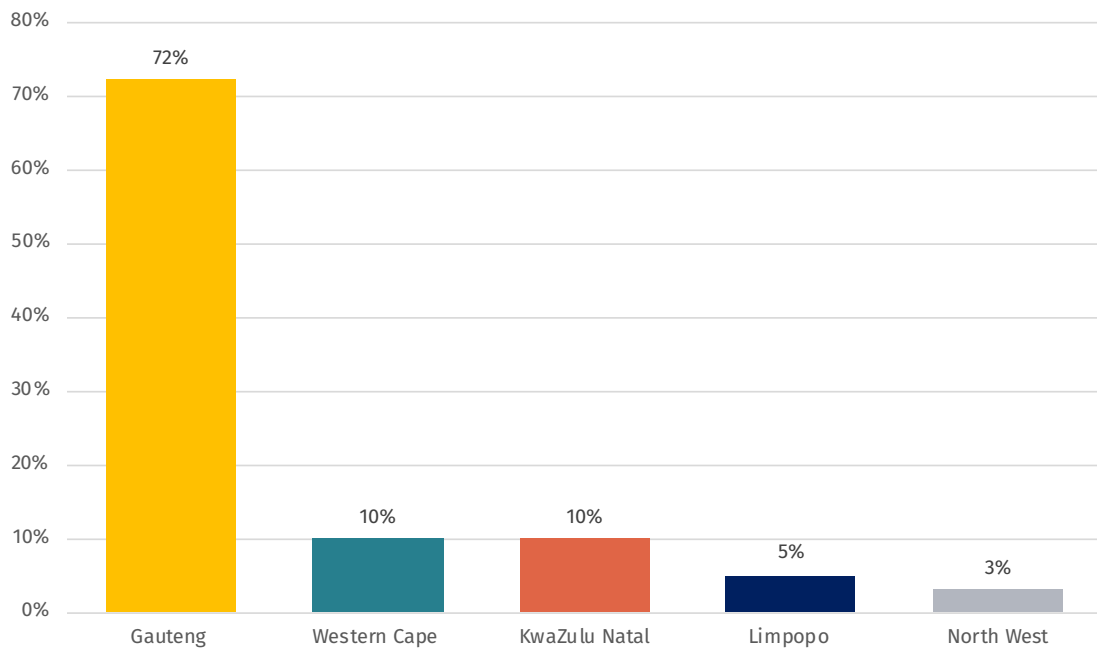
2023-2024 Q3 RENEWED MEMBERS VS YET TO RENEW



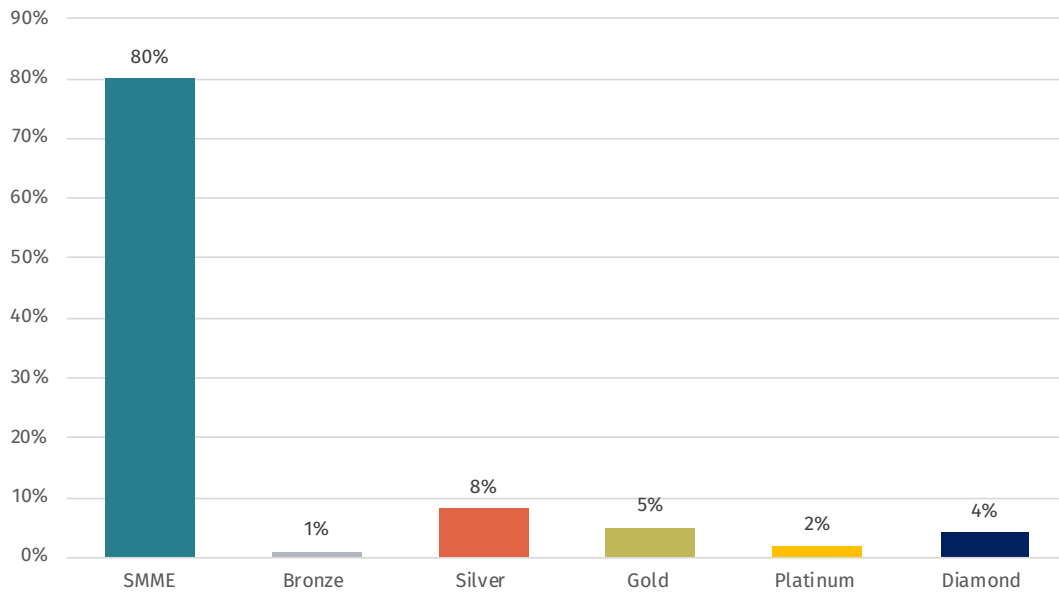
2023-2024 Q3 RENEWING MEMBERS BY SECTOR



2023-2024 Q3 RENEWING MEMBERS BY PROVINCE



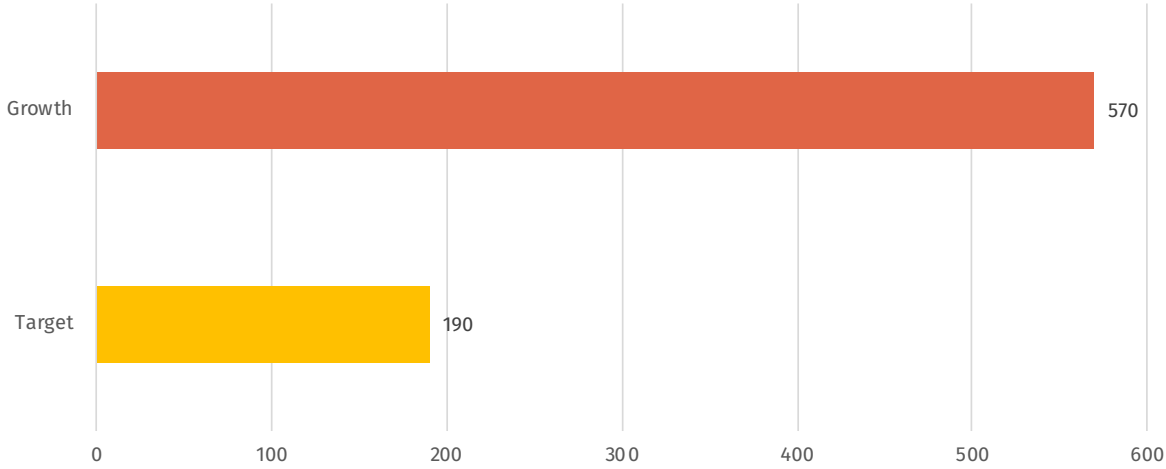
**RENEWING MEMBERS: COMPARISON BY CLASSIFICATION
Q3 2023/2024**



2023/2024 Q3 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q2 2023/2024	23,702
Current Quarter: Q3 2023/2024	24,272
2022/2023 Q3	
Target	190
Achievement	570
Target Exceeded: 300%	

2023/2024 Q3 DATABASE OF LOCAL PRODUCT & SERVICES
TARGET VS GROWTH



	Target	Growth
Series1	190	570

4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Takealot Summit: 4th October 2023

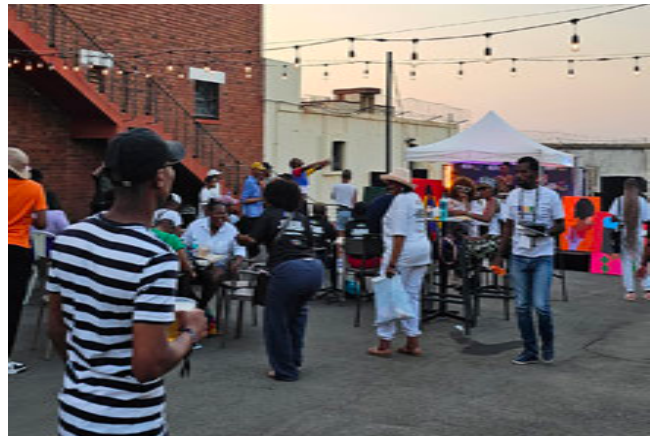


Proudly SA was given the opportunity to take a stand at the Takealot Summit which took place at the Sandton Convention Centre. The stand created a platform for Proudly SA to create awareness and educate delegates on the Buy Local Campaign. The summit was hosted by Takealot, South Africa's leading e-commerce platform. The event focused on e-commerce and its growth and impact within South Africa. The summit comprised of a conference with a line-up of industry experts, an expo and a gala dinner which took place following the conference and expo. With the launch of our upcoming e-commerce site the conference provided an opportunity to form key relationships with E-commerce partners and learn from industry experts.

The stand was branded with the Buy Local messaging, thereby visually entrenching our mandate amongst attendees. All attendees also received our informative Z-card which was included in the event goody bag. The membership team used this opportunity as a recruitment drive to generate new leads. They also created awareness about the Buy Local Campaign and provided information and benefits linked to membership with the Proudly SA campaign. Twenty-two leads were generated by the membership team from the expo.

Reach: 500

Target audience: SMME's, business owners & E-Commerce professionals



Road to Feather Awards Activation – Pride Market and Talks: 6th October 2023

Proudly SA in partnership with the Thami Dish Foundation is a strategic partner of the Feather Awards. The Feather Awards is a ceremony that creates allies for the LGBTQI community which recognizes and commends African queer people who are movers and shakers in their respective disciplines. Leading up to the main event, the 2023 Feather Awards, there were two activation events, a Pride Market (hosted by Curated Makers Market) and Pride Talks, held at Constitution Hill.

Proudly SA leveraged the unpaid exposure by creating visibility through branding at both events. In addition Proudly SA participated in the Pride Market as an access to market opportunity for two of our members, Memuka Mats and Mainte Manufacturing, at which they showcased and sold their products. The members showcased their products and made sales at the Curated Makers Market as follows:

The Proudly SA branding was activated in key hotspots at the Pride Market and at The Pride Talks venue at Constitution Hill.

Reach: 20 tourists visited the market earlier in the day and the late afternoon market attracted 50 to 80 visitors

Target audience: Members of the public; Thami Dish Foundation stakeholders & the LGBTQI Community.

Business Breakfast Club Cape Town Business Forum: 11th October 2023

Proudly SA participated in The Business Breakfast Club Business Forum, that took place at South Point Studios in Cape Town. It was a networking platform for entrepreneurs in Cape Town and served as an information session where SMMEs walked away with practical and implementable ideas for their businesses. The event was attended by 112 people in total, made up of:

- 70% SMME's
- 20% service providers
- 10% startups

Proudly SA had a speaking slot at this event, along with three other speakers from small business associations, namely, SEDTA, SEFA and NYDA.

Proudly SA was also given an opportunity to exhibit at this event. The exhibition desk was utilised as an information desk and lead generation opportunity for the membership campaign. 10 leads were collected from the event.

Reach: 112

Target audience: Entrepreneurs, SMME's, service providers & start-ups.



Feather Awards Nominees Announcement: 13th October 2023

In the run up to the 15th Annual Feather Awards which took place on the 9th of November, the nominees for the awards were announced at a brunch event at The Firs in Rosebank. The event was attended by Proudly SA CMO, Happy MaKhumalo Ngidi, who spoke about the campaign at the event, esteemed guests of the Thami Dish Foundation and nominees of the Feather Awards as well as members of the media.

Proudly SA as a strategic partner of the Feather Awards, was given the opportunity to place branding in key areas, and our second half advert was also played during formal proceedings. Happy was given the opportunity to speak about the partnership and the role Proudly SA plays in the prestigious event. The Feather Awards recognised individuals who have made significant contributions to the LGBTQI+ community in entertainment and advocacy.

Reach: 100

Target audience: : Feather Awards nominees and stakeholders, Thami Dish and team, and media



The Business Breakfast Meeting: 13th October 2023

Proudly SA partnered with Nkomo Golela Holdings in an engaging and interactive business breakfast meeting focusing on access to market opportunities and funding options available to SMME's.

The business meeting and networking session afforded institutions such as the IDC (Industrial Development Corporation) and the Gauteng Enterprise Propeller an opportunity to discuss their benefits and business-growth opportunities that are available to SMMEs, start-ups, local and established entrepreneurs as well as individuals looking into entrepreneurship.

The Business Meeting Session was opened by Bongani Luvalo, CEO & Founder of Nkomo Golela Holdings and Cool Dads Foundation. Bongani is an aspiring entrepreneur and leader in his community, Kwa-Thema, whose opening speech was based around his journey to entrepreneurship.



He highlighted the benefits garnered from being a Proudly South African member emphasising on how the membership has grown his business through his participation in the e-commerce benefit opportunities available. Bongani concluded by reinforcing how the access to market opportunities and benefits his business received has generated significant ROI for them.

The second speaker of the session was Saki Zamxaka, the Chief Executive Officer for the Gauteng Enterprise Propellers, which fosters and assists in the development of small enterprises in Gauteng. Saki's presentation focused on the GEP's mandate, which is to promote entrepreneurship and act as a business development pillar for start-ups as well as up and coming entrepreneurs. Saki gave an in-depth insight into the different funding options that are available to SME's and entrepreneurs which is set out as follows:

- Start-up finance
- Contract Finance
- Growth Finance
- Franchise Finance
- Micro Finance

He touched on the main key objectives of the GEP which consists of seven strategic priorities which are at the forefront of all that they do and plan to achieve with every business they assist and engage with:

- Strategic leadership
- Timeous Planning
- Compliance
- Marketing
- Management
- Legal Services
- Corporate Services

Alicia Logan, Membership Manager of Proudly SA was welcomed as the third speaker of the session. Alicia gave great insights into the Proudly South African mandate and membership campaign. The information shared by Alicia was well received by the meeting attendees which resulted in 48 membership leads for the Proudly SA team. The membership team set up a desk at the event to provide information and brand awareness for the campaign.

The final speaker of the session was Manyatsa Nkutha, Senior Enterprise Specialist - Pre-Investment Business Support at the IDC (Industrial Development Corporation). The Industrial Development Corporation is a government owned DFI that offers funding to black-owned and empowered companies, black industrialists, women, and youth-owned and empowered enterprises. Manyatsa's address touched on the financial products and services that are offered by the IDC and how the attendees could tap into and grow their businesses from them.

The session concluded with a final note from Bongani where he highlighted the phenomenal business growth opportunities that were presented at the session and how important it is for each of the attendees to connect and engage with the speakers to gain further insights.

Reach: 124

Target audience: SMME's, clothing manufacturers, beauty owners & business owners within the catering/baking industry



Trade and Investment KZN and Proudly SA information sharing webinar: 17th October 2023

Proudly SA with Trade and Investment KZN have a strategic partnership which entails the carrying out of various events and engagements for the benefit of local businesses. In collaboration with TIKZN's Retention and Expansion division, the two organisations held an information sharing webinar.

TIKZN and Proudly SA both invited their respective member companies within the KZN Region who they deemed as entities that could benefit from this informative session. TIKZN shared information about their products and service offerings and the session also included a guest speaker from Productivity SA who touched on the role they play in supporting small businesses. Proudly SA Membership Manager Alicia Logan gave an overview of Proudly South African, how it works and the benefits thereof, for all organisations that take up membership with the institute.

The speaker presentations created awareness and drove key messaging about their respective organisations, which generated interest as there was good participation in the Q&A. A meeting with the eThekweni municipality was set up further generating 30 leads. The discussion with the municipality also sought to potentially get the SMMEs they support to join the Proudly SA campaign.

The online session also assisted in terms of Proudly SA relationship building with TIKZN.

Target audience: Proudly SA members & KZN based SMMEs.



The Importance of the Events Industry in South Africa to the Local Economy webinar: 24 October 2023

Proudly SA hosted a capacity building webinar designed to cast a spotlight on the impact the events industry plays in the local economy. The objective was to capacitate entrepreneurs and small business owners in the events industry with knowledge and offer a platform for the attendees to learn from experts and industry leaders including;

- Gain valuable insights into the events industry in South Africa and its profound impact on the local economy.
- Learn about the Proudly South African Buy Local Campaign and how it actively supports and drives local businesses in this industry.
- Acquire knowledge about professional certification in the industry and understand its significance.
- Discover the bidding and support services available to nurture and grow your business.

Five speakers were invited to unpack these touchpoints further, and the line-up included:

1. Eustace Mashimbye: CEO, Proudly SA, who spoke about Local procurement and access to market opportunities available to support local entrepreneurs.
2. Nonnie Kubeka: Gauteng Tourism Authority, Bidding and support services.
3. Rudi van der Vyver: Council Of Events Professionals Africa, Key CEPA offerings & professional certification.
4. Lloyd Cornwall: Delicious International Food and Music Festival, Insights into the events industry & support for SMME's by Delicious.
5. Precious Thamaga: Mazibuko Precious Celebrations, Knowledge, and experiences in the industry.

To generate interest and talkability, an e-card introducing our panelists was posted on all social media platforms ahead of the event. This resulted in approximately 236 viewers from all over the country joining the webinar. The viewers were made up of small business owners, entrepreneurs, and prospective members.

At the end of the session, attendees had the opportunity to engage with the speakers through a 20-minute Q&A, where most attendees shared their gratitude for an insightful webinar that opened their eyes to the kind of assistance they can get from government and those in the events industry. There were also questions regarding support services available and how entrepreneurs can access such services. Four leads were generated from the webinar.

Reach:

Unique Viewers - 114

Total Viewers - 236

Max Concurrent Views - 97

Target audience: General consumers, perspective members, SMME's, event business owners

Department of Sports, Arts and Culture Capricorn District Capacity Building Workshop: 30th October 2023

The creative industry practitioners in the Capricorn District organised a Capacity Building Workshop and Gender Based Violence and Femicide Awareness event in Polokwane, which took place at the Limpopo Provincial archive.

Proudly SA CMO, Happy MaKhumalo Ngidi gave a talk largely based on the work that Proudly SA conducts in support of local businesses. In uplifting various organisations, she mentioned the active market access platforms that allow businesses to grow, expand and reach new markets. In closing, the Second Half advert was played and well received by the audience.

Some of the key, pertinent issues addressed at the event were Company Registration Procedures, Supply Chain Management (SCM) procedures and processes, Funding Applications, Accreditation as CATHSETTA Service Provider, and available opportunities with the campaign and how to become a member of Proudly South African.

The event was well attended by various popular artists in Polokwane Limpopo. This was an opportunity for the CMO to address the various stakeholders and encourage them to join the Buy Local movement. This was a key opportunity to grow and establish the brand, educate, and create awareness nationally.

Organisations that attended and provided presentations included:

- Department of Sports Arts Culture
- Culture, Art, Tourism, Hospitality, and Sports Sector Education and Training Authority (CATHSETTA)
- Love Life

Reach: 65

Target audience: Creative arts individuals, Limpopo Officials, Department of sports, arts, and culture – Limpopo & SMME's





Barcoding and co-Global compliance webinar: 31 October 2023

Proudly SA collaborated with GS1 South Africa, a non-profit organization that falls within the Consumer Goods Council of South Africa, that develops and maintains global standards for business communication. These standards are used in a variety of industries, including retail, healthcare, and logistics, to help businesses accurately track and manage their inventory, reduce waste, and improve the customer experience.

The webinar was aimed at Proudly SA members and addressed issues of compliance and barcoding that those various organisations experience. Experts from GS1 unpacked insights into the issues and challenges faced by local businesses. Through the discussion, the GS1 provided ways in which businesses can overcome the highlighted challenges.

In addressing such challenges there is likelihood that businesses will grow, and their products will be placed in mainstream markets because the checklist of barcodes compliance is in line with international best practices.

The topics that were discussed included:

- What are the GS1 standards?
- Introduction to GS1 barcodes and benefits
- Introduction to GS1 global registries

The line-up of speakers were:

- Jeannine Van Straaten: Proudly SA Executive strategy, Stakeholder Relations and Legal
- Martin Kairu: AIDC Manager, Digital Marketing and Standard Lead
- Nolwandle Mthiyane: New Business Innovation Manager
- Ephraim Mokheseng: New Business Lead GDSN and Standard Support

Reach: 35 RSVPs, 17 companies attended on the day

Target audience: Proudly SA member companies

Unlocking Your Business Potential in Partnership with the South African Chamber of Commerce and Industry: 1 November 2023

Proudly SA, in partnership with the South African Chamber of Commerce & Industry delivered an insightful and informative business development webinar. The webinar welcomed an esteemed panel of speakers from the South African Chamber of Commerce & Industry, Gauteng Enterprise Propellers, Business Leisure and Proudly South African:

- Alan Mukoki: Chief Executive Officer for the South African Chamber of Commerce and Industry
- Dimakatso Malwela: Director of Business Leisure
- Saki Zamxaka: Chief Executive Officer for the Gauteng Enterprise Propeller
- Eustace Mashimbye: Chief Executive Officer for Proudly SA

The topic of the webinar was directly aligned with the mandate, services and business insights that were discussed and highlighted by each speaker.

The first speaker of the session was SACCI's Chief Executive Officer, Alan Mukoki, who gave extensive insights into who the South African Chamber of Commerce and Industry is, the industries they represent and their role in business development in South Africa. The South African Chamber of Commerce and Industry is the ultimate voice of business whose sole purpose is to effectively protect and promote the interests of the business community.

The South African Chamber of Commerce & Industry prides their mandate around 7 pillars that enhance and promote South African Businesses:

- Inclusive Economic Growth and Employment Creation
- Constructive Public and Private Stakeholder Engagement
- Entrepreneurship
- Infrastructure (The 4 Lines to Heaven)
- Continental Development in Africa and CFTA
- Revenue Generation
- Membership Rewards & Benefits

The second speaker of the session was Dimakatso Malwela, Director of Business Leisure, who is a proud, long-term member of both Proudly South African and SACCI. Dimakatso delivered an encouraging, uplifting address that focused on women entrepreneurship. She is the Founder and President of Women of Value Southern Africa, the Chairperson of SADC Women in Tourism, Vice Chairwomen of UNWTO Women in Tourism Leadership Africa Committee, and the Stream Lead for Women in Economic Assembly (WECONA) Tourism & Hospitality Sector.

Saki Zamxaka who is the Chief Executive Officer for the Gauteng Enterprise Propeller was welcomed as our third speaker. Saki gave extensive insights into the GEP and how they foster and assist in the development of small enterprises in Gauteng. His presentation focused on the GEP's mandate which is to promote entrepreneurship and act as a business development pillar for start-ups and emerging entrepreneurs. Saki gave an in-depth insight into the different funding options that are available to SME's and entrepreneurs which is set out as follows:

- Start-up finance,
- Contract Finance
- Growth Finance,
- Franchise Finance,
- Micro Finance.

Saki touched on the main key objectives of the GEP which consists of seven strategic priorities, which are at the forefront of all that they do and plan to achieve with every business they assist and engage with:

- Strategic leadership
- Timeous Planning
- Compliance
- Marketing
- Management
- Legal Services
- Corporate Services

The final speaker of the session was Proudly SA CEO, Eustace Mashimbye. Eustace opened the final speaking session and expressed how important it is to partner with strategic partners such as SACCI and the GEP on interactive webinars as it uplifts, empowers, and encourages entrepreneurs. Eustace gave great insights into the Proudly SA mandate and the value proposition linked to membership of the Proudly SA campaign. Eustace highlighted the importance of buying local and how, by doing this, we create and sustain jobs for the youth of South Africa. He also highlighted the level of unemployment in South Africa and how young entrepreneurs and up and coming business owners can stand together to decrease the level of unemployment. He concluded his session by playing the Second Half advert for the panelists and attendees as a way to encourage them to Buy Local.

The session concluded with a Q&A session followed by a final note from the programme director, Happy MaKhumalo Ngidi, who highlighted a few of the main points of discussion throughout the session and gave a vote of thanks to each of the speakers, organisers, and attendees of the session.

Reach:

Unique Viewers - 56
Total Viewers - 100
Max Concurrent Views - 49

Target audience: SMME's, established business owners seeking additional business development tips and insights, Clothing manufacturers, Proudly South African and SACCI Members & general consumers.

AGOA Forum and Made in Africa Exhibition: 2-4 November 2023

The Department of Trade, Industry and Competition (the dtic) in partnership with the Department of International Relations and Cooperation (DIRCO) hosted the 2023 AGOA Trade and Economic Cooperation Forum 2023 at the Johannesburg Expo Centre. The Forum sought to expand and deepen trade and investment relationship between United States and Sub-Saharan Africa (SSA).

Proudly SA was identified as a strategic partner to collaborate on the implementation and delivery of the 20th African Growth and Opportunities Act (AGOA) Trade and Economic Cooperation Forum. A Proudly SA pavilion was created with eight member companies given the opportunity to showcase their offerings and connect with key contacts.

Proudly SA along with the following eight members exhibited at the Made in Africa Exhibition:

- Sakisa Energy
- NQ Jewellery





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Proudly SA along with the following eight members exhibited at the Made in Africa Exhibition:

- Harvey Tiles
- Khoitech Africa
- Ziphiwo Group
- CCG Systems
- RRAW Chocolate
- Mobicel

The Made in Africa Exhibition provided Proudly SA and its member companies with great exposure to showcase their organisations and product offerings to the AGOA International delegation, government, media as well as to the business sector. One of the Proudly SA members, Khoitech Africa, was visited by the Presidential delegation at their stand and received extensive media coverage as a result, as

well as keen interest from local and international visitors to their stand.

There were also good opportunities for the exhibitors to network and build business relations amongst themselves. Our membership consultants who had a stand within the pavilion created awareness and provided information on the campaign and membership benefits. They were able to generate 28 reputable leads from the event.

Proudly SA CEO, Eustace Mashimbye, was also interviewed by the media to talk about the Buy Local Campaign and the Proudly SA presence at the AGOA forum.

Reach: 4 000 over the three days

Target audience: Sub-Saharan Africa (SSA) Trade Ministers including SA, The United States Trade Representative (USTR), US Congress delegation, African Regional Economic Communities (RECs) Civil society, Media, Organised labour & Business sector representatives

Proudly SA CEO Round Table Discussion: 7th November 2023

Proudly SA partnered with the Black Business Council in hosting an engaging and interactive round table discussion that focused on revitalising, promoting and uplifting localisation in the manufacturing sector of South Africa.

The CEO roundtable event welcomed esteemed CEOs from all sectors across South Africa and was inspired by the insightful "Revitalising SA's Manufacturing Sector" report, authored by renowned economist Dr. Iraj Abedian. Dr. Abedian's research provided valuable insights into the potential of localisation as a catalyst for South Africa's economic growth and challenge naysayers who are against localisation efforts.

The session welcomed an esteemed panel of speakers:

- Eustace Mashimbye: CEO of Proudly SA
- Dr. Iraj Abedian, Senior Economist: Pan-African Investment and Research Services
- Kganki Matabane: CEO of the Black Business Council



The session was opened by Proudly SA's CEO, Eustace Mashimbye who gave extensive insights into Proudly SA's campaign, purpose and mandate. Through his presentation, the CEO unpacked the importance of localisation, and how, by buying local, the CEOs in the room can contribute to the retention of jobs and contribute significantly to the South African economy.

Dr. Iraj Abedian was welcomed as our second esteemed speaker and unpacked the findings of the research conducted around "Revitalising SA's Manufacturing Sector" and further provided insights into the importance of localisation in the country. Dr. Iraj further explained the opportunities that localisation presents, highlighting its potential to stimulate economic growth and foster sustainable business models.

The conversation welcomed a variety of questions from the business leader attendees who stressed the significance of collaboration and collective action in addressing the challenges associated with localisation. A few sectors who are significantly impacted by this as represented on the day are the Pharmaceutical and Rail-Road Manufacturing sectors in South Africa. The session served as a call to action for leaders to actively participate in fostering economic development and innovation in these sectors, and others.

A keynote address and remarks were delivered by the CEO of the Black Business Council who discussed their purpose, direction, and affiliation with Proudly SA and their contribution to uplifting the local economy. The role of the Black Business Council is to promote the interests of black business in the economy, facilitate access to funding through relevant funding institutions such as the IDC, the Gauteng Enterprise Propeller and identifying access to market opportunities through various institutions.

Final, closing remarks were delivered by Proudly SA's CMO, Happy MaKhumalo Ngidi, who gave a heartfelt thank you to all the attendees and the speakers for their extensive insights into the importance of localisation.

Reach: 41

Target audience: CEO's, media, stakeholders & industry leaders



Annual IMM Marketing Conference 2023: 8-9 November 2023

Proudly SA took part in a conference hosted by the IMM Institute in partnership with Commerce Edge. The conference theme was “Global thoughts, Local Leaders” and was attended by 180 marketing leaders and practitioners.

Through an existing partnership with Commerce Edge, Proudly SA secured a speaking slot for the CMO, Happy MaKhumalo Ngidi at the conference. Her presentation was, titled “User generated content” – where she spoke on user generated content, unpacking the journey of the Proudly SA mascot Lolo Warona, including the huge impact of the user generated content received when Lolo was introduced to getting SA involved in naming the face of Buy Local. This also gave her the opportunity to inform the audience on the campaign, our initiatives, and the Buy Local mandate. An exhibition space was also provided which was used as a membership recruitment drive and brand awareness for Proudly SA. Two leads were generated through this desk.

We also had the opportunity to put our z-cards inserts into the delegates bags and additional promo and to get our key messaging across.

Reach: 180

Target audience: marketing leaders & practitioners, business owners & entrepreneurs



Feather Awards: 9th November 2023

Proudly SA partnered with the Thami Dish Foundation, once again in support of the 2023 Feather Awards through a partnership investment. The Feather Awards recognise and celebrate the LGBTQI Community and iconic personalities, and achievers as voted for by SA and the LGBTQI Community. The event is a vehicle to drive social cohesion, inclusion, tolerance, and increased representation, using an entertainment platform.

The Feather Awards ceremony took place at the Market Theatre in Johannesburg and was presented as a theatre production and attended by media, activists, stakeholders, and members of the public.

This event was a favourable platform to create brand awareness and drive key messaging for our campaign through our branding activation and PR activity as per our sponsorship agreement. It also provided us with the opportunity to optimise on the Feather Awards prime media space and engage with the target audience. The event was well branded with the Proudly SA "Buy Local to Create Jobs" branding throughout the venue to create awareness of our mandate.

A Proudly SA feature wall on the pink carpet provided for great photo opportunities engaging the attendees further, set against a backdrop of locally sourced feathers with the Proudly SA logo and "Wear Local" wording. The feature wall received great coverage on social media platforms. Guests were also interviewed on the carpet by our MC and well-known celebrity and culture icon Itumeleng Makwatlo "Tumi Powerhouse" was the host of the Proudly SA feature wall and was engaging and ensured to ask if they're wearing local all in an effort to drive localisation in the CTFL sector.

CMO, Happy MaKhumalo Ngidi was given the opportunity to present one of the awards at the event which further created awareness for the campaign with our Second Half ad campaign also getting played for the audience.

Reach: 560 (at the actual event)

Social media reach : Massive!

Target audience: NGO's, LGBTQI activists from SA and Africa continent, Government representatives, sponsors, people of influence, and media



Local Fashion Police Finale: 16th November 2023

Proudly SA hosted the finale of its annual consumer competition, the Local Fashion Police, at Level Three Premium Venue. The event brought together a selection of media houses such as eNCA, Daily Sun and Mzansi Magic – to name a few, influencers, fashion bloggers and fashion designers under one roof, to celebrate South African designers and promote the love for local fashion.

The finale was hosted by renowned hosts and media personalities; Lula Odiba and Fresh by Caddy and consisted of a fashion show with DJ Mohamed on the decks, as the DJ for the evening. The four selected winners of the 2023 competition were Ludina Ngwenya, Olwethu Ty, Tarryn Cilliers and Dimpo Catherine.

They received a once-in-a-lifetime opportunity to not only showcase their modelling skills, and clothes made for them by the designers, but exclusive privilege of strutting the catwalk wearing the collections curated by the four esteemed fashion designers for the 2023 edition, Gert-Johan Coetzee, JJ Schoeman, Palesa Mokubung and Otsile Sefolo.



The show saw approximately 120 attendees from all over Gauteng, and the programme consisted of an opening and welcome by Proudly SA CEO, Eustance Mashimbye, where he played both the game time and Second Half adverts. CMO, Happy MaKhumalo Ngidi followed the proceedings with an introduction into the LFP campaign highlighting how the concept came to being as it has grown to be such a huge influence in the industry. The guests got to enjoy some entertainment by the kwaito legend, Thebe.

The event concluded with an awards ceremony where all 4 of the judges/fashion designers received their certificates as Proudly SA members and the 4 winners received their R20 000 winners' cheques. The prize money gives each winner an opportunity to purchase their dream wardrobe from their respective LFP judge.





The showcase was an opportunity to celebrate and appreciate the local fashion industry, and champion the country's Clothing, Textiles, Footwear and Leather (CTFL) sector. Further to that, the showcase put a spotlight on the industry's potential, encouraging guests to feel, see, touch and appreciate local fashion, in an attempt to have them to trust local fashion brands and buy locally.

Seven Proudly SA members within the CTFL sector, listed below, were given a market access opportunity to showcase their brands and work at the event along with renowned designers David Tlale, Sandy Rogers and Scalo Designs. Previous LFP judges were also involved in the display and showcase section had the following companies exhibiting their designs:

- Ledikana
- Township Luxury
- Chepa Streetwear
- African Mama's Crafts
- NQ Jewellery
- Rubicon
- Scalo



Further to that, as a play on fashion police, Proudly SA had an activation where promoters dressed as police "arrested" anyone who was not wearing local and sent them to "jail" where the attendees were requested to take a mugshot through the selfie activation, holding a board written "I am arrested for not wearing local" – this activation brought a very fun element and start to the event, and gave the attendees something to not only take home as a souvenir but further spread the key messaging and agenda of wearing, buying and supporting local.

Lastly, a local South African menu was the theme for all food and drinks for the evening, with starters such as amagwinya & mince, bowls of curry with creamed samp and spinach as mains and vegan ice-cream from the Proudly SA member Yo Coco, as the dessert of the evening. The bar was also fully local, consisting of champagne & wines from Qualito and Gins from Grey Hawk who are both members of the campaign. Serving these, allowed attendees to not only have a taste of local but experience a fully local event for them to see and appreciate the possibility of hosting a Proudly SA event based on locally made products. In addition, through friends and members of the campaign, the waters, soft drinks, ciders, and beers served throughout the evening were also all local and sponsored by members, SAB and Coca-Cola.

Reach: 120

Target audience: Board members, stakeholders, sponsors, people of influence & media



SAMA (South African Music Artists) Awards: 18th November 2023

Proudly SA participated in the South African Music Awards, which is a premier music showcase hosted by RiSA. The annual event honours the country's finest music talent in key categories, as they battle for the South African industry's highest honour- a statuette at the South African Music Awards.

Proudly SA's partnership in this year's awards consisted of the below:

- Proudly SA presented the Lifetime Achievement Award during the awards ceremony.
- A red-carpet activation with branding for Proudly SA to engage with media and guests that was incorporated into the look & feel, tone and manner of the awards ceremony.
- Logo placement and branding opportunities at the event – as a strategic partner.
- Co-branded social media support and endorsement of the event.

Proudly SA hosted an interactive activation on the red carpet of the SAMAs that was moderated by Master of Ceremonies, Yaya Mavundla. The activation entailed asking if the guests/attendees were wearing local clothing as a social media content piece. The event afforded Proudly SA an opportunity to gain maximum brand exposure and create extensive awareness. Our branding was visible and prominent from the moment guests entered the venue, to the moment they walked along the red carpet. Our "Are You Wearing Local Feature Wall" took centre stage on the red carpet and drew great attention and foot-traffic.

Proudly SA CMO, Happy MaKhumalo Ngidi, presented the Lifetime Achiever Award during the awards ceremony and she was dressed by local designer David Tlale.

Reach: 3 000

Target audience: South African Music Artists, Music Producers, Media Personalities, press & people of Influence

TV reach (live): 5 million viewers

Amatyma International Men's Festival: 19th November 2023

The Amatyma International Men's Day took place at Disoufeng pub and restaurant in Soweto. The event was targeted specifically at men. The Amatyma International Men's Day has a national footprint and broad brand appeal with a Durban leg that took place the day before on 18th of November at the Platinum belt restaurant in Durban, KwaZulu Natal.

The event is focused on the well-being of men in South Africa, with the following topics covered:

- Physical wellness
- Mental wellness
- Financial wellness
- General wellness

The ongoing idea is to create a society that will have peace and harmony for all and that men, women and children are able to live in a prosperous society and when society is united, societal challenges such as poverty, unemployment and inequality can be tackled.

The event was organised by TTMBHA – social entrepreneur who is a member of Proudly SA. The theme was suits and ties and the day was about celebration of men in South Africa. Proudly SA was given the opportunity to partner on the event to show our support for the organisation and the work that they do within local communities.

To create brand awareness for Proudly SA, branding was placed throughout the venue to ensure that the Proudly SA brand and the Buy Local message was visible. Other event elements included:

- Two gift hampers worth R1 000 were handed out by TT Mbha, he mentioned that its best that the gifts go to winners who are wearing local clothing. This ties in with the flagship Proudly SA local fashion police that advocates for support for the local clothing industry. In creating more synergy, TT Mbha was dressed by a local clothing maker called House of Decorum.
- Locally made mousepads branded with our Second Half ad campaign were provided in the event goody bag, again to push the local procurement factor, at events.
- A selfie printing booth was set up and created memorable and nostalgic addition to the event and helped create a good marketing buzz for the event. This was popular at the event and allowed the attendees to leave with a photo print-out from the event which also included the Proudly SA logo and messaging.

The sponsors and partners of the event included,

- Amatyma International Father's Day (Main Organiser: TTMBha)
- Proudly SA
- Standard Bank
- The Glenlivet: Whisky
- Brand SA
- Clicks
- The Bro Nation
- Soweto TV
- The Star Newspaper

Some of the key speakers at the event included,

- Lindiwe Zulu: Minister: Department of Social Development
- Eric Macheru: Actor and Entrepreneur
- Sipheshile Vazi: Actor and media personality

Reach: 500

Target audience: General consumers, sponsors, media & people of influence & government ministers





Virgin Active 947 Ride Joburg Cycle Challenge: 19th November 2023 (consumer activation)

Proudly SA hosted a hyped-up and interactive vibe zone within the Virgin Active 947 Ride Joburg Cycle Challenge. The Vibe Zone was in a prime location on Jan Smuts Drive within the cycle route and allowed Proudly SA to successfully create brand awareness and deliver key messaging around the campaign, mandate and membership.

The Proudly SA interactive vibe zone consisted of a live, energetic and engaging Master of Ceremonies, who drew great attention to the Proudly SA campaign and initiative by ensuring spectators and cyclists knew who we were and our tag line “Buy Local To Create Jobs” was heard throughout the day. He also expressed words of encouragement to the cyclists as they cycled past our vibe zone activation point. The vibe zone also welcomed the music and entertainment of a lively, engaging, and enthusiastic Disk Jockey who has extensive experience with events such as the Virgin Active 947 Ride Joburg Cycle Challenge and was able to attract spectators and create great hype in the Proudly SA Vibe Zone. The genre of music played at the event was a range of local music which was well enjoyed by the spectators and cyclists.

The Proudly SA staff and promoters, who were branded in Proudly SA t-shirts and hats, were very engaging with the cyclists by cheering them on with the Proudly SA coloured pom poms and spraying them with refreshing water to cool-off as they cycled past. Our mascot, Lolo Warona, was also at the event encouraging and showing support to the cyclists as they cycled through the zone.



The vibe zone was a great success for both Proudly SA and the Cycle Challenge Organising Committee. We shared placards with the Buy Local messaging with the spectators to further create hype and excitement for the brand.

Proudly SA displayed prominent branding throughout the activation point that drew the attention of both spectators and cyclists of the race. The event was broadcast on SuperSport and allowed Proudly SA to gain maximum brand exposure at the event.

Reach: 12 000 cyclists & 100 spectators at the vibe zone area

Target audience: general consumers & sport enthusiasts



Sasol Retailers Conference & Trade Show 2023: 21st November 2023

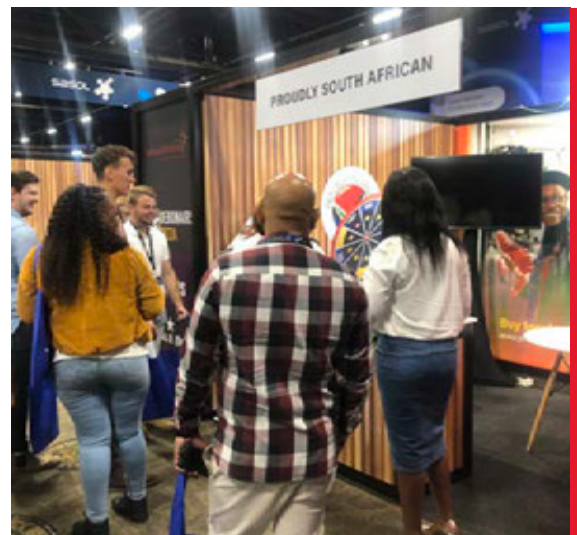
Proudly SA identified the Sasol Retailers Conference and Trade Show as a prime membership acquisition opportunity. The Trade Show welcomed a wide range of retailers who provide goods and services to all the Sasol Petrol Station One-Stop Convenience Shops. The trade show enabled Proudly SA to engage with the suppliers/retailers and acquire their details for potential Proudly SA membership. The retailers/suppliers showed great interest and enthusiasm in the Buy Local Campaign where ten leads were generated.

Proudly SA CMO, Happy MaKhumalo Ngidi secured a speaking slot at the Sasol Retailer Conference to draw awareness to the Proudly South African mandate, mission, and campaign. The crowd was engaging and showed great interest in the presentation that Happy delivered on the day. The speaking slot afforded us the opportunity to play the Second Half advert to the audience which captivated them and further enabled us to create brand awareness.

A spin-to-win activation was held on the Proudly SA stand which captivated the attention of all the delegates. The delegates were afforded the opportunity to spin the activation wheel and win local goodies such as Sihle's Coffee, Darling Sweet Caramels, La Ric Mal Wine, and a few other exciting prizes.

Reach: 500

Target audience: Sasol employees within the retail division and Sasol retail suppliers



Business digitalisation for growth through 4IR inclusion webinar: 30th November 2023

The key to achieving business growth and success lies in contemporary and innovative thinking that can transform the way businesses operate. This transformation provides a strategic direction for development. It is imperative for businesses to remain at the forefront by assessing their operational environment and integrating the Fourth Industrial Revolution (4IR). The advantages of incorporating 4IR into business operations include enhanced process efficiency, increased productivity, data-driven decision-making, and a significant competitive advantage through the design of cutting-edge products and services.

Proudly SA strategically convened key experts for an informative webinar to deliberate on the integration of 4IR in business, aiming to equip Proudly SA members with a competitive edge and prepare them for the opportunities available in the modern market. Proudly SA believes in offering members market access

platforms that will assist the organisations to grow and be sustainable brands.

The following organisations were invited to be part of the panel of speakers on this webinar, and they focused on the following topics respectively.

- Nokubalela Mchunu: The Department of Communications and Digital Technologies, The role of government in 4IR business inclusion
- Lebogang Madise: Microsoft SA, Realize exponential value with the leading AI platform.
- Thato Mangwega: Khoitech, Producer of local smart watch, how use of technology can improve business.
- Siphon Mthombeni: Google SA, Leveraging AI and cloud to unlock economic opportunity.

Reach: 45

Target audience: general consumers, Proudly SA members & SMME's

Enterprise & Supplier Development Workshop: 30th November 2023

Organon hosted a workshop at the Southern Sun in Hype Park. The purpose of the conference was to create a platform for a wide range of entrepreneurs and Small Medium & Micro Enterprises (SMMEs) to advance market linkages by exposing them to networking opportunities, therefore increasing procurement opportunities. The conference also provided space for government partners to highlight some platforms where they engage with entrepreneurs.

Proudly SA CMO, Happy MaKhumalo Ngidi was one of the speakers identified to engage the attendees on the Buy Local movement. Happy addressed the

attendees by sharing an insightful presentation unpacking who Proudly SA is and what we offer as a business. In conclusion, Happy highlighted the benefits of taking up membership, the process of becoming a member, and extensive access to market opportunities available for all members of the campaign.

The line-up of speakers included representatives from SEDA and SEFA who also provided insight into the programmes they offer small businesses.

Reach: 60

Target audience: SMME's, partners and stakeholders of Organon and media



Pop Up Market Soweto: 30th November 2023

Proudly SA was part of the Pop-Up Market ZA exhibition at Native Rebels Restaurant in Soweto. The event was a night market and three Proudly SA members exhibited at the event. The venue is opposite the iconic landmark of the Morris Isaacson High School, which was the epicentre meeting point of the June 16 uprising.

Proudly SA believes in offering our existing Proudly SA members access to market platforms and an ability to have brand awareness opportunities, and network platforms that will enable the organisation to connect, engage and find viable business opportunities for their existing businesses and this event was not an exception.

The following members exhibited at the event:

- Usiki Creations (African clothing)
- 2Selai (local premium kota company)
- Mianta Manufacturing (snacks and nuts)

The three members garnered brand exposure with patrons visiting each stand, while interacting with our members' respective brands. The company, 2Selai was a hive of activity as different visitors bought locally made kota that was appetising. Founder and owner of Usiki Creations Morakane Makhene had this to say about the event:

"All sorts of people visited the stalls even those in night gowns walked in for a chat and viewed our stall. We thank you for the opportunity and for the support of the Proudly SA team, they really took care of us."

The Pop-up Market organised by Mkhozi Media (Pty) Ltd was a viable opportunity for the township economy to thrive and this will assist the members who are looking for new strategic growth opportunities.

Reach: 50

Target audience: General consumers & SMME's

The dtic and Proudly SA Festive Consumer Campaign Webinars: 27th November, 29th November & 1st December 2023

Proudly SA partnered with the dtic on their Brown Bag Seminar, Festive Consumer and Buy Local Series. The partnership consisted of three webinars that were held to promote the series and was hosted on the Proudly SA Zoom platform. The webinars were held over three days with three different focused topics:

1. Spend Wise Campaign

- To caution employees on the pitfalls of overspending and debt during the festive season
- To raise awareness amongst consumers about the advantages of spending wisely during this period.

2. Consumer Protection

- To create awareness of consumer protection rights to avoid being taken advantage of during this time.
- To highlight unfair and unethical practices when shopping during the festive season.
- To highlight the protections that are available under the Consumer Protection Act (CPA)

3. Buy Local

- Encourage employees to continue to buy locally manufactured products during the festive season.

Each webinar had a line-up of speakers who are experienced in the relevant topic including:

- Thezi Mabuza: Acting Commissioner, National Consumer Commission
- Nicky Stetka: Complaints Manager, Consumer Goods and Services Ombuds
- Lucious Bodibe: Public Affair Manager, Motor Industry Ombudsman of South Africa
- Ngoako Mabebe: Manager, Statistics and Research
- Takalani Mudau: Manager, Credit Provider Compliance
- Louise Page: Legal Advisor Debt Counselling
- Eustace Mashimbye: Chief Executive Officer, Proudly SA
- Mothunye Mothiba: Chief Executive Officer, Productivity SA

Attendees were also given the opportunity to ask questions and see the Proudly SA festive season campaign, as presented by our CEO, Eustace Mashimbye at the Buy Local webinar.

Reach:

Spending Wise Campaign:

Unique Views – 12

Total Users – 37

Max Concurrent Views – 12

Consumer Protection:

Unique Views – 45

Total Users – 69

Max Concurrent Views – 37

Buy Local:

Unique Views – 21

Total Users – 44

Max Concurrent Views – 17

Target audience: General consumers & Proudly SA members

Proudly SA Christmas Market @ The Firs Mall: 1st-3rd December 2023

Proudly SA collaborated with The Firs Mall (Rosebank) and Excellerate Real Estate Services in creating an upmarket, classy, and local festive Christmas Market to kick off the festive season. The market consisted of ten Proudly SA members who showcased their local festive-inspired products. The mall space was beautifully decorated with a local festive season look. Each member was provided a classy white table and shelf to showcase their products. A banner wall with our messaging ensured that shoppers were reminded to shop local over the festive season.

The list of the members who participated in the festive market included:

- Memuka Plastic Mats
- Sari Kraft
- D'Licacy Non-Alcoholic Wine
- Isa-B Jewellers
- Transec Personalised Diaries
- RA Vuthela Creations
- Mist Candles
- Afrikan Passion Designs
- S'Bhiva T-Shirts
- Azari Wines

The members received great brand awareness and revenue over the three days. Memuka Mats sold 22 of their items with three potential leads, S'Bhiva had over R1 000 in sales, and this was their sale agent's first ever market and selling opportunity with the company.

In addition to the festive Christmas Market, Proudly SA hosted a local Christmas Giveaway Activation that consisted of local goodies, and R100.00 vouchers hanging from the market Christmas tree. The R100.00 vouchers were redeemable from any of the participating members, and the local goodies voucher enabled them to win a free Proudly SA bottle of wine, bag of coffee or apron. The activation was a great attraction method and worked very well. We found the members to be engaging in the activation as well and helped boost the visitor attendance of the market.

An exciting element that was added to the activation area was a live piano performance, organised by The Firs Centre Management. The soft blissful music played by the pianist attracted the mallgoers to the activation area and created a Christmas-hype.

Reach: 300 over the three days

Target audience: General consumers



STADIO School of Fashion Annual Fashion Show: 2nd December 2023

STADIO Higher Education hosted its Annual Fashion Show at the Mall of Africa with their Diploma students showcasing their work. Proudly SA partnered in this event in support of the Clothing, Textiles Footwear and Leather (CTFL) sector.

STADIO Higher Education is a member company of Proudly SA and we partnered with them by assisting with covering the costs for the fabric the students used in their designs.

The event was an encouraging platform to create brand awareness and drive key messaging of the Proudly SA campaign through our overall activation at the event and key coverage on the Proudly SA Social Media platforms by the PR Team.

The venue foyer area was fully branded with our "Buy Local to Create Jobs" and "Are you Wearing Local" banners. Guests decked out in local attire were encouraged to take photos against the backdrop of the Proudly SA "Are you Wearing Local" wall banner.



Proudly SA also hired a photobooth with an operator for the event where guests wearing local could pose against the wall banner to take creative selfies and then received a Proudly SA branded photo capturing their images as a memento of the event.

The STADIO Annual Fashion Show partnership also provided a great speaking opportunity for Proudly SA CMO, Happy MaKhumalo Ngidi, to take the ramp stage sharing the campaign mandate and encouraged localisation within the textile industry driving its importance to the economy.

The event featured impressive ranges from the school's design programmes. The theme for the 2nd and 3rd year students ranges were African cultures fused with modern aesthetics. The 1st years and Higher certificated students focussed on upcycling denim and using African patterns and textiles. The garments were truly African centric with an emphasis on local designs that are locally manufactured using local textiles.

Reach: 1 000

Target audience: STADIO academia, staff and families, media & sponsors



Public Sector Economist Forum: 6th December 2023



Proudly SA partnered with the City of Tshwane in an informative and engaging Public Sector Forum that focused on the South African Economy and the GDP. The forum welcomed a wide range of speakers that engaged in insightful discussions around the effect of loadshedding on the South African Economy, Economic Modelling, key impacts and developments on the South African Economy, the role and impact of Geopolitics on South Africa's economy.

Proudly SA CEO, Eustace Mashimbye delivered an insightful presentation to all the attendees which opened the floor to engaging conversations and questions. The delegates of the forum found the presentation and Second Half advert to be very relevant and important in boosting the South African economy and the role that can be played by the public sector in this regard.

Below is a breakdown of the speakers of the forum on the 6th of December 2023:

- Cilliers Brink: Executive Mayor of Tshwane
- Hendrik Labuschagne: Chief Economist & Chairperson of the PSEF
- Juane Benecke: Econometrist of Infrastructure South Africa
- Dr. Clive Coetzee: Economy Lecturer of the University of Stellenbosch
- Prof. Heinrich Bohlmann: Economist of the University of Pretoria
- Eustace Mashimbye: CEO of Proudly South African

Proudly SA's partnership contribution was to sponsor local goodie bags for the forum delegates, and local goodie bags for the speakers. The gift bags

were handed out to the speakers and delegates by the Tshwane House team upon arrival at the forum. Proudly SA displayed prominent branding throughout the event.

The forum conversation continued on the 7th of December 2023 and concluded with a tour to the Ford Vehicle Manufacturing plant in Rustenburg on the 8th of December 2023.

Reach: 60 physical & virtual attendees

Target audience: Key Supply Chain Members & Finance Individuals, Tshwane City Mayor & Representatives from the Executive Mayors office; Procurement Officials & Decision Makers from across the public sector, Professors & Executives from surrounding Universities.





Step Up 2A Start Up Awards: 12th December 2023

The 2023 Step Up 2A Start Up campaign concluded with the award ceremony at Nedbank Head Office in Sandton. The event was attended by government officials including Minister of Small Business Development, Stella Ndabeni-Abrahams, who gave a keynote address.

The objective of the campaign is to help South African Youth identify opportunities in the green economy by harnessing technology and entrepreneurship. Below are some of the highlights of the 2023 programme:

- Impacted over 100 000 high school learners across rural and township areas.
- Over 13 000 learners reached through their hybrid model.
- The programme received an overwhelming response with over 750 entries in 2023, marking the highest number of submissions since the inception of this initiative.
- Launch of the #StepUpAlumni network to facilitate a greater and ongoing connection with new and previous beneficiaries as well as the expansion of the programme to new areas, particularly rural communities in outlying areas, leveraging their sought-after mobile cinema model.

The Top 10 teams, selected from across the country gathered in Johannesburg during the week leading up to the awards for an intensive business bootcamp. These teams underwent intensive training, workshops, and mentorship sessions to refine their green startup concepts into impactful ventures. As one of South Africa's most innovative youth entrepreneurship programmes, 'Step Up 2 A Green Start Up' is an empowering initiative aimed

at fostering innovation in the realm of sustainability and environmental entrepreneurship. It inspires young entrepreneurs to seek out opportunities in the green economy with a fundamental change in mindset from job seeker to job creator, producing solutions for an environmental problem identified in their relevant communities.

The top three teams and teachers were awarded with prizes from bursaries to iPads and more. Proudly SA is a valued partner and stakeholder in the initiative and contributed towards items for the top ten finalist's goody bags which were handed out at the Boot Camp and prizes for the teachers from each top three teams. CEO, Eustace Mashimbye and CMO, Happy MaKhumalo Ngidi attended the event where Eustace assisted in handing out various awards given out on the day.

Stakeholders who were also involved in the initiative include Nedbank, Sappi, EOH, Omnia, Allan and Gill Gray Philanthropies, The Small Enterprise Development Agency (Seda), AECI, 3M, SAFRIPOL, BTE Renewables, Richfield, Johannesburg Business School, Allan Gray Orbis Foundation, Seed Academy, WDB Investment Holdings, Zutari, Sizwe, BCW, Mulilo, Uber, The Johannesburg Stock Exchange, Tourvest Travel Services, Protea Hotels, Versapak, Afrika Tikkun, Buhle Waste, Airlink, Raizcorp and Entrepreneurship Employability Education.

Reach: 150

Target audience: Government officials, sponsors and stakeholders, media and top ten school teams and teachers



Proudly South African Local Festive Season Activation: 14th- 18th December 2023

Proudly South African hosted a local eye-catching festive season activation as part of the 2023 festive season campaign at Maponya Mall in Soweto. The activation was hosted over 5 days in a prime spot of the mall, opposite Pick n Pay Hyper. The area had a local themed Christmas set up with a Christmas tree and a banner wall with our messaging encouraging buying local over the festive season.

The activation included 4 Proudly South African members who showcased their local festive-inspired products. Below is a list of the members who participated in the festive market:

- Mist Candles
- S'Bhiva T-Shirts
- Mokgalaka Creations
- Oumie's Gourmet

A "Did you buy local" Spin to Win Activation also formed part of the activation. The activation plan was as follows:

- Proudly SA Promoters engaged with shoppers as they came out of the Pick n Pay Hyper.
- The promoters posed the question: "Have you shopped and bought any local items? If so, can we check your trolley?" If the Promoters found locally bought items in the shopper's trolley, the shopper was able to spin to win local goodies. The local goodies consisted of a variety of promotional Proudly SA items such as branded rulers, bucket hats, peak caps, lanyards, water bottles and many more items.
- In addition to checking the shopping trolleys, the promoters informed the shoppers of who Proudly SA is, as a campaign and that we are encouraging shoppers to buy local this festive season.
- The shoppers were further encouraged to purchase from our exhibiting members to spin and win prizes.

The Proudly SA Mascot, Lolo Warona, was also present at the activation bringing the festive energetic vibes, and engaging with the shoppers of the mall most importantly with the children who were shopping at the mall with their parents.

Reach: 500 – 800 over the 5-day period

Target audience: General consumers





4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The third quarter of 2023 showcased Proudly SA's commitment to promoting local businesses through diverse and impactful media and engagement strategies. The positive outcomes in media coverage, broadcast interviews, and social media growth demonstrate the effectiveness of our efforts in reaching and resonating with a broad audience. As we move forward, Proudly SA remains dedicated to fostering economic growth, supporting local enterprises, and inspiring national pride.

In the third quarter of 2023, Proudly SA continued its strategic efforts to promote and support local businesses, drive economic growth, and enhance national pride. The media and engagement activities during this period have yielded promising results across various channels.

Throughout the quarter, Proudly SA issued a total of 13 media releases and commissioned articles. These pieces served as key tools to communicate our mission, showcase success stories, and highlight the positive impact of supporting local businesses.

Proudly SA actively participated in 43 broadcast interviews, spanning both television and radio platforms. These engagements provided opportunities to share insights, discuss key initiatives, and reinforce our commitment to promoting South African products and services.

Our message resonated in print media, with 13 pieces published or mentioned in various publications. This increased visibility in traditional print outlets contributes significantly to our efforts to reach a diverse audience.

The digital landscape played a crucial role in amplifying our presence, with Proudly SA securing 47 online mentions in various pieces. This reflects the growing importance of online platforms in shaping public opinion and fostering support for local businesses.

Proudly SA actively engaged in 13 media events, fostering partnerships, and collaborations with key influencers, journalists, and industry stakeholders. These engagements served as platforms to strengthen our network and advocate for the importance of supporting local businesses.

Our social media presence experienced a commendable growth rate of 2.28% during the quarter. This growth signifies an expanding online community that shares our vision and actively participates in promoting Proudly SA initiatives.

South Africa played a pivotal role as the host of the 20th Annual African Growth and Opportunity Act (AGOA) Forum, held in November 2023. This significant event contributed to expanding trade and investment relations between the United States and sub-Saharan Africa. Proudly South African actively participated to ensure that the localisation agenda remained integral to the discussions, underscoring our commitment to fostering economic growth through strengthened international partnerships.

Proudly SA had the privilege of engaging with Dr. Iraj Abedian and industry leaders during the first CEO Roundtable discussion. Together, we emphasised the opportunities inherent in localisation, highlighting its potential to stimulate economic growth and establish a sustainable business model. Recognising our duty to address scepticism, we are actively countering doubts and misinformation to reinforce our collective commitment to driving economic prosperity through supporting local businesses.

The pinnacle of Proudly SA's Local Fashion Police competition unfolded with elegance and splendour, this celebratory event marked the culmination of the 2023 Local Fashion Police consumer competition, dedicated to championing South Africa's labour-intensive local clothing, textiles, footwear, and leather (CTFL) industry. The Local Fashion Police campaign proved to be exceptionally successful, garnering substantial media coverage across various platforms. To date, the campaign has secured a total of 45 coverage pieces, spanning broadcast, print, and online media.

The cumulative Advertising Value Equivalent (AVE) for the campaign is an impressive R3,898,280.45, showcasing the significant reach and visibility achieved through our strategic efforts. Furthermore, the campaign has generated a Public Relations (PR) Value of R11,694,841.35, underscoring the substantial positive impact on brand image and public perception. As we analyse the campaign's performance, the achieved media coverage and impressive financial metrics emphasise the positive strides made in advocating for and uplifting the local CTFL sector. Proudly SA remains steadfast in its mission to boost local industries and foster economic growth in South Africa.

Embracing the festive spirit, Proudly South African introduced its Living Lekker Locally campaign, a celebration of indigenous and locally crafted products and outstanding services in our beautiful country. The campaign emphasises the importance of supporting the local economy by encouraging individuals to make conscious purchasing decisions and buy locally manufactured products during this peak shopping period.

Through the festive season campaign, the PR department partnered with Sowetan's S-MAG platform. The media partnership with S-MAG enabled Proudly SA to reach over 3 million consumers. In addition, the Editor of the magazine took the platform's digital audience through local shopping during the festive season identifying brands that consumers need to look for on retail shelves and educating them about the importance of checking labels of origin.

These strategic collaborations and noteworthy events underscore Proudly SA's multifaceted approach to promoting and supporting local initiatives across various sectors, contributing to the broader mission of fostering economic growth and national pride.

4.5.2) PRESS RELEASES/OP EDS/ MEDIA ARTICLES

The following were issued between October to December 2023:

No.	Date	Release/Commission	Headline
1.	17 Oct '23	Q&A article	Local Trade Threatened
2.	20 Oct '23	Opinion Piece	Entrepreneurs Talk Business At Breakfast
3.	20 Oct '23	Media Advisory	Unpacking The Economic Impact Within The Local Events Industry
4.	27 Oct '23	Press Release	Proudly South African: Celebrating South Africa's Fashion Sector, Paving The Way For Economic Growth.
5.	03 Nov '23	Press Release	Abe Proudly South African Babungaza Umkhakha Wezemfashini Waseningizimu Afrikaukuvula Indlela Yokukhula Komnotho.
6.	06 Nov '23	Press Release	Gert-Johan Coetzee, JJ Schoeman, Palesa Mokubung And Otiz Seflo Have Spoken, The Local Fashion Police Top Ten Finalists Revealed
7.	08 Nov '23	Press Release	Proudly Sa Announces 2023 Fashion Police Competition Winners
8.	12 Nov '23	Press Release	Proudly South African Celebrates Ongoing Partnership With The Feather Awards, Showcasing Commitment To Localisation
9.	13 Nov '23	Press Release	Proudly South African And Amatyma Wellness Network – Fostering Men's Well-being And Fuelling Job Creation For A Stronger Tomorrow.
10.	17 Nov '23	Blurb	Yaya Mavundla To Shine Spotlight On South African Fashion At The Samas
11.	24 Nov '23	Press Release	Local Is Lekker Says Local Fashion Police Campaign
12.	12 Dec '23	Press Release	Primestars Announces Winners Of Step Up 2A Startup
13	13 Dec '23	Press Release	Live Lekker Locally These Holidays And Win With Proudly South African

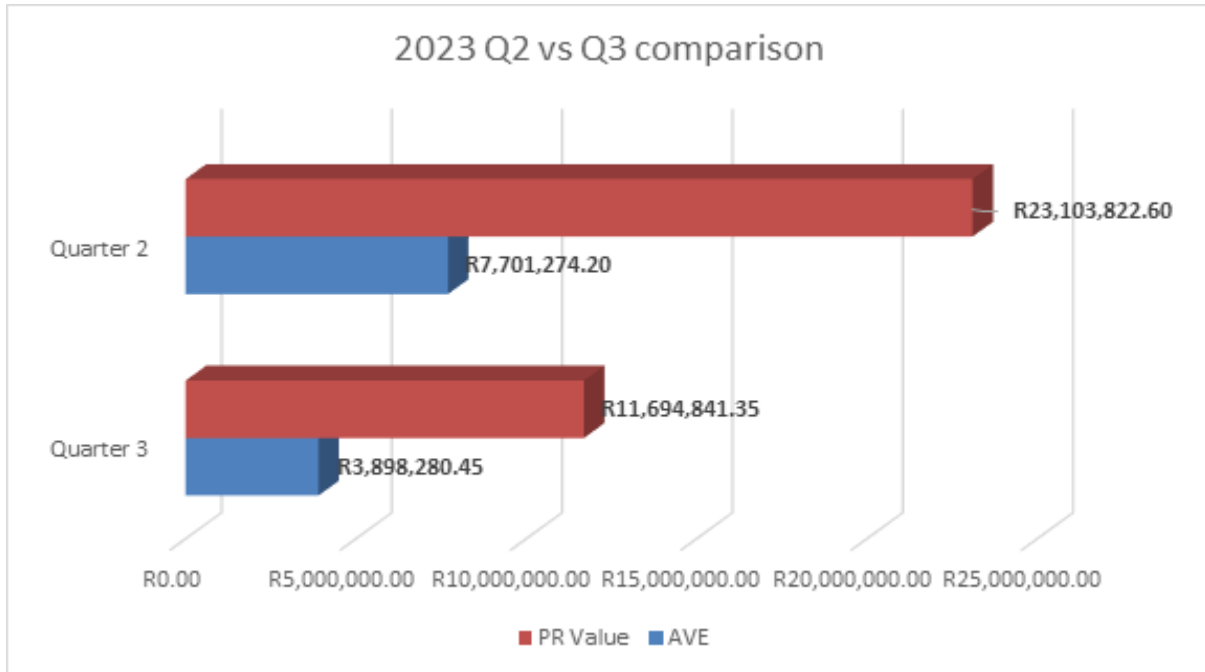
4.5.3) MEDIA ENGAGEMENTS

The following media engagements took place between October to December 2023:

No.	Date	Media Engagement
1.	13 Oct '23	Business Breakfast KwaThema
2.	13 Oct '23	Feathers Awards Launch
3.	26 Oct '23	Local Fashion Police Adjudication
4.	02 Nov '23	AGOA
5.	07 Nov '23	CEO Roundtable
6.	09 Nov '23	Feather Awards
7.	16 Nov '23	Local Fashion Police Fashion Show Finale
8.	18 Nov '23	SAMA Awards
9.	19 Nov '23	Amatyma International Men's Day
10.	07 Dec '23	"Last Supper" Media Dinner
11.	02 Dec' 23	STADIO Annual Fashion Show
12.	12 Dec' 23	Proudly South African Shopping with SMAG
13	12 Dec '23	Prime Stars Step Up 2A Start Up Awards

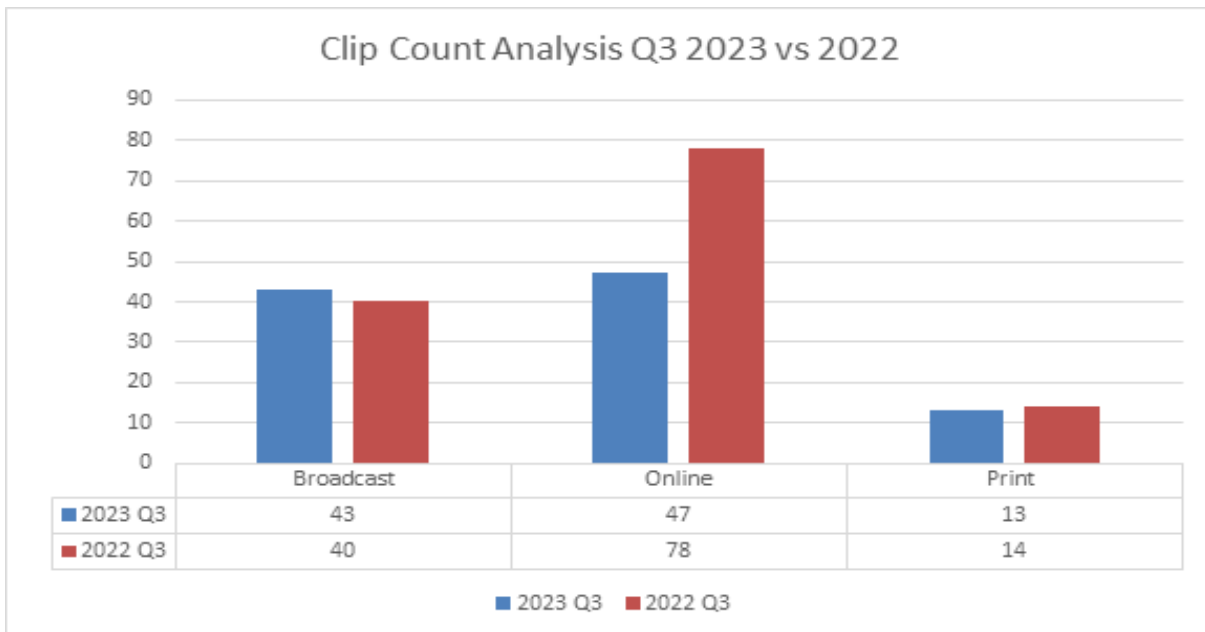
4.5.4) AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between October and December 2023 is R3 898 280.45 and the PR/editorial value translates to R11 694 841.35.



4.5.5) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Oct – Dec 2023). A comparison is made between Q3 analysis for 2022 vs 2023.



CEO LOCALISATION ROUNDTABLE DISCUSSION



COMPANIES

Q&A with the Proudly SA CEO on local procurement challenges

Eustace Mashimbye wants the public and private sectors to buy more local products to achieve economies of scale

BL PREMIUM
13 OCTOBER 2022 - 05:00

The CEO of Proudly SA, the country's long-standing promoter, says its local procurement drive has hit a snag after the February 2022 Constitutional Court decision that set aside the preferential procurement regulations that had been in place since 2012.

Business Day caught up with Eustace Mashimbye, who champions the multiplier effect of the manufacturing industry to find out whether local is still lekker...



Proudly SA calls for more local manufacturing investment

JOHANNESBURG – Proudly South Africa (SA) says there is a need for greater support for locally-made products. It urges corporates and industry bodies to galvanise their members to choose local products, thereby supporting job creation in the country. A report commissioned by the organisation shows that investing in local manufacturing can help grow the economy, create jobs and increase the tax base. Activity in the manufacturing sector has been slowing down since before COVID-19, with competitiveness in the sector said to be lagging emerging market peers. The sector has endured electricity supply constraints and logistics challenges. Economist Dr Iraj Abedian, says the manufacturing sector is in urgent need of a turnaround in terms of its contri-

butions to the economy as well as export competitiveness. A Proudly SA study shows there are still opportunities in the sector and they require focus from the government and the private sector to unlock them. **Separate** "Our report suggests that we need to separate two categories of requirements for revitalising our manufacturing, one we should, no matter which sector those are systemic requirements, for example, we need to have electricity, water and so on, those are irrespective of which type of industry you want to promote and then the second one is for specific industries, for specific sectors you need to have a different set of policies, government has introduced the sectoral master plans, we think that's a move in the right direction, however, the plan cannot remain plans, they need to be implemented." Proudly SA calls for an increase in



Proudly South Africa says there is a need for greater support for locally-made products. (courtesy pmi)

investments in the local manufacturing sector to help solve problems such as unemployment and to secure supply chains for various products. Proudly SA Chief Executive Officer (CEO) Eustace Mashimbye says, "The study calls for a 10 per cent increase in investments in manufacturing to

help not only halt that slow down but to also, as a labour-intensive industry in its nature, see it flourishing doing better, absorbing more people into jobs and ensuring that we can be sustainable, it's also about the security of supply in instances where we may encounter global supply chain disruptions but most importantly it's the triple challenges of unemployment, poverty, and inequality."

Reluctance Black Business says private sector reluctance to invest stems from the slow implementation of policies and reforms by the government. Black Business Council CEO, Kgama Matabane says, "Most of the business people don't necessarily believe in what the government says, mainly because of what has transpired over the past 29 years. There are a lot of talks, a lot of plans but nothing much has been implemented. And I think hence the private sector is also reluctant, it's important for gov't to create a conducive environment to enable the private sector to do what it's supposed to do."

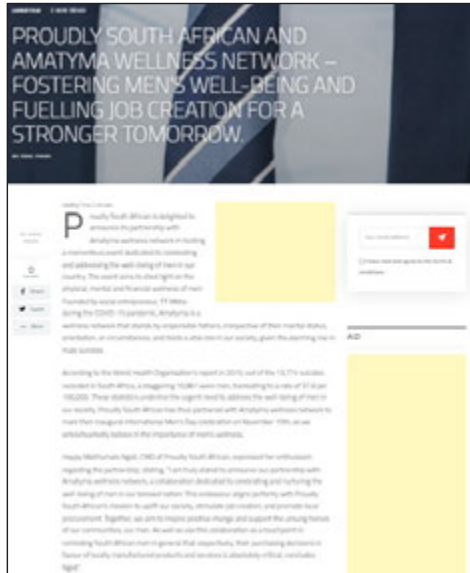
ENTREPRENEURS BUSINESS BREAKFAST



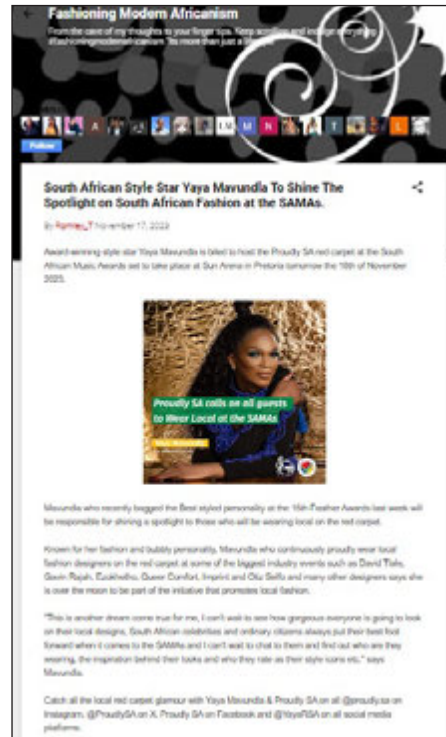
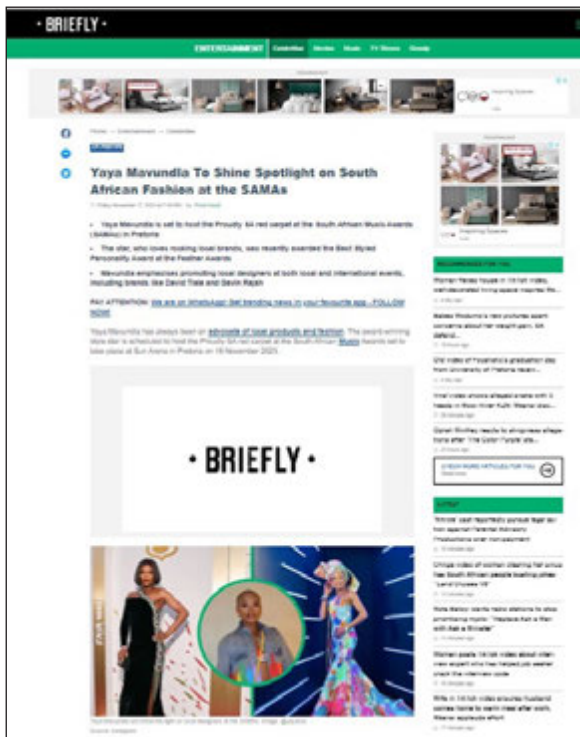
LOCAL FASHION POLICE



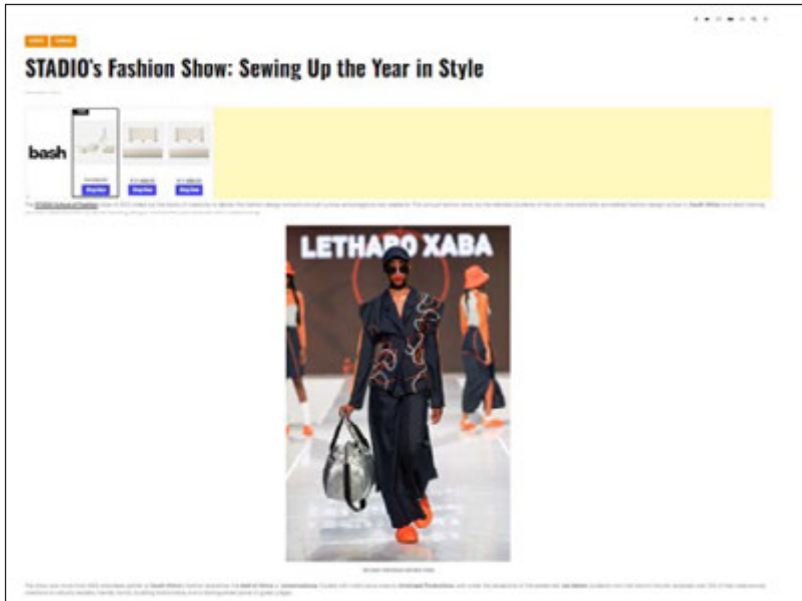
AMATYMA INTERNATIONAL MENS DAY



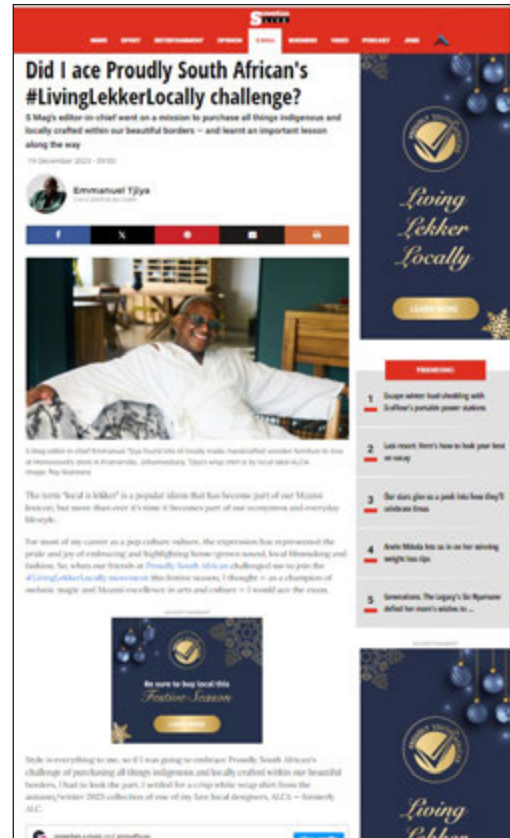
SAMA AWARDS



STADIO FASHION SHOW



#LIVINGLEKKERLOCALLY



PROUDLY SOUTH AFRICAN ORGANIC COVERAGE

Supporting local businesses motivates SA's chief brand officer

October 26, 2023 in Business Building Your Online Brand

By Anno Majoju

Proudly South African's Happy Makhumalo Ngidi is determined to use her role as chief marketer of the country's foremost marketing campaign to give ordinary people a sense of "belonging and dignity", and fix the social problems caused by the skyrocketing rate of unemployment. The campaign exists to connect locally owned businesses, many of them SMMEs, to markets. Ngidi believes it can make a huge difference in creating more employment and sustaining the jobs that already exist. "When we begin to deal with this persistent problem we have in the country, which is unemployment, when we try to fix all of that, then even the many social ills will be slowly taken care of. People just want some sort of belonging and dignity. When you have a job, that reaffirms that you are able to live," she told *Natalie* News.

She says what drives her is supporting entrepreneurs and SMMEs to access services they could never dream of securing on their own so that they become profitable. A marketer of 20-years standing, Ngidi is herself an SMME owner. She founded *Bello Wines*, named after her daughter Isabella, last year. Ngidi believes that buying local should become a way of life for all consumers, and not confined to the occasional purchase of something uniquely South African. Her greatest desire is that everyone should devote their buying power to locally produced products before buying anything imported.

FEATURED POST

- Hundreds of start-ups to be empowered through African empowerment project
- Negotiations for out-of-court positives for 2023, SMME experts say
- Burgersfort entrepreneur aims to beautify Limpopo mountains

TECHFINANCIALS

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NEWS

Khoi's Afriwatch1 Smartwatch Available Online And At Telkom Store

You can get your hands on the future for R2628.00 with a data SIM as part of the FlexOn Prepaid package or get the watch-only option for just R2479.00.

BY STACEY WINTER - DECEMBER 11, 2023 12:00 2 MIN READ

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DON'T MISS

NSRFAS Service Provider eZaga Holdings Refutes OUTA Craft Accusations

BY THE EDITORS - JANUARY 11, 2024

eZaga Holdings (eZaga), one of the four fintech providers selected by the National Student Financial...

Transport Trivia: What Trucks Will You See On SA's Roads In 2024?

JANUARY 10, 2024

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NOVEMBER 11, 2023

Suzuki Gelina Popularity In South Africa Amidst Market Downturn

DECEMBER 6, 2023

LIFESTYLE

Holidaying on a budget: some places SA celebrities recommend

For many South Africans this December is feeling like "Jaa-worry", but according to some celebs, beautiful holiday getaways don't have to break the bank.

20 December 2023 - 20 M

Leonie Wagner Reporter

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SOUTH AFRICAN CELEBS HAVE SHARED SOME OF THEIR FAVORITE HOLIDAY DESTINATIONS THAT DON'T BREAK THE BANK.

Image: Thabo Tshabalala

4.5.6) Social Media Snapshot

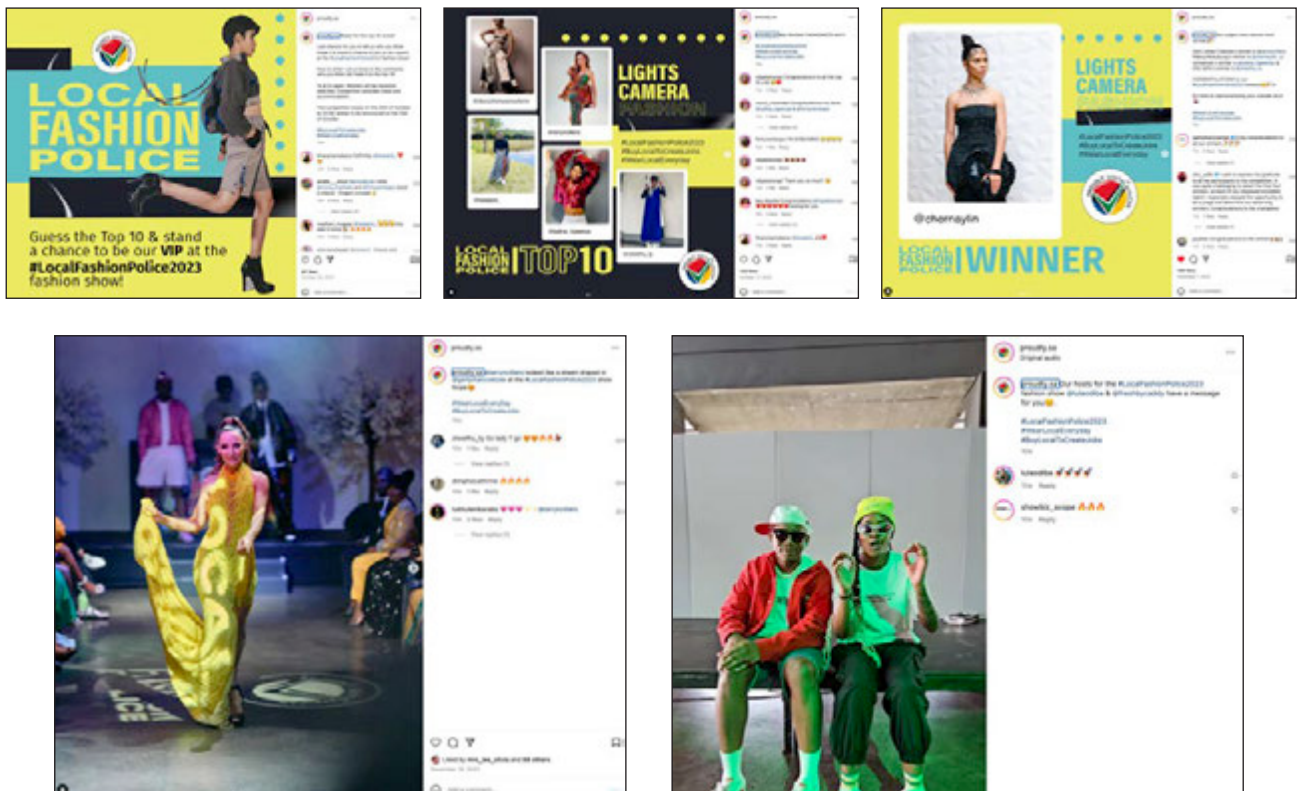
Proudly SA's goldmine exists within our owned platforms, especially, our social media channels. The amount of interest and engagement we have been receiving over the quarter has been exceptionally. Social Media presence is our foundation, and our strategy means to reach a wider audience and consumer base.

Below is a table which illustrates Proudly South African's following on social media platforms for October to December 2023.

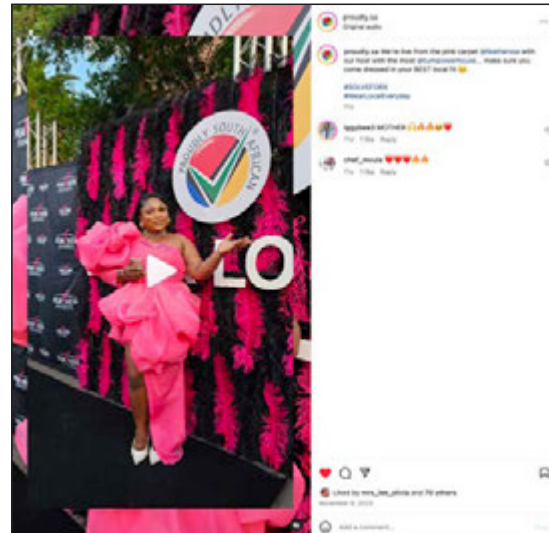
	Followers 1 Jul – 30 Sep 23	Followers 1 Oct – 31 Dec 23	Q2-Q3 growth	Q/Q growth (%)
Facebook likes	36 485	38 422	1 937	5.31%
Facebook follows	60 285	62 967	2 682	4.45%
Instagram	22 618	23 795	1 177	5.20%
LinkedIn	6 795	7 980	1 185	17.44%
Twitter	186 639	186 722	83	0.04%
YouTube	719	744	25	3.48%
TikTok	694	773	79	11.38%
TOTALS	314 235	321 403	7 168	2.28%

PROUDLY SOUTH AFRICAN ORGANIC COVERAGE

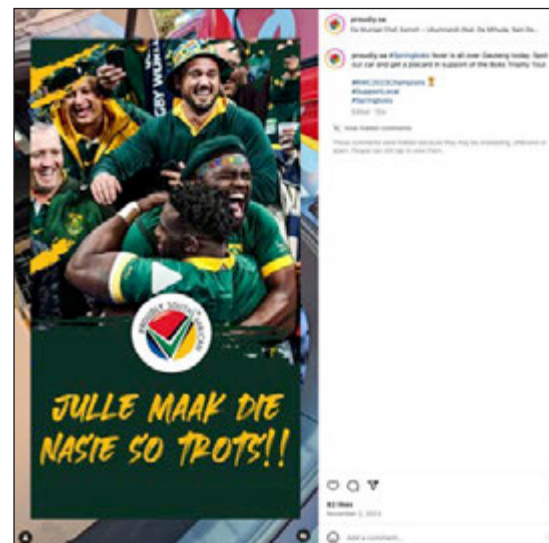
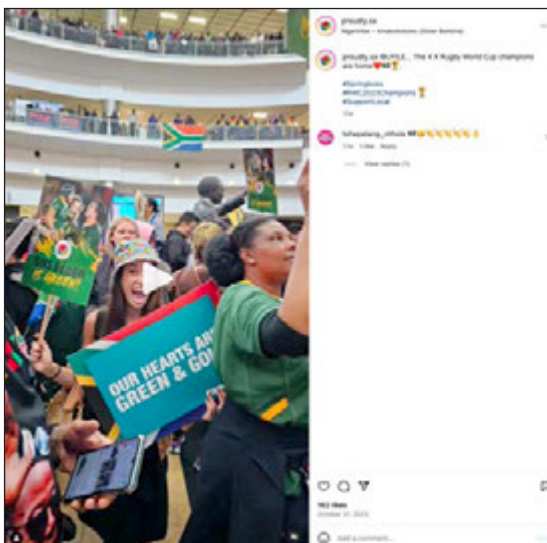
Local Fashion Police



Feather Awards



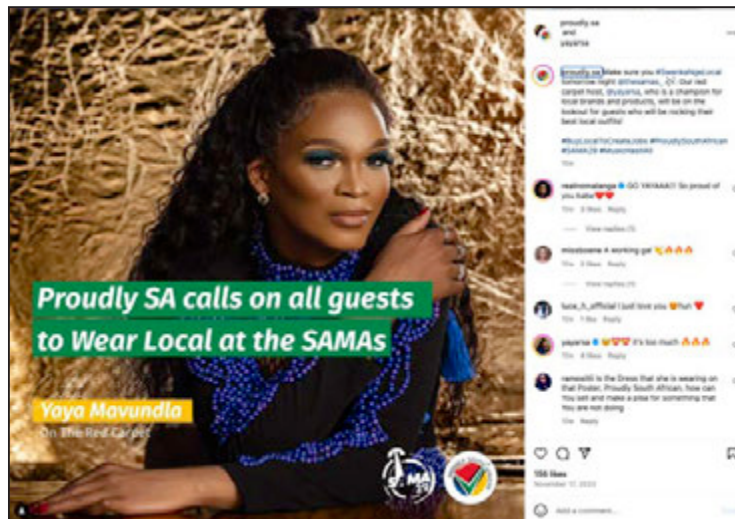
Springboks



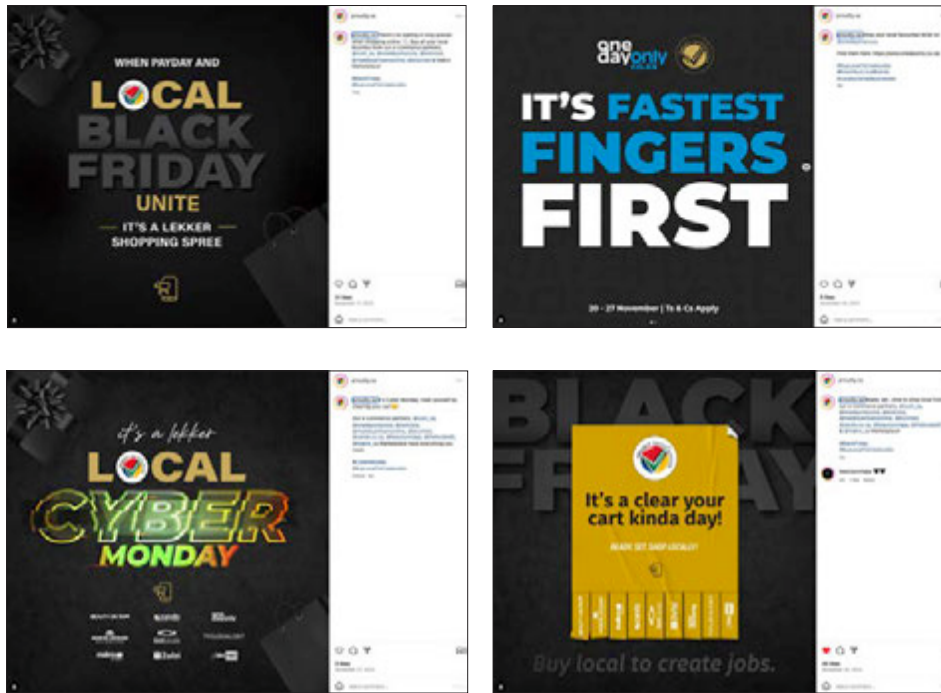
CEO Round Table Discussion



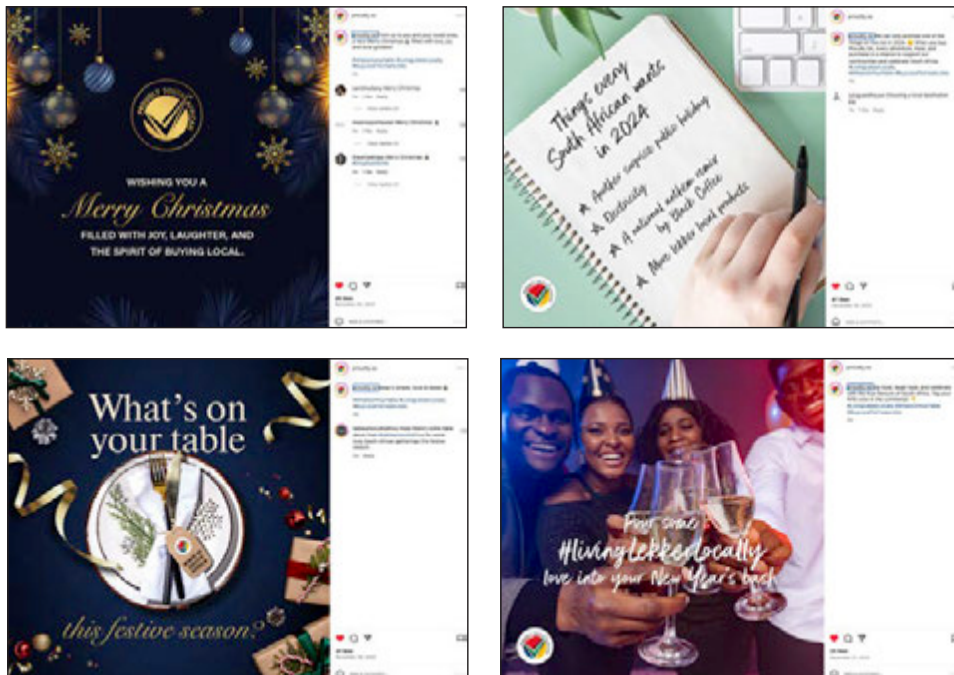
SAMA Awards



Black Friday & Cyber Monday



Festive Season



4.5) Conclusion

In conclusion, the PR division has continued to spread the localisation agenda through PR tactics that ensured brand visibility and mandate awareness.



4.6) PRESENTATIONS

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

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

DATE	EVENT	VENUE
4 October 2023	eThekweni Furniture Cluster AGM	Durban
24 October 2023	Proudly SA Webinar	Virtual
26 October 2023	Towu Conference	Cape Town
1 November 2023	SACCI- Proudly SA Business Forum	Virtual
7 November 2023	Proudly SA CEO Roundtable	Johannesburg
16 November 2023	Local Fashion Police- Finale	Johannesburg
1 December 2023	DTIC Festive Consumer and Buy Local Series	Virtual
5 December 2023	NT's Joint SCM Forum with Provincial Treasuries	Virtual
6 December 2023	Public Sector Economist Forum	Tshwane
7 December 2023	NT's Joint SCM Forum with SOEs	Virtual
11 December 2023	NT's Joint SCM Forum with National departments	Virtual

BRAND MANAGEMENT



Our team continues to support the Marketing Department and the company in a variety of ways. This includes creating presentations for client meetings, designing ecards, invitations and mailers for the events team.

This quarter, our team focused on developing campaigns for two crucial events: Festive Season and Back 2 School. The festive season, consumers spend the most money, making it an opportune time to raise awareness about the importance of selecting locally produced goods and products. By highlighting the benefits of supporting local businesses during the festive season, we aimed to encourage consumers to make more informed purchasing decisions and contribute to the growth of our economy. Additionally, our goal for the Back-to-School campaign was to highlight the importance of locally made products and services offered by our member companies. This includes essentials such as stationery, lunch box ideas, and uniforms to ensure that students and parents are well-equipped for the school year.

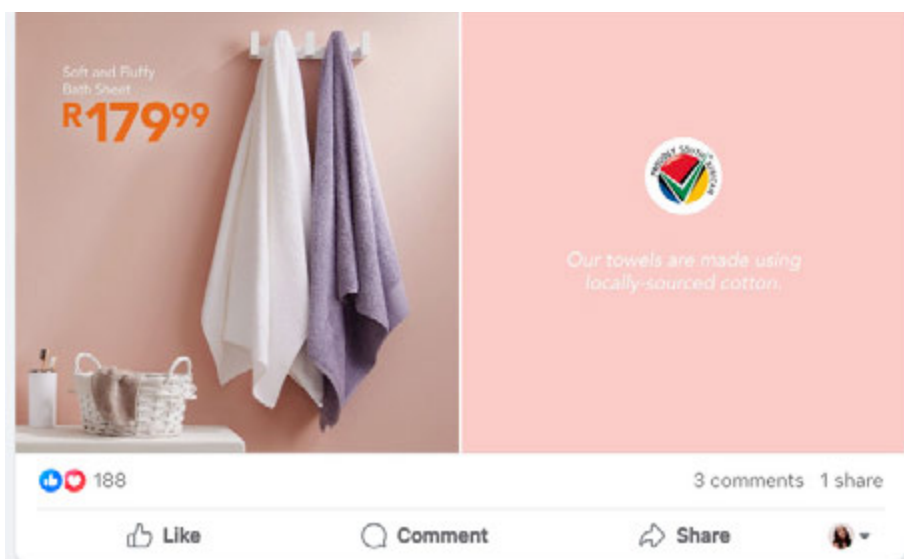
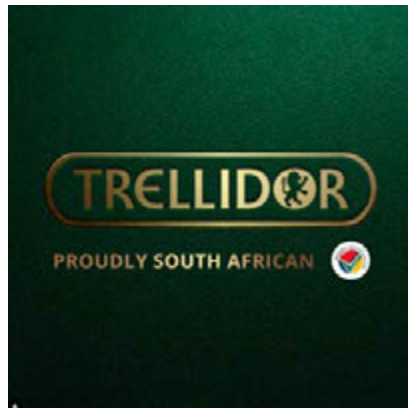
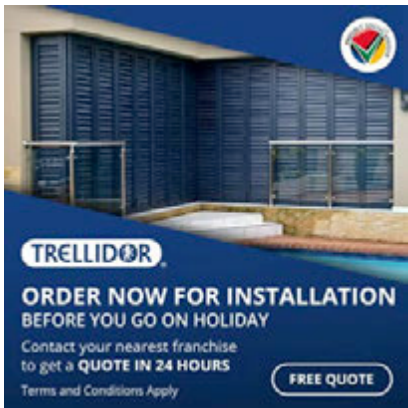
We partnered with a service provider who helped us to conceptualize and design the overall look and feel of the campaign. Through this campaign, we aimed to educate consumers about the benefits of choosing local businesses, such as boosting the economy and creating job opportunities within the country. Our Festive Season and Back 2 School campaign was even featured in malls, which significantly improved our visibility and engagement with our target audience.

To further amplify the campaign, we ran competitions to encourage consumers to buy local during the festive season. These competitions included giveaways and vouchers for customers who made purchases from local businesses. By incentivising consumers to support their local community, we were able to create a sense of excitement and urgency around buying local during the festive season as well as the Back to School period.

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 products, packaging, email signatures, websites etc.


This helps to increase brand visibility and awareness, as well as promote the values of Proudly SA to a wider audience. By showcasing the logo on various platforms, members can also demonstrate their commitment to supporting local businesses and products.



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Locally Made and Loved




It's never been more important to support our local communities because homemade is just better. We have locally made products for the most important rooms in your home so that you can love to live local.

[SHOW ME MORE](#)

What are you looking for? **sheet-street** [Sign In / Register](#) [Claim an Account](#)

NEW IN PROMOTIONS BEDROOM LIVING ROOM BATHROOM KITCHEN DECOR REDUCED TO CLEAR

Home > Sheet Street Proudly South African

We are always looking for opportunities to stock locally-made products to support our community and South African makers. When you see the Proudly South African icon on our products, you know you're supporting local.

We Love Local

We Source Locally




Over 60% of the homeware in our stores is made and sourced in

Local For Every Room

Our local products span across all 17 homeware categories: sheets, curtains,


We Truly Care

25 of our suppliers have factories in South Africa, giving opportunities to

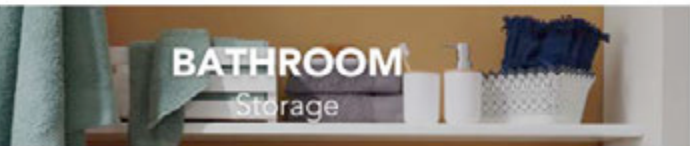
Proudly South African Cotton

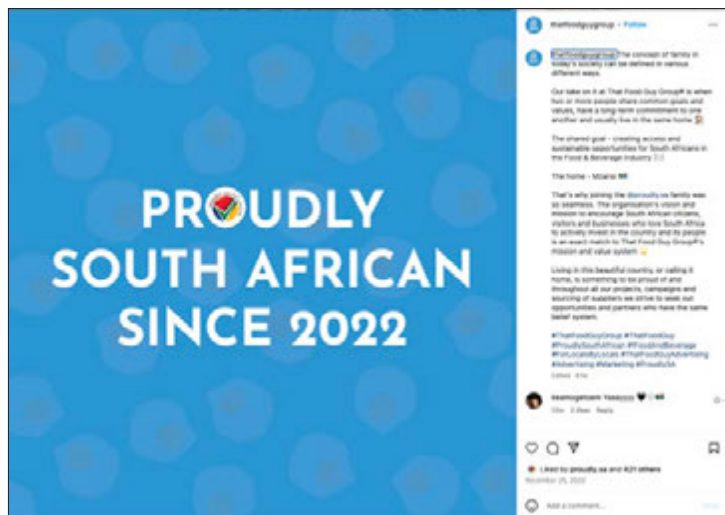
We're proud that a selection of our towels are made using locally-sourced cotton. So far, our suppliers have made over 2.5 million towelling units using 112 tons of cotton fibre farmed right here in South Africa.



BATHROOM

Storage





SOCIAL MEDIA E-CARDS



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



BOKKE SUPPORT



LOCAL FASHION POLICE



LOCAL FASHION POLICE | TOP 10

Could you be the one? 😊

LIGHTS CAMERA FASHION

#LocalFashionPolice2023
#BuyLocalToCreateJobs
#WearLocalEveryday

LOCAL FASHION POLICE

Guess the Top 10 & stand a chance to be our **VIP** at the **#LocalFashionPolice2023** fashion show!

LIGHTS CAMERA FASHION

#LocalFashionPolice2023
#BuyLocalToCreateJobs
#WearLocalEveryday

LOCAL FASHION POLICE | TOP 10

LOCAL FASHION POLICE | TOP 10

Who is your favourite? 😍

LIGHTS CAMERA

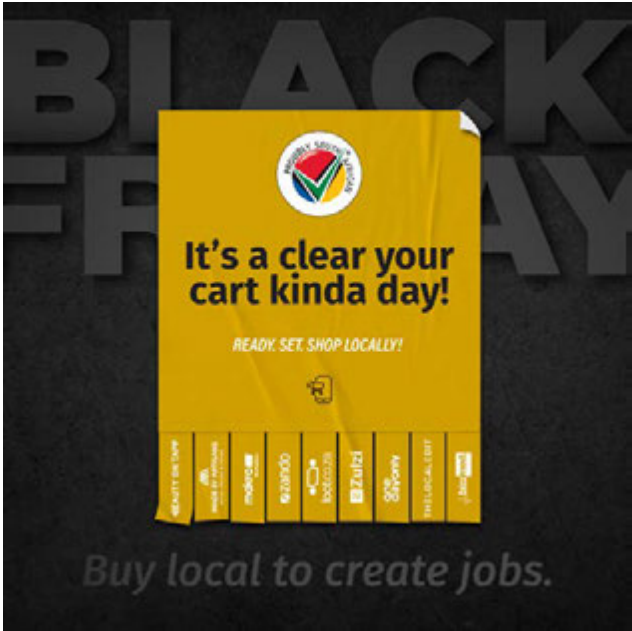
LIGHTS CAMERA FASHION

#LocalFashionPolice2023
#BuyLocalToCreateJobs
#WearLocalEveryday

LOCAL FASHION POLICE | WINNER

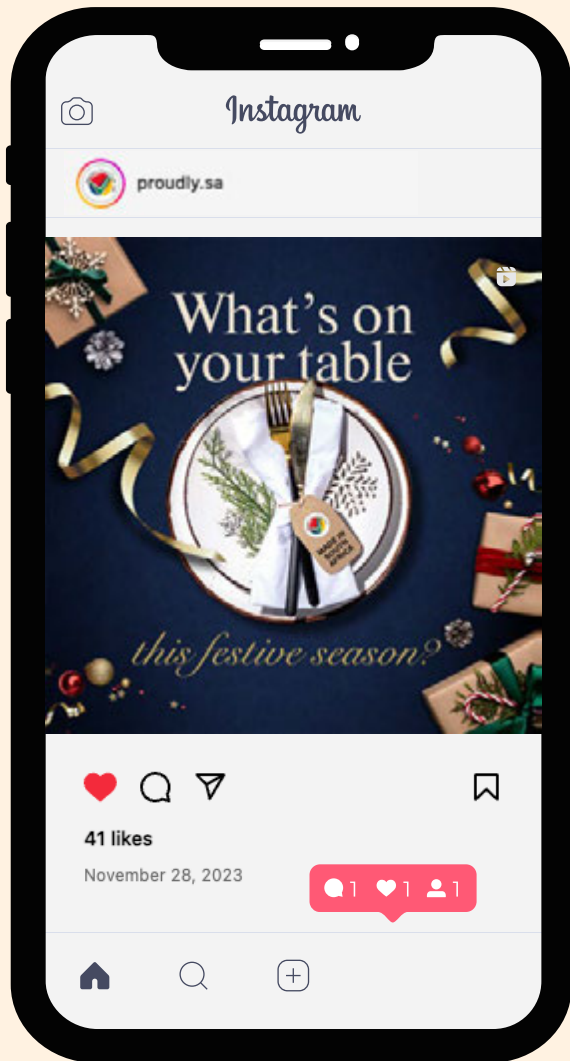
@olwethu_ty

BLACK FRIDAY & CYBER MONDAY



FESTIVE SEASON

Digital Marketing Campaign

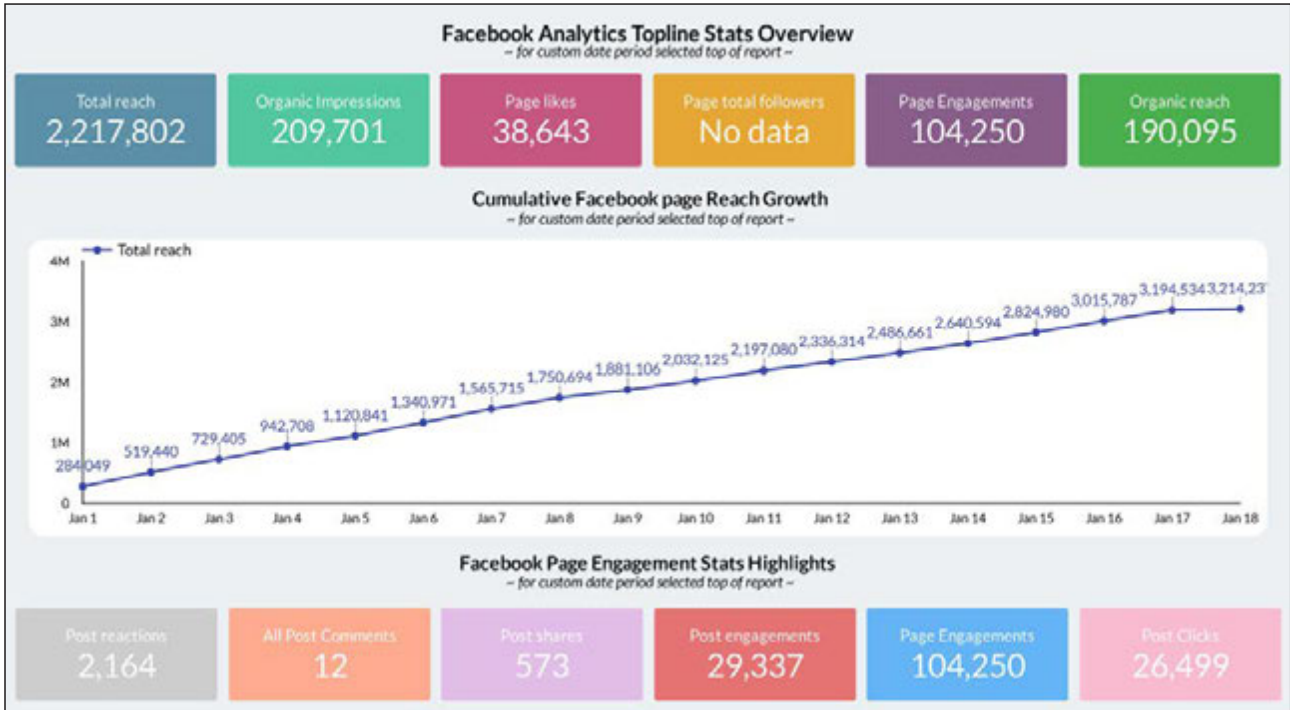


The Proudly SA team conceptualised the "What's on your Table" Festive Season Campaign and we partnered with a service provider who helped us to conceptualize and design the overall look and feel of the campaign.

Through this campaign, we aimed to educate consumers about the benefits of choosing local businesses, such as boosting the economy and creating job opportunities within the country

Organic Posts

facebook



Best Performing Posts

~ for custom date period selected top of report ~



Post Image	Post message	Total reach of posts	Post reactions	Post Comments	Post shares	Post Clicks	Post engagements
	What's for lunch? The right answer is salad! Avoid the Jan/UWorry Blues with a guilt-free salad 🥗 Use this yummy cabbage recipe from TM Innovations to enter the competition, tag us in your cooking video, & stand a chance to win! #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	801	11	0	1	7	19
	As parents, we're always looking for the best ways to prepare our kids. 🐶 What's the funniest things your kids have done while getting ready for school? #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	883	11	1	2	6	20

Organic Posts

Instagram



Which posts are the best performing?
 – for custom date period selected top of report –

Post image	Post caption	Reach	Impressions	Post saves	Likes	Video Views
	As parents, we're always looking for the best ways to prepare our kids. 🍴 What's the funniest things your kids have done while getting ready for school? #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	290	292	0	11	null
	What's for lunch? The right answer is salad! Avoid the Jan/UWorry Blues with a guilt-free salad 🥗. Use this yummy cabbage recipe from @tm_innovations to enter the competition, tag us in your cooking video, & stand a chance to win! #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	354	356	1	29	null

Paid Ads

facebook Instagram



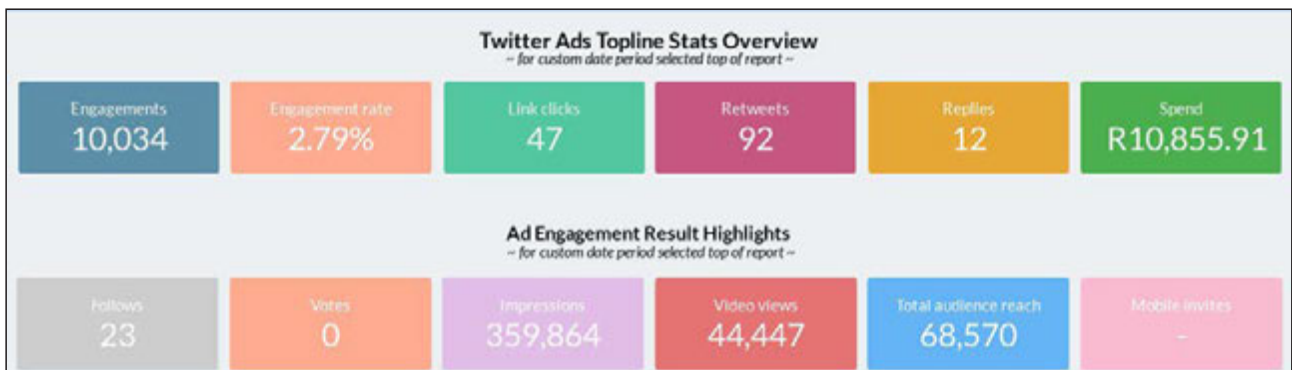
Campaign Creative Performance Breakdown

– for custom date period selected top of report –

Ad image	Ad primary text	Reach	Impressions	Video Views	Page likes	Link clicks	Page engagement	Amount spent
	Locally made gifts are where it's at this festive season! 🎁 Look out for the Proudly SA logo or 'Made in South Africa' and unbox the best of SA. #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	739,987	852,356	0	0	26	1,279	R5,000
	Locally made gifts are where it's at this festive season! 🎁 Look out for the Proudly SA logo or 'Made in South Africa' and unbox the best of SA. #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	573,900	708,360	0	0	4	106	R5,000
	Struggling to impress at the school bake sale? 🍰 Earn extra brownie points with locally-made products! Look for the Proudly SA or 'Made in South Africa' logo and whip up some unforgettable treats. #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	542,632	807,467	0	0	15	1,183	R2,985.48
	Back 2 School clothes shopping just got easier! Shop local and support South African retailers while gearing up for the school year. 🎒 #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs	351,520	868,698	356,680	0	44	356,995	R6,012.65
	Handle Kick off 2024 with a R3,000 grocery voucher! We want to see how you are turning your Jan/February Blues into a joyful period before your payday. Showcase your culinary skills and add some local flavour to your meals! Use locally made ingredients to create a scrumptious cabbage-based dish. Tag us in your cooking video and stand a chance to win! Cook local & WIN big	350,413	745,491	301,938	0	790	303,314	R9,977.73
Grand total		6,381,628	12,110,029	1,174,347	1,299	79,147	1,365,147	R177,487.31

1 - 5/39 < >

Paid Ads



Campaign Creative Performance Breakdown

– for custom date period selected top of report –

Tweet image	Tweet text	Impressions	Retweets	Link clicks	Replies	Video views	Spend
	What's on your festive table? Whether it's a shisa nyama, a potjeko, or your secret recipe, there's nothing better than a local festive feast. 🍷 #LivingLekkerLocally #WhatsOnYourTable #BuyLocalToCreateJobs https://t.co/xqV9vZHO0r	264,525	16	0	0	41,220	R4,967.48
	Competition Time! Calling all South African grocery Stokvels to join in the Festive Season fun. We are looking for grocery Stokvels that buy locally made products for their yearly grocery distribution. Terms and conditions apply; for details, please visit https://t.co/26vixVFEM https://t.co/6lprvXE6yh	26,639	16	11	0	0	R995.18

Paid Ads

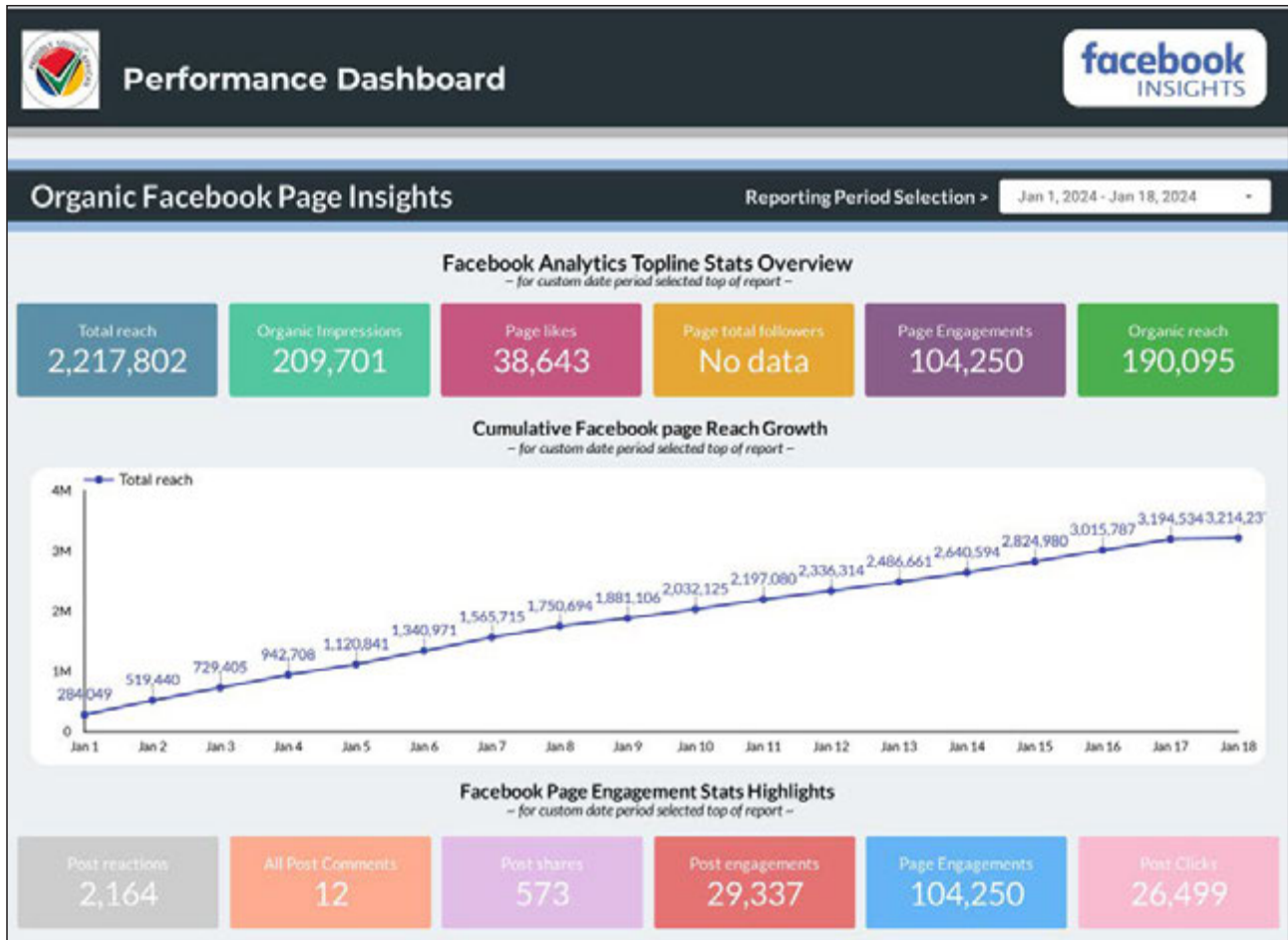


Which posts have been promoted and how did they perform?

– for custom date period selected top of report –

	Creative Thumbnail Image	Creative Text	Reach	Impressions	Clicks To Website Landing Page	Cost Per Click To Website Landing Page	Likes	Company page clicks
1.		<p>Back 2 school shopping got us like... "Why do they need 72 pencils?" Find locally-made pencils, pens, textbooks and more!</p> <p>[hashtag:LivingLekkerLocally] [hashtag:WhatsOnYourTable] [hashtag:BuyLocalToCreateJobs]</p>	29,124	34,812	310	R12.94	0	3

Paid Ads



FESTIVE SEASON

Mall Advertising

*Awaiting images and final report from Primedia



CAMPAIGN SUMMARY

Campaign Name: PROUDLY SA, DEC 2023		Report Date:	29 Jan 2024
Brand:	PROUDLY SA	Report Period:	11 Dec 2023 to 27 Jan 2024
Agency:	Proudly South African	Campaign Start:	11 Dec 2023
Planned Ad Length	5	Campaign End:	27 Jan 2024
		First Flighting	21 Dec 2023

Performance

Location:	No. Screens	First Flighting:	No. Days Reported	Ad Length (Actual Ave)	Total Planned Plays	Total Achieved	% of plays Achieved	Achieved Impressions	Added Value Achieved
Canal Walk -Digital Impact Package 06	2		48	15	19,392	*Third Party		Coming Soon	
Clearwater Mall - Digital Impact Package 08	1		48	10	12,390	*Third party	0%	Coming Soon	
Fourways Mall -H&M, Edgars Pillar Digital Impact Package 01	1	21 Dec 2023	48	19	6,508	30,023	461%	Coming Soon	R60,306.54
Fourways Mall -H&M, Edgars Pillar Digital Impact Package 02	1	21 Dec 2023	48	23	5,498	27,094	493%	Coming Soon	R65,554.82
Gateway Mall -Digital Impact Main Court Package 07	2	21 Dec 2023	48	5	18,846	86,400	458%	Coming Soon	R84,505.01
Glen Mall -Digital Impact Package 04	2		48	10	24,780	*Third party	0%	Coming Soon	
Hyde Park -Digital Impact Package 03	1		48	10	12,390	*Third party	0%	Coming Soon	
Menlyn Cavendish Court Digital Impact Package 19	1	21 Dec 2023	48	20	6,301	27,191	432%	Coming Soon	R151,383.24
Pavilion Digi Impact Package 01	1	21 Dec 2023	48	20	12,390	25,457	205%	Coming Soon	R38,583.29
Rosebank Mall - Digital Impact Package 01	1		48	10	12,390	*Third party	0%	Coming Soon	
Somerset Mall - Digital Impact Pillar Package 03	4		48	15	43,200	*Third party	0%	Coming Soon	

LOCALISATION – PRIVATE AND PUBLIC SECTOR

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

(i) PRIVATE SECTOR



Localisation Commitment Pledges:

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

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

In quarter 4 of 2022/2023 at the Buy Local Summit and Expo, Proudly SA obtained localisation commitments from its membership base and stakeholders, namely:

1. Aspen Pharmacare
2. Absa Group
3. Twizza
4. Mr Price Group
5. OBC Group
6. The South African Breweries
7. Macsteel
8. Zulzi
9. Sizwe IT Group
10. PG Bison
11. Restonic
12. Safripol
13. OneDayOnly
14. MaxProf
15. Olympic Paints
16. Adcock Ingram
17. PPC
18. Bizzmed
19. Medical Device Manufacturers of South Africa
20. South African Furniture Initiative
21. Harambee Youth Employment Accelerator
22. National Hospital Network
23. Franchise Association of South Africa
24. South African Chamber of Commerce and Industry
25. Tourism Business Council of South Africa

For the duration of 2023/2024, Proudly SA is following up with the organisations to report on the progress of their respective localisation commitment pledges in order to measure impact in terms of investment made in the country, change in procurement practices to favour local products and/services, and jobs retained and/or created. In addition to the list of 25 commitments, Proudly SA is also following up with other member companies to participate in this drive to commit to localisation. One such member, namely, Adcock Ingram, has significantly expanded on its list of products manufactured locally.

The following members have given localisation commitments for the 2023/2024 financial year thus far:

1. The Sleep Group
The member has invested in two projects in Gauteng and KwaZulu-Natal at an investment of R175 million, creating 20 new jobs. Its Gauteng facility is utilising 80% locally-sourced raw material and its KwaZulu-Natal facility 99% locally-sourced raw material. It also supports 15 SMMEs as part of their enterprise supplier development programme.
2. Harambee Youth Accelerator
The organisation has had another 139 companies participating in the SA Youth Platform (to appoint youth enlisted on the platform). The platform has made possible an impressive 15,882 employment and learning opportunities for young people. These opportunities stem from various partners within the ecosystem including (but not limited to) the public, private, and social sectors, ensuring a diverse range of possibilities for the youth.
3. Adcock Ingram has significantly expanded on its list of products manufactured locally.
4. ACTOM is investing R100 million in its Pretoria Plant. The expansion of the Pretoria plant will see 30 more people being employed, in addition to the company's 7 000-strong staff complement across 34 operating units, 53 production and repair facilities and 33 distribution outlets throughout Southern Africa.

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

1. Proudly SA eCommerce Partnerships
2. Sectoral Masterplans (as 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 third-party eCommerce platforms for market access opportunities for its members. Our ask:

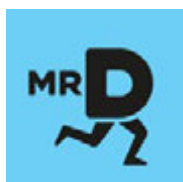
- Preferential rates for members (listing fees and/or commission or succession fees on products sold)
- Use of the logo and/or phrase on members' products and/or product descriptions
- Group member companies together, e.g. a Proudly SA tab
- Promote the partnership to its vendors for them to become Proudly SA members
- Participate jointly with Proudly SA in a PR and Communications drive to promote localisation on platforms' landing pages
- Promote Proudly SA members enlisted on the platforms on the platform's marketing collateral (including promotions, eCards, brochures, newsletters, etc.)

Due to this initiative, Proudly SA member products are enlisted on the following platforms:

Platform	Members	Products
Zulzi	23	78
Made by Artisans	19	158
Makro Marketplace	39	942
Bizzmed	6	67
Loot Marketplace	11	166
OneDayOnly	20	67
Bobshop	8	2,091
Total Vendors/Products at the end of December 2023	126	3,569

New eCommerce Partnerships secured in quarter 2 of 2023/2024 (listings will be reported on in the next quarter):

New Partnerships Secured in quarter 2 of 2023/2024:



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 the following sectoral masterplans.

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

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. Procurement officials from corporates (“buyers”) utilising MAP will be able to rate listed suppliers, which means that the database is a source of local content and quality vetted companies. Members of Proudly SA are automatically eligible to be enlisted on MAP as “suppliers”. This is yet another tool for matching supply and demand of locally-made goods and services for Proudly SA members.

During quarters 1, 2 and 3 of 2023/2024, Proudly SA updated the platform to include elements of preferential procurement such as 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 in quarter 4 of 2023/2024, and quarter 1 of 2023/2024.

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, and in accordance with the specifications determined by the public sector. Buyers interested in procuring local products will have access to the company name, the contact person, the company’s location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country.

Current Product offerings

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

5. Other Localisation Initiatives Currently supported by Proudly SA:

Proudly SA's Localisation Partners in Q1 2023/2024

Private Sector:

Absa	Sasol	Quarter 3: Discovery
Adcock Ingram	South African Breweries	
EY	Southern Sun	
Macsteel	Quarter 3: TFG	
Multichoice	Quarter 3: The Sleep Group	
SAPPI	Quarter 3: ACTOM	

Industry Bodies:

1. Apparel Manufacturers of SA
2. Business Leadership of South Africa
3. Cement SA
4. Centre for Development and Enterprise
5. Conscious Companies
6. Fresh Produce Association
7. Informal Economy Development Programme
8. Medical Device Manufacturers of South Africa
9. Mining Equipment Manufacturers of SA
10. South African Furniture Initiative
11. Southern African Energy Efficiency Confederation
12. Italian Business Chamber
13. National Association of Automotive Component and Allied Manufacturers (NAACAM)
14. National Association of Automobile Manufacturers of South Africa (NAAMSA)
15. Franchise Association of South Africa (FASA)
16. Tourism Business Council of Southern Africa (TBCSA)
17. Taverners Association
18. Restaurant Association
19. Consumer Goods Council of South Africa
20. UCanGrow
21. Quarter 3: GS1 Barcodes
22. Quarter 3: Property Point
23. Quarter 3: Black Business Council
24. Quarter 3: Southern Africa Vehicle Rental and Leasing Association (SAVRALA)

Programmes:

1. BUSA Localisation Committee
2. Localisation Support Fund
3. Harambee Youth Employment Accelerator
4. SA Food Alliance
5. Annual Local Timber Summit
6. Quarter 3: SA Canegrowers Association: Home Sweet Home Campaign

Public Sector:

1. Companies and Intellectual Property Commission with BizPortal
2. Council for Scientific and Industrial Research
3. Department of Small Business Development (Small Enterprise Development Agency (SEDA) & Small Enterprise Finance Agency (SEFA))
4. eThekweni Metropolitan Municipality
5. Gauteng Department of Economic Development
6. Government Communication and Information System (GCIS)
7. International Trade Administration Commission (ITAC)
8. Import and Export Control
9. National Treasury with the Central Supplier Database
10. State-owned Enterprise Procurement Forum
11. South African Revenue Service (SARS) Industry Stakeholder Forums (Clothing and Textile & Furniture)
12. South Coast Tourism
13. Trade & Investment KwaZulu-Natal (TIKZN)
14. Wine Transformation Unit (WITU)
15. Dube TradePort
16. Richards Bay Industrial Development Zone
17. Gauteng Tourism
18. National Consumer Commission
19. National Lotteries Commission

20. Quarter 3: dtic's Localisation through Procurement Cross-Cutting Sectorial Intervention Task Team
21. Quarter 3: City of Cape Town Localisation Programmes
22. Quarter 3: National Presidential SMME and Co-operative Awards
23. Quarter 3: The African Growth and Opportunity Act (AGOA) Forum
24. Quarter 3: Consumer Protection Forum
25. Quarter 3: IDC Clothing Textile and Footwear Desk
26. Quarter 3: National Treasury SMC Forums (National Departments, State-owned Enterprises and Provincial Treasuries)
27. Quarter 3: South African Standards Bureau Roundtable Discussions
28. Quarter 3: Land Bank
29. Quarter 3: South African Education and Training Authority (SASSETA)
30. Quarter 3: BankSETA
31. Quarter 3: Local Government Sector Education and Training (LGSETA)
32. Quarter 3: Invest South Africa
33. Quarter 3: B-BBEE Commission

(ii) PUBLIC SECTOR

Proudly SA is mandated to:

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

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

1) Proudly SA's Tender Monitoring Function

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

In Q3 of 2023/2024, the Proudly SA tender monitoring function picked up 484 tenders (against the target of 300) related to the 28 products previously-designated for local content.

The former list of products designated for local content includes:

Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014

Designated Products	Local Content Threshold	Date
Working Vessels (Boats)	60%	01-08-2014
Residential Electrivity 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 Vehicles	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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

the dtic categorises bids in terms of compliance with local content requirements into four categories, namely:

- Whether bids were compliant prior to 16 January 2023 and **remain** compliant,
- Whether bids were compliant prior to 16 January 2023 and **no longer** comply,
- Whether bids were always non-compliant, and
- Whether the local content is unclear.

the dtic reported the following in terms of compliance levels from 1 April 2023 to 30 June 2023, and again 1 October 2023 to 31 December 2023:

Bids Reviewed			
	1 April-30 June 2023		1 October - 31 December 2023
Categories of Bids	Number (%)	Categories of Bids	Number (%)
Compliant before and after 16 January 2023	26 (23%)	Compliant	45 (37%)
Compliant before but not after 16 January 2023	34 (30%)	Partially Compliant	32 (27%)
Non-compliant before and after 16 January 2023	53 (46%)	Non-compliant	43 (36%)
Unclear	1 (1%)	Unclear	N/A
TOTAL	114 (100%)		120 (100%)

2) Events – Public Sector Procurement Forums (education drive):

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

Both National Treasury 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.

In December 2023 and March 2024, Proudly SA has participated and will again join National Treasury on its roadshow to inform the public sector about the new procurement regulations, and Proudly SA will again emphasise the importance of including local content provisions in the public entities' respective Supply Chain Management Policies. The Supply Chain Management Forums are targeting National Departments, State-owned Entities, and Provincial Treasuries.

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 participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform. The partnership will be reviewed in quarter four of 2023/2024 to further drive and support the respective parties' localisation initiatives.

5) Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations have been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place in quarters 3 and 4 of 2023/2024.

6) State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

PROUDLY SA SUCCESS STORIES

In-line with Proudly SA's mandate to support member companies through its various programmes and initiatives, Proudly SA has collated a number of successes achieved during the 2023/2024 financial year. In this report, reference is made to those achievements made in Quarter 3:

1. PR opportunities afforded to members where members were introduced to the public at large as part of Proudly SA's consumer education initiatives, and
2. participation at events and exhibitions and/or inclusion in platforms and programmes where members were introduced to buyers that translated into sales (directly contributing to sustaining the operations or securing the growth of the business, and creating and/or retaining jobs).

Detail regarding the companies as well as the opportunities afforded to them are also briefly included in the report.

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9	TM Innovations
10	Cosmo Dumpling
11	Yamama Gemmer



Chepa Streetwear - Access to Market (DSTV Delicious Festival 23- 24 September 2023)

Chepa Streetwear is a local African Print Streetwear clothing brand that was launched in August 2017, by local Entrepreneur, Dumisani Mahlangu. Dumisani has always been a strong supporter of localisation and launched Chepa in aid of this.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Chepa was one of the Proudly South African members selected to showcase their African Print-inspired clothing apparel to the festival goers. Dumisani, founder of Chepa found the brand very well received and supported.
- Chepa generated a substantial amount of sales accumulating to R22 000,00. The sales comprised various clothing items from T-shirts, Caps and Dresses.
- Chepa retained all their current employees and has made no internal changes.
- Dumisani engaged in promising conversations with executives from Coca-Cola Beverages and Mercedes Benz who were participating exhibitors of the festival. Dumisani alluded to the fact that both brands expressed strong interest in Chepa’s corporate offering and further mentioned that the discussions could lead to future collaborations between Chepa, and each of these brands soon.
- The Proudly South African team wore Chepa shirts and caps on day 1 of the festival in support of localisation and to further enhance brand awareness for the Chepa Clothing Brand.

Long-term effect

- Dumisani is confident that the exposure gained at the festival, and the revenue generated will assist with the future growth of Chepa and the employment retention of his employees.



Corner Dladla Pizzeria - Access to Market (DSTV Delicious Festival 23- 24 September 2023)

What started out as a simple “create your own pizza challenge” upon entering a restaurant in 2009, led to a promising business prospectus, for Kgomotso Motshegoa. Kgomotso founded Corner Dladla Pizzeria to offer people from his township mouth-watering pizza prepared in a unique way in as short a time as possible. Corner Dladla has seen substantial growth since its establishment and is said to reach greater heights over the coming months, according to Kgomotso.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Corner Dladla Pizzeria was selected as one of the members to participate in the Proudly South African Food Mile to showcase and sell their mouth-watering pizza offering to the festival goers.
- Kgomotso, Founder of Corner Dladla Pizzeria engaged in promising conversation with members from the Liquor Brand, Windhoek who were impressed with their offering. Kgomotso alluded that this has led to more in-depth talks and possible collaborations on Windhoek’s upcoming events.
- Corner Dladla generated over 585 sales at the event which equates to a 1.15% increase from the 2022 festival.
- Corner Dladla Pizzeria was able to retain all their staff and, also managed to employ an additional assistant in their main pizza outlet.

Long-term effect

- Corner Dladla was able to showcase and promote their brand successfully at the festival and has also enabled a collaboration with a strong, well-known brand.



100KM Icon's Merchandise - Access to Market (DSTV Delicious Festival 23- 24 September 2023)

The 100KM Icon's Merchandise is a sports-marathon clothing brand that was founded by Vulithuba B. Sangoni and was inspired by Nelson Mandela's rural up-bringing in the Rural Villages.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called "The Proudly South African Food Mile". The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- 100KM Icon's Merchandise was able to showcase its brand to a wider audience and grew its marathon awareness and campaign.
- 100KM Icon's Merchandise generated sales of R10 000,00 in value. The sales comprised various sports-clothing items from socks, caps, jackets and hoodies.
- Vulithuba engaged in discussions with a few individuals looking to collaborate in the 100KM Icon's Marathon soon.
- 100KM Icon was impressed by the international presence in the lifestyle area and found their brand to be well-received and appreciated.
- 2 temporary staff members were employed to assist at the 2-day festival.

Long-term effect

- 100KM Icon's Merchandise was successfully able to showcase their brand to a wider audience which has led to potential collaborations with new clientele from privately owned institutions and Non-Governmental Organisations.



Memuka Plastic Mats – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Memuka Plastic Mats is a Proudly South African Plastic Mats Manufacturer that was launched in 2018 by young, black entrepreneurs.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

Memuka Plastics Mats was able to sell 34 plastic mats of various sizes to the festival goers which accumulated to R11 300,00 and was able to showcase their brand to a very wide, diverse audience.

Long-term effect

- The exposure at the event and the revenue generated has retained all the jobs created by Memuka Plastic Mats.



The Vegan Chef – Access to Market (DSTV Delicious Festival 23-24 September 2023)

The Vegan Chef is a gourmet and artisanal vegan, plant-based food chain and food manufacturer. The Vegan Chef was launched to sustain the environment through a mouth-watering meat-alternative and plant-based menu.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- The event allowed The Vegan Chef to gain more brand exposure and generate a new client base.
- The Vegan Chef generated a substantial amount of revenue which has allowed it to retain the jobs of their employees.
- The Vegan Chef made sales to the value of R27 200,00.

Long-term effect

- The Vegan Chef was able to acquire a new customer base from the festival which they will communicate with regularly.



Township Luxury – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Township Luxury is an urban street-wear fashion label operating in the ready-to-wear apparel market. The company was founded in 2019, by Lebogang Khumalo with the purpose of providing an alternative in the South African fashion context and create an authentic clothing brand that embraces the township lifestyle and culture.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Township Luxury was able to generate new reputable business leads at the festival which they believe will turn into promising collaborations.
- The Proudly South African staff wore Township Luxury shirts on Day 2 of the festival in support of localisation which added to the maximum brand exposure for the Township Luxury brand.
- Township Luxury was able to generate a 12 sales to the value of R4 200,00 at the festival which has allowed them to retain their current staff.

Long-term effect

- Township Luxury was a first-time festival participant and gained major brand exposure.
- The festival encouraged Township Luxury to grow their social media presence and create more eye-catching campaigns.



African Mama's Crafts – Access to Market (DSTV Delicious Festival 23-24 September 2023)

African Mama's Crafts creates and offers a stunning selection of handmade, beaded accessories, household décor items, and a range of corporate gifting items that are made from high-class quality glass beads and up-market materials.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called "The Proudly South African Food Mile". The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Nomaswazi, founder of African Mama's Crafts managed to secure an interview on the SAFM radio station which allowed the brand to gain further exposure.
- African Mama's Crafts generated sales worth R3 400,00 and have received enquiries for additional orders from clients that they engaged with at the festival.
- They retained all employees from the festival.

Long-term effect

- Nomaswazi is confident that the business cards and leads they generated while activating at the festival will turn into a solid business.



Afrikan Passion Designs – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Afrikan Passion Designs handcrafts environmentally conscious leather handbags, wallets, laptop bags and leather shoes.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Afrikan Passion Designs was able to generate a significant number of sales that accumulated to R12 000,00 of which R7 000,00 were on-site sales and R5 000,00 were pre-orders.

Long-term effect

- Afrikan Passion Designs was able to gain maximum brand exposure at the event which has also afforded them pre-orders from the festival-goers.



TM Innovations – Access to Market (DSTV Delicious Festival 23-24 September 2023)

TM Innovations was founded by Chef Mahlomola Thamae who provides private chef services and corporate catering services.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- TM Innovations had originally planned and prepared 1,200 meal portions for the festival and sold an outstanding 750 portions. This is a phenomenal achievement, as stated by Chef Mahlomola.
- TM Innovations was approached by a major brand and co-participant at the festival, Coca-Cola, to cater for 100 of their staff members at the festival. This was a challenge that Chef Mahlomola delivered exceptionally well and could lead to more collaborations and event catering deals.
- TM Innovations generated R69 400,00 in sales.

Long-term effect

- TM Innovations was able to hand out 500 business cards and managed to gain maximum brand exposure at the event.
- TM Innovations was able to retain all its staff due to this opportunity.



Cosmo Dumpling – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Cosmo Dumpling is a black female owned bakery that was founded in January 2017. Cosmo Dumpling specialises in making Dumplings by following the traditional African method. The dumpling offerings by Cosmo Dumpling are made in all shapes, sizes and come in a variety of flavours.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Cosmo Dumpling was able to drive strong brand awareness at the event.
- Cosmo Dumpling was able to generate a substantial amount of revenue at the event that accumulated to R17 647,00.

Long-term effect

- Cosmos Dumpling has not recruited any new staff members and has retained all their staff post the festival. Petunia, founder of Cosmo Dumpling mentioned that the business was strong and well-received by the people in her community and she intends to further expand the brand awareness.



Yamama Gemmer – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Yamama Gemmer is a traditional homemade, locally produced, non-alcoholic ginger beer concentrate that is made with natural, local ingredients.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

Impact

- Yamama Gemmer managed to secure an event deal with a South African Insurance company that visited the stand during the festival. The heritage-inspired event consisted of 150 attendees for which Yamama Gemmer catered.
- Mosibudi, Co-Founder of Yamama Gemmer managed to secure a speaking slot at the University of Johannesburg’s Hospitality & Tourism Faculty post the event and even managed to land an interview with Power FM.
- Yamama Gemmer generated a significant number of leads from the festival that have now converted to reputable sales.
- Yamama Gemmer generated revenue to the value of R35 999,00.

Long-term effect

- Yamama Gemmer was able to gain maximum brand exposure which has led to more radio interviews, a wider, more diverse client database and more interactive discussions on entrepreneurship at University Faculties.

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Sumting Fresh – Access to Market (DSTV Delicious Festival 23-24 September 2023)
<p>Sumting Fresh is an Asian African American Fried Chicken outlet that was founded by Andrew Leeuw and his good friend, Hezron Louw in early 2012. Sumting Fresh started out as a simple entrepreneurship dream that turned into a successful, fruitful business for both co-owners.</p>
<p>Proudly SA intervention</p> <p>Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.</p>
<p>Impact</p> <ul style="list-style-type: none"> Sumting Fresh welcomed over 1700 festival-goers to their stand at the festival which enabled them to generate a substantial amount of revenue and maximise on their brand exposure.
<p>Long-term effect</p> <ul style="list-style-type: none"> Andrew stated that with this momentum and the support from Proudly South Africa, the Sumting Fresh brand is more determined than ever to become the next international food brand from South Africa. The dream of taking our flavours and culture to the world is closer to becoming a reality, from their participation in this event and we owe a significant part of our success and drive to Proudly South African.



All Day Jam – Various Access to Market Opportunities in 2023

All Day Jam is a youth owned company from Orange Farm in Gauteng. The company plants organic fruits and vegetables, and produces jam out of the harvest. Their sun-ripened fruits are hand-picked and sorted, to ensure only freshest, finest ingredients go into every jar or bottle. Gontse is a co-founder of the business established 2019 and works closely with customers to ensure, well, good service and quality products. The focus of All Day Jam is to create fresh, hand-made jams while retaining the highest quality of standards. All Day Jam aim is to infuse this bespoke product with the re-energizing and tranquil feeling in every bite of this jam.

Proudly SA intervention

Through introductions and interventions, Proudly SA was able to assist with the following:

- Product testing through SABS.
- Product Barcoding through GS1.
- Proudly South African endorsement and listing on eCommerce platforms.
- Being part of the Proudly SA endorsement as a member, has played a big role in their business. Being part of the Buy Local Summit and Expo in March gave All Day Jam huge exposure and good numbers of sales at the event. There was nothing more satisfying than seeing fellow South Africans buying local and leaving with the member's stock at the Buy Local Summit and Expo.

Impact

- Development of a website
- Capacity building – All Day Jam benefited from various trainings that were offered and referred by the centre.
- The company managed to sustain 2 jobs and they are looking forward to creating more jobs and empowering the youth with the skills to manufacture Jam.

Long-term effect

- All Day Jam and it's customers have gained confidence on the product and brand as it has raised an increase in clientele. The company supplies Restaurants, Day care Centres, Homes for physically challenged people and school feeding schemes.
- All Day Jam has partnered with distributors to distribute the product to customers outside Gauteng.



Khoi Tech – Access to Markets (Made In Africa Exhibition 2-4 November 2023 (AGOA Forum))

Khoi is an African technology business offering that specialises in consumer electronics and related software services. Khoi Tech (Pty) Ltd was established in August 2020 and undertook extensive research and development with leading international OEMs to offer high quality consumer electronics and related software services. The Khoi brand is dedicated to the original sub-Saharan Africans, the Khoisan people. The member celebrates their inventiveness and resilience.

Proudly SA intervention

Proudly SA invited Khoi Tech to the Made in Africa Exhibition which formed part of the AGOA Forum. The exhibition took place over three days at the Expo Centre in Johannesburg and Proudly SA invited ten member companies to exhibit. Khoi Tech was selected based on their product or services being export ready to the United States.

Impact

- Government ministers and the presidency attended the event on Friday 1st November, they did a walk about of the exhibition floor. President Cyril Ramaphosa stopped and interacted with Khoi Tech as one of the 300 exhibitors who were at the event. Khoi Tech was also awarded a television interview which has potentially led to a new customer base as well as brand awareness and exposure.

Long-term effect

- Brand awareness and exposure
- Networking and potential sales leads with US representatives



Tosh Detergents – Access to Market (DSTV Delicious Festival 23-24 September 2023)

Lajoya Holdings (Pty) Ltd trading as Tosh Detergents was formed as an economic business initiative to respond to the current hygiene and economic challenges. With the objective to empower young leaders through sustainable job opportunities, leveraging the potential of the women in our communities and raising awareness on the importance of good hygiene and clean spaces.

Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. In addition to our food and lifestyle member participation, the DSTV Delicious Festival organiser's, through the guidance and support of Proudly South African Membership, procured detergents & general ablution items from two Proudly South African members for the festival. The ablution items were ordered and paid for in support and appreciation of localisation.

Impact

- The total order for the two-day festival was R7 919,80.

Long-term effect

- Sales & revenue
- Brand awareness
- Future orders with the festival



<p>Extremely Soft – Access to Market (DSTV Delicious Festival 23-24 September 2023)</p>
<p>Extremely Soft is a toilet tissue manufacturing company based in Soshanguve, pure 100% virgin pulp and eco-friendly paper.</p>
<p>Proudly SA intervention</p> <p>Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. In addition to our food and lifestyle member participation, the DSTV Delicious Festival organiser's, through the guidance and support of Proudly South African Membership, procured detergents & general ablution items from two Proudly South African members for the festival. The ablution items were ordered and paid for in support and appreciation of localisation.</p>
<p>Impact</p> <ul style="list-style-type: none"> • The total order for the two-day festival was R25 835
<p>Long-term effect</p> <ul style="list-style-type: none"> • Sales & revenue • Brand awareness • Future orders with the festival

Glass Escapes Studio – PR Exposure on Proudly SA various social media platforms, 23 October 2023

Since 1987, Carol Mullany, has been creating exciting handmade glass art. Originally working with traditional stained glass, she now also produces fun mosaic pieces, as well as irresistible glass fusion. A successful glass studio, brought about by demand, operates from her home where many fascinating mediums of glass art are taught.

Proudly SA intervention

Proudly SA published an awareness post informing Proudly SA's followers of Glass Escapes' offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

Impact

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

Long-term effect

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



Spectank – PR Exposure on Proudly SA various social media platforms, 23 October 2023

Spectank® is the original food grade stainless steel heated soak tank. CARBSOLVE® is a non-toxic and non-corrosive cleaning powder. Together, Spectank® and CARBSOLVE® will remove fat, oil and grease (black carbon) from your cooking and baking equipment.

Proudly SA intervention

Proudly SA published an awareness post informing Proudly SA's followers on Spectank's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

Impact

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

Long-term effect

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



Sky Washing Powder – PR Exposure on Proudly SA various social media platforms, 27 October 2023

SKY Washing Powder is a locally manufactured, washing powder detergent brand. They offer products that are of superior quality, environmentally friendly packaging, and easily accessible to the average South African.

Proudly SA intervention

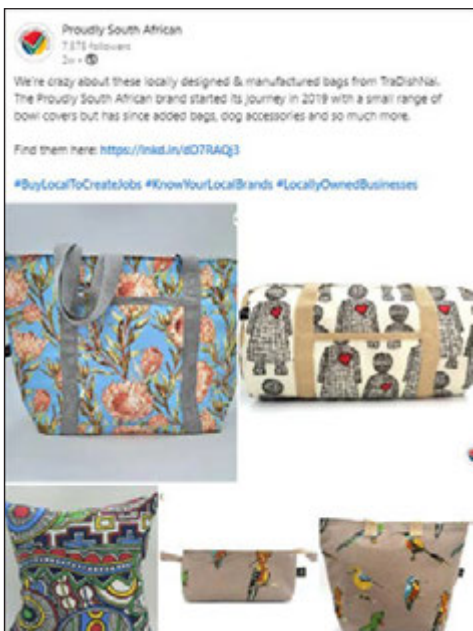
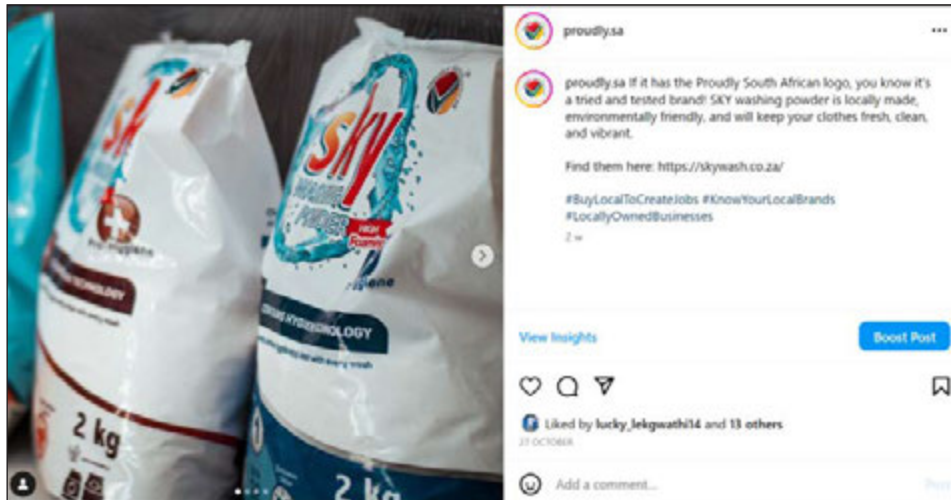
Proudly SA published an awareness post informing Proudly SA's followers on Sky Washing Powder's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

Impact

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

Long-term effect

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



<p>Tradishnal (PR Exposure) – PR Exposure on Proudly SA various social media platforms, 30 October 2023</p>
<p>Tradishnal brand started its journey in 2019 with a small range of bowl covers but has since added bags, dog accessories and so much more</p>
<p>Proudly SA intervention</p> <p>Proudly SA published an awareness post informing Proudly SA's followers on Tradishnal's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.</p>
<p>Impact</p> <ul style="list-style-type: none"> • Exposure and Brand Awareness to a new audience of 100,000 followers • Publicity
<p>Long-term effect</p> <ul style="list-style-type: none"> • Strengthen business sales • Encourage purchasing decisions • Reach potential customers • Ultimately – retain and create jobs

<p>Sarikraft – PR Exposure on Proudly SA various social media platforms, 3 November 2023</p>
<p>Sarikraft produces handmade products consisting of designer cushions, wedding décor accessories, bags, wedding trays, and rangoli décor.</p>
<p>Proudly SA intervention</p> <p>Proudly SA published an awareness post informing Proudly SA's followers on Sarikraft's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.</p>
<p>Impact</p> <ul style="list-style-type: none"> • Exposure and Brand Awareness to a new audience of 100,000 followers • Publicity
<p>Long-term effect</p> <ul style="list-style-type: none"> • Strengthen business sales • Encourage purchasing decisions • Reach potential customers • Ultimately – retain and create jobs



Maxe South Africa – PR Exposure on Proudly SA various social media platforms, 6 November 2023

Maxe South Africa manufacture a broad range of premium vehicle accessories for LCVs, SUVs, and Trucks and are committed to supporting local manufacturing, suppliers, communities, skills development and CSI initiatives.

Proudly SA intervention

Proudly SA published an awareness post informing Proudly SA's followers on Maxe South Africa's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

Impact

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

Long-term effect

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs

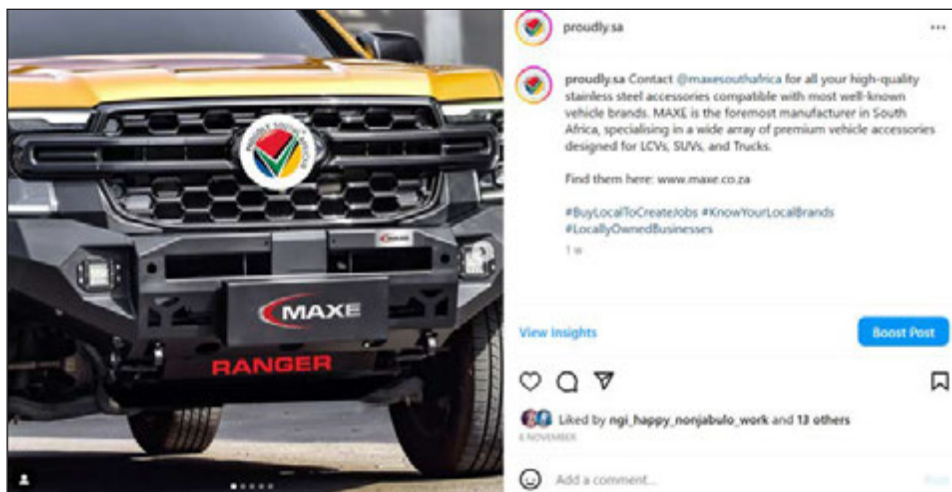


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8	Switch Energy Drink
9	Portia M Skin Solutions
10	Uju Pure Honey Gummies
11	Dimzique Jewellery



Township Luxury - Access to Market (STADIO Spring Sessions 23 November 2023)

Township Luxury is an urban street-wear fashion label operating in the ready-to-wear apparel market. The company was founded in 2019, by Lebogang Khumalo with the purpose of providing an alternative in the South African fashion context and create an authentic clothing brand that embraces the township lifestyle and culture.

Proudly SA intervention

STADIO School of Fashion hosted an interactive workshop at their Hatfield campus. The event was titled "African Fashion Futures". Township Luxury was given the opportunity to be part of their panel discussion on their entrepreneurial journey within the fashion industry. Lebogang Khumalo founder of Township Luxury and former alumni of STADIO represented the company for the session.

Impact

- Township Luxury was able to share their story to future fashion stylists and business owners.
- Brand awareness.
- STADIO has over 46,000 students over their nine campuses (reach).

Long-term effect

- Insights into new technologies that are being used in curriculums to prepare future designers for the fashion industry.
- Business opportunities and future collaborations with other fashion icons currently under discussion.

Khoi Tech - Access to Market (4IR Webinar: 30 November 2023)

Khoi is an African technology business offering that specialises in consumer electronics and related software services. Khoi Tech (Pty) Ltd was established in August 2020 and undertook extensive research and development with leading international OEMs to offer high quality consumer electronics and related software services. The Khoi brand is dedicated to the original sub-Saharan Africans, the Khoisan people.

Proudly SA intervention

Proudly SA hosted a webinar titled “Business Digitalisation for growth through 4IR Inclusion”. The webinar focused on how business can become successful through digitalisation and becoming more innovative in how they think and operate. Khoi Tech was invited to be a panellist on the webinar and was represented by Thato Mangwegape, the Brand Development Manager. He spoke on how Khoi Tech who produces Smart Watches developed and how they continually use technology to assist consumers and business utilise technology to become more efficient.

Impact

- Engagement with a new audience; the webinar had 45 attendees and was restreamed on all Proudly SA’s social media platforms for increased (continuing) engagement.
- Networking for future collaborations with other businesses (panellists) such as Microsoft.

Long-term effect

- Increased brand awareness and an introduction to potential new customers.



Memuka Mats - Access to Market (The Firs Christmas Market, 1-3 December 2023)

Memuka Mats is a Proudly South African plastic mats manufacturer that was launched in 2018 by young, black entrepreneurs.

Proudly SA intervention

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

Impact

- Memuka Mats sold 22 mats over the 3-day event.
- Memuka Mats generated 3 pre-order leads at the event.

Long-term effect

- Participation in this event has enabled Memuka Mats to retain their staff and purchase additional materials to create more mats.



Mist Candles - Access to Market (The Firs Christmas Market, 1-3 December 2023)

Mist Candles locally manufactures a wide range of candles that are made of Soy, Paraffin, Room linen Spray, and Reed Diffusers in a variety of assorted scents.

Proudly SA intervention

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

Impact

- Mist Candles was able to gain extensive brand awareness at the market.
- Mist Candles generated R3 900,00 in sales over the 3-day event.

Long-term effect

- Mist Candles was able to reach a new audience and be privy to brand exposure.



Sbhiva - Access to Market (The Firs Christmas Market, 1-3 December 2023)

With deep roots in the township of Phiri in Soweto, South Africa, Sbhiva is a vintage clothing lifestyle brand that was founded in the deep roots of the Phiri Township in Soweto, South Africa.

Proudly SA intervention

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

Impact

- Sbhiva's participation in the market enabled them to employ a new sales agent who generated R1 080 in sales over the 3-day event.
- Sbhiva was able to gain extensive brand exposure at the event.

Long-term effect

- Sbhiva is continuously looking at market trends and ways to grow its brand and business. The brand is currently based in Johannesburg, but with a 6-month plan in mind, the founder, Sihle, is looking to expand the business to surrounding cities.

Fresh Advertising and Marketing (PR Exposure): 20 November 2023

Fresh's work encompasses of marketing and advertising communications, online and digital experiences. At the core of Fresh are marketing experts and creatives with a wealth of experience, working collaboratively with trust and respect to best serve our clients.

Proudly SA intervention

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



The Boxman (PR Exposure): 20 November 2023

The Boxman has been supplying cartons over the past 30 years, initially as manufacturers and then as manufacturers and distributors.

Proudly SA intervention

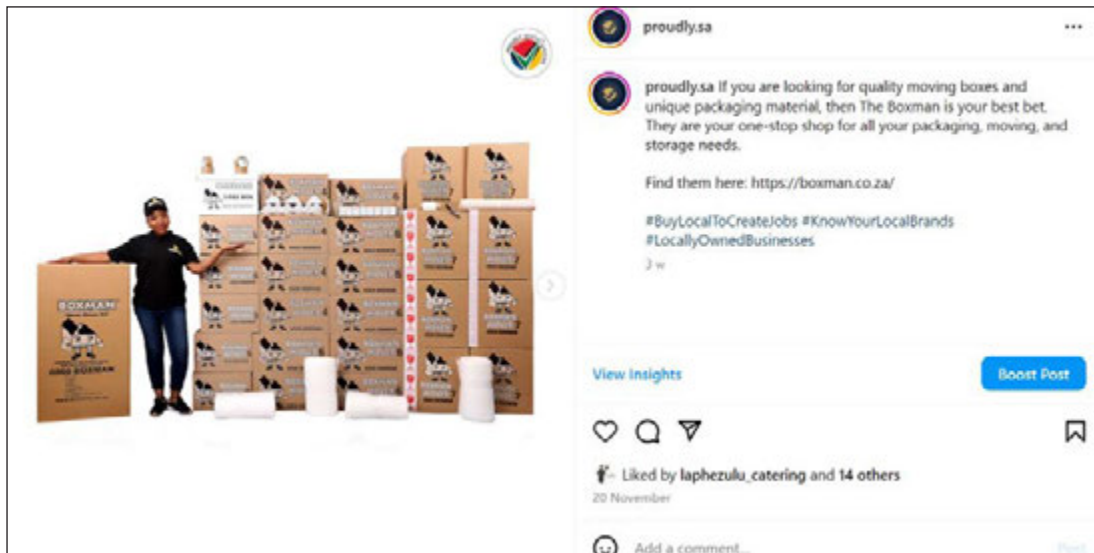
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



Switch Energy Drink (PR Exposure), 23 November 2023

Committed to quality and affordability, The Alternative Power (Pty) Ltd, a Proudly South African member company, and has been breaking boundaries with Switch Energy Drinks since 2014, bringing a demanding and diverse market an out of this world taste experience, all while boosting energy levels and keeping the market going.

Proudly SA intervention

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



Portia M Skin Solutions (PR Exposure), 24 November 2023

Portia M is an award-winning cosmetic brand that specialises in skin care solutions. Their products are recommended for stretch marks, uneven skin tone, oily, dehydrated & acne prone skin. Portia M started with just one product in 2011, they now have over 40 facial and body skin care products that are sold in over 2000 retail stores.

Proudly SA intervention

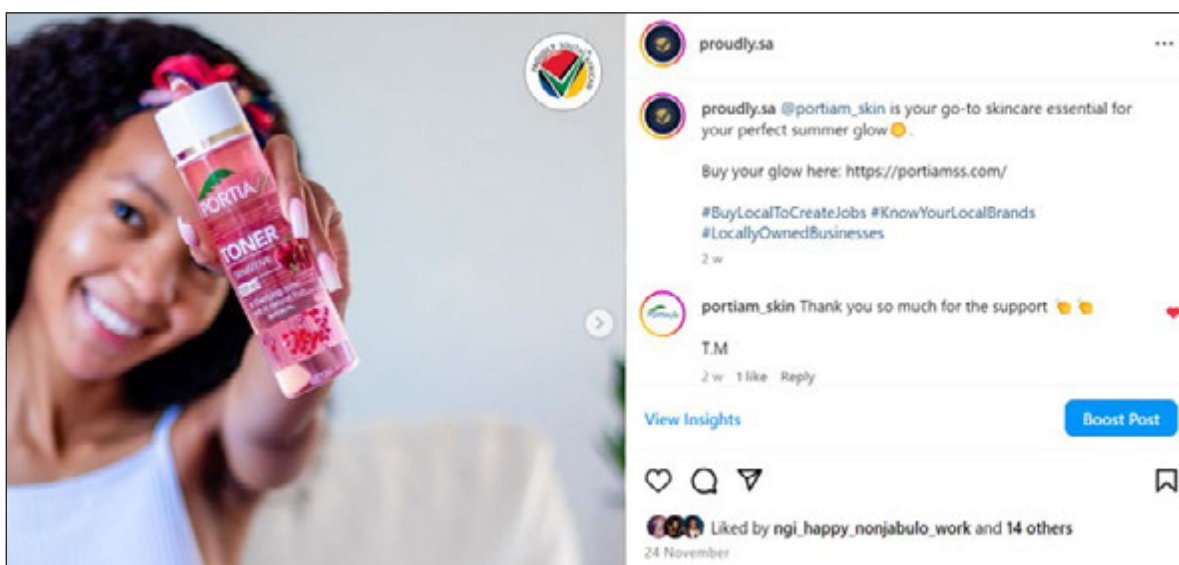
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



Uju Pure Honey Gummies (PR Exposure), 27 November 2023

Uju Pure Honey Gummies use honey that is sourced locally and responsibly from Africa's honeybees. Uju Pure Honey Gummies are a delicious and satisfying treat without any guilt! They have a delicious and addictive texture somewhere between Turkish Delight and normal gummy sweets.

Proudly SA intervention

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



Dimzique Jewellery (PR Exposure), 1 December 2023

Dimzique Jewellery, specializes in a variety of high-quality, handcrafted beaded jewellery designs that are affordable and locally manufactured.

Proudly SA intervention

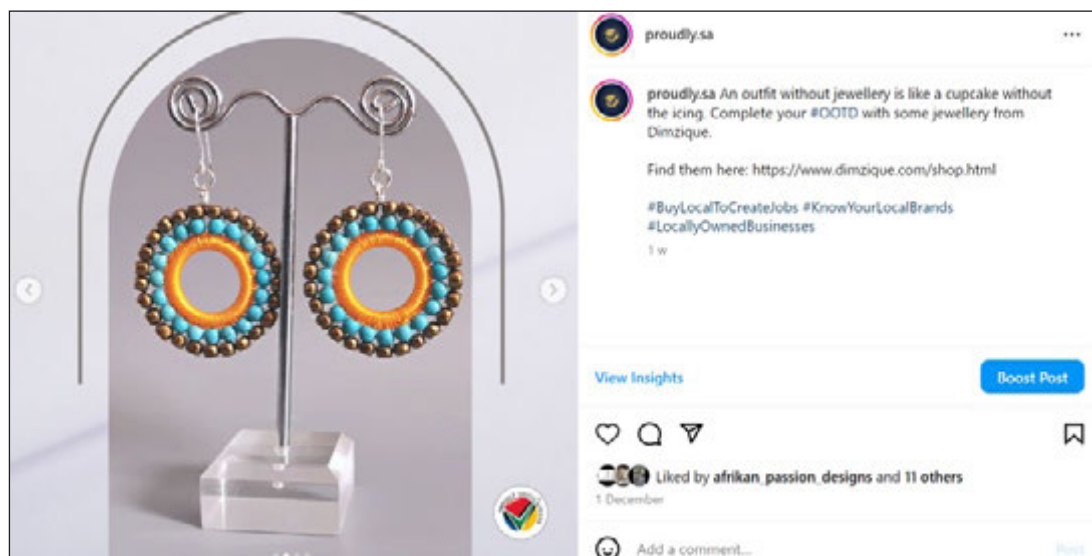
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

Impact

- Brand awareness and exposure
- Established brand reputation

Long-term effect

- Recruit new clientele which leads to retaining and creating jobs



PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 October - 31 December 2023) - Performance against the Annual Performance Plan targets for the quarter

Key focus area: Consumer Education Campaign on the economy wide benefits of buying local - “Buy Local” to Create Jobs! – ERRP
In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023 /24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above the line campaign , i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;	Buy Local Game Time campaign reached more than 20 million people during 2020/21	Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum	Mall Advertising *Reach: Awaiting stats from service provider Digital Marketing *Reach: 3,141,818 consumers *Impressions: 7,877,828		
	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities *National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	Reached more than 10 million people during 2020/21 Hosted 4 Activations during 2020/21	*PR & Below the Line Activities reaching at least 10 million consumers per annum *At least 6 consumer activations hosted annually	Traditional media: 11 694 841,35 Social media: 11 939 752 (See PR report above) 3 consumer activations: *VirgIn Active 947 Ride Joburg Cycle Challenge. *Local Fashion Police *Festive Season	+1	

Strategic goal					
Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement
*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)	*18 Campus/ Community and/or youth campaigns undertaken during 2020/21	*8 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (2 per quarter)	2 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per quarter	10x (PE FM, Kingfisher FM, Bok Radio, Caledon FM, Maluti FM, Helderberg 93.6 FM, Radio Namakwaland, CCFM (Cape Community Radio), Valley FM, VCR 90.6 FM	+8
*Consumer education programmes targeting basic education learners	*5 Engagements/ Interviews undertaken during 2020/21	*At least one consumer education programme targeting basic education learners	None	*Step Up 2A Start Up Awards (x1)	+1
*Consumer education programmes targeting tertiary education learners	*New Activity	*At least one consumer education programme targeting tertiary education learners	None	*IMM Conference *STADIO Fashion School (x2)	+2
*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos	*Participated in 13 trade expos and events during 2019/20 (non in 2020/21)	*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	IMM Conference (x1)	-
*Sector specific expo and/or activations showcasing Proudly SA products	*Wine Expo launched during 2022	*Participation in at least 8 major trade fairs / expos per annum	Participation in 2 expos / trade fairs per quarter	3 x major trade fairs/expos: *Takealot Expo *AGOA *Sasol Retail Conference	+1
*Proudly SA participation in 3 rd party markets for consumer education purposes	*New Activity	*Sector specific expo highlighting at least two industries/products (Agro-processing – Food and Wines)	None	-	-
		*Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets per quarter.	3 x consumer markets: *Pop Up Market Soweto *Christmas Market @ The Firs in Rosebank *Festive Season Market Maponya Mall	+1

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
	*Increased awareness of the buy-local message and/or campaign during Heritage month	*Rolled out 2 major activities promoting Buy Local during Heritage Month in 2020/21	*Roll out of at least 1 major Heritage month consumer targeted activity per annum	None	-	-
	*Proudly SA CSI Projects	*Participated in 1 CSI projects in 2020/21	*At least 1 CSI project per annum	None	CSI project done for the benefit of Isuthle Primary school in Soweto.	+1
	*Buy Local Summit – focusing on buying local (consumer education)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	None	-	-
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	* Annual Buy Local Expo held annually, but did not take place in 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	None	-	-
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*New activity (participated in the Nediac community roadshows in 9 provinces during 2021/22)	*Reach at least one broad community focused group, with a national footprint per annum	1 community focused activity	-	(-1) A comprehensive community targeted programme to be rolled out during Q4.
	*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	*Presentations made to Fedusa, Sactwu and NuLaw conferences and workshops during 2020/21	*Reach members in at least three labour federations and/or major unions, per annum	One federation and/or major union reached during the quarter	Presentation made to TOWU at its conference.	-
	*Partnership with organisations rolling out massive consumer education programmes nationally	*New Activity	*Partner with at least one major organisation to roll out consumer education programmes	None	-	-

**Key focus area: Advocacy to increase the uptake of local products by the public sector (all State owned Entities) – ERRP
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	<p>Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <ul style="list-style-type: none"> *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with National Treasury on the education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments (including SOEs) to drive up local procurement within the public sector *National, provincial and local government forums – engagement with procurement practitioners in the public sectors *Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities *CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD) 	<ul style="list-style-type: none"> *Presentation in 1 SOEPF meeting during 2020/21 *1 presentation done at the Technical MinMEC in 2020/21 *Hosted 4 Provincial Public Sector Procurement Forums during 2020/21 *5408 tenders/RFPs were identified in 2020/21 *New Activity – introduced in 2019/20; integration did not take place in 2020/21 	<ul style="list-style-type: none"> None Present to 1 NT forum or Technical MinMEC or public sector SCM Forum Participate in at least 3 public sector procurement forums. 300 tenders/RFPs per quarter Integration of at least 25 member companies onto the CSD 	<ul style="list-style-type: none"> - +2 - +184 	<ul style="list-style-type: none"> - 3 x National Treasury Joint SCM Forums: <ul style="list-style-type: none"> • Provincial Treasuries • SOEs • National Departments 3 x Joint SCM Forums with NT (see list above) Also Participated in the Public Sector Economics Forum (PSEF) 484 Tenders None 	<p>The CSD team is rolling out the project in phases. Phase 1 is done (declaration/inclusion of local content for companies). Phase 2 – the actual integration – will be rolled out later in 2023 as soon as NT has tested their development work and it is to their satisfaction.</p> <p>Instead: Proudly SA has finalised an integration with BizPortal in this quarter</p>

**Key focus area: Advocacy to increase the uptake of local products by the private sector - ERRP
In support of the Industrialisation and Transformation DTIC Joint Indicators/Outputs**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		Variance	
			2023/24	Quarter 3: Performance Target		Quarter 3 Achievement
Increase procurement of local products and services in the private sector through engagements with Business.	<p>National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:</p> <p>*Presentations to apex business bodies, including Business Chambers, associations and/or industry events</p>	<p>*1 x presentation made to each BLSA, BUSA & BBC in 2020/21</p> <p>*Presented to 7 Business Chambers and/or associations in 2020/21</p>	<p>*Partnerships with at least 3 apex business organisations, e.g., BUSA, BBC, BLSA and SACCI</p> <p>*Presentations to at least 8 business chambers, associations and or industry bodies per annum</p>	<p>Presentation to at least 1 x business organisation or apex body</p> <p>Presentation to at least 2 business chambers or associations per quarter</p>	<p>2 x presentations/events: *BUSA Localisation Committee *BBC (CEO Roundtable)</p> <p>6 x presentations/meetings: • Franchise Association of SA Conference • SAVRALA (Southern African Vehicle Rental and Leasing Association) • Property Point • SA Cane growers Association • Harambee Youth Accelerator • Consumer Goods Council of SA</p>	<p>+1</p> <p>+5</p>
	<p>*Local Procurement Partnerships with large retailers and/or manufacturers</p>	<p>*Partnerships concluded with 12 major retailers / manufacturers in 2020/21</p>	<p>*Partnerships with at least 4 major retailers / manufacturers</p>	<p>Partnerships with at least 1 major retailer / manufacturer</p>	<p>1 partnership - Tetra Pak South Africa</p>	<p>-</p>

Strategic goal Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			Variance
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	
			<p>*Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments</p> <p>*Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector</p> <p>*Sector Specific Workshops/Forum</p> <p>*Business Forums/ webinars with dtic and other strategic partners</p> <p>*Proudly SA Events/Exhibitions/Expos/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>*Annual Buy Local Summit held in 2021/22</p> <p>*Annual Buy Local Expo held in 2020/21</p> <p>*2 x sector specific forums hosted in 2020/21</p> <p>*10 Business Forums held during 2020/21</p> <p>*Participated in 13 expos and/or events during 2019/20 (none in 2020/21)</p> <p>*Local Wines Expo hosted during 2022/23</p> <p>*Hosted 1 workshop with Franchise Association of SA (FASA) to drive localisation and transformation in 2022/23</p>	<p>*At least 1 Buy Local Summit to be held per annum - virtual or otherwise (as per 1.2 above)</p> <p>*At least 1 Buy Local Expo held per annum - virtual or otherwise (as per 1.2 above)</p> <p>*1 x sector specific engagement per annum</p> <p>*40 Business forums and/or webinars per annum, targeted at the private sector</p> <p>*Participation in at least 8 major trade fairs / expos per annum (as per 1.1 above)</p> <p>*Sector specific expos showcasing at least two industries/products (Agro-processing – Food and Wines)</p> <p>*Development of a database of buyers and/or SCM officers for purposes of hosting at least one market access programme for the benefit of locally made products and services in partnership with at least one industry body per annum</p> <p>*Secure new localisation commitments from at least 4 major corporates per annum</p>	
<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>*Localization commitments were obtained from 3 retailers, 1 raw material supplier & 2 banks in 2019/20</p>	<p>-</p>	<p>At least one new localisation commitment per quarter</p>	<p>1 x Localisation commitment secured: Actom rolls out R1000m plant expansion in Pretoria</p>	<p>-</p>	

**Key focus area: Increased uptake of Proudly SA Membership
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		Variance
			2023/24	Quarter 3: Performance Target	
Retention and Recruitment of Members, as well as growth of the database of locally made products and services for local procurement	Number of members recruited and retained (The criteria for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy) Growing the database of South African supplier products and services for local procurement	241 new members recruited during 2020/21 67% of all members due for renewal retained during 2020/21 *Database had 5 112 registered products and services in 2020/21	Recruit at least 320 new members per annum Retain at least 80% of all members due for renewal per annum. 760 new products and/or services registered per annum	Recruit at least 80 new members per quarter Retain at least 80% of all renewals per quarter. 190 new products and services added to the database	-14 +2% 380

Key focus area: Collaboration with Enforcement Agencies to contribute to efforts made to combat illicit trade and illegal imports in support of the Industrialisation and Delivery/Capable State DTIC Joint Indicators/outputs

Strategic goal					
Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		Variance
			2023/24	Quarter 3: Performance Target	
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 processes with key stakeholders	*Participated in 34 industry stakeholder forums in 2020/21	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participate in at least 3 SARS industry forums per quarter	+16
				<ul style="list-style-type: none"> • National Presidential SMME Awards • eThekweni Municipality SMME Forum • Consumer Protection Forum • AGOA Forum • SASSETA • IGSETA • BankSETA • dtic Task Team: Localisation through Procurement Cross Cutting Sectoral Intervention • SEDA • Land Bank • SARS Tyre Industry Forum • SARS Alcohol Industry Forum • SARS Plastic Industry Forum • SARS Furniture Industry Forum • SARS Downstream Steel Industry Forum Meeting • City of Cape Town Localisation Programmes • SABS Localisation Programmes • B-BBEE Commission Localisation Programme • IDC CTFL Desk 	

Key focus area: Brand Management, Brand Compliance and Intellectual property
In support of the Industrialisation and Delivery/Capable State DTIC Joint Indicator/output

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			Variance
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once per annum	At least one consumer research undertaken	-	-
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*12 Dipstick surveys done at events during 2020/21	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	10 x dipstick surveys done post rolling out of events and exhibitions	9	-1 (It was not feasible to conduct dipstick at one of the activities during this quarter due to the nature of the event.
Effective management of Proudly SA intellectual property	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Done	-
			*Annual compliance reviews of all members	Annual compliance reviews of all members – 100%	Done	-
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Done	-

Key focus area: Media, PR & Social Media
In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal						
Strategic Goal Objective /Output	Performance Indicator /Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
Strengthening Media and PR relations and Social Media	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Daily, weekly and monthly reporting	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Newsclip daily media monitoring platform during this quarter	-
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders);	*49 press releases issued during 2020/21	* Press releases: At least 48 press releases and/or opinion pieces per annum	At least 12 press releases and/or opinion pieces per quarter	13 x press releases and/or opinion pieces (See section 4.5 for details)	+1
	*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. 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	*68 media engagements held during 2020/21	* Media engagement: 48 x Media engagements per annum	At least 4 media engagements per quarter	12 x media engagements (See section 4.5 for details)	+8
		*2 media meet & greets held during 2020/21	* Media Events: At least 4 media events/ networking sessions per annum (virtual)	At least 1 media event/ networking session per quarter	4 x media networking sessions: *Festive Season Media – Last Supper. *CEO Roundtable *SMAG shopping experience, and *LFP Adjudication	+3
Increased growth and awareness through Social Media platforms		*New Activity (contracts concluded with various media houses previously)	* Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	At least one partnership in either one of these mediums per quarter: TV, Print, Digital/Online and Radio	SAFM as follows: (6 Oct, 13 Oct, 27 Oct, 17 Nov, 24 Nov, 8 Dec, 15 Dec, 22 Dec, 29 Dec) Sowetan SMAG: (12 Dec – 26 Dec)	+1
	*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.	*177 428 followers on Twitter, 28 205 on Facebook and 7 739 on Instagram at the end of 2020/21	*Increase following on all social media platforms by 2% per annum	Increase following on all social media platforms by 2% per annum	2.3% quarterly engagement X: 186 722 Facebook: likes 38 422 follows: 62 867 Instagram: 23 795 Tik Tok: 773 YouTube: 744 LinkedIn: 7 980	+0,3%

**Key focus area: Improvement of accessibility and uptake of locally made products and services through online platforms
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and private sector buyers wishing to buy locally made products and services)	*Grow the number of products registered on third party online / eCommerce shopping platform(s) – percentage growth annually	*39% growth year on year in the number of products for 2020/21	*20% growth in number of products and/or services registered on the platform(s) per annum	20% growth in number of products and/or services registered on the platform(s) per quarter	Q4 2022/2023: total number of products registered = 411 Q1 2023/2024: total number of products registered = 1402 Q2 2023/2024: total number of products registered = 1857 Q3 2023/2024: total number of products registered = 47 GROWTH: 11% (Participating Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot, Bob Shop, Takealot, Kasi Konnect))	-9% Platforms did not focus on loading new vendors or products in quarter 3 due to Black Friday and Festive Season activities

**Key focus area: Driving consumer demand in support of the sectoral Masterplans
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans)	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*New Activity to be launched during 2020/21	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	Sector specific campaign/ activity in support of at least 1 sectoral masterplan per quarter	2 x sectors profiled in support of masterplans: *CIFL (LFP and Festive season); and *Poultry (Festive season)	+1

**Key focus area: Partnership with SEZs for promoting locally made products produced in the zones
In support of the Industrialisation and the Delivery/Capable State DTIC Joint Indicators**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator /Measure	Baseline	Performance Targets			
			2023 /24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*New Activity launched during 2021/22	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	None	Finalising Partnerships with Dube TradePort and Richards Bay Industrial Development Zones	-

**Key focus area: Financial Management
In support of the Delivery/Capable State DTIC Joint Indicator/Output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator /Measure	Baseline	Performance Targets			
			2023 /24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	Unqualified opinion received for 2020/21 AFS	*Unqualified opinion/ audit report for 2021/22 financial year end audit – Annual Financial Statements	*Unqualified opinion/ audit report for 2022/23 financial year end audit – Annual Financial Statements	-	-
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance	100% Compliance	-

Key focus area: Human Resources Management
In support of the Delivery/Capable State DTIC Joint Indicator/Output

Strategic goal	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 3: Performance Target	Quarter 3 Achievement	Variance
Organizational structure is always aligned to organizational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy * Percentage of critical positions filled	*Organisational structure fully aligned to the strategy *100% of all critical positions filled at all times, including within a reasonable time after they become vacant	*Organogram with positions informed by the organisational strategy and aligned completely *All (100%) critical positions always filled	*Organogram with positions informed by the organisational strategy and aligned completely *All (100%) critical positions always filled	-100%	-
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	100%	-
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	-
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements.	Full compliance with SARS, Employment Equity, UIF 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.	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%	-

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

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

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

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

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

PFMA for Public Entities: Planning and Budgeting

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.2.		Does the public entity conclude a shareholder's compact with the executive authority on an annual basis? If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?	X X			A memorandum of Association (MoA) has been concluded and signed with the dtic The draft MoA does detail the key performance measures and the indicators to be attained
2.	53(1)	Annual budgets by non-business Schedule 3 public entities	Did the accounting authority submit a budget to the executive authority for his or her approval at least six months prior to the start of the financial year of the department designated by the executive authority?	X			Specific to Schedule 3 non-business entities, however Proudly SA does submit its budget to the dtic as required as per the MoA
	53(2)		Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority?	X			Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however Proudly SA does submit its budget to the dtic as per the MoA
	53(3)		Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury?		X		Specific to Schedule 3 non-business entities and not applicable to Proudly SA however, Proudly SA does not budget for a deficit
	TR 30.1.1		Did the accounting authority submit a proposed strategic plan to the executive authority for his or her approval at least six months before the start of the financial year of the department designated by the executive authority?			X	Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA
	TR 30.1.2		Was the final strategic plan submitted to the executive authority before 1 April?			X	Final strategic plan submitted as per requirements contained in the MoA

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

PFMA for Public Entities: Management of Working Capital

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

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

PFMA for Public Entities: Reporting

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

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

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

PFMA for Public Entities: Cash Management, Banking and Investment

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

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

Risk Register as of 31 December 2023

The following strategic risks were reviewed by Management during the first quarter of the 2023/24 financial year including the related planned strategies to enhance control environment:

STRATEGIC RISK REGISTER 2023/24	
High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.	<ul style="list-style-type: none"> Further identify strategic partners, platforms and activities driving policy formulation and economic activities in the country Grow media partnerships and leverage these to deepen understanding of localisation and publicise the localisation efforts of Proudly SA.
2. The erosion of the current membership base due to lack of economic growth and perceived value proposition.	<ul style="list-style-type: none"> Implementation and improvement of localisation-driven access to market programmes. Profiling localisation as well as the work of the campaign and its members. Grow the levels of the sector specific initiatives and activities aimed at giving support to the sectoral masterplans.
3. Lack of internal capacity, knowledge, experience and resources to develop, roll out, manage, maintain and market an e-commerce platform for locally made products in South Africa	<ul style="list-style-type: none"> Identify member companies and suitable third parties to work with in growing the presence and accessibility of locally made products on online shopping platforms. Appointment of a suitable fit for purpose service provider for the development and management of the envisaged in house e-commerce platform.
4. Lack of sufficient funding to roll out impactful, high reach and sustained consumer education campaigns.	<ul style="list-style-type: none"> Continue with the research measuring the impact of the campaign and its programmes on an annual basis.
5. The lack of local procurement requirements in the public sector, following the introduction of the new procurement regulations.	<ul style="list-style-type: none"> Partner with Provincial treasuries and National Treasury to utilise their existing procurement forums to lobby state entities to include local content requirements in their respective preferential procurement policies. Host a flagship Public sector procurement forum (workshop) with DTIC and SABS in partnership with NT, SOEPF and SALGA Development of a database of approved products for use by SOEs for technical or speciality products
6. Lack of procurement of locally made products and services by the private sector	<ul style="list-style-type: none"> Promoting localisation in the private sector. Continue sourcing localisation commitments Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector

Audit Findings – 2022/23

No	Finding	Corrective Action (Plan)	Status
1.	The were no material findings by the External Auditors for the past financial year.	-	-

FINANCIAL REPORT

Financial Report - Expenditure vs Budget Quarter 3 (1 October - 30 December 2023)

Description of item	Budget for the quarter (Q3) Rands	Actual for the quarter (Q3) Rands	Variance for the quarters (Q3) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 Dec 2023) Rands	YTD Variance (31 Dec 2023) Rands
INCOME								
Membership Fees	1,354,143	921,842	(432,301)	(31,9%)	Various leads are being followed up	6,700,000	2,760,156	(3,939,844)
Grant – the dtic	4,606,000	4,606,000	-	-		44,323,000	44,323,000	-
Trade Exchange	-	286,957	286,957	100,0%	New Trade Exchanges	-	486,957	486,957
Sponsorship	1,324,977	-	(1,342,977)	(100,0%)	Potential sponsors are being pursued	11,200,000	100,000	(11,100,000)
Other Income	-	584,427	584,427	100,0%	Interest income & sale of promotional items	-	1,619,739	1,619,739
Total Income	7,285,120	6,399,226	(885,894)	(12,2%)		62,223,000	49,289,852	(12,933,148)
EXPENDITURE								
HR and Staffing costs	8,157,826	8,431,159	(273,333)	(3,4%)	Year-end staff incentives. Spending will be reprioritized going forward.	28,994,376	22,136,745	6,857,631
Administrative costs	1,614,206	1,687,229	(73,023)	(4,5%)	Additional costs pertaining to Legal Fees incurred. Spending will be reprioritized going forward.	6,517,766	4,954,805	1,562,961
Membership costs	60,020	11,587	48,433	80,7%	Cost cutting exercise undertaken	222,024	58,710	163,314
Marketing costs	5,426,940	4,041,545	1,385,395	25,5%	Cost cutting exercise undertaken	24,710,773	11,700,800	13,009,973
Capital Expenditure & IT	496,994	777,344	(280,350)	(56,4%)	Effect of Annual license fees which were paid for in full for the year. Spending will be reprioritized going forward.	1,778,062	1,756,253	21,809
Total Expenditure	15,755,986	14,948,864	807,122	5,1%		62,223,000	40,607,313	21,615,687

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