



# QUARTERLY REPORT

1 APRIL - 30 JUNE 2021

Quarter 1  
2021/22 Financial Year





PROUDLY SOUTH AFRICAN  
Quarterly Report for Q1 (1 April to 30 June 2021)

**APPROVAL OF THE REPORT**

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
<b>Name:</b> Mr. E. Mashimbye	<b>Signature:</b> _____	<b>Name:</b> Mr. H. Gabriels	<b>Signature:</b> _____
<b>Rank:</b> CEO	<b>Date:</b> ___/___/2021	<b>Rank:</b> Chairperson	<b>Date:</b> ___/___/2021

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## ACRONYMS

*The following are definitions of the acronyms used in the report*

<b>Accord</b>	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.
<b>APP</b>	Annual Performance Plan.
<b>Brand SA</b>	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.
<b>CGCSA</b>	Consumer Goods Council of South Africa
<b>COIDA</b>	The Compensation for Occupational Injuries and Diseases
<b>CPO</b>	Chief Procurement Officer.
<b>CIPC</b>	Companies Intellectual Property Commission.
<b>COTII</b>	Council of Trade and Industry Institutions.
<b>CSI</b>	Corporate Social Investment.
<b>EDD</b>	Economic Development Department, a national government department in the Republic of South Africa.
<b>FMCG</b>	Fast Moving Consumer Goods.
<b>IPAP</b>	Industrial Policy Action Plan
<b>NCPC</b>	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.
<b>NEDLAC</b>	National Economic Development and Labour Council, an entity of the Department of Labour.
<b>NT</b>	National Treasury.
<b>PFMA</b>	Public Finance Management Act No. 1 of 1999.
<b>Proudly SA</b>	Proudly South African, a not for profit company incorporated in terms of the Companies Act
<b>SALGA</b>	South African Local Government Association.
<b>SAPBA</b>	South African Premier Business Awards.
<b>SOEPF</b>	State Owned Enterprises Procurement Forum
<b>the dtic</b>	Department of Trade and Industry, a national government department in the Republic of South Africa.
<b>The Summit</b>	The Local Procurement Summit & Expo.
<b>UN</b>	United Nations

## EXECUTIVE SUMMARY

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This report covers the period 1 April – 30 June 2021 and focuses on various highlights during the period:

### OVERVIEW

The beginning of this quarter, which also marked the start of the 2021/22 financial year, enabled the organisation to implement activities aimed at ensuring that it starts rolling out its strategic objectives for the 3-year period covering the 2021/22 to 2023/24 medium term period, which were finalised and agreed to by the board at its strategic session held during November 2020,

This included, amongst others, the implementation of the following programmes:

- Contribution to the ramping up of local procurement compliance levels in the public sector;
- Increasing local procurement levels in the private sector;
- Driving a more focused consumer education programme, with a bigger reach than in previous periods;
- Digitisation of the organisation; and
- Ensuring that there is continued compliance with the Proudly SA criteria by members of the campaign.

In order to give effect to the above, Proudly SA continued to participate in the Localisation Technical Working Committee on localisation, where we are partnering with BUSA, BLSA, NBI, CGCSA and SAB in advancing localisation in the private sector. In this regard, we have created the Market Access Platform (MAP) portal that will assist corporates and companies wishing to buy local to do so with ease. The portal allows them to refer high performing local producers or service providers to other user companies, find other suppliers that they can also buy from on the system, and even advertise procurement opportunities targeted at local producers. Local producers and service providers will have to register on the platform, provided they can prove that they produce high-quality products (and services) locally. All Proudly SA members wishing to register may do so, since they have been vetted for quality and local content already. It is anticipated that the portal will be launched during July 2021.

The public procurement forums previously hosted physically in the provinces, in partnership with provincial structures, which were hosted virtually during the past financial year due to Covid-19 regulations, were again reintroduced online during this quarter. We continued monitoring tenders for the procurement of designated items in all spheres of the public sector, through the tender monitoring system.

The “Buy Local to create jobs” consumer education programme continued in earnest during the quarter under review, through activities centred mostly around digital platforms and social media, with a full blown Above the Line campaign set to commence during the next quarter.

The above was implemented via the following activities, amongst others:

The events team delivered a number of business and public sector webinars during quarter one, with the objective now, faced with audience webinar fatigue, of increasing attendance and participation numbers. The success of the roll out of our Zoom events has also led to Proudly SA becoming the host and platform of choice for a number of external stakeholders who we have assisted to put on technically efficient webinars, including the dtic.

Our PR and social media department has also strived to maintain our profile and ensure that we remain relevant across all new and traditional platforms. We have even tested using the TikTok platform, to capture a new audience and are considering going back with more content in the future.

Our branding and design team has been working on all our internal and external communications documents including all our Power Point presentations that are seen by many thousands of people. We are working on a new website and will soon migrate to the new layout with some new content as well as updating existing information that can be found there. The objective is to make it a single resource for information on the campaign and its activities, our database of members, products and services as well as storing content that is hosted on other channels and platforms such as our You Tube channel and other social media sites.

Our Membership Department continued to retain and sign-up new members across various industries, including from those industries that are part of the various sectoral masterplans that we support and are part of, as Proudly SA.

## GOVERNANCE AND OVERSIGHT DURING THE QUARTER

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*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 28 June 2021 and considered the following:

- The Board received a report on the meeting that was had with the DTIC on Tender Monitoring.
- The Board approved the Annual Performance Plan that had been revised to include the DTIC's Key Joint Indicators.
- The Quarterly Report was approved for submission to the DTIC.
- The report on Membership Fee Discounts was noted by the Committee.
- The Board noted the Calendar of Events and key activities for the coming months.
- The list of potential members was considered by the Board.
- The Board received the Management Accounts and Cash Flow.
- The Board held an in-committee meeting regarding the renewal of the CEO's Contract.

### **3.2) Audit and Risk Committee**

The members of the Audit and Risk committee held their meeting on 27 May 2021 and the meeting considered the following:

- The Committee noted the Draft Annual Financial Statements that had been prepared for submission to the External Auditors.
- The Committee received the Internal Audit Report on Membership and Marketing.
- The Committee considered the draft Board Code of Conduct policy and agreed to review it with the Board Charter at its next meeting.
- The Risk Register and Risk Report were reviewed and noted by the Committee.
- The Committee noted that the organisation had received a Level 3 BEE Certificate.

### **3.3) Finance and Procurement Committee**

The members of the Finance and Procurement committee held their meeting on 3 June 2021 and the meeting considered the following:

- The Draft Annual Financial Statements prepared for submission to the external auditors were noted by the Committee.
- The Committee received a report on the negotiations with the landlord to renew the lease for the current premises.
- The Committee reviewed the changes to the current SCM Policy and suggested further amendments to the document.
- The Committee reviewed the Management Accounts and Cash Flow.

### **3.4) Membership, Marketing and Communications Committee**

The members of the Membership, Marketing and Communications Committee held their meeting on 3 June 2021 and the meeting considered the following:

- The Committee noted the proposal received from TIPS and suggested that the organisation look at commissioning research to measure the impact of the work done by the organisation.
- The Committee received the revised Annual Performance Plan which was amended to align to the requirements of the DTIC. The Committee approved the APP and recommended it for approval to the Board.
- The committee noted the Marketing report, which included activities such as the Public Sector Forums, webinars and PR Activities.
- The Committee noted the final Buy Local Summit and Expo Report.
- The Committee received the plans for the remainder of the year. The plans included more webinars, activities linked to National Days as well as the plans for Heritage Month and festive season.
- The Membership report was noted: There were 51 new members and 521 products and services that were added to the database. 81% of members due for renewal had renewed their membership.
- The Committee received a report on the members who had received membership fee discounts and payment terms.
- The Committee received a list of companies targeted for membership. The main focus was the FMCG, CTFL, Logistics as well as IT Companies.
- The COVID19 portals were growing steadily and the aim was to market the products to the Private Sector.
- A Market Access Platform which would link member companies and corporates would be launched in July.
- The Committee received the report on the Tender Monitoring System..

### **3.5) HR and Remunerations Committee**

The members of the HR and Remunerations Committee held their meeting on 4 June 2021 and the meeting considered the following:

- The Committee received and noted the reports on Staff Profile and Movements. No new positions were created nor were any vacancies filled.
- The Committee received the Employment Equity Report as submitted to the Department of Employment and Labour.
- Internal and External training was taking place regularly. A Learnership programme was currently being undertaken by 1 (one) employee, there were 2 (two) YES 4 Youth recruits serving internships. 5 (Five) Staff members were doing a year-long Leadership Development Course.
- The Committee noted the changes to the travel policy which was updated with the new S&T rates and changes were also made to the provisions related to car hire.



- The Committee also noted the changes to the Overtime Policy.
- The Committee received the report on the last SABS QMS Audit and the organisation had successfully retained its ISO certification.
- The Performance Management report for the previous quarter was noted by the Committee.
- An in-committee session was held by the members of the committee to deliberate on the CEO's employment contract, which is set to expire in November 2021, and make a recommendation to the Board in this regard.

### **3.6) Social and Ethics Committee**

A Social and Ethics Meeting did not take place in this quarter as per the Terms of Reference of the Committee only 2 meetings are required per financial year and the next meeting will take place during quarter 2.

## THE QUARTER UNDER REVIEW

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### 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 first quarter of the 2021/22 financial year.

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

- Below the Line consumer education activities reached more than 2 million consumers through:
  - 21 media/press releases
  - Utilization of all Proudly SA's social media platforms including external stakeholder platforms.
  - Various opinion pieces
- Proudly SA hosted five (5) virtual Business forums with the following themes
  - Pivot your business
  - Importance of Entrepreneurship
  - Youth in Manufacturing
  - Youth in Mining; and
  - National Wine Day Value Chains
- Proudly SA hosted two (2) virtual Provincial Public Sector Forums, one each in the following provinces:
  - KZN; and
  - Western Cape
- Three (3) youth targeted campaigns with radio stations and media houses were planned and took place in partnership with:
  - Boston Media House;
  - VOW FM – factory visits; and
  - VOW FM – Youth month
- One (1) trade expo was planned but Proudly SA participated in two (2) trade expos as follows:
  - Local Brands Expo; and
  - TEA (Township Entrepreneurs Alliance) Young & Creative Expo
- Two (2) presentations were planned with business chambers and Proudly SA presented at
  - SA Singapore Business Chamber;
  - The Franchise Association of SA; and
  - CEO Champions meeting, as part of the TWC
- A new membership partnership was concluded with PPC (cement manufacturer), which was perfectly timed as cement is the latest item to be designated for public sector local procurement;
- Proudly SA is a part of a localisation technical working committee (meeting weekly) established in Q4 of 2019/2020 whereby collaborative efforts & focus on local procurement in the private sector are underway with BUSA (including B4SA), Manufacturing Circle, BLSA, NBI & BBC.

- Proudly SA hosted four (4) online Instagram live sessions for Local Fridays to drive consumer education.
- Proudly SA participated in 9 industry stakeholder forums including sugar, tobacco, downstream steel, tyre, scrap metal, beverage, alcohol, furniture, clothing and textiles.
- Proudly SA continued with its tender monitoring system where tenders issued in the public sector for designated items (including PPE's) are checked for compliance with local content provisions. 1 195 tenders/Request For Proposals (RFP's) were identified in Q1 whereas the target was 300.
- Three (3) dipstick surveys were planned and three (3) were undertaken with two (2) of these being for virtual Business Forums.
- The database of locally made products and services grew by an additional 258 new products with the database now having 19 892 products and services.
- Twelve (12) media engagements were planned and a total of twelve (12) hybrid/online media engagements took place during the quarter.
- A total of 21 press releases, including opinion pieces were issued during the quarter under review.
- Although no media events were planned, one (1) did take place in the form of an OBC factory tour with the media.
- The average increase in following on the five (5) social media platforms was in line with the target of 2.0%.
- The target of recruiting 75 new members was exceeded, as 86 new members were recruited during the quarter under review.

## AREAS WHERE TARGETS WERE NOT MET:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2021/22 financial year, and below are some of the areas where the campaign fell short for the quarter:

- No member companies have been integrated with National Treasury's CSD as some data collection and development work is still required in order for both the CSD and Proudly SA systems to synchronise, due to compulsory information required by NT, which we do not have at the moment. Once completed, an MoU to give effect to the integration will be finalised with National Treasury.
- No industry or corporate localisation commitments were secured/finalised - Awaiting follow up presentations and feedback from the Banking Association of South Africa and South African Petroleum Industry Association whom we have engaged with a view of securing localisation commitments. A lot of the feedback received from some industries such as the Automotive sector points us to the fact that solid commitments have been given in the Masterplans and this is what we are placing reliance on.
- The target of 80% membership retention/renewal rate was not achieved as only 72% was achieved, mainly due to the fact that the renewal process remains a time bound one as various compliance documents are required. With the tough economic climate exacerbated by Covid 19 pandemic, members are renewing at a much slower pace.



## MEMBERSHIP REPORT FOR Q1 2021/22

### Overview

The Proudly South African membership base is growing at a steady pace with 2047 companies currently registered as members of the campaign.

In quarter ONE of 2021/2022, a total of 86 new members were recruited against the target of 75. Members were mostly recruited in the SMME classification.

71 of the 86 members were acquired in Gauteng, with the other provinces showing a small contribution to the new membership acquisition. A recent study conducted by the University of Johannesburg confirmed that Gauteng has the highest number of SMME's. This is evident in the new membership numbers for Q1 where 96% of the new members were recruited within the SMME sector and 82.5% are from Gauteng.

Companies in the Manufacturing sector remained the strongest, followed by Professional Services.

Proudly South Africans database of local products and services grew by 258 new products and services, well exceeding the target of 185.

The rate of retention of member companies for the current quarter is at 72%. Those members that did not renew, confirmed that they will renew once their cash flow allows them to. Many members are still to recover from the pandemic that continues to hinder business progress.

### Quarter 1 Highlights

Membership Base	
As of Q1 2021/2022	2,047
New Members	
Target	75
Achievement	86
Renewal Rate	
Target	80%
Achievement	72%
Database of Local Products and Services	
Target	185
Achievement	258
Previous Quarter: Q4 2020/2021	19,634
Current Quarter: Q1 2021/2022	19,892

Terms utilised in the tables and charts in this membership report:

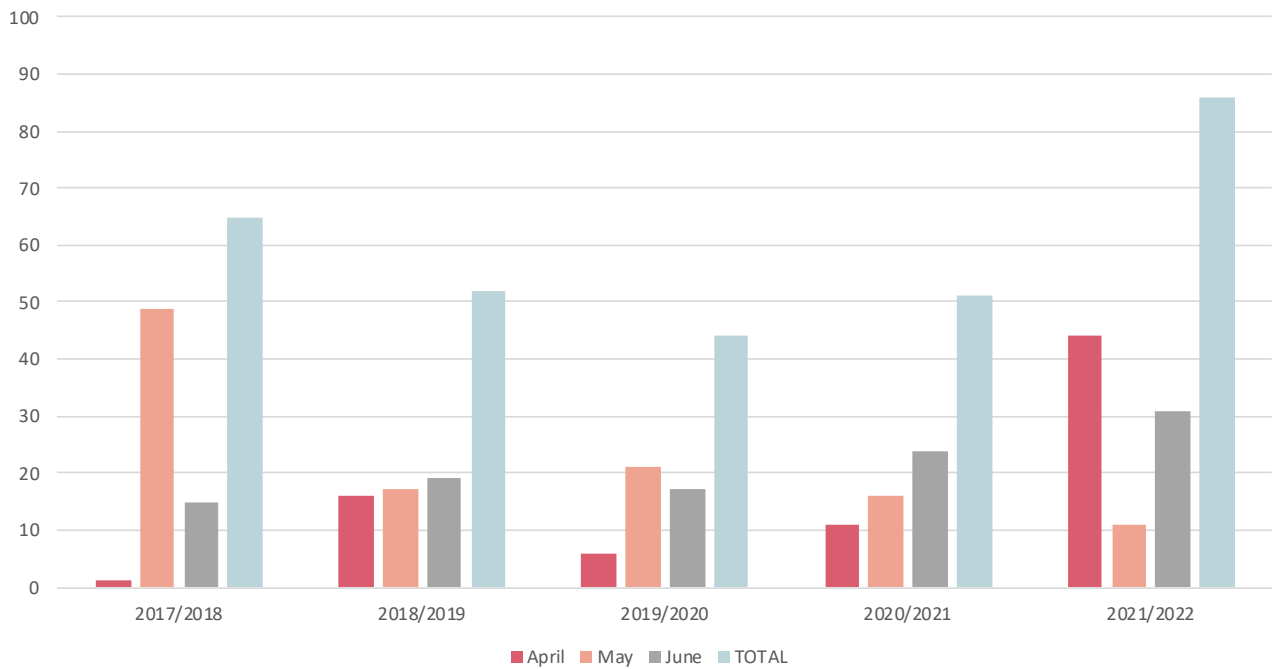
Classification of members		
Category	<b>SMMEs</b> Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	<b>Bronze</b> Organisations turning over between R5 million and R10 million per annum	R1,000.00
	<b>Silver</b> Companies turning over between R10 million and R30 million per annum	R10,000.00
	<b>Gold</b> Companies turning over between R30 million and R50 million per annum	R20,000.00
	<b>Platinum</b> Companies turning over between R50 million and R100 million per annum	R50,000.00
	<b>Diamond</b> 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 Comparisons: 2017/2018 to 2021/2022

MONTH	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
January	1	16	6	11	44
February	49	17	21	16	11
March	15	19	17	24	31
<b>TOTAL</b>	<b>65</b>	<b>52</b>	<b>44</b>	<b>51</b>	<b>86</b>

### GRAPHICAL REPRESENTATION: YEAR-ON-YEAR COMPARISONS 2017/2018 TO 2021/2022



The 5-year view of Q1 shows that the base is growing. Focus needs to be placed on ensuring the growth is sustained. Therefore, the recruitment of members to the campaign will continue to follow a well-defined strategy. The foundation of member recruitment efforts will be clearly defined by a Hitlist and self-generated leads. The guiding principle of that hitlist has been based on sector specific need to localise or to disrupt the supply chains in an effort to localise.

**2021/2022 Q1 NEWLY RECRUITED MEMBERS**

<b>Company</b>	<b>Sector</b>	<b>Province</b>	<b>Classification</b>	<b>Lead Origin</b>
<b>April</b>				
Akani Paints	Manufacturing	Gauteng	SMME	Direct
Akhona Idube Jewelry	Manufacturing	Gauteng	SMME	Direct
Antjies Handmade Naturals	Manufacturing	Western Cape	SMME	Direct
Bayede Royal signature Wines	Manufacturing	Gauteng	SMME	Direct
Black Pebbles Design (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Black Umbrellas NPC	Professional Service	Gauteng	SMME	Direct
Blissful-Your Own 7th Heaven	Agriculture	Gauteng	SMME	Direct
Buzz App	Information Technology	Gauteng	SMME	Direct
Chiedza Jewelry Creations	Manufacturing	Gauteng	SMME	Direct
Cornerstone Creations (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
DDM Jewelry (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Dikotla Minerals (Pty) Ltd	Food products	Gauteng	SMME	Direct
Dr Temp (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Earth Feel Organics	Manufacturing	Gauteng	SMME	Direct
Faith Revelations Productions	Manufacturing	Gauteng	SMME	Direct
Five W Enterprises (Pty) Ltd	Professional Services	Western Cape	SMME	Direct
Imibhobho Fiber Africa	Manufacturing	Gauteng	SMME	Direct
Isa B Jewelry	Manufacturing	Gauteng	SMME	Direct
KasiZA-Africa	Manufacturing	Gauteng	SMME	Direct
Kgabo Jewelers	Manufacturing	Gauteng	SMME	Direct
Knight of Grey	Manufacturing	Gauteng	SMME	Direct
Kudi Farming and Consulting	Agriculture	Gauteng	SMME	Direct

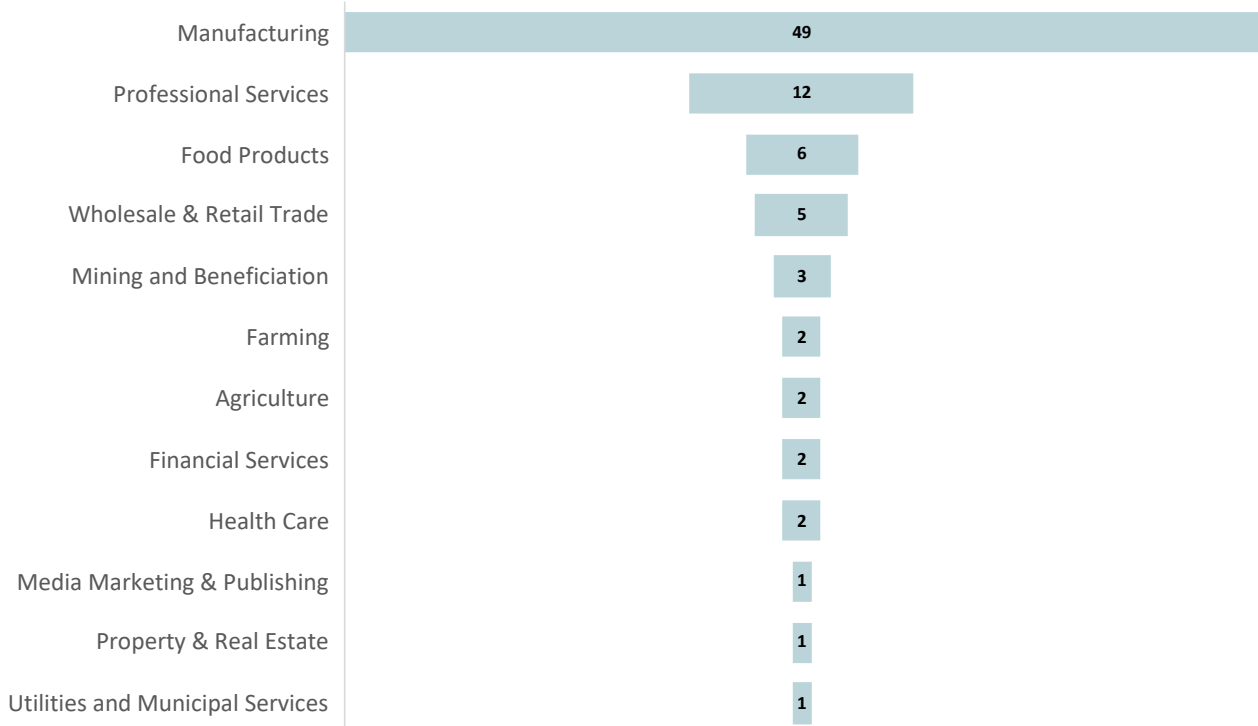


Company	Sector	Province	Classification	Lead Origin
<b>April continued</b>				
Leakhiwe (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Lebo M Jewelry (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Lefakong Farming	Farming	Gauteng	SMME	Direct
Legacy Jewelry	Manufacturing	Gauteng	SMME	Direct
Le Raw Home and Craft	Manufacturing	Gauteng	SMME	Direct
Lilly Loompa Creative	Manufacturing	Gauteng	SMME	Direct
Live Xtra Care	Manufacturing	Gauteng	SMME	Direct
Mamngwevu Hair Care	Manufacturing	Gauteng	SMME	Direct
Modern Projects Innovation	Manufacturing	Gauteng	SMME	Direct
Nape Kunene Steel Works	Manufacturing	Gauteng	SMME	Direct
Olorato Jewelers	Manufacturing	Gauteng	SMME	Direct
Powerhouse Media	Media Marketing Publishing	Gauteng	SMME	Direct
Reeds by Chuck	Manufacturing	Gauteng	SMME	Direct
Road Saver	Manufacturing	Gauteng	SMME	Direct
SA Poultry Farmers	Farming	Mpumalanga	NPO	Direct
Sanani Jewelers	Manufacturing	Gauteng	SMME	Direct
Sesanti King (Pty) Ltd	Manufacturing	Gauteng	SMME	Direct
Spaach (Pty) Ltd	Professional Service	Gauteng	SMME	Direct
Timeless Décor	Professional Service	Gauteng	SMME	Direct
Tirang Creations and Designs	Manufacturing	Gauteng	SMME	Direct
T-Legacy	Professional Service	Gauteng	SMME	Direct
Venus Meets Mars	Manufacturing	Gauteng	SMME	Direct

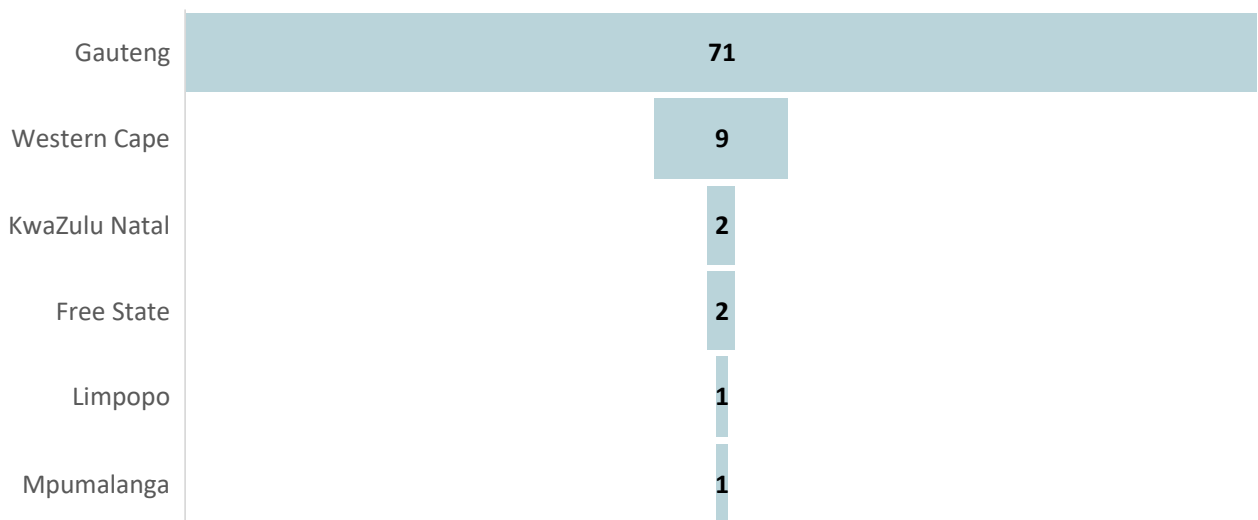
Company	Sector	Province	Classification	Lead Origin
<b>May</b>				
APS Atter Pathology Services	Health Care	Western Cape	SMME	Direct
Genokobe (Pty) Ltd	Food Products	Northern Cape	SMME	Consultant Generated
KH Leisure Textile	Manufacturing	Gauteng	SMME	Direct
Live Wire	Financial Services	Western Cape	SMME	Direct
Live Wire CCS	Financial Services	Western Cape	SMME	Direct
Mona Holdings Pty Ltd	Manufacturing	Gauteng	SMME	Consultant Generated
Moshe's Kitchen (Pty)Ltd	Food Products	Gauteng	SMMS	Consultant Generated
Nihka Technology Group (Pty) Ltd	Information Technology and Telecommunications	Gauteng	SMME	Consultant Generated
Selena Travel (Pty) Ltd	Tourism, Travel and Hospitality	Gauteng	SMME	Consultant Generated
PPC	Manufacturing	Gauteng	Diamond	Consultant Generated
Van Der Tlale (Pty)Ltd	Manufacturing	Gauteng	SMME	Referral
<b>June</b>				
Azania Wear	Manufacturing	Gauteng	SMME	Consultant Generated
Beautiful Earth Aromatherapy (Pty) Ltd	Manufacturing	KwaZulu Natal	SMME	Consultant Generated
BK Creative Jewelry (Pty) Ltd	Mining and Beneficiation	Gauteng	SMME	Consultant Generated
Black Real Estate (Pty) Ltd	Property and Real Estate	Gauteng	SMME	Consultant Generated
Bleu Rose (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
DK Trends Pty (Ltd)	Manufacturing	Gauteng	SMME	Consultant Generated
Eco Furniture Design	Manufacturing	Western Cape	SMME	Consultant Generated
Funo Designs (Pty) Ltd	Manufacturing	Western Cape	SMME	Consultant Generated
Global Vehicle Testing	Manufacturing	Gauteng	SMME	Consultant Generated
Govender Law Inc.	Professional Services	Western Cape	SMME	Consultant Generated

Company	Sector	Province	Classification	Lead Origin
<b>June continued</b>				
Home Office Designs (Pty) Ltd	Manufacturing	Western Cape	SMME	Consultant Generated
Innovation Knowledge Worx	Information Technology Services	Gauteng	SMME	Consultant Generated
ISA Group (Pty) Ltd	Manufacturing	Gauteng	SMME	Consultant Generated
ISM Trading (Pty) Ltd	Wholesale and Retail	Gauteng	SMME	Consultant Generated
Izi Water (Pty)Ltd	Food Products	Gauteng	SMME	Consultant Generated
Lesco Manufacturing(Pty) Ltd	Manufacturing	Gauteng	Diamond	Consultant Generated
Levi Group Holdings	Manufacturing	Gauteng	SMME	Consultant Generated
License Direct	Professional Services	Limpopo	SMME	Consultant Generated
Local Drinks Co	Food Products	Gauteng	SMME	Consultant Generated
Malitech Safety (Pty) Ltd	Manufacturing	Free State	SMME	Consultant Generated
Manziwa Creations	Mining and Beneficiation	Gauteng	SMME	Consultant Generated
Next Curve Creations	Information Technology Services	Free State	SMME	Consultant Generated
Ntsako Holdings Waste(Pty) Ltd	Utilities and Municipal Services	Gauteng	SMME	Consultant Generated
SDL Vehicle Testing Station (R55)(Pty)Ltd	Professional Services	Gauteng	SMME	Consultant Generated
SHE Power	Professional Services	Gauteng	SMME	Consultant Generated
South African Comprehensive Assessment Institute	Professional Services	Gauteng	Silver	Consultant Generated
The Boxman (Pty)Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Welo Health (Pty) Ltd	Mining and Beneficiation	Gauteng	SMME	Consultant Generated
Village Boy Foods	Food Products	Gauteng	SMME	Consultant Generated
Zama Shenge Consulting (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated

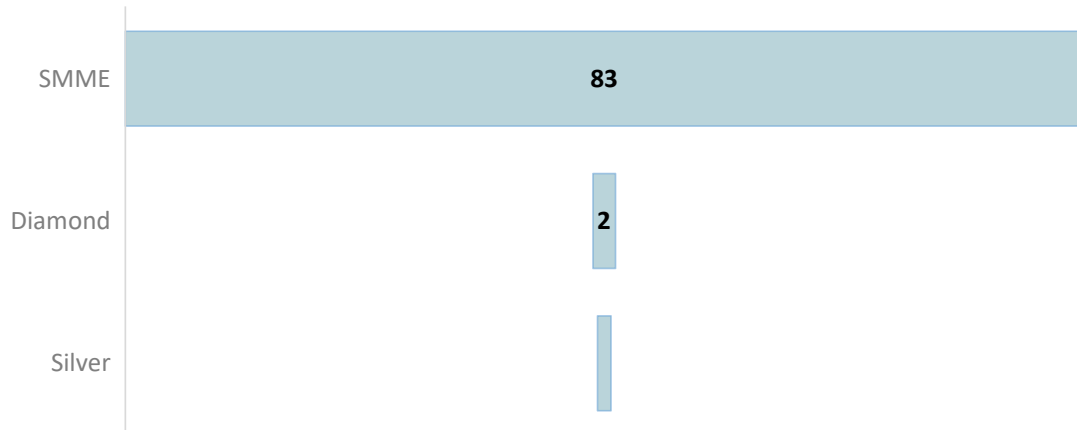
**2021/2022 Q1  
NEWLY-RECRUITED MEMBERS BY SECTOR**



**2021 /2022 Q1  
NEWLY RECRUITED MEMBERS BY PROVINCE**

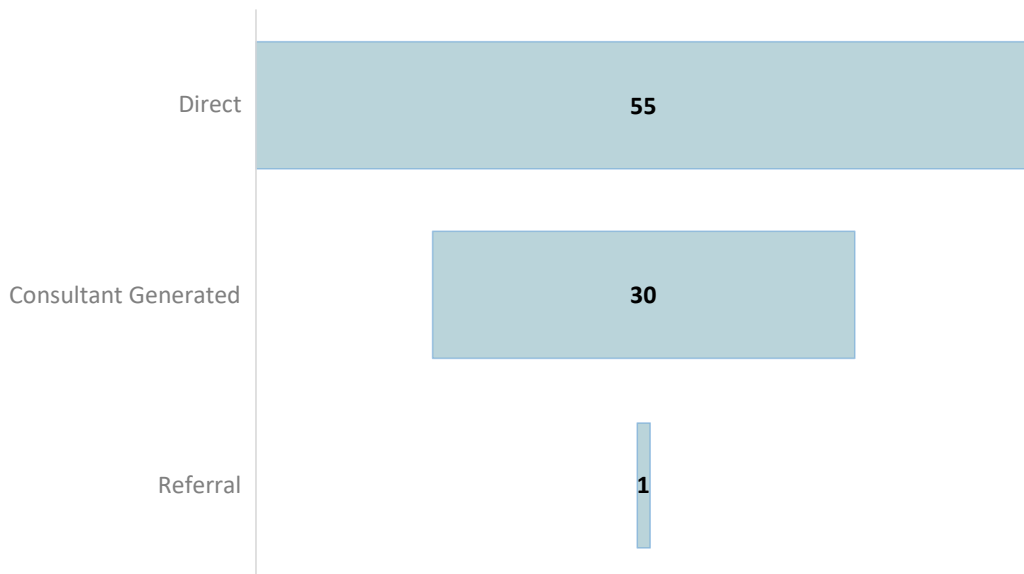


2021/2022 Q1  
NEWLY-RECRUITED MEMBERS BY CLASSIFICATION



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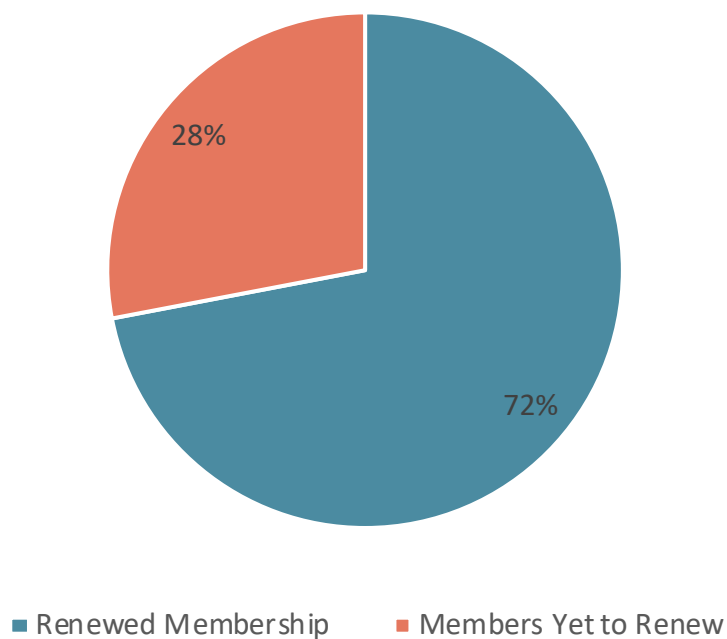
2021/2022 Q1  
NEWLY RECRUITED MEMBERS BY LEAD GENERATION



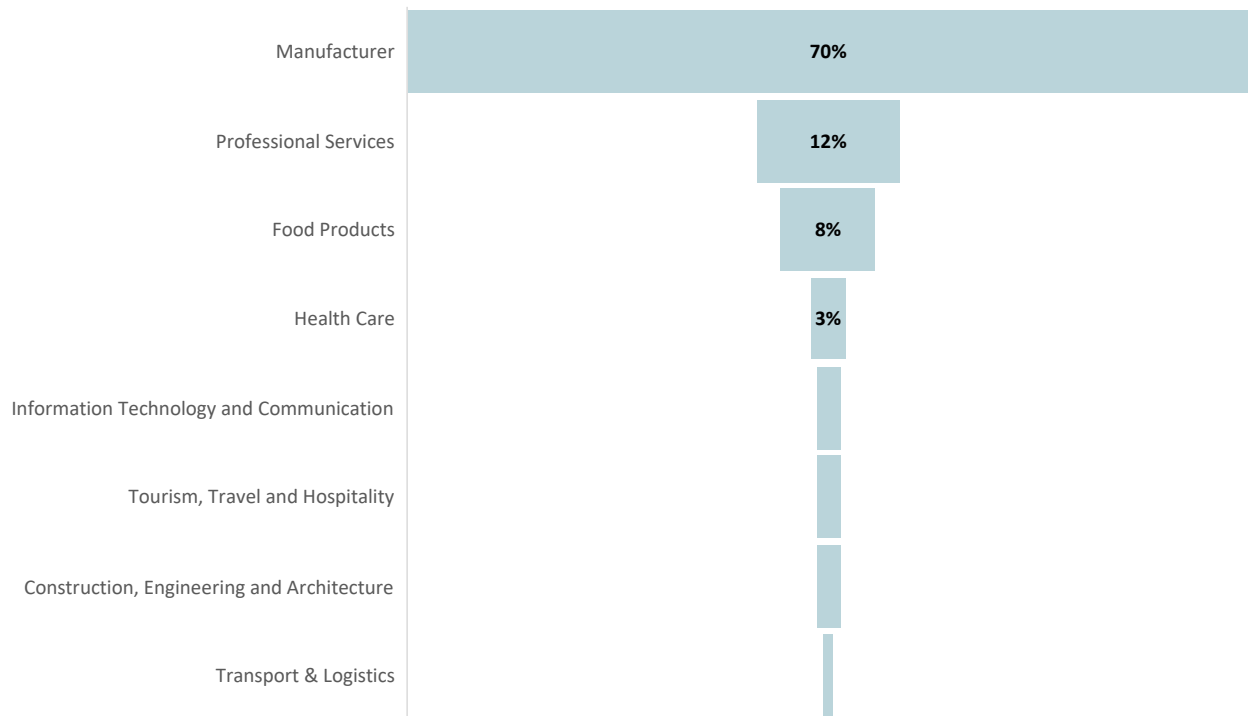
2021/2022 Q1 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	72%
Target:	80%
REASON FOR GROWTH/DECLINE	
<ul style="list-style-type: none"> <li>• Previous quarter Q4 2020/2021 saw the renewal rate increase positively.</li> <li>• Current quarter Q1 2021/2022 saw the renewals slow down due to members confirming they are not in a very suitable position financially to renew at present.</li> <li>• In the last quarter of 2020/2021, the renewal rate increased due to the Buy Local Summit &amp; Exhibition. Members were renewing at a faster pace to ensure they secured their participation in the 9th annual and first virtual Buy Local Summit &amp; Exhibition.</li> <li>• In this quarter, the renewal rate decreased as members are confirming their businesses are not fully recovered financially from the continued negative effects of the pandemic.</li> <li>• There is however a strong drive towards increasing membership renewal rates, as sustainability of the base is as important as new recruitment of members.</li> </ul>	
<p><b>Number of cancelled memberships: 1 Diamond company Lixil, however this is temporary, and they will renew once their marketing budgets are re-instated. Budgets are momentarily suspended not indefinitely.</b></p>	

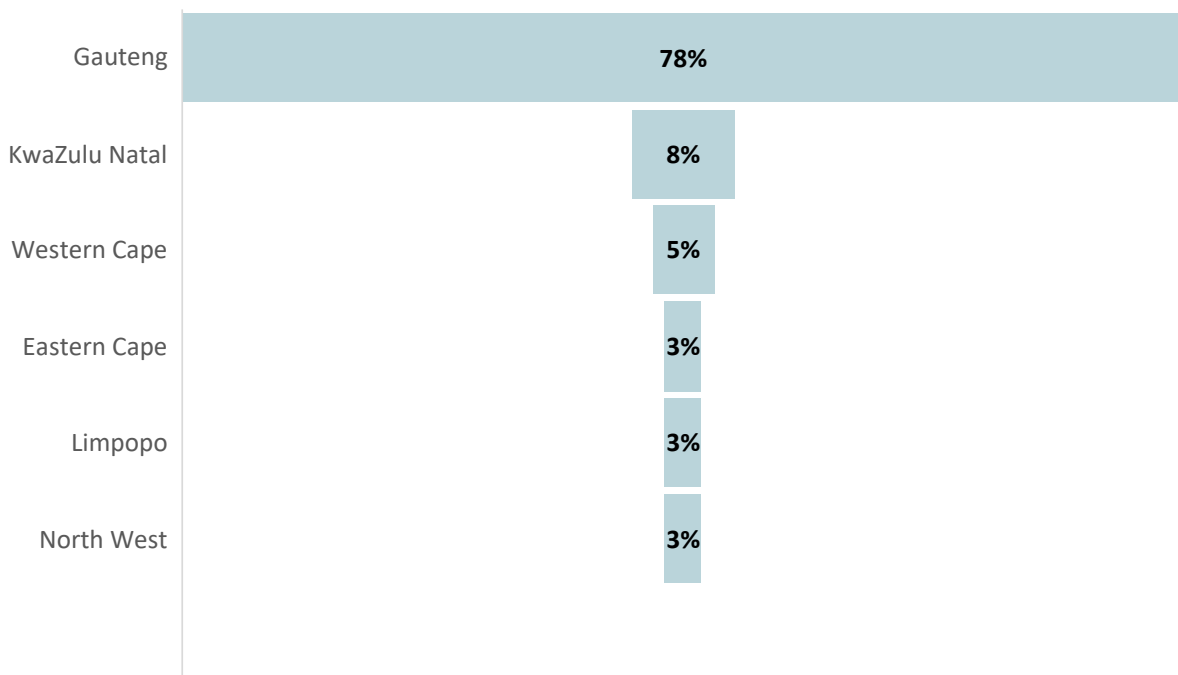
2021/2022 Q1 RENEWED MEMBERSHIP VS YET TO RENEW



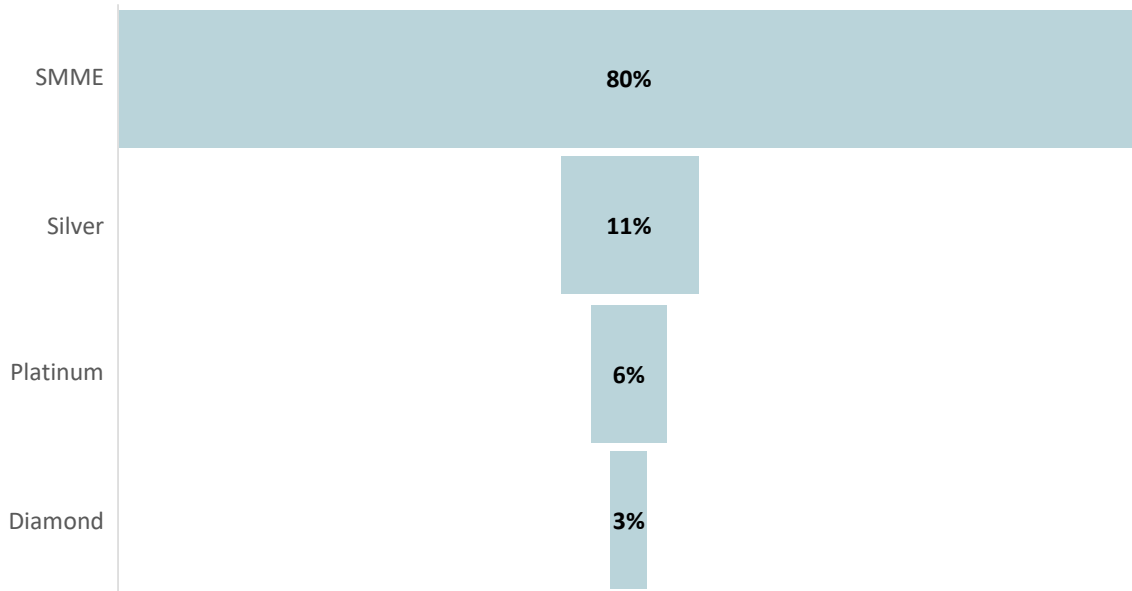
**2021/2022 Q1:  
RENEWING MEMBERS BY SECTORS**



**2021/2022 Q1:  
RENEWING MEMBERS BY PROVINCE**



**2021/2022 Q1:  
RENEWING MEMBERS BY CLASSIFICATION**

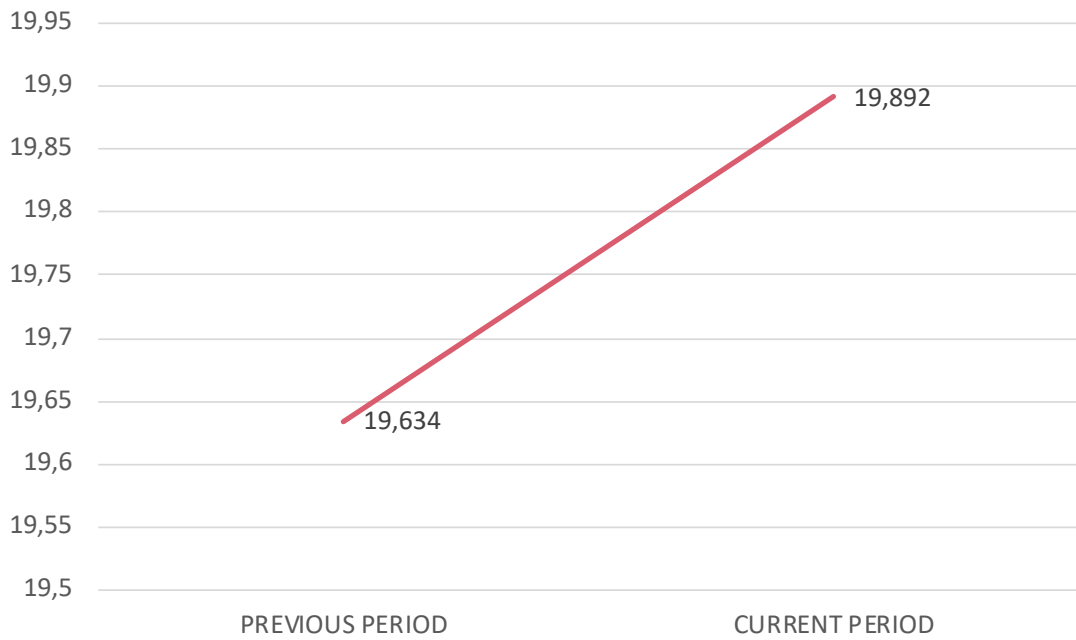


**2021/2022 Q1 DATABASE OF LOCAL PRODUCTS AND SERVICES**

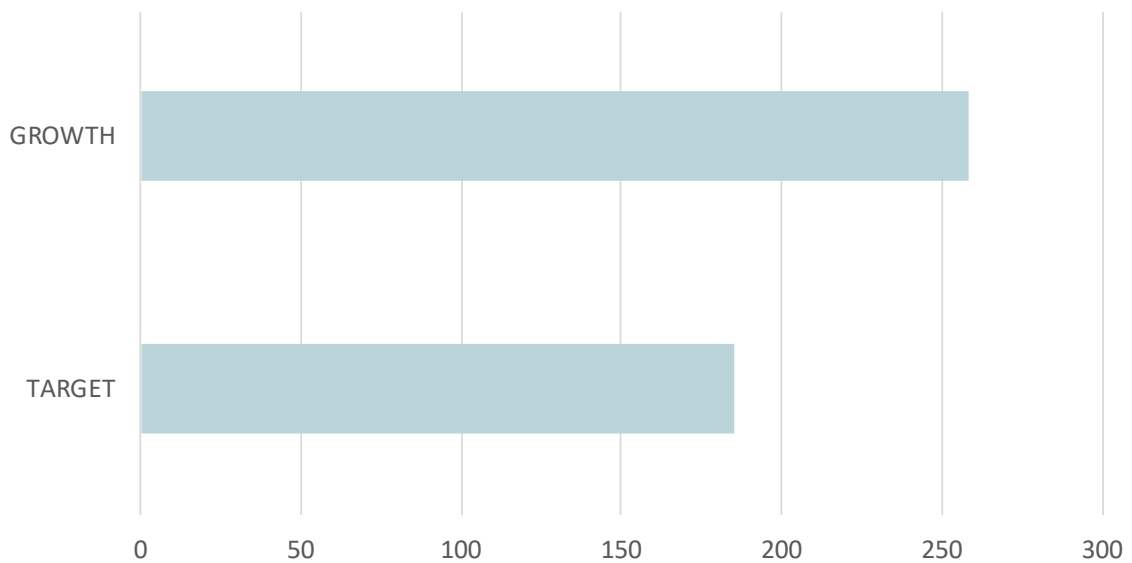
<b>PROUDLY SOUTH AFRICAN DATABASE</b>	
<b>Period</b>	<b>Number of Products and Services</b>
Previous Quarter: 2020/2021 Q4	19,634
Current Quarter: 2021/2022 Q1	19,892
<b>2021/2022 Q1</b>	
Target	185
Achievement	258
<b>Target Exceeded: 44%</b>	



2021/2022 Q1:  
DATABASE OF LOCAL PRODUCTS AND SERVICES  
PREVIOUS PERIOD V CURRENT PERIOD



2021/2022 Q1:  
DATABASE OF LOCAL PRODUCTS AND SERVICES  
TARGET V GROWTH



## HIGHLIGHTS FOR THE QUARTER

## EVENTS AND ACTIVATIONS

### PUBLIC SECTOR FORUMS

The public sector is the largest single procurer in the country, with the potential to make a significant difference in driving economic recovery and reversing unemployment at the same time as setting an example to the private sector.

Proudly South African's Public Sector Forums engage managers, heads of departments, CFOs, procurement and supply chain officials and any other relevant personnel from across all tiers of government and include the participation of a number of different entities and/or agencies including the dtic, SABS, Office of the Auditor General and the respective Provincial Finance/Treasury departments.

The forums seek to clarify issues around sectors designated for local procurement, the applicability of the regulations thereof to all tenders and RFQs, as well as address challenges in this regard. These forums also assist us to understand how better to empower and equip small businesses and entrepreneurs to work successfully with government.

#### KwaZulu Natal, 6 April, 2021

The panel of speakers included Mr Eustace Mashimbye – Proudly SA, Dr Tebogo Makube - dtic, Ms. Nomusa Dube-Ncube - MEC for Finance in the Province of KwaZulu-Natal, Mrs. Ntombifuthi Mhlongo - Auditor General South Africa and Mr. Zukisa Nkonzo – SAB. The programme director and facilitator was Mrs. Happy Ngidi, Proudly SA CMO.

MEC Nomusa Dube-Ncube called on the public sector to discuss ideas on how to translate political freedom into economic freedom and said that the emerging entrepreneurs, marginalised businesses, and those in the informal economy must benefit from the R133 billion Provincial Budget that her department has allocated to the other provincial departments. The KZN Department of Finance has identified procurement spend as a vehicle to transform their economy since the Covid-19 pandemic has destroyed other streams of the economy. KZN Department of Finance wants to ensure that locally manufactured products are available in major retail shops and overseas markets and will embark on a Buy KZN Campaign to encourage the buying of locally designed garments. In addition, the abundance of

timber products, creativity and technical skills make KwaZulu-Natal a serious contender for a top slot in the furniture industry.

**Reach:** 47

**Platform:** Zoom





### Western Cape, 7 April, 2021

The panel of speakers included Ms. Cathrine Matidza from the dtic, Ms Jeannine van Straaten from Proudly SA, Ms Nadia Ebrahim and Mr Isaac Smith from the Western Cape Treasury, Ms Sharonne Adams from the Auditor General's office, Mr. Zukisa Nkonzo from the SABS, and Programme Director Ms. Happy Ngidi, Proudly SA CMO.

Ms Ebrahim gave a particularly interesting presentation on the challenges faced by Provincial Departments and where their frustrations lie with the policies that lead to non-compliance and outlined the Western Cape Government's response to those challenges. Ms Ebrahim provided a detailed snapshot of the Western Cape Government's local spending for 2019/20 to showcase the impact the Government's spending has on the economy. She worked through the statistics of the different businesses and where the money was being spent.

As a result of this session the Western Cape sought our assistance for some of our members regarding procurement in the province.

**Reach:** 45

**Platform:** Zoom

## PROUDLY SOUTH AFRICAN HOSTED WEBINARS

Given the restriction on physical events, Proudly SA has been running a number of online webinars since lockdown in 2020. Moving away from the Business Forum model, we have hosted a series of webinars with different topics, but all designed to communicate our mandate in an engaging and relevant way, using panel discussions and presentations by experts/stakeholders in the respective fields.



### Proudly SA Furniture Portal Launch, 28 April, 2021

The online furniture portal is an access to market platform for small & large skilled manufacturers and is a resource where relevant government departments and all other buyers can find and potentially engage with as well as buy furniture items those businesses. The portal provides information on location, website, image of product and is also accessible to consumers.

The panelists for this webinar included Mrs Happy Ngidi, Chief Marketing Office of Proudly South African as MC and programme director, Ms Tafadzwa Nyanzunda, Director Forest Based Industries Agro-Processing and Forest Based Industries Unit Industrial Competitiveness & Growth Division at the dtic who gave the keynote address. The department is especially pleased regarding the launch of the portal, following the adoption of the Furniture Sector Master Plan on 29 March 2021, along with the recent launch of the Furniture Design Competition on 10 March 2021.

Ms Tsholofelo Motaung, Project Manager for the Furniture Design Competition at the dtic explained that the competition seeks to raise and nurture design capabilities in the country, raise the image

of South African Furniture Manufacturing Industry, and grow the industry's competitiveness. This would further address the skills shortage in the industry, attract designers to the furniture industry and promote use of local material.

Mr Dave Govender, Group CEO at Bravo Group and a Proudly SA member expressed his pleasure at seeing the growth of the furniture sector and the many opportunities it has created.

Lastly, Mr Eustace Mashimbye, CEO of Proudly SA elaborated on how Proudly SA supports the furniture sector, which has seen a decline in jobs over the past two years. Eustace took the audience through the furniture portal which lives on the Proudly SA website. A call was made to industry players and local manufacturers to register on the portal.

The Proudly SA furniture portal launch in partnership with **the (dtic)** took place on our Proudly SA Zoom platform and was live streamed via the Proudly South African social media pages: Twitter, YouTube and Facebook.

**Reach:** Zoom 62, Facebook 8, Twitter 2, YouTube 2



## Pivot your business: Strategies for creating new income streams, 27 May, 2021

The Covid-19 pandemic and the ensuing lockdown have disrupted how we do business across all industries. Proudly South African showcased to the audience how this crisis could be an opportunity for business owners and managers to view the disruption/ constraint of production and supply lines as an incentive to add more flexibility into operations and perhaps even exit a recovery period in a stronger position.

The panelists for this webinar included Mrs Happy Ngidi, CMO of Proudly South African, MC and moderator, Mr Eustace Mashimbye, CEO of Proudly South African who spoke about the Proudly South African campaign and unpacked the mandate, Ms Evelien Griffioen, Head of Customer Insights and Experience at Yoco, Mr Ronnie Krüger, Group CEO of Akacia Medical & Healthcare Group, along with Ms Yolanda Kubeka, Marketing & Communication Executive. They discussed how Akacia Medical seized the opportunity to pivot the business to embrace new sectors, as well as how the business took advantage of newly created gaps in the market to explore alternate income streams, and Mr Shaun Rosenstein from CGI (Creative Graphics International), a NAACAM member and Regional Vice Chairman for the NAACAM Western Cape region. CGI is a Tier 1 supplier to OEMs in the automotive space and was one of the first suppliers to pivot their production to face shield manufacturing and PPE.

**Reach:** Zoom 70, YouTube 8, Facebook 141, Twitter 86

## National Wine Day, 28 May, 2021

Proudly South African celebrated National Wine Day by hosting a webinar focusing on the wine industry in South Africa, its supply, highlight its respective value chains and job creation element. We wanted to acknowledge the role that South African wine has to play in our lives and our economy and illustrate that local wine is more than just a drink, it offers a livelihood to many.

The panelists for this webinar included Mrs Happy Ngidi, CMO of Proudly South African, MC and moderator, Mr Eustace Mashimbye, CEO of Proudly South African who spoke about the Proudly South African campaign, Maryna Calow, Communications Manager at Wines of South Africa, who spoke about the structure of the SA wine industry, Denzel Swarts, Brand Ambassador of Simonsig wine estate and director on the board of the VinPro Foundation, who spoke about the importance of buying South African produced beverages as an investment into our own country, Nondumiso Pikashe, owner Ses'fikile Wines, (a Proudly South African member), who spoke about the different career opportunities in the wine-making industry.

**Reach:** Zoom 20, You Tube 1, Twitter 3, Facebook 7



## SA Youth – Are you job market ready? 10 June, 2021

Unemployment in South Africa has had a particularly hard impact on young people, therefore, Proudly South African hosted a webinar designed to educate the youth on the role they can play to ensure that the ecooy creates much needed jobs. The webinar also had content aimed at assisting learners make good study choices for the current job market, and sought to also illustrate how job seekers can better equip themselves to find work.

The panel of speakers included Mr. Eustace Mashimbye, CEO of Proudly SA CEO, Ms Allegro Dinkwanyane, Founder and CEO of Orgella Group, Ms Belinda Francis, Managing Director, Tych Business Solutions (Proudly SA member company), Ms Losh Pather, Chairperson, South Africa's Employers with Disability, Mr Siphon Mamize, Deputy COO, Afrika Tikkun and Ms Kristal Duncan-Williams, Project Lead, Youth Capital.

The webinar took place on Zoom and was live streamed via the Proudly South African social media pages: Twitter, YouTube, and Facebook.

**Reach:** Zoom 57, Facebook 96, Twitter 18, YouTube 123



## The importance of entrepreneurship as the country battles with unemployment. What is the solution SA ? 31 May, 2021

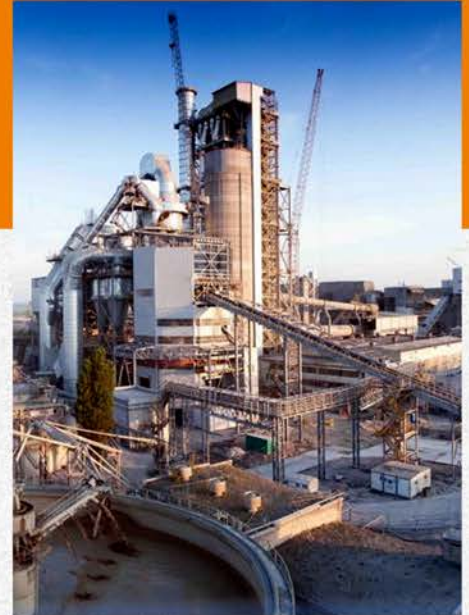
The entrepreneurial sector represents the most potential for job creation, but in the current COVID-19 environment is it able to make a meaningful difference to unemployment levels or is it in survival mode?

The panelists for this webinar included Mrs Happy Ngidi, CMO of Proudly South African, MC and moderator, Ms Bridgit Evans, Director at the SAB Foundation, Ms Mahlatse, Ecosystem Enabler @ 22 ON Sloane, a start-up campus located in Bryanston which focuses on nurturing the entrepreneurial concepts, Mr Eustace Mashimbye, CEO of Proudly South African, who addressed the audience on the Proudly South African campaign, Ms Khayakazi Keep, Founder & CEO of Khaya's Kitchen who was introduced to the campaign during the President's keynote address at our Buy Local Summit & Expo 2021. we also had a presentation from Mr Sammy Mhaule, founder of Kicks Sportswear and a Proudly South African member.

The webinar took place on the Proudly SA Zoom platform, and was live streamed via the Proudly South African social media pages: Twitter, YouTube and Facebook.

**Reach:** Zoom 55, Facebook 15, Twitter 7, You Tube 2

## WEBINARS IN COLLABORATION WITH THE DEPARTMENT OF TRADE, INDUSTRY & COMPETITION (dtic)



### Youth in Manufacturing : Dialogue on Agro-Processing, 17 June, 2021

This was a webinar aimed at outlining the different opportunities and support programmes available to encourage young people to enter the agricultural and agro-processing sector. Speakers included Proudly SA CEO, Eustace Mashimbye, Mr. Solly Molepo, Deputy Director: Agro-Processing, Mr. Donald Mabusela, Director: Strategic Partnerships and Customer Care and Mr Joseph Senona, Chief Director: Export Promotion & Marketing.

Audience: Youth, SME's, entrepreneurs consumers who are not in the agro-processing industries but looking for opportunities/information about the industry.

**Reach:** Zoom 146, Facebook 469, Twitter 128, You Tube 90

### Youth in mining webinar, 30 June, 2021

The webinar focused on participation of the youth in sectors related to mining, opportunities available in the different sub-sectors, localisation, how to take

advantage of the different value chains within the sector, financial and non-financial support programmes and services offered by government.

The panelists for this webinar included Ms Tshepiso Kadiaka, Deputy Director of Mining Equipment and Primary Mineral Processing in the dtic, Mr. Mica Davhana, Assistant Director: Small Scale Mining from the Department of Mineral Resources and Energy (DMRE), Ms Bongiwé Mabusela, Director: Empowerment Transaction Assessment from the DMRE, Mr. Max Lichaba, CEO of Lichaba Mining. The session facilitator was Mr. Kondwani Banda, Vice-Chairperson of the Young Professionals Council for the Southern African Institute for Mining and Metallurgy (SAIMM) and Project Engineer at Mintek.

This webinar was a partnership between The Department of Trade, Industry and Competition (the dtic), the Department of Mineral Resources (DMRE) and Proudly South African and was streamed live on our Zoom webinar platform as well as on Proudly SA's social media platforms.

**Reach:** Zoom 575, Twitter 352, Facebook 115



## PROUDLY SA EVENTS

### Take a student to the workplace series

In recognition of youth month and as part of our youth consumer education and localisation-entrepreneurship programme, Proudly South African organised a series of workplace visits for students in fields related to a number of chosen industries and we involved our member companies in the campaign. Companies were chosen to align with Sectoral Master Plans and calls to action were sent out via campus radio stations and to tertiary education institutions soliciting the interest of students. The visits were also supported by a strong PR presence.

A social media campaign promoted the student visits, making consumers aware of the additional work we are doing to expose member companies to the public and students to the members.

The students were given a factory/showroom tour followed by question-and-answer sessions, in an effort to give them first-hand experience of their chosen career field in a real workplace.

#### David Tlale Design Studio, 21 June, 2021 (Clothing, Textile, Footwear, Leather)

Five students joined us for a visit to the David Tlale studio situated in Marshalltown, Johannesburg. They gained an insight into the realities of the workplace and David's own journey.

Happy Ngidi, Chief Marketing Officer of Proudly SA welcomed the students with a video message.

David Tlale highlighted the highs and lows that he has faced in creating his now, highly successful fashion brand. David showed the students around the studio and explained how his designs come to life from the pattern making, cutting, sewing, beadwork, sorting and the final tailoring of the garments.

**Attendees:** 5 Students





## OBC Factory & Store, 28 June, 2021

Selected students who are studying agriculture and farming at the University of Johannesburg and University of Pretoria were invited to apply and they visited the OBC factory, DC and a flagship store.

OBC host Crystal Myburgh unpacked information about the factory warehouse and what the process of running a factory like OBC requires. She also answered farming and agriculture processing questions that the students had. The Head Project Manager at OBC gave a guided tour of the head office, including a logistics overview and power sources for health and safety of the food.

The students were then taken to OBC's 1-month-old store in Soweto Protea Glen where they were shown food stations, the butchery, and the back of the factory including safety & hygiene measures in place around the store.

**Attendees:** 5 students

**take a student to work**  
Calling all students

**a once in a lifetime opportunity!**  
A tour & visit of the OBC Chicken head office & factory, hosted by Proudly SA

**28th June**

*Be Proudly South African. Buy local to create jobs*

## PROUDLY SA EVENTS



### Launch of David Tlale's Autumn/Winter 2021 collection, 13 May

The launch of David Tlale's A/W '21 collection entitled "Veterans Pursuit" was hosted at his store followed by a catwalk show in a specially created space in the car park at Melrose Arch, Johannesburg.

Proudly South African partnered with David Tlale on this event to support the local fashion and textile industry and Ms Happy Ngidi presented David with his membership certificate at the opening of the show.

The co-branding between Proudly SA, David Tlale and other sponsors' branding was clearly visible at different key points of the event venue. This created brand awareness for Proudly SA to the audience amongst whom, was a lot of media. PR supported the event and David Tlale's own media release which featured Proudly SA ran in Times Live online.

**Audience:** Global and local fashion circles, fashion media, David Tlale clients

**Reach:** 200 invited guests and 986 via live streaming



## International Tea Day, 21 May, The Bread Box Studio

Proudly South African collaborated with member company, The Bread Box Studio, to mark International Tea Day and support local tea producers.

The event hosted 25 women entrepreneurs for a high tea networking session and the presentations were designed to empower women in business who are going through challenges in their entrepreneurial journey.

The event exposed our South African made tea(s) to consumers, and the importance of the value chain the tea industry has in the South African economy.

Chief Marketing Officer of Proudly SA Mrs Happy Ngidi along with Mrs Matlhogonolo Ledwaba, owner of The Bread Box, Ms Retang Phaahla, Ms Thabiso Sikwane, Chef Nompumelelo Mgwebu and Ms Nondumiso Phaahla were the female speakers who addressed the audience.

Proudly South African sponsored three hampers for a competition, consisting of member company products including tea sets and biscuits, sponsored by Continental China, Lady K, Indiza Tea, Rooibos Ltd, Magwa Tea and Huletts sugar.

Retang Phaahla, Co-Founder of Setsong tea, addressed the audience in between speakers. She spoke about her company, which is an award-winning Agri-business for development of natural indigenous flora found in the natural landscapes of South Africa, more prominently within the rural areas of Limpopo.

Proudly SA member, Chef Nompumelelo Mqwebu spoke about how she used women for graphic design and layout and printing her book, Through the Eyes of an African Chef.

**Reach** : 25 guests and 236 via Instagram Live

## Local Brands Expo, Ramkiki, Ruimsig, Johannesburg, 29 May, 2021

The Blaq Daisy company organised the “Local Brands Exposé” which was curated with the primary objective to reconnect South African brands with their consumers and supporters on a common platform. This was an opportunity for Proudly South African to showcase the campaign to participating companies, and to educate consumers on the buy local movement.

The event took place at Ramkiki, Ruimsig, Roodepoort and was an opportunity for a range of companies to exhibit at a minimal fee. Examples included food, clothing, beer, gin, art, photography amongst others.

Proudly South African took a stand and also included 3 stalls for member companies, namely The Braai Guru, Jen-Til-Touch and Vuttomi liquids.

**Reach:** 1 500

## Young and Creative TEA Expo, 19 June, 2021

The Township Entrepreneurs Alliance (TEA) is an organisation established in 2015 and has a focus on empowering township-based companies and entrepreneurs with knowledge sharing, skills development, enterprise development, and market access.

This youth month showcased unpacking how young entrepreneurs can create sustainable businesses, products, and manage cash flow. It also addressed how local brands compete on a global scale.

Speakers on the day included Sibu Mabena, founder of Duma Collective, Inga Gubeka, founder of Inga Atelier, Joe Human, co-founder of CMind Space, and Juanita Khumalo, founder of Trove Wellness.

Proudly SA invited the following member companies to exhibit: Earth Feel Organics, Chiedza Jewellery and BuzzApp and the event generated a further 10 membership leads.

**Reach:** 150 people

## Soweto Youth Golf Day, 21 June, 2021

The event was hosted at the Soweto Country Club in Pimville and was attended by 72 caddy golfers following a postponement from the original date and format on 16 June. Proudly SA partnered alongside sponsors including Nedbank, Brand SA, Johnnie Walker SA, NYDA, Braai Guru, Monate Coffee, Supa Bets, Boschendal Wines, Act Now Africa, Sesli Blankets, SDC Wealth Management, PDL Lifestyle, Melrose Arch, Tastic Rice, Kellogg's and Krispy Kreme.

Minister of Social Development Lindiwe Zulu attended to give her support to the community members. As part of our brand awareness drive, Proudly South African endorsed Black Real Estate (a member company) at the event, by setting up branding on hole 11 and put together a locally produced goods filled hamper which was awarded as part of the first prize.

The Soweto Youth golf day was about making sure that Black Real Estate (which is a member of the campaign) brings the economy back to the township and encourages youth entrepreneurship by making the caddies the stars of the day.

The event supported 72 caddies, 10 student photographers, a local Sowetan coffee supplier, a local baker (scones & muffins), and a local videographer.

There was media coverage generated in the lead up, during and post event – including on radio, TV, digital and print.

**Reach:** 92

SOPEX



4,5

## PR, COMMUNICATIONS & MEDIA

### 4.5.1 Summary

The media coverage for the final quarter of the last fiscal year ended for Proudly SA on a high following the Buy Local Summit & Expo, which generated massive media interest given the President's address.

Thanks to the consistent contact that we have maintained with the media, Proudly South African was back in the spotlight in the new quarter, and this was evidenced by the number of commissioned editorial pieces (reported in our list of press releases) where we were invited to submit opinion pieces, as well as calls to give comment on a number of topics including on youth in agriculture and the increased localisation drive being witnessed in our retailer stores.

In an early observation of International Chocolate Day on 7 July and in response to a press release, 702 Talk Radio featured our CMO on their afternoon show to talk about the value chain of chocolate and our local manufacturers' contribution to the economy, and to talk about the greater Sugar Sector Master Plan. We also observed International Gin Day by delivering one of our member's gins to producers at four media houses.

The PR manager also attended the signing of the Steel Sector Master Plan during this quarter, and our final Business Report column summarised the importance of all the Master Plans in reviving the manufacturing sector. In support of the CTFL sector, PR also attended the launch of David Tlale's Autumn/Winter range launch at an event at Melrose Arch, where we presented his certificate.

The PR manager also attended a government communicators' forum in which the vaccination roll out was discussed, Dubai 2020 and communications around the Economic Reconstruction and Recovery Plan.

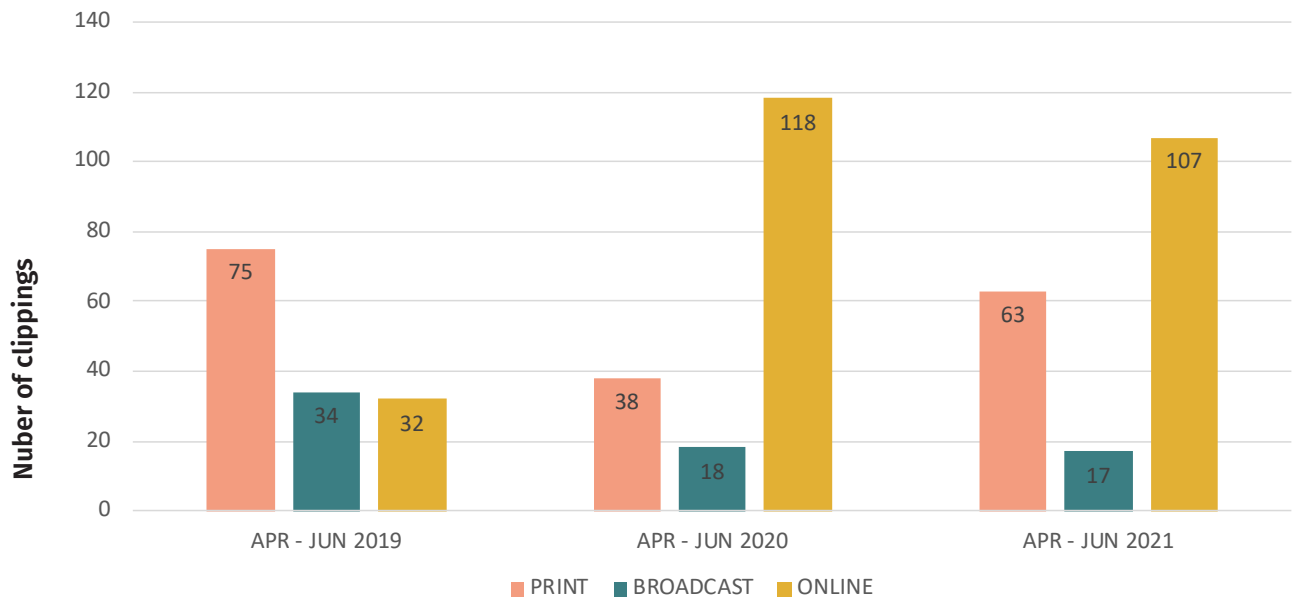
We continued with our extensive social media coverage running a generic campaign for member companies, advertising Local Fridays and celebrating Local Legends and launching our local chocolate consumer competition as well as using social media and press statements and releases to support our various webinars/events.

Our collaboration and endorsement of the SAMA awards earned extensive media coverage, showing the power of partnerships. Similarly, the Cane Growers Association and Poultry Bulletin ran stories including Proudly SA which gained traction. We also issued a joint statement with the Progressive Business Forum around their local supplier programme launch. Our partnership with Arena Holdings in hosting one of their Gen Next panel discussions closed the quarter. This engagement with and around young consumers on the topic of localisation speaks to the campaign's mandate to address the youth market in an effort to ensure future loyalty to local brands, and to educate young people on the impact on the job market which they will need to enter in the future, of buying local.

#### 4.5.2) CLIP COUNT ANALYSIS

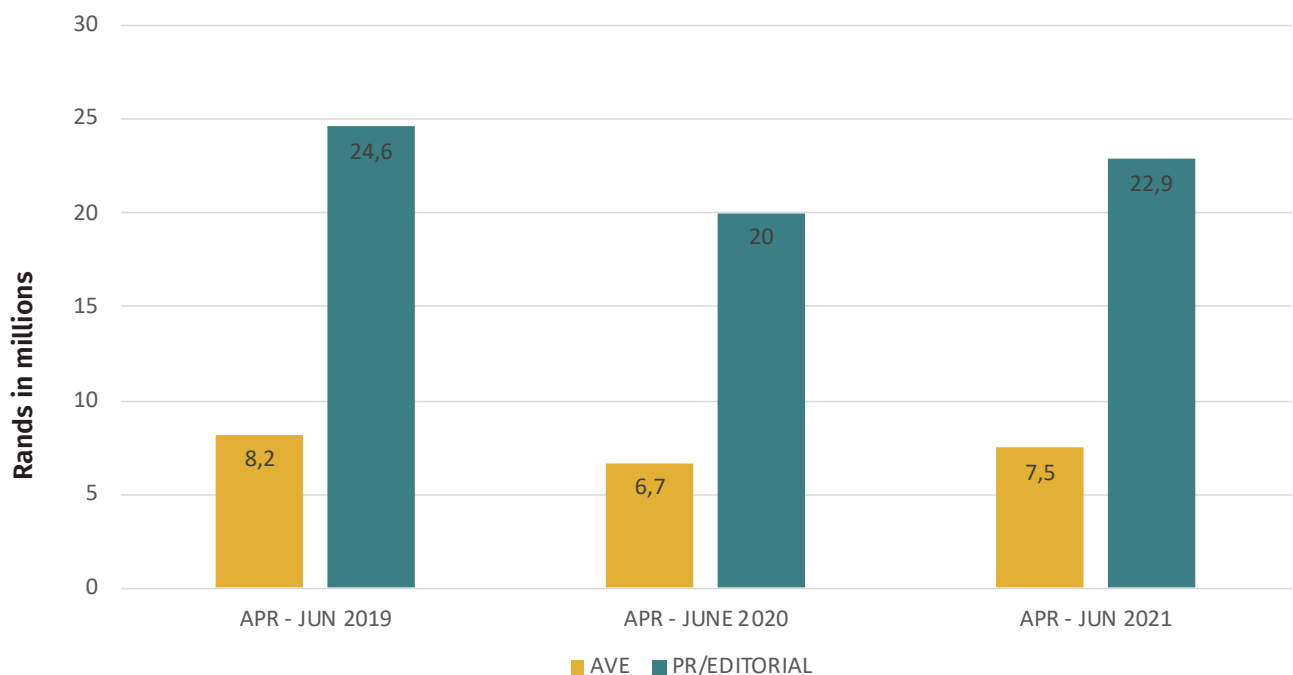
The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Apr – Jun 2021). Comparison is made with the same period in 2019 and 2020.

#### CLIP COUNT ANALYSIS



#### 4.5.3) AVE/PR Values

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 April and June 2021 is R7.5 million and the PR/editorial value translates to R22.9 million.



#### 4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between April and June 2021

No.	Date	Release/Commission	Title	AVE
1	20 April	Release with PBF	A portal with its focus on local manufacturing	N/A
2	April	Commission	Border Kei Chamber of Commerce magazine	N/A
3	26 April	Release	Proudly SA and dtic to launch furniture portal	R 665 525.80
4	28 April	Release	Furniture portal goes live	
5	29 April	Release with RISA/SAMAs	SAMAs, the era of #REDEFINE	R 129 201.97
6	10 June	Release with RISA/SAMAs	SAMAs announce top notch sponsors and partners	
7	03 May	Business Report Column	EveryONE EmployONE	R 313 820.70
8	10 May	Release with Cane Growers Assoc	Proudly SA joins Home Sweet Home campaign	R 311 897.66
9	11 May	Business Report Column	Saving Lives & Livelihoods/Akacia Medical	R 114 061.59
10	02 June	Business Report Column	SA Election funding has a moral duty to prioritise buying local	R 88 790.52
11	10 June	Commission	GEN NEXT native article -online	N/A
12	10 June	Business Report Column	Localisation opportunities even in the darkest times	R 287 643.07
13	June	Commission	Poultry Bulletin letter from CEO	R 218 189.73
14	June	Commission	Service Magazine interview with CEO	N/A
15	June	Commission	Business HiLite magazine piece	N/A
16	June	Commission	Leadership Magazine piece	R 52 017.85
17	18 June	Release	Take a Student to the Workplace in Youth Month	R 34 860.03
18	22 June	Comment for Business Report	Proudly SA on PnP Clothing collaboration with local designers	R 215 226.65
19	23 June	Comment for Cape Argus	Proudly SA on Youth in Agriculture	R 18 902.24
20	30 June	Business Report Column	Master Plans' role in rebuilding local manufacturing	R 258 398.40



#### 4.5.5) Social Media

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

	Followers	Followers 31 Dec 2020	Q-Q growth Q3 - Q4
Facebook likes	19 442	19 848	406 (2 %)
Facebook follows	28 205	30 492	2 287 (7.5 %)
Instagram follows	7 739	9 715	1 976 (20.3 %)
LinkedIn	2 224	2 400	176 (7.3%)
Twitter	177 428	177 260	-168 (-0.1%)
YouTube	281	338	57 (16.7%)
<b>TOTALS</b>	<b>235 319</b>	<b>240 053</b>	<b>4 734 (2 %)</b>

The annual targets for the 2021/2022 financial year of 2% growth have already been reached in the first quarter (April – June 2021) across all but one social media platform. This is indeed a great achievement. It is worth noting that although it still boasts the most following across all our platforms, the team will be focussing Twitter and the new features it has recently introduced, in order to reach the 2% annual growth target.

Proudly SA started the #LocalFriday Instagram sessions – informal discussions between Proudly SA execs and prominent SA personalities – at the dawn of the coronavirus pandemic, in order to continue spreading the Buy Local message to consumers through social media. The following #LocalFriday Instagram sessions took place in this quarter:



Shahan Ramkissoon



Boskasie



Eusebius McKaiser



TBO Touch

#### 4.5.6) Media visits/ engagements

Engagement is important to build and strengthen good working relationships with the media. Though the Coronavirus pandemic presented a challenge in us reaching our goal, we have managed to engage or interact with members of the media and/or advertising sales staff from the following media platforms (among others).

<b>Tea Day media drop Engagement</b>
702 (x2)
Alex FM
Jozi FM (x2)
Power FM
Newsroom Afrika
Y-FM
Muchi Matters
<b>Youth Month student factory visits (OBC)</b>
Cheeky Media
<b>World Gin Day media drop</b>
<b>Others</b>
Laura Wener, 702
John Fraser, SA Confidential

#### 4.5.7 Media coverage summary

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

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/04/06 14:52	Polity	N/A	Online	198656.64
2021/04/07 04:30	Cape Argus	p.4	Print	23145.60
2021/04/07 04:49	The Mercury	p.1	Print	19503.12
2021/04/07 10:38	South African Government	N/A	Online	155832.66
2021/04/07 13:55	IOL	N/A	Online	45178.10
2021/04/07 20:04	Bedfordview & Edenvale News	p.8	Print	10107.86
2021/04/08 00:01	Daily Maverick	N/A	Online	130154.20
2021/04/08 05:34	The Mercury	p.3	Print	14314.79
2021/04/08 09:09	IOL	N/A	Online	27932.30
2021/04/08 10:02	Khanyisa	p.1	Print	1585.22
2021/04/08 15:54	Sign Africa	N/A	Online	183231.44
2021/04/08 20:22	Kempton Express	p.4	Print	12804.48
2021/04/10 06:24	Bedfordview and Edenvale News	N/A	Online	9950.95

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/04/11 07:59	Homeless Talk	p.5	Print	17586.87
2021/04/12 00:00	Daily Dispatch, Dispatch Careers	p.11	Print	31438.00
2021/04/12 12:46	Daily Maverick	p.14	Print	37041.30
2021/04/13 12:44	Dispatch Live	N/A	Online	9728.40
2021/04/13 14:56	Retail Brief Africa	N/A	Online	30268.40
2021/04/13 14:56	Retail Brief Africa	N/A	Online	30268.40
2021/04/13 17:02	Business Link	N/A	Online	25671.72
2021/04/13 18:42	Ekurhuleni Talk	N/A	Online	14585.40
2021/04/14 11:53	B2B Central	N/A	Online	424.85
2021/04/14 16:52	VOW 88.1 FM Mhz	Mugging Beats	Broadcast	25805.00
2021/04/15 04:07	GO! & Express	p.10	Print	13435.55
2021/04/15 10:14	StartUp Mag	N/A	Online	15124.52
2021/04/19 05:19	The Witness	p.4	Print	8705.86
2021/04/20 08:32	Bizcommunity	N/A	Online	273335.16
2021/04/20 00:00	e.TV	The Morning Show	Broadcast	110166.67
2021/04/22 21:13	The South African	N/A	Online	29037.80
2021/04/23 07:23	Sowetan Live	N/A	Online	60802.50
2021/04/23 09:42	South African Government News Agency	N/A	Online	9584.85
2021/04/23 10:19	My ZA	N/A	Online	29423.68
2021/04/23 15:51	The Home Handyman	p.61	Print	41923.00
2021/04/23 16:29	The Africa	N/A	Online	9602.12
2021/04/24 06:20	Main News	N/A	Online	2947.42
2021/04/24 14:14	Yaya Mavundla	N/A	Online	6291.00
2021/04/25 04:05	Sign Africa (Journal for the Visual Communication Industries)	p.5	Print	52528.16
2021/04/25 04:07	Sign Africa (Journal for the Visu- al Communication Industries)	p.40	Print	20323.84
2021/04/26 19:23	Media Xpose	N/A	Online	26586.96
2021/04/26 21:38	Engineering News	N/A	Online	13327.16
2021/04/26 21:51	Research Channel	N/A	Online	1989.12
2021/04/27 00:31	Now in SA	N/A	Online	56334.11
2021/04/28 10:36	Business Link	N/A	Online	16574.46
2021/04/28 11:08	iAfrica	N/A	Online	1355.42
2021/04/28 12:06	Eyethu Northern	p.4	Print	4491.50
2021/04/28 13:31	South Cape Forum	N/A	Online	15270.00

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/04/28 14:01	Oudtshoorn Courant	N/A	Online	18714.00
2021/04/28 14:02	South African Government News Agency	N/A	Online	9982.06
2021/04/28 14:19	Good Things Guy	N/A	Online	12589.83
2021/04/28 14:24	George Herald	N/A	Online	21492.00
2021/04/28 14:24	Graaff-Reinet Advertiser	N/A	Online	15448.15
2021/04/28 14:24	Mossel Bay Advertiser	N/A	Online	18932.33
2021/04/28 14:24	Knysna Plett Herald	N/A	Online	15448.15
2021/04/28 14:28	My ZA	N/A	Online	30658.24
2021/04/28 16:34	Bizcommunity	N/A	Online	181193.40
2021/04/28 17:18	SA Finance News	N/A	Online	7789.56
2021/04/28 17:46	The South African	N/A	Online	35154.90
2021/04/28 20:38	Main News	N/A	Online	3066.56
2021/04/29 00:19	Tech Talk	N/A	Online	44094.60
2021/04/29 06:28	AllAfrica	N/A	Online	11311.85
2021/04/29 09:13	South African Government	N/A	Online	27058.16
2021/04/29 09:43	Business Link	N/A	Online	16449.84
2021/04/29 10:05	iAfrica	N/A	Online	4026.00
2021/04/29 12:28	Freight & Trading Weekly	N/A	Online	25808.64
2021/04/29 16:21	South Africa Direct News	N/A	Online	1502.49
2021/04/30 13:38	South African Government	N/A	Online	26685.80
2021/04/30 14:07	AllAfrica	N/A	Online	7011.62
2021/04/30 14:17	Good Things Guy	N/A	Online	10983.72
2021/04/30 15:37	Northern Natal News	p.2	Print	16860.48
2021/04/30 20:38	SA Chef	N/A	Online	62986.35
2021/05/03 04:06	Business Report (Pretoria News)	p.10	Print	68603.08
2021/05/03 04:07	Business Report (The Star)	p.10	Print	68603.08
2021/05/03 04:07	Business Report (Cape Times)	p.10	Print	32745.66
2021/05/03 04:07	Business Report (The Mercury)	p.10	Print	29313.10
2021/05/03 13:50	Accountancy SA	N/A	Online	10197.60
2021/05/03 14:58	Eminetra	N/A	Online	12693.45
2021/05/03 14:59	IOL	N/A	Online	56012.00
2021/05/03 15:02	Love Africa News	N/A	Online	12987.04
2021/05/03 21:40	News24	N/A	Online	38618.80
2021/05/04 04:07	Poultry Bulletin	p.7	Print	31092.15
2021/05/04 12:09	702	Clement Manyathela	Broadcast	144348.70
2021/05/04 21:44	702	N/A	Online	6532.32

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/05/05 00:00	Cape Argus, Money	p.11	Print	64711.24
2021/05/05 00:00	Daily News, Money	p.7	Print	49044.56
2021/05/05 14:53	IOL	N/A	Online	71489.00
2021/05/05 19:33	Africa-Press	N/A	Online	16164.72
2021/05/06 11:45	iAfrica	N/A	Online	2469.28
2021/05/10 10:47	Analytical Reporter Africa	p.14	Print	21446.66
2021/05/10 14:02	Algoa FM	Main News @ 13:00	Broadcast	6275.00
2021/05/10 14:23	Algoa FM	News @ 14:00	Broadcast	4852.67
2021/05/10 15:13	Algoa FM	News @ 15:00	Broadcast	4558.67
2021/05/10 15:33	Farming Portal	N/A	Online	13137.77
2021/05/10 16:31	Maroela Media	N/A	Online	25352.80
2021/05/10 20:01	Algoa FM	News @ 18:00	Broadcast	4471.00
2021/05/11 02:36	Daily News, Money	p.10	Print	37884.72
2021/05/11 07:31	Pretoria FM	Klankkoerant Landbou	Broadcast	5866.67
2021/05/11 13:44	Eminetra	N/A	Online	11795.41
2021/05/11 13:55	Love Africa News	N/A	Online	12054.46
2021/05/11 14:09	IOL	N/A	Online	52327.00
2021/05/11 20:10	My PE News	N/A	Online	9546.00
2021/05/12 04:40	My PE News	N/A	Online	10012.20
2021/05/12 05:23	Business Update	p.34	Print	29817.32
2021/05/12 11:45	Smile FM	News @ 10:00	Broadcast	7756.00
2021/05/12 14:20	Smile FM	Main News @ 13:00	Broadcast	6786.50
2021/05/12 19:03	Medical Brief	N/A	Online	18431.70
2021/05/12 21:56	Motsweding FM	Mabaleng A Dipapadi	Broadcast	9213.00
2021/05/13 00:22	Times Live	N/A	Online	30290.70
2021/05/13 05:42	Times Select	N/A	Online	7201.59
2021/05/14 01:53	Daily News, Money	p.7	Print	36636.58
2021/05/14 14:32	African Retail	N/A	Online	34271.64
2021/05/14 20:08	IOL	N/A	Online	44957.00
2021/05/14 20:26	Love Africa News	N/A	Online	10396.54
2021/05/14 22:11	Africa-Press	N/A	Online	10431.08
2021/05/18 09:04	NewsHorn Mpumalanga	p.6	Print	12184.83
2021/05/18 09:05	NewsHorn Mpumalanga	p.9	Print	10582.29

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/05/18 17:30	Ikwekwezi FM	Amathunzi Anabile	Broadcast	19057.00
2021/05/19 19:26	AgriOrbit	N/A	Online	14768.41
2021/05/20 16:58	Business Live	N/A	Online	82574.50
2021/05/21 02:32	Business Day (Late Final)	p.2	Print	46642.56
2021/05/26 16:42	Wine	N/A	Online	9096.78
2021/05/28 00:00	Farmer's Weekly	p.24	Print	13342.40
2021/06/02 02:40	Business Report (The Star)	p.14	Print	88790.52
2021/06/02 02:41	Business Report (The Mercury)	p.12	Print	37938.90
2021/06/02 02:42	Business Report (Cape Times)	p.10	Print	42381.54
2021/06/02 02:44	Business Report (Pretoria News)	p.10	Print	88790.52
2021/06/03 00:52	IOL	N/A	Online	55275.00
2021/06/03 11:35	Business Hi-Lite	p.6	Print	9080.46
2021/06/09 04:10	Mail & Guardian	N/A	Online	81659.60
2021/06/10 04:34	Business Report (Cape Times)	p.10	Print	37318.62
2021/06/10 04:37	Business Report (The Mercury)	p.12	Print	33406.70
2021/06/10 04:41	Business Report (Pretoria News)	p.14	Print	81776.24
2021/06/10 04:44	Business Report (The Star)	p.16	Print	76643.84
2021/06/10 12:07	News Portal ZA	N/A	Online	14351.37
2021/06/10 17:22	Leadership	p.56	Print	52017.85
2021/06/11 16:12	Building and Decor	N/A	Online	47077.80
2021/06/11 16:33	Showbiz Scope	N/A	Online	49534.32
2021/06/11 16:41	Parliamentary Monitoring Group	N/A	Online	343644.42
2021/06/11 17:04	IOL	N/A	Online	44146.30
2021/06/11 17:47	Yule Dark	N/A	Online	15925.55
2021/06/12 08:22	Ekurhuleni Talk	N/A	Online	28771.20
2021/06/14 07:21	PPM (Packaging & Print Media)	p.40	Print	32795.40
2021/06/14 19:08	Blue Cube Media	N/A	Online	15913.90
2021/06/18 00:00	True Love, Special Edition	p.44	Print	528997.93
2021/06/15 16:17	VOW 88.1 FM Mhz	That Lunch Show	Broadcast	9930.00
2021/06/15 16:45	702	The John Perlman Show	Broadcast	5531.87
2021/06/18 04:30	The Star	p.3	Print	46073.12
2021/06/18 10:15	Times Live	N/A	Online	39945.40
2021/06/18 14:14	IOL	N/A	Online	31101.40
2021/06/18 16:12	Poultry Bulletin	p.7	Print	26144.64
2021/06/20 00:00	Sunday Tribune (Final), Sunday Insider	p.6	Print	183560.68

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/06/18 21:12	Poultry Bulletin	p.40	Print	160952.94
2021/06/20 13:21	IOL	N/A	Online	55496.10
2021/06/20 14:35	Love Africa News	N/A	Online	12468.94
2021/06/20 14:58	News Portal ZA	N/A	Online	16579.20
2021/06/20 19:16	Africa-Press	N/A	Online	12607.10
2021/06/21 05:46	Sunday Independent (First Edition), Sunday Insider	p.6	Print	183560.68
2021/06/21 05:46	Sunday Weekend Argus, Sunday Insider	p.6	Print	183560.68
2021/06/21 12:13	Media Xpose	N/A	Online	34860.03
2021/06/21 12:14	SA Décor and Design	N/A	Online	38578.56
2021/06/21 16:52	Business Link	N/A	Online	14995.94
2021/06/22 02:55	Fast Company	N/A	Online	11295.15
2021/06/23 04:59	Daily News, Money	p.11	Print	47355.90
2021/06/23 05:13	Cape Argus, Money	p.11	Print	62493.12
2021/06/23 05:17	Cape Argus	p.3	Print	18902.24
2021/06/23 06:19	The Citizen (Gauteng), City	p.19	Print	19039.02
2021/06/23 07:14	The Citizen (Country Edition), City	p.19	Print	19039.02
2021/06/24 07:12	IOL Special Edition	p.8	Print	6332.55
2021/06/24 13:34	IOL	N/A	Online	41640.50
2021/06/24 14:40	Love Africa News	N/A	Online	9118.56
2021/06/24 16:13	Eminetra	N/A	Online	9273.99
2021/06/24 22:10	Channel Africa	N/A	Online	9066.75
2021/06/25 03:56	Daily News	p.3	Print	22393.10
2021/06/27 00:00	Sunday Times, Made in SA	p.3	Print	7052.76
2021/06/27 00:00	Sunday Times, Made in SA	p.7	Print	26267.01
2021/06/27 00:00	Sunday Times, Made in SA	p.8	Print	27984.99
2021/06/26 09:26	1 KZN TV	Main News @ 19:00	Broadcast	33450.00
2021/06/26 09:27	1 KZN TV	News @ 21:00	Broadcast	33450.00
2021/06/26 13:00	IOL	N/A	Online	25205.40
2021/06/26 19:07	Tech Talk	N/A	Online	36277.83
2021/06/28 15:27	702	Azania Mosa-saka Show	Broadcast	94451.00
2021/06/29 08:50	IOL	N/A	Online	35081.20
2021/06/29 14:10	IOL	N/A	Online	42230.10
2021/06/30 05:06	Business Report (The Star)	p.18	Print	88961.60
2021/06/30 05:28	Business Report (Pretoria News)	p.12	Print	88961.60
2021/06/30 05:47	Business Report (Cape Times)	p.12	Print	42463.20
2021/06/30 06:02	Business Report (The Mercury)	p.14	Print	38012.00
2021/06/30 15:00	iAfrica	N/A	Online	1570.14



4,6

**PRESENTATIONS**

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

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

DATE	EVENT	VENUE
6 April 2021	KZN Public Procurement Forum	Virtual
15 April 2021	SEDA Poultry Sector Webinar	Virtual
20 April 2021	SA Chamber in Singapore	
7 May 2021	Presentation to FASA	Virtual
14 May 2021	Presentation to SACTWU	Virtual
20 May 2021	Presentation to FEDUSA	Virtual
27 May 2021	Pivot your Business Webinar	Virtual
28 May 2021	National Wine Day Webinar	Virtual
31 May 2021	Business Development Networking and Marketing	Virtual
7 June 2021	Council for Global Businesswomen Webinar: Business Development Networking & Marketing	Virtual
10 June 2021	Proudly SA Webinar: How to prepare for job market and entrepreneurship	Virtual
17 June 2021	DTIC Webinar: Youth in Manufacturing and Agro-processing	Virtual
24 June 2021	eThekwin Buy Local Summit	Virtual
30 June 2021	Invest SA CEO Forum	Virtual



## ABOVE THE LINE CAMPAIGNS



The Branding and Design Department continued to provide a support function to Marketing and Events, PR & Social Media, the Executive Team and to member companies. All design work was done in-line with our CI manual, maintaining a consistent and professional look and feel for all internal and external material.

For social media we created art work to mark Freedom Day, Lost Sock Day and International Gin Day amongst others.

We continued to celebrate local legends with a series of ecards, and created notices for Local Fridays on Instagram.

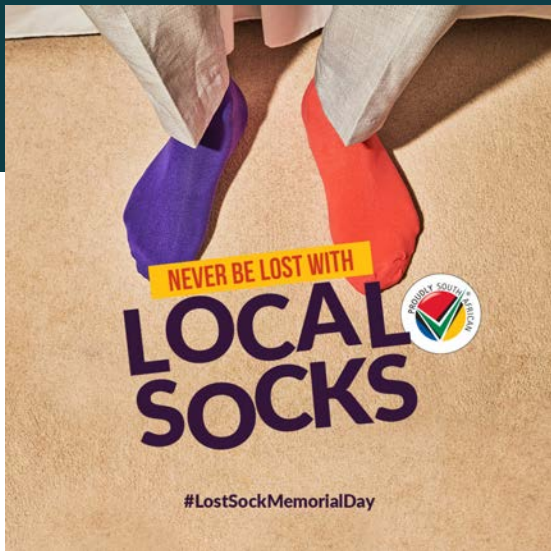
We created mailers, invitations, programmes and holding screens for all of our webinars and events that ran this quarter, in addition to laying out monthly Newsletters.

We have created presentations which assist in membership acquisition and retention as well as creating slide presentations that were made to various industry bodies.

We created a print ad for the Poultry Bulletin showcasing our support for the local poultry sector, with an emphasis on promoting local chicken and awareness around buying local poultry.

We continue, where required to provide advice and approval for logo use by members.

## SOCIAL MEDIA E-CARDS



## CELEBRATING LOCAL LEGENDS



# LOCAL FRIDAYS

PROUDLY SOUTH AFRICAN

**LOCAL  
fridays**

**HAPPY**

**TBO TOUCH**

**live on  
instagram**

23 April | 11am-12pm  
@iamtbotouch | @proudly.sa

PROUDLY SOUTH AFRICAN

**LOCAL  
fridays**

**EUSTACE MASHIMBEYE**

**BOSKASIE**

**live on  
instagram**

28 May | 12pm-1pm  
@proudly.sa | @boskasie

PROUDLY SOUTH AFRICAN

**LOCAL  
fridays**

**HAPPY**

**EUSEBIUS**

**live on  
instagram**

14 May | 12pm-13pm  
@eusebius\_mckaiser | @proudly.sa

PROUDLY SOUTH AFRICAN

**LOCAL  
fridays**

**EUSTACE MASHIMBEYE**

**SHAHAN RAMKISSOON**

**live on  
instagram**

11 JUNE | 12pm-1pm  
@proudly.sa | @shahanramkissoo

POULTRY BULLETIN PRINT  
ADVERT

# WE SUPPORT THE LOCAL POULTRY SECTOR

*Be Proudly South African. Buy local to create jobs.*



**CBH** COUNTRY BIRD  
HOLDINGS

**CHUBBY CHICK**  
FARM FRESH POULTRY

**sovereignfoods**  
with a passion

**GRAIN FIELD  
CHICKENS**  
*Buy from the best!*

**OBC**  
Better Butchery

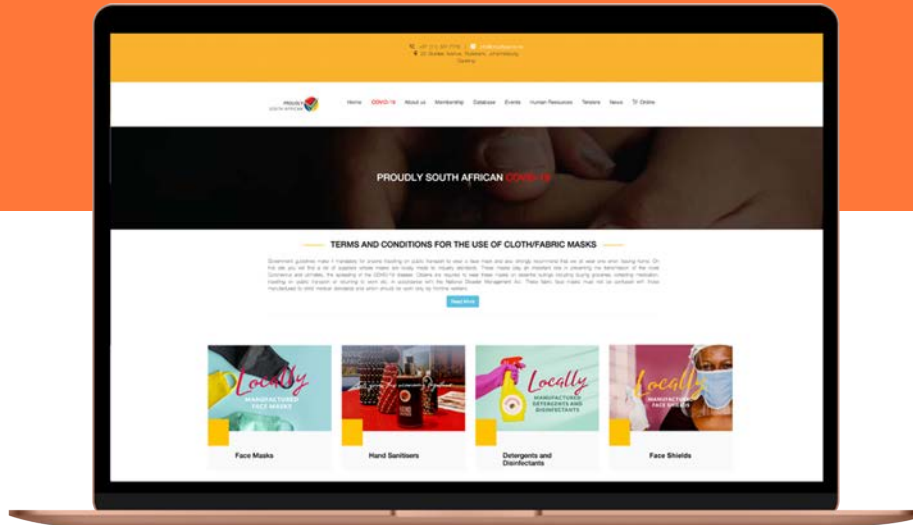
**Supreme  
Chicken**



Contact us:  
[www.proudlysa.co.za](http://www.proudlysa.co.za)  
[info@proudlysa.co.za](mailto:info@proudlysa.co.za)

    
@ProudlySA

## PROUDLY SA'S COVID-19 PORTALS



Proudly SA partnered the Department of Trade, Industry and Competition (the dtic), the South African Clothing and Textile Workers Union (SACTWU), the Bargaining Council for the Clothing Manufacturing Industry and the Manufacturing Circle to roll out a cloth face mask portal to heed to demand for locally-made PPEs in the pandemic. Since the launch of the face cloth mask portal, Proudly SA has created portals for other general PPEs including face shields/visors, sanitisers, disinfectants and detergents.

These portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector.

The portals have been well-received by stakeholders both within the public and private sectors, as well as consumers wishing to procure PPE for everyday use. As PPE has been largely designated by the public sector, Proudly SA has focused mostly on promoting the portals to the private sector. Proudly SA has reached out (and continues to do so) to the Procurement Officers from all spheres of society utilising its membership base, stakeholders in the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, the National Business Initiative (NBI), Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSA) and each body's membership base; as well as association and industry bodies, Labour Unions, businesses that form part of the township

economy, Government Departments including the Department of Small Business Development and the dtic through its sector desks, Provincial Government, Local Municipalities, State-owned Enterprises, etc.

Individuals interested in procuring PPE 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 PPE, they are also indicative of the availability of PPE more broadly in the country. It also gives a sense of companies' endeavours to repurpose their businesses in order to remain in operation. The portals provide Procurement Officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.

Given the immense success of the general PPE portals, in collaboration with the Local Manufacturing Partnership (as spearheaded by Business for South Africa), Proudly SA has developed portals for PPEs used in clinical settings including disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves. The portal was launched in March 2021, and contains the PPE products that have been vetted by Business for South Africa in accordance with the National Department of Health and SAHPRA/NRCS specifications.



Support for the Medical PPE and PPE portals have been received by the Hospital Association of South Africa, and an introduction to the three major private hospital groups is underway in order to engage the individual companies for localisation commitments utilising these portals as an alternative option to broaden the respective companies' supply chains. Proudly SA is presenting the portals to the National Hospital Network in order to approach their 200+ independently-owned hospital members in the third quarter.

In April 2021 in partnership with the dtic, Proudly SA launched a furniture portal. This platform is being populated with the offerings of the members of Proudly SA. Efforts are underway to explore the possibility of utilising the platform as part of government's efforts to increase industrialisation in this sector for it to be a greater contributor to employment across the entire national footprint as presented in the dtic's masterplan for furniture.

Proudly SA will strengthen its reach in terms of advocating the support of these portals to the private sector at large. Efforts are underway to obtain localisation commitments from association bodies such as the Franchise Association of South Africa, The National Association of Automobile Manufacturers of South Africa, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council, and the Agricultural Business Chamber of South Africa.

## BUSINESS FOR SOUTH AFRICA



In support of Business Unity South Africa's initiative Business for South Africa convened to address the challenges facing the Health sector, Proudly South African has given support by joining the governing committee of the local manufacturing arm of the initiative in the Local Manufacturing Partnership.

The governing committee comprises representatives from all spheres of society including, government through the dtic including the Minister's Chief Advisor, the Department of Science and Technology; national development finance institution, the Industrial Development Corporation of South Africa; the online resource for trade and industrial policy research, Trade and Industrial Policy Strategies (TIPS); business through The Manufacturing Circle, Black Business Council, experts in Health, and the National Association of Automotive Component and Allied Manufacturers; labour through the Congress of South African Trade Unions, the Southern Africa Clothing and Textile Workers' Union and National Union of Leather and Allied Workers; social partners including Proudly South African; private financial institutions, and members of the legal fraternity.

To ensure that local manufacturing remains the core focus of the initiative, Proudly South African joined each Personal Protective Equipment (PPE)

workstream including face shields/visors, PPE textiles including FFP2 respirators and surgical masks, gowns, aprons etc., gloves, ventilators, test kits, and sanitisers/disinfectants as the organisation leading the latter workstream. The workstreams have been established to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

In order to complement the work of the Procurement arm of the initiative, and to further drive localisation by supporting local manufacturers, Proudly SA has offered to host the content of the Business for South Africa procurement platform on the Proudly SA website. This platform provides insights into the state of local manufacturing of PPE in the country, matched with projected demand data made available by the dtic as well as other reputable sources. Proudly SA has also committed to listing government and private sector tenders/RFQs alongside product specifications, and a list of local manufacturers provided product is manufactured locally, complies with industry specifications and standards, is tested, certified and/or licensed with the relevant regulators or verification bodies.





The platform will complement Proudly SA's COVID-19 portals now named Proudly SA's portals. The PPE portals for products utilised in clinical settings have been developed and was launched in March 2021. Initially, the following products will be included namely disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves. Through the Proudly SA tender monitoring function, Proudly SA reports to the governance committee as well as the workstreams on PPE tenders/RFQs issued by government on a weekly basis. This report assists the dtic and labour to lobby the support of local manufacturers through the work of the Business for South Africa workstreams, and the workstreams to track government's demand of the much-needed product.

Since rolling out this function for the Local Manufacturing Partnership, Proudly SA's tender monitoring function has picked up 2,814 PPE tenders/RFQs, 225 in quarter one of 2021/2022 alone.

Proudly SA's next focus will predominantly be on driving local demand for these products given the poor uptake of these products by Health in both the public and private sector. Support for the Medical PPE and PPE portals have been received by the Hospital Association of South Africa, and an introduction to the three major private hospital groups is underway in order to engage the individual companies for localisation commitments utilising these portals as an alternative option to broaden the respective companies' supply chains. Proudly SA is presenting the portals to the National Hospital Network in order to approach their 200+ independently-owned hospital members in the third quarter.

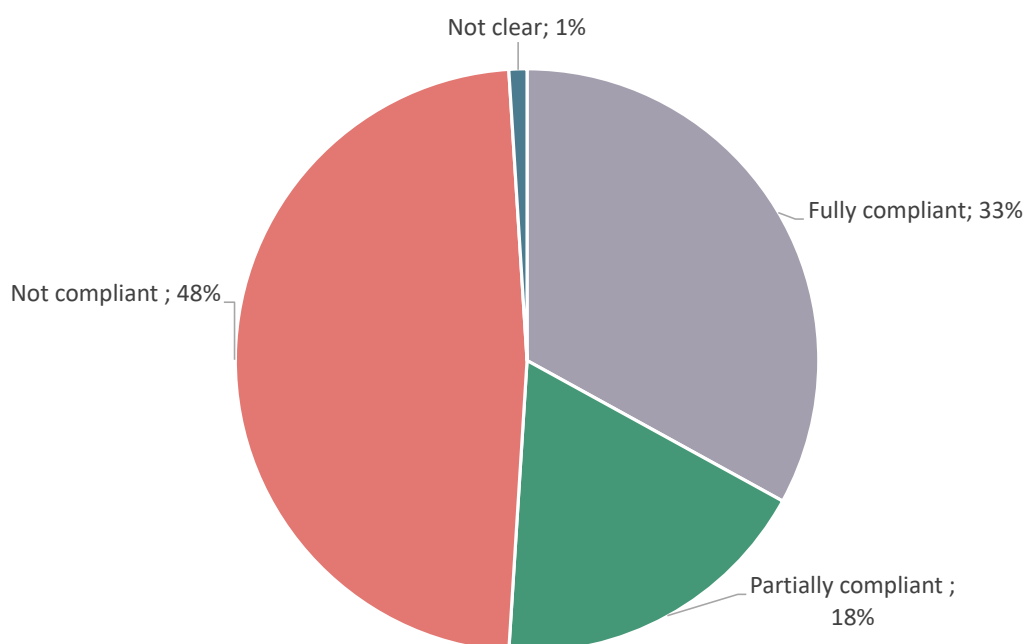
## PROUDLY SA'S TENDER MONITORING FUNCTION

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

Proudly SA assists the dtic in categorising tenders in terms of their compliance to local content specifications, whether they are fully compliant, not compliant or whether the local content is unclear. Through the Proudly SA tender monitoring function, the dtic's industrial procurement unit directly addresses non-compliance of tenders/RFQs issued by the entities of government.

BIDS IDENTIFIED IN DESIGNATED SECTORS 2020/2021				
	Q1	Q2	Q3	Q4
<b>Total bids identified</b>	<b>91</b>	<b>324</b>	<b>381</b>	<b>105</b>
Fully compliant	38 (42%)	99 (31%)	64 (17%)	35 (33%)
Partially compliant	16 (18%)	33 (10%)	51 (13%)	19 (18%)
Not compliant	34 (37%)	165 (51%)	258 (68%)	50 (48%)
Not clear	3 (3%)	27 (8%)	8 (2%)	1 (1%)

**2020/2021 Q4  
COMPLIANCE LEVELS FOR BIDS FOLLOWED UP  
FROM JANUARY TO MARCH 2021**



## SARS INDUSTRY STAKEHOLDER FORUMS

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

Proudly SA was invited to participate in all SARS' stakeholder forums each quarter for the following industries: alcohol, beverage, poultry, tyres, plastics, scrap metal, downstream steel, sugar, tobacco, petrol and the newly-established forum for furniture.

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

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

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

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

In quarter two of 2021/2022, Proudly SA will be given the opportunity to present its projects to the bodies present in these stakeholder forums, all with a view to promote industrialisation in the country (to reduce imports as much as possible) by obtaining localisation commitments on industry-level.

## PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 April to 30 June 2021) - Performance against the Annual Performance Plan targets for the quarter

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:  *Above-the-line campaign, i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	*Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum	*No activities planned for Quarter 1	*N/A	
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:  *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities;	*PR & Below the Line Activities reaching at least 10 million consumers per annum;  *At least 6 Activations hosted annually	*Reach 2 million consumers during Quarter 1	*Reached in excess of 2 million consumers through media releases, social media presence, media direct engagements, partnerships, eg SAMA’s, Media Monitoring analysis as well as external stakeholder engagements and/or events supported by Proudly SA  *N/A	
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);  *Youth targeted Campaign, with radio stations of Tertiary institutions and/ or youth targeted commercial and community radio stations (programs)	*12 x Community and/or youth targeted Radio interviews/competitions or advertising campaigns per annum	*3 Campaigns with radio stations planned per quarter	*3 campaigns conducted with Boston Media House, VowFM (Factory visits) and VowFM (Youth Month)	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
	<p>*Consumer education campaigns targeted and hosted in tertiary institutions (in partnership with Wear SA and other organisations) and targeting basic education learners</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>*Increased awareness of the buy-local message in support of Heritage Month</p> <p>*Proudly SA CSI projects</p>	<p>*8x campus Radio campaigns at tertiary institutions</p> <p>*Inclusion of Buy Local in the basic education syllabus</p> <p>*Participation in at least 4 virtual trade expos per annum;</p> <p>*Roll out of at least 1 Heritage month activity per annum</p> <p>*At least 1 CSI projects per annum</p>	<p>*2 campus consumer education activations planned per quarter</p> <p>*Initiate discussion with Department of Basic Education on this</p> <p>*Participation in one trade expo per quarter</p> <p>*Proudly SA Heritage month activities planned for Q2 only</p> <p>*CSI activity planned for Q3</p>	<p>*Three undertaken: 1 x competition campaign on VOWFM. 1 x session with Boston Media House interviews. 1 x radio interview on VOW FM.</p> <p>*A detailed letter from the CEO's office was sent to the Minister of Education accordingly.</p> <p>*Participated in 2 Expos, Local Brands and TEA Young &amp; Creative</p> <p>*NA</p> <p>*NA</p>	
<p>Increase procurement of local products and services in the public sector through increased engagements with the public sector.</p>	<p><b>Educational roadshows</b> Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*Partnership with the dtic, EDD, SALGA National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial &amp; local government departments and to monitor procurement within the public sector</p>	<p>*Participation in at least 1 presentation to SOEPF per annum</p> <p>*Presentation at 1 government's SCM forum with Heads of national and/or provincial government department</p>	<p>*No presentation planned for Q1</p> <p>*No presentation planned for Q1</p>	<p>*N/A</p> <p>*N/A</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
	<p>* National, provincial and local departments visits – engagement with procurement officers</p> <p>* Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>* Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district's economic development</p> <p>* Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities</p> <p>* CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)</p>	<p>* At least 5 virtual Provincial Public Sector forum per annum</p> <p>* Presentation to at least 3 metropolitan council procurement forums per annum</p> <p>* At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum</p> <p>* At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>* Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2021/22)</p>	<p>* 2 digital Provincial Public Sector forums planned for Q1</p> <p>* No presentation planned for Q1</p> <p>* No presentation planned with officials in the municipality/district for Q1</p> <p>* 300 Tenders/RFPs per quarter</p> <p>* 25 Proudly SA companies to be integrated with CSD per quarter</p> <p>* Buy Local Summit (virtual) planned for Q4</p> <p>* Buy Local Expo (virtual) planned for Q4</p>	<p>* 2 conducted, one each in KZN &amp; W/Cape</p> <p>* N/A</p> <p>* N/A</p> <p>* 1,195 tenders monitored</p> <p>* No member companies have yet been integrated with CSD to date</p> <p>* N/A</p> <p>* N/A</p>	<p>Development work is being finalised in order for both the CSD and Proudly SA systems to synchronise. Once completed, the CSD developers will share the system and intents with National Treasury for them to schedule the integration. a MoU will be finalised once National Treasury signs off on the integration presentation</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA)	<p><b>National Educational road shows:</b> Increased buy-in and support for local procurement by the <b>private sector</b>. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <p>* Local Procurement Partnerships with large retailers and /or manufacturers;</p> <p>* Buy Local Summit – focusing local procurement (consumers, private and public sectors)</p> <p>* Buy Local Expo – showcasing locally made products and services</p> <p>* Sector Specific Workshops</p> <p>* Business Forums with <b>dtic</b> and other strategic partners</p>	<p>*At least 1 presentation to the Apex business organisations e.g. BUSA, BBC and BLSA</p> <p>Presentations to at least 8 business chambers, associations and/or industry events per annum</p> <p>*Partnerships with at least 2 major retailers/manufacturers per annum ;</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo to be held per annum (virtual or otherwise)</p> <p>*2 x sector specific engagements per annum</p> <p>*12 business forums (Webinars) per annum, targeted at the private sector</p>	<p>*No presentation planned with any of the targeted organizations for Q1</p> <p>*2 presentations planned for each quarter</p> <p>*No partnerships planned for Q1</p> <p>*Buy Local Summit scheduled for Q4 (March '22)</p> <p>*Buy Local Expo scheduled for Q4 (March '22)</p> <p>*1 sector specific forum scheduled for Q1</p> <p>*3 virtual business forums scheduled per quarter</p>	<p>*N/A</p> <p>*1.On 24th May 2021, Proudly SA as part of the TWC presented to the CEO Champions. 2.The Franchise Association of SA 3.On 27th April 2021, Proudly SA presented to the SA Singapore Business Chamber. *PPC Ltd (the cement company) joined as member in May 2021</p> <p>*N/A</p> <p>*N/A</p> <p>*Hosted a furniture webinar to launch furniture portal</p> <p>* Hosted 5 in total. 1 Pivot your business. 2 Importance of Entrepreneurship, 3 Youth in Manufacturing, 4 Youth in Mining, 5 National Wine Day value chain– local value chain.</p>	<p>*Sector forum is planned for mining in Q2, as well as automotive, medical PPE, and plastics in Q3/Q4.</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
	<p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</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>*Participation in at least 4 virtual trade expos per annum</p> <p>*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p>	<p>*1 virtual trade expo scheduled per quarter</p> <p>*Roll out planned for Q3</p>	<p>*Participated in 2 physical trade shows namely, Young &amp; Creative TEA Expo and the Local Brands Expo.</p> <p>*N/A</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>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 4 major corporates per annum</p>	<p>*No new industry level commitments planned for Q1</p> <p>*1 new localization commitment from a major corporate planned per quarter</p>	<p>No industry commitment secured</p> <p>*No major corporate commitment secured</p>	<p>*Proudly SA launched its furniture portal in April 2021. Various webinars are planned to populate the portal with local manufacturers, and then webinars are planned to encourage corporates to support local furniture manufacturers by procuring from those enlisted on the platform.</p> <p>*The focus on local manufacturing for PPE with B4SA will yield commitments in Q2 2021/2022. Proudly SA developed and launched its medical PPE portals in order to drive private sector demand.</p>



Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
		*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop	*No local procurement workshop planned for Q1	*In May 2021, Proudly SA participated in a virtual event with members of the Franchise Association of SA to gain support of its Market Access Platform as soon as it is launched.	*Proudly SA has developed a SCM officers and/or buyers database. As soon as the Market Access Platform is launched in July 2021, Proudly SA will be hosting various webinars with buyers to obtain support of local companies.
	Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	Implementation of Import Replacement in at least one key product per annum	*No import replacement implementation in any key product planned for Q1	*N/A	*Proudly SA as part of the Localisation Technical Working Committee is participating in the CEO Champion project to facilitate import replacement. It is launching its Market Access Platform to these CEOs in July 2021 as a tool to facilitate import replacement.
Retention and Recruitment Members	Number of members recruited and retained	*Recruit at least 300 new members for the year  *Retain at least 80% of all members due for renewal for the year	*75 new members recruited during the quarter  *80% of all members due for renewal renewed membership	*86 new fully paid-up members recruited  *72% of all members due for renewal, renewed their membership	*Slower renewal by members due to tough economic conditions

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
Partnership with enforcement agencies	<p>*To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products</p> <p>*Develop partnerships with intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders</p>	<p>*Participation in at least 24 Customs &amp; Excise industry stakeholder forums and national operations per annum hosted by SARS</p>	<p>*Participation in at least 6 Customs &amp; Excise industry stakeholder forums per quarter</p>	<p>*Participated in 9 industry stakeholder forums including sugar, tobacco, downstream steel, tyre, scrap metal, beverage, alcohol, furniture, clothing and textiles.</p>	
Growing the database of South African supplier products and services for local procurement	*Grow the number of companies registering on the database.	*750 new products and/or services registered	*185 new products and/or services registered for Q1	*258 new products and/or services registered	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	*Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*Promotion of database to at least 5 virtual provincial public-sector forums (engagements)	*2 provincial public-sector forums planned Q1	*Database was presented at KZN & W/Cape public sector forums	
		*Promotion of database to at least 12 provincial business forums (webinars) targeted at the private sector per annum	*Promotion of database at 3 provincial business forums planned per quarter	*Database was presented at the 5 virtual business forums	
		*Promotion of database to at least 8 business associations or chambers or at industry specific events	*Promotion of database at 2 workshops with business associations or chambers or industry specific events planned per quarter	*Presented the database to the SA Singapore Business Chamber in April, and members of the Franchise Association of South Africa in April.	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
<b>Brand Management</b> Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers;  Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand or Consumer Research to be undertaken at least once per annum  *At least 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/consumer outreach campaigns and via the website	*A consumer research study planned for Q2  *3 dipstick survey planned per quarter	*N/A  Conducted 3 surveys, 1. Pivot your business 2. Importance of entrepreneurship as country battles unemployment and 3. Is the South African Youth, Job market ready?	
	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified  *Annual compliance review of all members	*100% of all identified illegal users sent letters  *100% (All) members checked for compliance	*All identified irregular users were sent letters – 100%  *All members contacted as part of the new and renewals membership compliance process – 100%	*Monitoring done by Adams and Adams monthly – 100%
<b>Strengthening Media relations, PR and social media</b>	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally  *Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other key stakeholders	*Monitoring of the use of logo and phrase done illegally – 100% contact with all identified companies  *100% of Daily monitoring through Newsclip of all coverage on Proudly SA	*Achieved. Refer to page 21 of this report.	
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	*Press releases At least 36 press releases and/or opinion pieces per annum	*9 press releases issued per quarter	*There were 21 press releases in total.	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
	<p>*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media</p>	<p><b>*Media engagement</b> *At least 48 media engagements per annum</p> <p><b>*Media Events</b> * At least 3 Media events/ networking sessions per annum (virtual)</p> <p>*Social Media activities daily</p>	<p>*12 media engagements per quarter</p> <p>*No media events planned for Q1</p>	<p>*12 media engagements undertaken</p> <p>*OBC factory tour with media.</p>	
Increased growth and awareness through Social Media platforms	<p>Daily communication on Twitter, Facebook and Instagram. Increased activities during Campaigns</p> <p>*Increase following on social media platforms and increase in publicity in a very quiet month</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p>	<p>*Increase following on all social media platforms by 2% per annum</p> <p>*Valentine's Day activation 1 per year on Valentine's Day</p>	<p>*Daily updates on Twitter, Facebook and Instagram done</p> <p>Increase following on all social media platforms by 2% per quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '22)</p>	<p>*Daily updates done on Twitter, Facebook &amp; Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 177,260 followers and Facebook has more than 30,492 followers &amp; Instagram has more than 9,715 followers</p> <p>*There was a 2% increase following quarter on quarter</p> <p>*N/A</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually  *Growth in sales of products on the online shopping platform (RSA Made)	*20 % growth in number of products and/or services registered on the platform per annum  *20% growth in sales on the RSA Made platform year on year	5% growth per quarter	13% growth	
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans)	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	*Implementation activities in support of at least 1 sectoral masterplan per quarter	Launched furniture portal to support furniture industry masterplan	
*Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA	*Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries	*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries	*Participation in at least 1 programme aimed at securing markets for SA made products planned for Q2	*N/A	
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	*No partnership envisaged with any SEZ for Q1	*N/A	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
<b>Financial Management:</b> 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	*100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2020/21 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions during each quarter	*Obtained unqualified audit report for 2019/20  *All financial transactions correctly and accurately processed during Q1	
Annual Strategic Risk Register	Approved annual strategic risk register and quarterly risk management reports	*100% compliance	*100% compliance	*Risk Register finalized and updated for the quarter	
<b>Human Resources Management:</b> Organisational structure is always aligned to organisational strategy	* Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*100% alignment of organogram to the strategy in every quarter	* Organogram fully aligned (100%) to the strategy	
Performance Management	*Percentage of critical positions filled	* All (100%) critical positions filled at all times	* All (100%) critical positions filled during the quarter	* All critical positions filled during the quarter	
	*Performance Management System to set and evaluate performance targets and levels every 3 months	* Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from August 2019 to July 2020.	*100% compliance	*100% compliance	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q1 target)	Actual Achievement (Q1)	Reason for Variance
Quality Management System in place	*ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	*QMS based on ISO9001 of 2015 Standard and monitor continued compliance to the requirements	*100% compliance	*100% compliance	
Compliance to Statutory Requirements	*Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements	*100% compliance	*100% compliance	

## 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		<p>Does the audit committee review the following:</p> <ul style="list-style-type: none"> <li>• The effectiveness of internal control systems; X</li> <li>• The effectiveness of internal audit; X</li> <li>• The risk areas of the entity's operations to be covered in the scope of internal and external audits X</li> <li>• The adequacy, reliability and accuracy of financial information provided to management and other users of such information X</li> <li>• Any accounting and auditing concerns identified as a result of internal and external audits X</li> <li>• The entity's compliance with legal and regulatory provisions X</li> <li>• 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 X</li> <li>• Where relevant, the independence and objectivity of the external auditors.</li> </ul>				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"> <li>Are risk assessments conducted regularly to identify the public entity's emerging risks?</li> <li>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?</li> <li>If there is a risk management strategy, is it communicated to all employees?</li> </ul>	X			<ul style="list-style-type: none"> <li>Risk Assessment is done annually and the Risk Register is updated annually and reviewed quarterly</li> <li>The company has a Risk Management Strategy and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy</li> <li>All staff participate in the organisational Risk Management workshops</li> </ul>
	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?  Does the internal audit function report to the audit committee detailing its performance against the plan?	X			The Internal Audit plan approved by the Audit committee is a rolling 3-year plan  All internal audit reports are tabled at the Audit Committee and the Auditor's report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
	TR 27.2.10		Does the internal audit function evaluate the following: <ul style="list-style-type: none"> <li>The information systems environment;</li> <li>The reliability and integrity of financial and operational information;</li> <li>The effectiveness of operations;</li> <li>Safeguarding of assets; and</li> <li>Compliance with laws, regulations and controls</li> </ul>	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
5.	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"> <li>• Contravened or failed to comply with a provision of the PFMA</li> <li>• Committed an act which undermined the financial management and internal control system of the public entity</li> <li>• Made or permitted irregular or fruitless and wasteful expenditure</li> </ul>		X	N/A	No employee has committed any of the offences listed herein
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		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"> <li>• The outcome of any disciplinary hearings and/or criminal charges;</li> <li>• The names and ranks of employees involved; and</li> <li>• The sanctions and any further actions taken against these employees.</li> </ul>			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

	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"> <li>• a projection of revenue, expenditure and borrowings for the financial year in the prescribed format; and</li> <li>• 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.</li> </ul>	<p>x</p> <p>x</p>			<ul style="list-style-type: none"> <li>• The budget and cash flow for the financial year were submitted to the dti on time</li> <li>• The Board has approved the Strategic Plan and it was submitted to the dti and a Business plan was developed based on the approved Strategic plan.</li> </ul>
TR 29.1.1		<p>Does the corporate plan include the following:</p> <ul style="list-style-type: none"> <li>• strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact;</li> <li>• strategic and business initiatives as embodied in business function strategies;</li> <li>• key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives;</li> <li>• A risk management plan</li> <li>• A fraud prevention plan</li> <li>• a materiality/significant framework, referred to in Treasury Regulation <ul style="list-style-type: none"> <li>• 28.1.5;</li> <li>• a financial plan addressing – <ul style="list-style-type: none"> <li>o revenue, expenditure and borrowings;</li> <li>o asset and liability management cash flow projections;</li> <li>o capital expenditure programmes; and</li> <li>o Dividend policies</li> </ul> </li> </ul> </li> </ul>	<p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p>			<ul style="list-style-type: none"> <li>• The approved strategic plan and business plan has been submitted to the dti as the Executive Authority</li> <li>• This is built into the approved strategic plan</li> <li>• Risk Management plan exists</li> <li>• Fraud prevention plan approved</li> <li>• Materiality is determined prior to and during external audits</li> <li>• This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority</li> </ul>

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

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"> <li>• cover a period of three years;</li> <li>• include objectives and outcomes as identified by the executive authority;</li> <li>• include multi-year projections of revenue and expenditure;</li> <li>• include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and</li> <li>• include the materiality/significant framework, referred to in Treasury Regulation 28.1.5.</li> </ul> <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>



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"> <li>Information on proposed domestic borrowing;</li> <li>Information on proposed foreign borrowing (national entities)</li> <li>Short and long term borrowing;</li> <li>Borrowing in relation to a pre-approved corporate plan</li> <li>The maturity profile of the debt;</li> <li>The confirmation of compliance with existing and proposed loan covenants;</li> <li>Debts guaranteed by the government;</li> <li>Motivations for government guarantees, if required; and</li> <li>The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established.</li> </ul>			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"> <li>Was approval obtained from the Minister of Finance?</li> <li>Was the debt repaid within 30 days from the end of the financial year?</li> </ul>	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"> <li>An annual report on the activities of the public entity during that financial year;</li> <li>The financial statements for that financial year after the statements have been audited;</li> <li>The report of the auditors on those statements.</li> </ul>	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 (deadlines were extended for the 2019/20 financial year in terms of a Government Gazette issued by the Minister of Finance)

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"> <li>Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year;</li> <li>Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure;</li> <li>Any losses recovered or written off;</li> <li>Any financial assistance received from the state and commitments made by the state on its behalf;</li> <li>The financial statements of subsidiaries.</li> </ul>	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"> <li>• Fees for services as a director or executive member;</li> <li>• Basic salary;</li> <li>• Bonuses and performance related payments;</li> <li>• Sums paid by way of expense allowances;</li> <li>• Contributions made to any pension fund, medical aid, insurance scheme, etc.;</li> <li>• Any commission, gain or profit sharing arrangements;</li> <li>• Any share options, including their strike price and period; and</li> <li>• Any other material benefits received.</li> </ul>	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"> <li>• Collecting and banking revenue promptly</li> <li>• 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;</li> <li>• Avoiding prepayments for goods and services unless required by the contractual arrangements with the supplier;</li> <li>• Accepting discounts to effect early settlement;</li> <li>• Pursuing debtors with appropriate sensitivity and vigor to ensure that amounts receivable by the public entity are collected and banked promptly;</li> <li>• Accurately forecasting the public entity's cash flow requirements;</li> <li>• Timing the in and out flow of cash;</li> <li>• Recognizing the time value of money, i.e. economically, efficiently, and effectively managing cash;</li> </ul>	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"> <li>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;</li> <li>Performing bank reconciliations at least weekly;</li> <li>Making regular cash forecasts; and</li> <li>Alignment of the approved budget with monthly cash flows;</li> <li>Variance analyses of actual cash flow with the approved budget</li> </ul>	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"> <li>selection of counter-parties through credit risk analyses;</li> <li>establishment of investment limits per institution;</li> <li>establishment of investment limits per investment instrument;</li> <li>monitoring of investments against limits;</li> <li>reassessment of investment policies on a regular basis;</li> <li>reassessment of counter-party credit risk based on credit ratings; and</li> <li>reassessment of investment instruments based on liquidity requirements.</li> </ul>			X	The Proudly SA campaign does not have enough long-term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept.

## PROGRESS ON ACTIONS IN THE RISK REGISTER - 30 JUNE 2021

Strategic Objectives affected	High level definition	Contributory Factor (s)		Consequences(s) Effect(s) or impact	Inherent Risk Rating	Existing Controls Control description	Residual Risk Rating	STRATEGIC RISK REGISTER - 2021/22		Risk Owner	Treatment Owner	Due Date
		Ref	Detailed Risk Description					Residual risk	Initiatives or planned strategies to enhance control adequacy			
<b>STRATEGIC RISKS</b>												
Sustainability of the campaign	Over-dependence on single funding source	1	As significant portion of revenue generated by Proudly South African is from the annual grant funded by the DTIC, this poses a risk as there is no diverse income streams and this reliance is placed on a single funder.	If the DTIC were to decrease or stop funding Proudly South African altogether, this would pose business risks and going concerns. The entry's ability to achieve its strategic objectives.	12	There is an existing agreement with the DTIC and an RTF budget allocation for the next three years. The DTIC in order to cement the inflow of funding. Revenue Generation Strategy in place. Strict meeting of deliverables in the MoU by Proudly SA. Financially distressed members offered payments terms. Customised the current properties to suit the current Covid-19 environment in order to attract sponsorship revenue	12	Proudly South African should explore other funding sources within the Public Sector (e.g. government departments, agencies) and other funding sources across all sectors offered by state-owned entities. Diversification of income streams (membership fees, trade exchanges and partnerships/sponsorships). Exploring donor funding/enterprise development programmes	CEO/CFO/CMO/ Strategy Exec	CEO/CFO/CMO/ Strategy Exec	31-Mar-22	
Educate consumers on the importance of buying local (Local Procurement Accord) and on country of origin labels to influence "Buy Local" purchase behaviour	Resistance to change in buying behaviour	2	One of the key pillars of Proudly South African is to ensure that there is an increase in local production and sales of locally made products. In achieving this, the end-users play a critical role as a total change in mindset is required in order to alter the buying behaviour.	This would result in Proudly South African not achieving the impact desired.	16	Public Sector: Tender Monitoring system Public Sector Road shows  Private Sector: Participation at expos Retailer Import replacement Localisation commitments Retailers: Roadshow (FMCG) Consumer Education Campaigns (Game Time) and industry specific campaigns such as CTFL, Poultry and Hospitality) Participation in B4SA work streams aimed at driving localisation	12	<b>Public Sector</b> Continued with virtual public sector procurement forums in partnership with the provincial MECS targeting public sector procurement officials SOEPP participation Tender Monitoring <b>Private Sector</b> Source and grow Local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society) Grow membership of the campaign and base of localisation driven companies. Drive import replacement activities, as well as develop procurement portals (including a matchmaking Localisation SOW platform). Support the Masterplan Conferences Drive end-user demand through Masterplans (various) Intensify labour programme (Shop-stewards involvement) Broaden the base of friends of the campaign Partnerships with civil society and faith-based organisations. Intensify consumer education drive ( Game Time/Living Lekker locally and partnership campaigns with Presidency). Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus	CEO	CEO	31-Mar-22	
Recruitment and Retention of Members	Lack of high value members especially with retailers & manufacturers	3	Insufficient products available to consumers at point of sale.	The relevance of the campaign might be affected negatively amongst consumers - message lost. Lost opportunity, which might not be easy to be regained which will result in Proudly South African not achieving the impact it desired.	16	Improve value proposition to attract high value members especially with retailers & manufacturers. Focused membership drive, underpinned by industry specific strategies.	12	Introduction of Retail specific strategies - FMCG, furniture, CTFL to grow levels of local content on their shelves and run buy local activities (especially in-store). Partnership with CGCSA to help us reach retailers and wholesalers (formal and informal) as well as manufacturers. Drive a member education programme to encourage members to use the logo on their products.	CEO/ Executive Manager: Strategy, Stakeholder Relations & Legal	CEO/ Executive Manager: Strategy, Stakeholder Relations & Legal	31-Mar-22	
Brand research - Development of a scientific basis for local procurement	Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	4	The impact of work conducted can only be reliably measured if there are tools in place that can gauge whether Proudly South African is effective in achieving its mandate.	- Reputational damage. - Impaired stakeholder relations. - Strategy not informed and/or supported by real data	15	Annual consumer targeted research (Massmart) Dipstick surveys post most activities	12	Annual Massmart consumer survey to be expanded to include additional elements. To improve on questions utilised for the event specific dipstick surveys.	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-22	
Growing the database of South African supplier products and providing local procurement	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	5	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	This would result in potential members not taking up subscriptions for membership at Proudly South African, thus reducing the impact the organisation would have in its marketing programme and the ability to diversify its income streams.	20	->Reduce membership fees ->Improve value proposition ->Focus on access to markets for members ->Engaging members through hosting of industry forums. Discounts and payment terms offered to distressed members, where required	9	->Messaging unpacking the value of Proudly South African ->Building partnerships to drive localisation message ->Sustained brand visibility through partnerships ->Development of industry specific strategies and partnerships with industry bodies and other sector desks. Development of a sector-specific list, as well as reliance on masterplans for increased access to local producers. Concluding partnerships with industry bodies, bargaining councils and SEZs. Roll out sector specific campaigns and member focused campaigns (Living Lekker Locally)	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-22	
Financial Management and Business Continuity Risks	High-level Operational Risks	6	Business Continuity.	- Loss of data. - Loss of income for operational purposes	12	->Backups of core systems and cloud storage of all company data; ->Antivirus software and strengthened firewall protection; ->24 hour security with armed response; ->Insurance; ->Disaster Recovery Site secured at Netlic	9	Strengthening of Control Environment, including Digitization of the organisation as well as enhancing Business Continuity plans. Ability of all staff to work remotely (all staff adequately resourced)	CEO/CFO	CEO/CFO	31-Mar-22	
Compliance with Statutory Requirements thereof on operational efficiency and campaign programmes	The impact of the provisions of POPI and the implementation thereof on operational efficiency and campaign programmes		Provisions of the POPI/ACT (as of 1 July 2021)	Impact on offerings related to membership value proposition (procurement opportunities), member specific campaigns, publishing on portals, databases, PR & Communication related activities and conclusion of strategic partnerships; linked to dissemination or publishing of members information)		New area of responsibility - envisaged controls to include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required		New area of responsibility - envisaged controls to include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required	Executive Manager: Strategy, Stakeholder Relations & Legal	EXCO	01-Jul-21	

## **PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN - 2021/22**

The Post-Audit Implementation Plan will be provided once the 2020/21 external audit has been finalized.

However all the 2019/20 external audit findings were resolved before the commencement of the 2020/21 audit

## FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 1 – 1 April to 30 June 2021)

Description of item	Budget for the quarter (Q1) Rands	Actual for the quarter (Q1) Rands	Variance for the quarters (Q1) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 June 2021) Rands	YTD Variance (31 March 2022) Rands
<b>INCOME</b>								
Membership Fees	1 310,500	967,061	(343,439)	(26%)	Various leads are being followed up, more smaller value members were recruited	5,242,000	967,061	(4,274,939)
Grant – the dti	15,000,000	15,000,000	0	0%		40,574,000	15,000,000	(25,574 000)
Project based funding - UNOPS	0	0	0	0%		0	0	0
Sponsorship	0	0	0	0%		10,000,000	0	(10,000,000)
Other Income	0	144,768	144,768	100%	Interest income & sale of promotional items	0	144,768	144,768
<b>Total Income</b>	<b>16,310,500</b>	<b>16,111,829</b>	<b>(198,671)</b>	<b>(1%)</b>		<b>55,816,000</b>	<b>16,111,829</b>	<b>(39,704,171)</b>
<b>EXPENDITURE</b>								
HR and Staffing costs	5,893,300	5,764,632	128,668	2%	Timing nature of certain cost elements & one vacancy	24,993,200	5,764,632	19,228,567
Administrative costs	1,634,206	1,423,265	210,941	13%	Due to lockdown restrictions imposed for the COVID-19 Pandemic	6,725,446	1,423,265	5,302,181
Membership costs	25,468	5,766	19,702	77%	Cost cutting exercise undertaken,	456,895	5,766	451,130
Marketing costs	662,959	429,269	233,690	35%	Due to lockdown restrictions imposed for the COVID-19 Pandemic	21,927,751	429,269	21,498,482
Capital Expenditure & IT	201,677	178,699	22,978	11%	Due to cost containment	2,712,207	178,699	1,534,008
<b>Total Expenditure</b>	<b>8,417,609</b>	<b>7,801,631</b>	<b>615,978</b>	<b>7%</b>		<b>55,816,000</b>	<b>7 801,631</b>	<b>44,014,369</b>



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