

**QUARTERLY REPORT
FOR THE PERIOD
1 JANUARY - 31 MARCH 2015
(QUARTER 4 - 2014/15
FINANCIAL YEAR)**



PROUDLY SOUTH AFRICAN Quarterly Report for Q4 (January to March 2015)

Approval of the Report

Recommended by the CEO for endorsement		Endorsed by the Accounting Authority	
Name: Adv. Leslie Sedibe	Signature: _____	Name: Mr. J. Maqhekeni	Signature: _____
Rank: CEO	Date: ___/___/2015	Rank: Chairperson	Date: ___/___/2015

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ACRONYMS

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

Accord	The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020.
Brand SA	Brand South Africa, an agency of the government of the Republic of South Africa whose objective it is to market South Africa as a foreign investment destination.
CCRD	Consumer Commission Regulatory Division of the dti.
CPO	Chief Procurement Officer.
CIPC	Companies Intellectual Property Commission.
COTII	Council of Trade and Industry Institutions.
EDD	Economic Development Department, a national government department in the Republic of South Africa.
NCPC	National Cleaner Production Centre, a program of the dti, housed under the CSIR which focuses on assisting companies implement cleaner production and resource efficiency measures.
NEDLAC	National Economic Development and Labour Council, an entity of the Department of Labour.
NT	National Treasury.
PFMA	Public Finance Management Act No. 1 of 1999.
Proudly SA	Public Finance Management Act No. 1 of 1999.
SALGA	South African Local Government Association

SAPBA	South African Premier Business Awards
The DTI	Department of Trade and Industry, a national government department in the Republic of South Africa
The Summit	the Local Procurement Summit & Expo
SAFACT	South African Federation Against Copyright Theft
SAFDA	South African Fashion Designers Association
SAPS	South African Police Services
SARS	South African Revenue Service
SOEPF	State Owned Enterprises
WNC	Women's National Coalition



EXECUTIVE SUMMARY

This report covers the period 1 January 2015 - 31 March 2015 and focuses on various highlights during the period

OVERVIEW

The Proudly South African national "Buy Local" Campaign continues its quest to get big businesses, corporations and even SMEs to buy local and to consciously choose to support locally manufactured products and services.

In the absence of a legislative mandate, the Local Procurement Accord still remains the cornerstone for Proudly SA as it continues to play an active role in supporting government's drive to grow the economy, alleviate poverty, create decent sustainable jobs and reduce inequalities.

Buy Local movements continue to gain traction globally and have demonstrated time and again that buying close to home is more than a feel-good matter.

"Buying Local" is an internationally tried and tested method to stimulate job creation and alleviate poverty – and in our country, where we continue to grapple with unemployment, poverty and inequality, every South African can make a difference in this regard.

Buying locally manufactured goods or brands – whether it involves purchasing machinery worth millions or even just a t-shirt – begins a cycle in which you re-invest money into the local economy.

Research shows there is a positive economic impact associated with keeping money "in town" and communities around the world are increasingly depending on the "Buy Local" philosophy and supporting local brands.

Spending your money on a Proudly South African product or a brand that is made locally means you also help keep the worker – who made that product – in their job. When you buy local you help create jobs and, in turn, help alleviate poverty. That, simply put, is the multiplier effect of buying local.

Late last year, in September 2014, two of South Africa's BRICS partners launched their own "Buy Local" campaigns in an effort to boost local manufacturing, promote local brands, create jobs and entice investment.

India's Prime Minister, Narendra Modi, launched that country's "Made in India" marketing campaign amidst much fanfare.

Only a few months into office, the Prime Minister has been unrelenting in his efforts to promote India as the world's next manufacturing giant. In a country where a reported 700 million people live in poverty, it was suggested at the "Made In India" event that 90 million manufacturing jobs could be created in India in the next 10 years alone.



Speakers also suggested that a stronger manufacturing base would boost exports while linking India to global supply chains and help reduce the current account deficit.

Hot on the heels of the "Made In India" launch, China's government launched their "Made In China" campaign. The Chinese campaign comes with a host of tax concessions for local businesses to boost the manufacturing sector, a key driver of China's economic growth.

As consumers, both at home and at the workplace, we also have immense power in our pockets to help uplift and grow the economy of South Africa, create jobs and make a tangible difference in the lives of ordinary South Africans.

As the country's national Buy Local Campaign, Proudly South African promotes local procurement but also believes in the importance of direct foreign investment. Balance is key, to ensure that local brands and the local economy can grow. In this way, we can help create jobs and alleviate poverty.

Proudly South African also continues to strive to source and secure shelf space for locally manufactured products. South Africans need to support local manufacturers to ensure the country doesn't become a warehouse for imported products or a dumping ground for inferior goods rejected by the rest of the world.

South Africans need to work together as a collective, to claim back the jobs lost over past decades and revisit opportunities that exist to stimulate job creation, entrepreneurship and enterprise development.

BUY LOCAL MOVEMENT

Be Proudly South African – Buy Local to Create Jobs!



GOVERNANCE AND OVERSIGHT DURING THE QUARTER

During the period under review, the following Board and subcommittee meetings took place:

3.1 Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 24 March 2015 and considered the following:

- Amendments to the Terms of Reference of the Committee;
- Reports from the Internal Auditors on Corporate Governance, Human Resources, Membership, Compliance and Brand Management as well as Financial Disciplinary Review;
- The appointment of Internal Auditors for the next three years; and
- The Audit Planning Memorandum for the external audit for the period ending 31 March 2015, from Nexia SAB&T was approved.

3.2 Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 24 March 2015 and considered the following:

- The Terms of Reference of the Committee;
- Reports of the previous events held, including the Valentine's Day Activation and the Buy Local Summit and Expo;
- Reports on the preparations for the South African Premier Business Awards;
- Membership update including year on year trends; and
- The Media Coverage Report and Social Media statistics for the period.

3.3 Board

The Board of Directors met on 26 March 2015 and the meeting considered the following:

- Terms of Reference of the Board;
- The PFMA Status of the organisation;
- Quarterly Report for Quarter 3 (October 2014 to December 2014);
- Standing Committee Reports from the Board subcommittees;
- The budget for the 2015/16 financial year;
- The Board approved an inflationary adjustment of 5.5% for staff;
- The Board approved the opening of a bank account with ABSA Bank;
- The financial reports as tabled for the period year to date, including Management Accounts and the Cash flow projection schedule.

THE QUARTER UNDER REVIEW

4.1 High level achievements for the quarter

During the quarter under review, the following were some of the achievements as contained in the Annual Performance Plan (APP) and reported in detail in Section 5 of the report:

- During the quarter under review, the following were some of the achievements as contained in the Annual Performance Plan (APP) and reported in detail in Section 5 of the report:
- The Buy Back SA above-the-line advertising campaign continued on SABC radio stations with high listenership including 5FM, Metro FM, Ukhozi FM, Lesedi FM and Ligwalagwala FM, which collectively reached about 20 million listeners throughout the country. This campaign was conceptualized by the dti in partnership with Proudly SA and the Manufacturing Circle and is aimed at encouraging consumers to buy local when making their purchasing decisions;
- The annual Proudly South African "Show Your Love for South Africa" Valentine's activation was held at the Sandton Gautrain station, as part of the drive to promote national pride, patriotism and social cohesion. It was also aimed at educating consumers to Buy Local. This is done in order to promote the campaign publicly and to educate consumers about the importance of buying locally manufactured products and services;
- The annual Proudly SA Buy Local Summit and Expo was held at Sandton Convention Centre on 3 March 2015 in partnership with ABSA, Mango and Transnet who contributed wholly to the costs of hosting the event;
- Proudly SA participated at the SALGA National Members Assembly where decision makers from 278 municipalities were in attendance;
- Proudly SA had an opportunity to present to the Trade and Industry Portfolio Committee during the period under review;
- Proudly SA exhibited at the dti Open Day held at the dti campus, where all COTII institutions attended and exhibited at the event;
- An activation was held at the University of Johannesburg (UJ), in line with Proudly SA's strategy aimed at educating the youth on the economy wide benefits of buying locally manufactured products and services;
- In total 94% of the members that were scheduled to renew their membership with Proudly SA during the quarter, renewed their membership;
- 37 new members were successfully recruited and vetted for Proudly SA membership and have now joined the Buy Local Campaign; and
- A total of 15 press releases were issued during the quarter to all print media on an array of issues including the Buy Local campaign as well as the Buy Local Summit and Expo. The Proudly SA Twitter account now has more than 83 000 followers and Facebook has more than 10 000 followers.

4.2 Areas where targets were not met

For one or another reason, and as reported in detail in Section 5 of the report, there were areas and/or deliverables, as contained in the APP, that were not met for the period under review.

These included:

- The above-the-line advertising campaign on anti-piracy could not be rolled out during the current financial year due to budget constraints. The campaign has been postponed until the strategic partnerships for this campaign are finalized. Proudly SA does not have the financial resources to carry out an above-the-line advertising campaign of this nature on its own. Therefore, this campaign will be rolled out in partnership with other organisations that also have an interest in anti-piracy matters;
- No (qualitative and quantitative) research was done during the quarter, as planned, as a result of budgetary constraints. However, 2 dipstick research surveys were done at the Buy Local Summit as well as at the University activation using Questback Research. Discussions are still underway with various stakeholders including Pan African Advisory Services, Unisa and other academic institutions to partner with Proudly SA with regard to rolling out relevant research studies;
- The campaign was not able to effectively strengthen its participation in the bi-annual inter-governmental state enforcement agency meetings and raids as arranged by the law enforcement agencies, as none of the meetings took place during the period under review. This is in line with its deliverable to partner with enforcement agencies against illegal imports, counterfeit products, under invoiced products, and dumping of unsafe products as contained in the Local Procurement Accord.

4.3 HIGHLIGHTS FOR THE QUARTER

Proudly South African Events : 1 January - 31 March



4.3.1 Proudly SA Valentine's Activation : 14 February 2015

The annual Proudly SA Valentine's Activation, aimed at encouraging South Africans to "Show their love for SA by buying local". The event was held on 13 February 2015, in partnership with the Department of Arts & Culture, the Gautrain Management Agency and various South African artists and celebrities.

The event was held at the Gautrain Station in Sandton as it is the busiest hub in terms of the Gautrain, with over ten thousand people passing through the station during peak times. In order to attract the crowd, and in line with the theme of love and showing love for South Africa, Proudly SA also partnered with Vusi Nova, a local music artist, who gave away love themed CDs and also performed for the crowd passing through the station.

Other organisations which supported the initiative included Sun International, which brought the reigning Miss SA, as well as all the Miss SA finalists. There were other celebrities in attendance including actresses, actors, Umoja dancers, and other public figures that came to support the campaign and encourage people to "Show their love for SA by buying and supporting local".

The primary purpose of activation was public relations – to educate consumers about the Buy Local Campaign and to promote national pride and patriotism as well as to create brand awareness for Proudly South African.

Reach for this event: 5 000 consumers

Target Audience: Consumers (using the Gautrain)



4.3.2 Buy Local Summit and Expo : 3 March 2015

The Proudly South African Buy Local Summit & Expo was held at the Sandton Convention Centre, Johannesburg, on 3 March 2015 to provide a platform where all stakeholders and social partners can meet and deliberate on the various issues affecting local procurement and the need to increase the production as well as consumption of locally manufactured products and services.

The 2015 Buy Local Summit and Expo was sponsored by ABSA, Mango and Transnet, who collectively contributed the entire budget that was required to roll out the event. The event was an overwhelming success as a result of this sponsorship.

The Proudly SA Buy Local Expo ran concurrently to the Summit at the Sandton Convention Centre on 3 March 2015, and it was aimed at showcasing the products and services of Proudly SA member companies as well as other local companies. The Expo offered smaller enterprises an opportunity to engage and market their products to these bigger corporates, ordinary consumers and to the public sector as there was representation from each of these sectors at the Summit.

The Proudly South African Buy Local Expo provided exposure to the exhibitors and their companies as part of their membership benefits and we invited other local manufacturers as well as non-member companies to attend the Expo.

The expo focused on companies that render services and/or manufacture products across many different sectors, but mostly in sectors that form part of those designated by the dti for local procurement.



The designated sectors are as follows:

- Clothing, Textiles & Footwear;
- Agro processing;
- Buses;
- Power Pylons;
- Rolling Stock;
- Forestry, timber, paper, pulp and furniture;
- Plastics & pharmaceuticals;
- Manufacturing;
- Solar Panels;
- Renewable Energy; and
- Arts & Crafts & Corporate Gifting

In total 150 exhibitors were targeted and participated in the Proudly SA Buy Local Expo, and approximately 407 delegates (made up of guests and leaders from the business sector, government, labour and the wider community) attended the Summit. In addition to this, 534 day visitors visited the various exhibition stalls set up in the Expo area.

Some of the speakers at the event included the following:

- Ms. Happy Ralinala – ABSA;
- Mr. Ian Donald – Nestle;
- Ms. Makhosazana Masilela – Transnet;
- Mr. Amanda Rogaly – Foodsure;
- Mr. Sandeep Desai – Unilever;
- Mr. Jeff Nemeth – Ford Motor Company;
- Mr. Shareen Osmon – the dti;
- Ms. Seapei Mofayane – Shanduka Group;

Reach for this event: In total 150 exhibitors were targeted and participated in the Proudly SA Buy Local Expo, and approximately 407 delegates (made up of guests and leaders from the business sector, government, labour and the wider community) attended the Summit. In addition to this, 534 day visitors visited the various exhibition stalls set up in the Expo area.

Target Audience: Public and the private sector, as well as ordinary consumers



4.3.3 The dti UJ Campus Activation : 20 March

Consumer Education is one of the key deliverables for Proudly SA in the Local Procurement Accord, and the youth is a key constituency that has also been earmarked for this drive to educate consumers on the economy-wide benefits of buying local. Tertiary institutions have been identified as a suitable platform to roll out consumer education campaigns, and the University of Johannesburg was the venue for this specific activation during the period under review.

Through this activation, having an MC and entertainment, students were educated about Proudly South African product identification and the impact of their purchasing behavior.

Reach for this event: 900 students that actively participated in the activation

Target Audience: Youth and students in general at the University of Johannesburg

4.3.4 SALGA Annual National Members Assembly : 23 - 26 March 2015

Proudly SA has concluded a strategic partnership with the SA Local Government Association (SALGA), in terms of which both parties will benefit from participating in each other's programmes, which will assist each of them to achieve their strategic objectives.

SALGA hosted their annual National Members Assembly (NMA) at the Gallagher Convention Center, from 23 to 26 March 2015. The assembly is an annual gathering of all local and district municipalities affiliated with SALGA (SALGA has 278 municipalities as members), and the assembly is attended by amongst others, Mayors, Municipal Managers and CFOs of each of the member municipalities.

Proudly SA had a fully branded exhibition stand where information was disseminated to the delegates that visited the stand and information was shared with them on what the campaign is about and how they could support the buying of locally manufactured products and services.

Reach for this event: 1 400 delegates, representing 278 municipalities and both the public and the private sector.

Target Audience: Decision makers in the local and district municipalities

4.3.5 The dti Open Day : 27 February 2015

The dti hosted their annual Open Day at the dti campus in Sunnyside, Pretoria, where all the dti's COTII agencies were invited on 27 February 2015. The purpose of the Open Day is to educate and create awareness around the services offered by the dti and its agencies to the public, as a contribution towards building the South African economy. This event is also used as a platform to enable the various agencies within the dti family to build relationships and share information that can help enhance each of their offerings.

Proudly SA had an exhibition stand which was also used to accommodate five Proudly SA companies that showcased their products and offerings at the Open Day. This, with a view to showcasing some of the local products that are available in the market. This was a great platform as it afforded the campaign an opportunity to roll out consumer education about the "Buy Local" philosophy and possibly recruit members.

Reach for this event: 2 000 people

Target Audience: Consumers



BRAND MANAGEMENT

A) MEMBER AND PARTNER LOGO REQUEST


Brand management and branding assistance was provided to all Events Coordinators for the above reported events. Logos are usually sent to the event organizers with the Proudly South African Corporate Identity

B) Adams and Adams Report - IP:

The following is a report on the IP cases handles during the past

	Reference no	Subject	Status	Action Required
1	IN41160ZA00	IN – Infringement Trade mark registration 2006/30307 PROUDLY SOUTH AFRICAN LOGO in class 18 by Buccaneer Shoes	OPEN Adams & Adams	Letter sent to Buccaneer Shoes from Adams and Adams. 9 May 2013. Buccaneer Shoes gave an indication that they wanted to join. A letter of undertaking was sent to them with the application forms. Deadline 31 May 2013.
2	IN41160ZA00	Copyright ownership Ownership of the Proudly SA logo	OPEN Internal	We requested that Adams and Adams close this case and we will continue with CCRD in our application to include the Proudly South African logo in the Intellectual Property Policy of state.
3	INTERNAL	NOTICE 583 OF 2002 PROHIBITION OF THE USE OF CERTAIN WORDS AND LOGO BY GOV: ALEXANDER ERWIN, MINISTER OF TRADE AND INDUSTRY SECTION 15. APRIL 2002.	OPEN Internal	Met with the dti Mr. Macdonald Netshitenzhe 012 394 1510 / 072 311 3394 to discuss renewal. Mpho contacted Mr. Netshitenzhe and will send email request for an appointment. Meeting was held with Mr. Netshintenzhe and it was confirmed that the logo enjoys perpetual protection. 22 June 2012. Second meeting was held on the 2nd November 2012.

	Reference no	Subject	Status	Action Required
4	D039255WW00/JP/JV/crm IN39932ZA00/JP/CHVZ/AVH	SOUTH AFRICA - Rights of Proudly South African and infringement, passing-off and unlawful competition by the owners of the website www.proudlysouthafrica.com Proudly South Africa.com. Using flag and the address as well as logo Proudly South Africa.com to run a business. Bookings for B'n B and Facebook page. South African gentleman.	OPEN ADAMS AND ADAMS	Affidavit is no longer needed, as Chillies is no longer trading on Facebook; the site is not in use either. The Facebook site is only used for news and commentary. It was decided that we would monitor the site. We will not put in an anonymous offer for the domain name either. Recommendation from Adams and Adams: <i>We have been able to obtain the contact details of Mr. De Sa. In the circumstances, I recommend that we send to him a letter, advising him of your rights, and warning him that, should he start to use PROUDLY SOUTH AFRICA in the course of trade, in relation to goods or services, you will object to that use. We could also ask Mr. De Sa if he would be willing to place a disclaimer on that website, stating that the website is not associated with, or endorsed by, Proudly South African.</i>
5	IN40036ZA00	Proudlysouthafrican.com website – previous member Top Team. They are not currently active. Rights of Proudly South African and infringement, passing-off and unlawful competition by the owners of the website www.proudlysouthafrican.com	PENDING CLOSURE.	Found the following details from the website: TOPTEAM MANAGEMENT (PTY) LTD 39 Main Rd,Greyton, 7233 Greyton, Phone: (028) 254-9888 Registrar: Eurotrashnames.com Expiration date: 01 Sep 2013 Website is up for sale. We will not bid.
6	TW18402ZA00	WATCH NOTICE - SOUTH AFRICA: Trade Mark no. 2006/24265 PROUDLY SOUTH AFRICAN in class 35 in the name of PROUDLY SOUTH AFRICAN. Proudly Pietermaritzburg	Internal CLOSED	Handled internally. Closed

	Reference no	Subject	Status	Action Required
7	IN39673ZA00	TRADE MARK APPLICATIONS 2006/24263-70 PROUDLY SOUTH AFRICAN AND PROUDLY SOUTH AFRICAN LOGO IN CLASSES 16, 25, 35 AND 42; trade mark applications Passing off and unlawful competition by Wilmar Technologies (Pty) Ltd	OPEN 2011	Adams and Adams contacted Mr. Dilgee who indicated that he is still interested in the trademarks and 'does not mind going to court'. Instructed AA to continue opposing and go to court if required. 21 Jan 2015 Recent search shows that the status remains the same "Accepted with conditions". 04 March 2015 Status still has not changed.
8	IN41812ZA00/ JP/JV	SOUTH AFRICA - Infringement of the PROUDLY SOUTH AFRICAN logo by Herbal Zone CC 	CLOSED	Received go ahead from CEO. Letter was sent to Herbal Zone. Awaiting feedback.
9	IN41954ZA00/ JP/JV	SOUTHAFRICATODAY.NET They have published a very negative article about SA and used the SA logo with the wording "Blacks only " underneath the logo.	OPEN	Jenny reviewed case and replied giving three options on 25 June 2014. <ul style="list-style-type: none"> To contact White Nation. Contact Mr Merrick and test water Walk away from the issue. CEO recommended that Jenny contact Mr. Merrick to test the water. Sent instructions to contact Mr. Merrick on 25 June 2014. 07 August 2014 – the logo was removed. 05 January 2015 – the illegal use of the logo with racist article has resurfaced again and was shared on social media in January 2015. Received notification from PR manager 02/01/2015. Sent instruction to Adams and Adams on Monday 05/01/2015 to follow up. 07 JAN 2015 – Name and contact details to this domain is protected. Two options suggested: <ol style="list-style-type: none"> 1) Firstly we can send a letter to SA Today. 2) Walk away <p>INSTRUCTED ADAMS AND ADAMS TO CLOSE FILE ON THE 16 MARCH.</p>

	Reference no	Subject	Status	Action Required
10	IN42145ZA00/ JP/JV	SOUTH AFRICA INFRINGEMENT OF TRADE MARK REGIS- TRATION 2006/24269 PROUDLY SOUTH AFRICAN LOGO IN CLASS 35 Ravi Naicker	OPEN	<p>Requested Jenny to send a letter. Letter was approved A&A needs to send letter. 03 Nov 2014.</p> <p>Letter was sent and we requested Adams and Adams to watch that they don't use this logo.</p> <p>21 Jan domain is parked and will continue to monitor.</p> <p>25 Feb – website is still parked but will continue to monitor.</p> <p>Instructed Adams and Adams to keep under watch.</p>
11	IN42094ZA00/JP/ JV/CRM	SOUTH AFRICA – Rights in the slogan "NOU GAAN ONS BRAAI" in the name of Barry Hilton and Barry Hilton Productions CC and passing off claim against Proudly South African	OPEN	<p>Requested Jenny to send letter to Barry Hilton's lawyers.</p> <p>Adams and Adams received a response from Mr. Hilton's attorneys, Senekal Simmonds, advising that they take note that Proudly SA is not associated with the Facebook webpage Proudly South African Clothing.</p> <p>Instructed Adams and Adams to take action against Proudly South African clothing and other facebook accounts using our trademarks. File complaint on our behalf.</p>
12	IN42225ZA00, IN42226ZA00, IN42099ZA00 & IN39932ZA00/ JP/JV	<p>SOUTH AFRICA - Infringement of the trade mark PROUDLY SOUTH AFRICAN and PROUDLY SOUTH AFRICAN logo in the name of Proudly South African, and passing off / unlawful competition on the Facebook webpage www.facebook.com/proudandpositivesa</p> <p>SOUTH AFRICA - Infringement of the trade mark PROUDLY SOUTH AFRICAN in the name of Proudly South African, and passing off / unlawful competition on the Facebook webpage www.facebook.com/hashtag/proudlysouthafrican</p> <p>SOUTH AFRICA - Infringement of trade mark registration 2006/24265 PROUDLY SOUTH AFRICAN in class 35 in the</p>	OPEN	<p>SENT LIST OF SOCIAL MEDIA INFRINGEMENTS TO ADAMS AND ADAMS ON 5 NOV 2015.</p> <p>24 November 2015 They flagged that asking Facebook to flag the Proudly SA logo may not be possible as cases of infringement need to be logged for each case.</p> <p>Facebook webpage of Spread the Infection: Positively Proudly South African www.facebook.com/proudandpositivesa. They do not believe that we will be able to object to the use of the phrase "Spread the Infection: Positively Proudly South African", as that phrase is used in a descriptive sense (i.e. describing the purpose of the website), and not in a trademark sense. In addition, as this Facebook webpage consists of public comment, it does not appear that that phrase is used in the course of trade.</p> <p>Option: We will have to log a case with Facebook.</p> <p>Facebook webpage relating to #proudlysouthafrican</p> <p>Online investigations reveal that, in addition to Facebook, the tagline #proudlysouthafrican is also used, by the general public, on other social media websites, including Twitter.</p>

		<p>name of Proudly South African by Proudly South African Clothing</p> <p>SOUTH AFRICA - Rights of Proudly South African and infringement, passing-off and unlawful competition by the owners of the website www.proudlysouthafrica.com</p>		<p>ADAMS & ADAMS suggested that it would be impractical to stop everyone from using this tagline. There is no recourse against the use of the tagline #proudlysouthafrican on the social media websites.</p>
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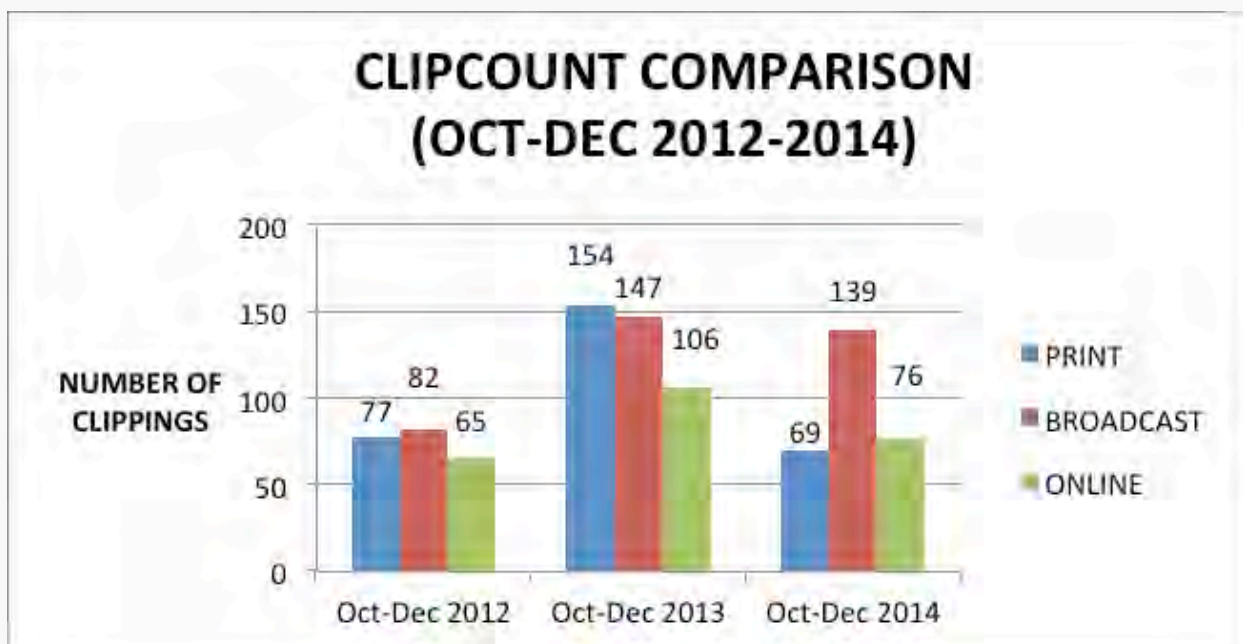
PR, COMMUNICATIONS & MEDIA

4.3.23 SUMMARY – MEDIA/PR REPORT

Due to a two-month waiting period for all news clippings to be provided by Newsclip Monitoring Services (for any given month), the quarterly report for the period October 2014 – December 2014 is provided in this report. The January to March 2015 quarterly report will only be available at the end of May 2015 due to the news monitoring system and waiting period for news clippings.

4.3.24 CLIPCOUNT ANALYSIS - 2012/2013/2014 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (October-December 2014). Comparison is made with the same period in 2012 and 2013.



The analysis shows that the most coverage, for the period under review, was obtained in 2013 followed by 2014 and then 2012.

(Only clips relating specifically to Proudly SA and its activities are included in the clipcount analysis. The clipcount is extracted from daily notifications from Newsclip Media Monitoring Services relating to phrases/key words "Proudly South African").

4.3.25 CLIPCOUNT ANALYSIS - INDIVIDUAL MONTHLY COMPARISONS

The individual monthly comparisons show the number of media clippings for each media platform i.e. print, broadcast and online for July, August and September 2012, 2013 and 2014 respectively.



4.3.26 CLIPCOUNT ANALYSIS - MEDIA TYPES

The media types show which online sites, print publications and television and radio stations carried stories and/or publicized Proudly South African and/or its activities for the period under review.



Link2Media; LeadSA; Travelground.com; Getnews.co.za; Polity.org.za; Power FM Online; Supernews.co.za; Dispatch.co.za; Cbn.co.za; Bizcommunity.com; Roadsafety.co.za; Comarochronicle.co.za; Kaya FM Online; Mype.co.za; Adlip.com; Albertonrecord.co.za; iol.co.za; ewn.co.za; Sandton Chronicle online; Krugersdorpnews.co.za; Spice4life; Sowetolifemag.co.za; Publicityupdate.co.za; Arrivealive.mobi; Gov.za

Southafrica.info; Link2Media; Boksburgadvertiser.co.za; Marketingspread.co.za; Cbn.co.za; Artsmart.co.za; Women.hbct.co.za; Infrastructure News online; Htxt.africa; Kayafm.co.za; Witness.co.za; Supersport.com; Sport24.co.za; Bloemfonteincelticfc.co.za; Bdlive.co.za

Capetown.travel; News100.co.za; ANN7.com; Mediaupdate.co.za; Randburgsun.co.za; Enca.com; Peoplemagazine.co.za; Channel24.co.za; Tabloidmedia.co.za; Link2Media; Huisgenoot.com; Getitonline.co.za; Fastmoving.co.za; Marketingupdate.co.za; Saine.co.za; All4women.co.za; Dispatch.co.za



International Independent Trader; Leader; Wood & Timber Times SA; Somerset Budget; Laudium Meridian; Graff Reinet Advertiser; Mining Weekly; New Age; Municipal Focus; Southern Courier; Citizen Motoring; Sunday Times; Saturday Dispatch; SEIFSA News; The Star; Volksblad; Star Workplace; Star; Sandton Chronicle; Post; Krugersdorp News; Mango Juice

Business Update; Middelburg Observer; The Announcer; Roodepoort Record; Citizen; Germiston City News; Environmental Management; New Age; Star; Pretoria News; Farmers Weekly; Mercury; Sunday World; Witness Weekend; Saturday Weekend Argus; Avior; Automobil; CapeTimes; ABR; HR Future

International Independent Trader; International FMCG Trader; Newcastle Express; Northern Star; Durban North News; Weekly Gazette; Kosmos News; Escourt & Midlands News; Sunday Sun; Sunday Times; City Press; Cape Times; Daily News; SA Forestry; Daily Voice; Boksburg Advertiser; Green Home; New Age; Hire SA; Home Improvers; Daily Dispatch



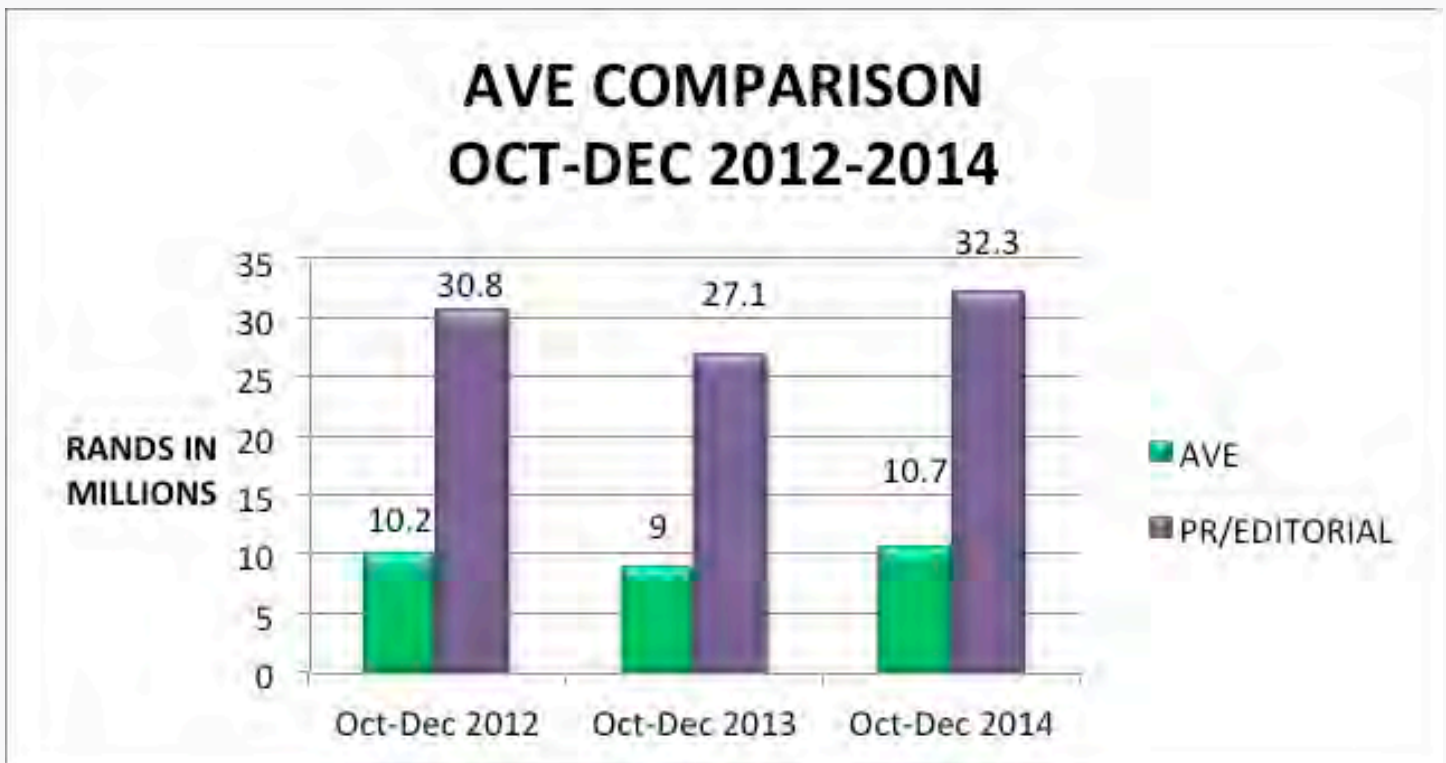
Business day TV; RSG; SABC News; ANN7; Cape Talk; 702; Sfm; Voice of the Cape; Radio Helderberg; Radio Cape Pulpit; Eden FM; Radio Overberg; Whale Coast FM; Groot FM; Vallei FM; Radio Pulpit; Fine Music Radio; Bok Radio; Link FM; Power FM; East Coast FM; Cliff Central

Motsweding FM; ANN7; Lesedi FM; Ukhozi FM; metro FM; Ikwekwezi FM; Channel Africa; Phalaphala FM; Gagasi FM; RSG; Good Hope FM; Cliff Central; SABC; Voice of the Cape; OFM; 702; Smile FM; Kyknet Nuus

SABC News; eNuus/Kyknet; ANN7; Lesedi FM; Ikwekwezi FM; Thobela FM; Lesedi FM; Motsweding FM; Ukhozi FM; UCT Radio; Metro FM; The Link SABC1; SAfm; Supersport CSN; Radio 2000; Yfm

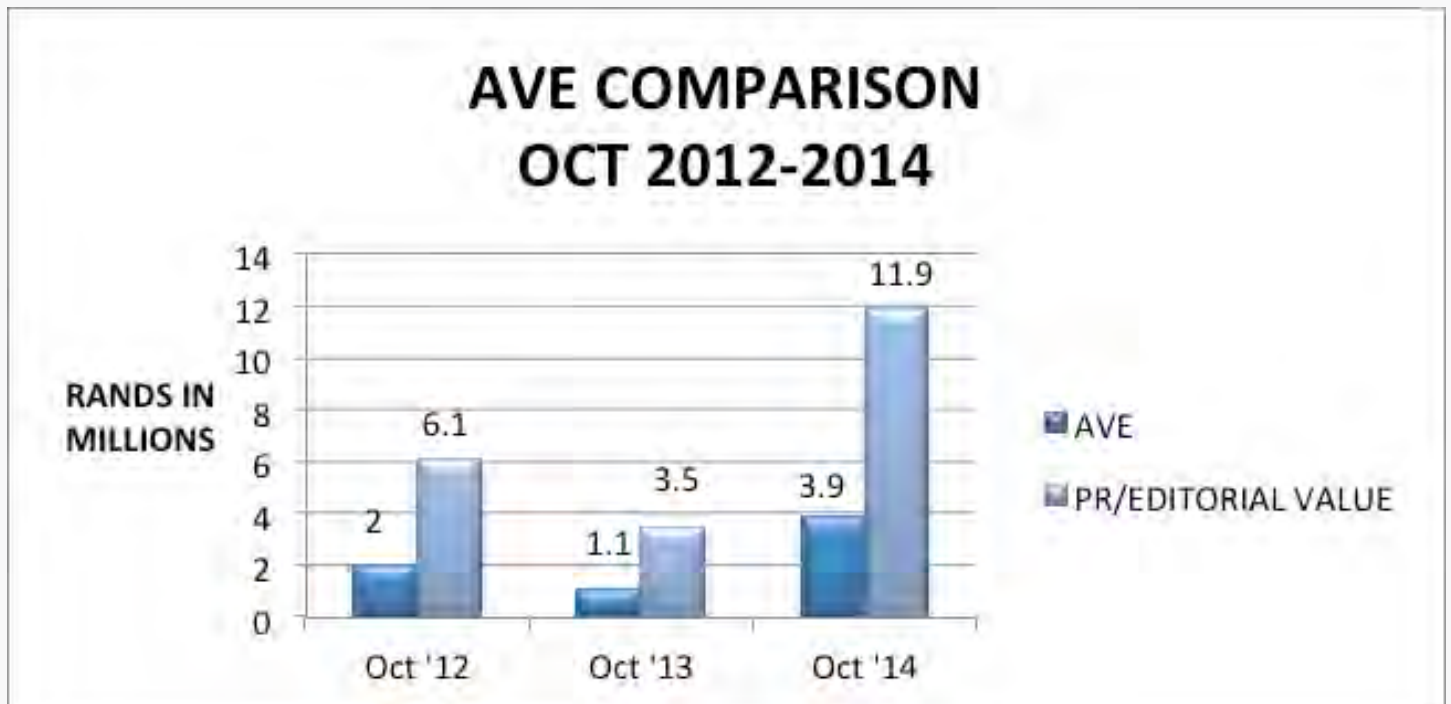
4.3.27 AVE/PR VALUE – 2012/2013/2014 OCTOBER-DECEMBER COMPARISON

The AVE/PR Value Comparison shows an increase in 2014 compared to 2013 and 2012.

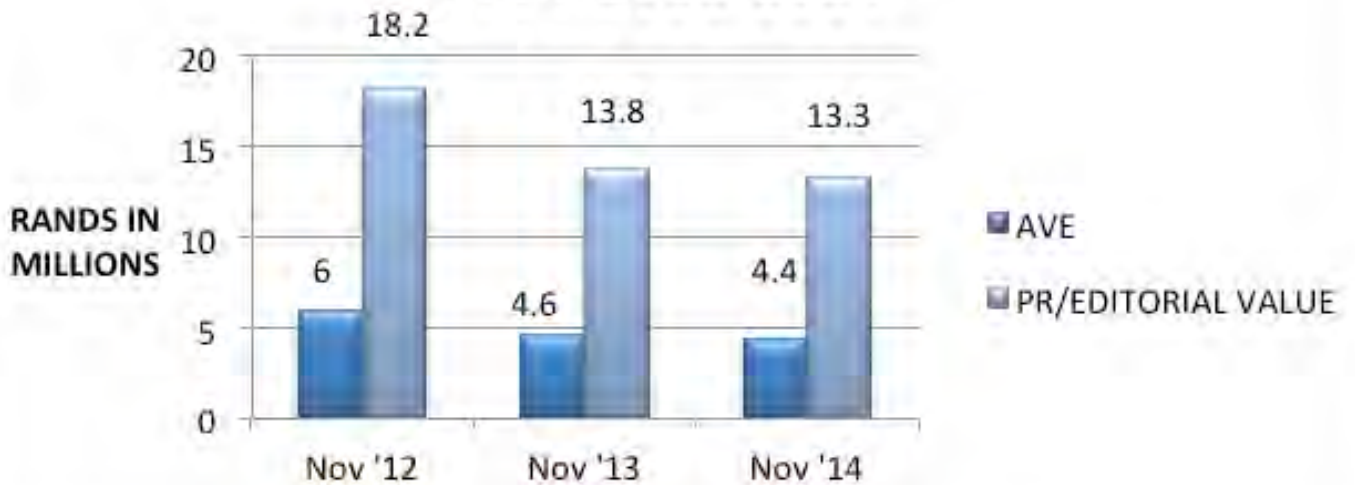


4.3.28 AVE/PR VALUE – INDIVIDUAL MONTHLY COMPARISONS

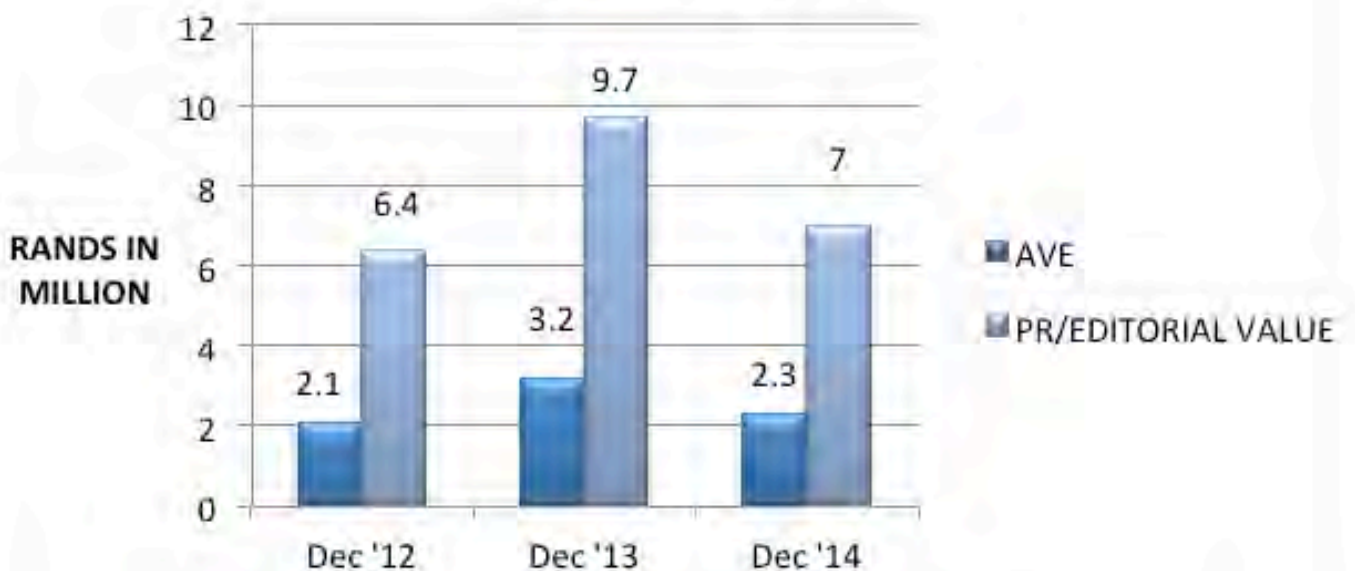
Exact values are given for each month in the period under review (compared to previous years).

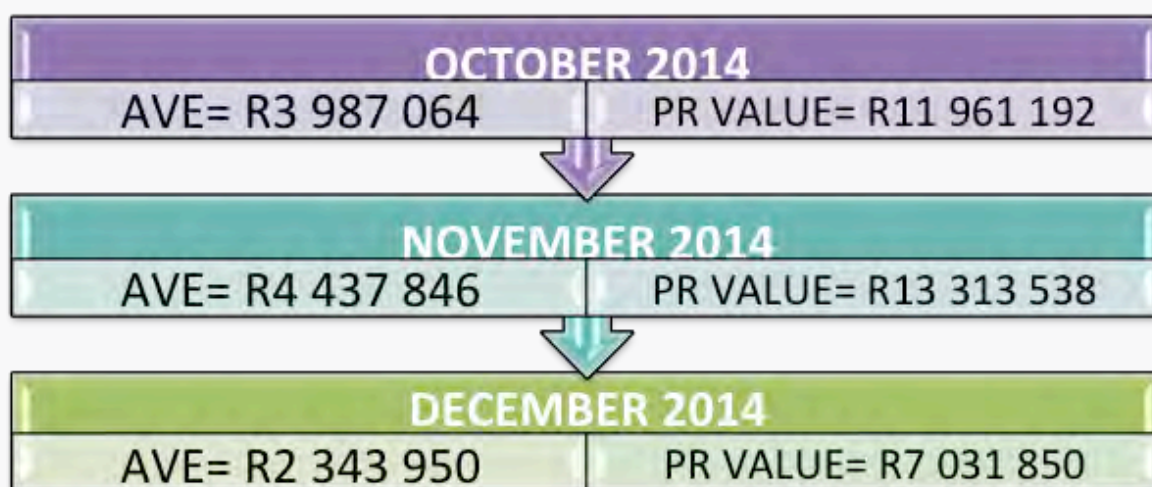
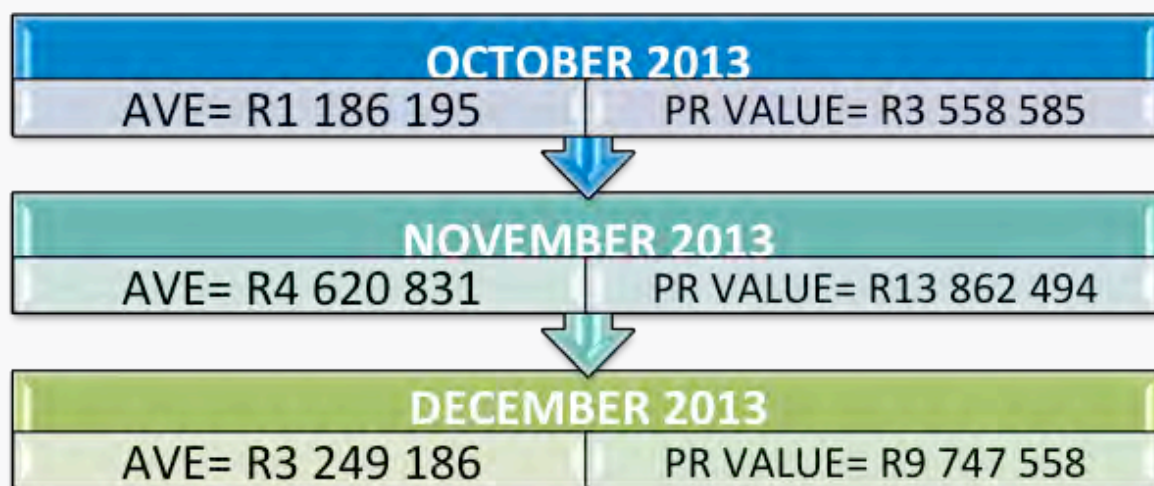


AVE COMPARISON NOV 2012-2014



AVE COMPARISON DEC 2012-2014





4.3.29 PR & MEDIA HIGHLIGHTS FOR THE PERIOD UNDER REVIEW

The CEO for Proudly SA continues to write a monthly column in the Pretoria News. The same column is also used by other publications in the Independent Group, including in The Star and on iol from time to time. This provides an opportunity for the CEO to regularly communicate Proudly SA and Buy Local messaging to the public through the media.

As the spokesperson for Proudly South African, the CEO -working closely with the PR Manager- also continues to do regular media interviews (radio, television and print) relating to issues including, but not limited to, local procurement, economics, social cohesion, national pride and patriotism.

STAR
29 Oct 2014, p.8

We're a nation that hates itself; we shouldn't

SOUTH Africa is one of the warmest and friendliest nations on the globe and the country's beauty is incomparable - so said dozens of foreign delegates who attended the 45th Annual Crime Stoppers International Conference in Cape Town.

The conference, hosted by Crime Line and the SAPS, saw more than 600 delegates from all over the world converge on Africa for the first time, to discuss efforts to fight crime globally.

It was inspiring to hear one of the finest members of Crime Stoppers International testify to the friendliness and warmth of the South Africans he encountered during his stay in the Mother City.

From fellow conference delegates and conference staff members to shop assistants and even strangers in the street, South Africa has been called one of the friendliest nations worldwide.

As conference chairman Yusuf Abramjee welcomed and eventually bid farewell to the foreign visitors, I marvelled that South Africa had once again pulled off a world-class event.

Abramjee was lauded by Crime Stoppers International for making history by hosting the biggest annual conference. It was probably the best fun.

Top speakers included Archbishop Desmond Tutu, Public Prosecutor Thuli Madonsela, Justice Commissioner Riah Phiyega, government ministers, local policing experts and an array of international crime fighters and cops.

If one thing is evident, it is that South Africa is definitely not the only country in the world with a crime problem. If that were true, there'd be no need for an annual international conference.

The local organising committee of the conference deserves our applause and we thank the members for flying the South African flag so high - and for again showing the world that we, as a country, are still quite capable of throwing its respects.

This, in turn, has evoked a renewed sense of responsibility in me, as chief executive of Proudly South African, to remind fellow citizens that by 2008 we resolved our challenges and leverage off our strengths.

Indeed, we complain daily and bring attention to the challenges we face as a nation. We can never turn a blind eye to those.

Yet, I find a need to emphasise that in as much as we have a need to confront our demons, we also need to count our blessings and leverage our strengths.

Let's get over ourselves and realise there's no shame in recognising - even celebrating - our successes and strengths. It's okay to complain and, likewise, it's okay to blow our own trumpet every now and then. There's absolutely no shame in that and I feel strongly that, as South Africans, we need to stop hating ourselves up and thinking we can't measure up to the rest of the world.

This conference was the latest example of South Africa's ability to measure up - and to set the bar in a new height.

It's a travesty that so many South Africans still believe the lie that we are a second-class country that produces second class products and events. This is utter rubbish.

It's time every South African stood up and recognised the truth: South Africa is a first class nation with first class people who produce world-class events, services and products. We are all that and I, for one, am not ashamed to say so.

We must stop the culture of blaming each other for our own successes and achieve more over the past 20 years and recognise that we can, and will continue to shine as the brightest nation that was ever the darling of the world.

South Africa is our home and its people are our brothers and sisters. Let's stand together and continue to fight the good fight.

This includes acknowledging each other, encouraging each other, loving our country and taking pride in what we achieve as a nation.

If foreign guests recognise our country's values, splendour, achievements and potential, why can't we?

COMMENT

LESLIE SEDIBE



South Africans feel inferior, but tourists report we have a lot to be proud of

Leslie Sedibe is the chief executive of Proudly South African.

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Other PR/Media highlights for the period under review included:

- On 22 October 2014 the international policing organisation, Interpol, named five South Africans as global ambassadors for its anti-crime initiative "Turn Back Crime". The Southern African leg of the Campaign was launched in Gauteng, during a meeting of the Southern African Regional Police Chiefs Co-Operation Organisation (SARPCCO).

STAR
23 Oct 2014, p.2

SA five are global anti-crime ambassadors

STAFF REPORTER

FIVE South Africans have joined the illustrious company of actor Jackie Chan and footballer Lionel Messi in fighting crime.

Interpol has named Proudly South African chief executive, advocate Leslie Sedibe; the head of Crime Line and director of Crime Stoppers International, Yusuf Abramjee; Gauteng Community Police Board chairman Andy Mashaile; poet and anti-piracy activist Mzwakhe Mbuli; and artist KB Motsilanyane as global ambassadors of its anti-crime initiative, Turn Back Crime.

The five join other international Turn Back Crime ambassadors, including Bollywood star Shah Rukh Khan and Formula 1 racing drivers Fernando Alonso and Kimi Raikkonen.

The southern African leg of the campaign was launched at Emperors Palace in Kempton Park during a meeting of the Southern African Regional Police Chiefs Co-operation Organisation (Sarpcoco).

Sedibe said: "It is such an honour to be an ambassador for this global crime-fighting and prevention campaign, which aims to promote awareness of what ordinary people can do to prevent crime.

"To me, this speaks directly to the philosophy of ubuntu which we, as South Africans, embrace so fiercely through active citizenship... I'm no Jackie Chan, but I believe that collectively, each and every South African can contribute to making a positive and tangible difference..."

Part of Proudly SA's mandate includes working with law-enforcement and crime-fighting bodies, particularly in the fight against illicit trade, and illegal dumping of toxic material and counterfeit goods that are smuggled into South Africa and/or dumped in the country.

"We're neither a dumping ground for fake and counterfeit goods nor a warehouse for smuggled goods that are dangerous and harmful to consumers.

"We must continue to work with law enforcement officials and bodies to fight all forms of crime," Sedibe added.

National police commissioner General Riah Phiyega was appointed as the new chairwoman of Sarpcoco.

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The South African ambassadors include the CEO of Proudly South African, Adv. Leslie Sedibe. Other ambassadors are the Head of Crime Line & Director of Crime Stoppers International, Yusuf Abramjee; Chairman of the Gauteng Community Police Board, Andy Mashale; poet and anti-piracy activist, Mzwakhe Mbuli; and well known artist, KB Motsilanyane.

They five join other international "Turn Back Crime" ambassadors including world-renowned Bollywood superstar, Shah Rukh Khan; actor, Jackie Chan; footballer Lionel Messi and Formula 1 racing drivers, Fernando Alonso and Kimi Raikkonen, among others.

CAPE TIMES (Second Edition)
06 Nov 2014, p. 6

Plea to support SA products, enterprises

THE CAPE Chamber of Commerce is concerned about too much talk of consumers being urged to use locally manufactured products while authorities are doing not enough to support small business.

Speaking at the Local Procurement Summit at the City Hall this week, the chamber's president, Janine Myburgh, said there was a lot of red tape in the way of local manufacturers, who at times were overlooked in favour of foreigners.

The summit, hosted by Proudly SA and Cosatu in the Western Cape, featured speakers from civil society, labour and some government departments, including Trade and

Industry.

On the agenda was a discussion on the implementation and assessment of the "Buy Local" campaign aimed at creating job opportunities and building small businesses in Cape Town.

Myburgh made an example of Eskom's subsidy for solar-water heaters, which she said was a lost opportunity to support small businesses.

She said neither Eskom, nor local companies manufacturing solar geysers, had been allowed by the government to implement the plan.

Instead, she said, Eskom subsidised Chinese imports and many of the local

companies were left in the lurch.

The companies, many of them small enterprises, were forced to pay huge amounts of money to the South African Bureau of Standards for tests to have their products approved.

"We shot ourselves in the foot. How Proudly South African was that? Proudly South African products begin with manufacturing. And that is where the jobs are and where we need to develop the skills," Myburgh said.

"My plea today is to look for ways to help our manufacturers. Before we can buy or procure local products, we have to

make them.

"Our manufacturers need all the help and encouragement they can get. By helping them, we will be helping ourselves and advancing the cause of Proudly South African."

Cosatu provincial secretary Tony Ehrenreich said: "Cosatu seeks to actively promote the implementation of procurement committees at workplace level, consisting of shop stewards and management, which committees will consider the procurement practices of that business, and actively source products and services from local service providers and manufacturers."

— Staff Writer

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- Proudly SA continued its nationwide Buy Local roadshow/campaign under the banner of "Buy Back SA". The campaign included radio advertisements and live reads, across a wide range of SABC radio stations. The radio campaign also included various radio interviews.

NEW AGE THE INSIDE 1
02 Dec 2014, p. 16



THREADING TIME: These women make and sell traditional African jewellery at the Shakaland Zulu Cultural Village, KwaZulu Natal. *Andiswa*

Buy Back - because local is lekker

PROUDLY SA is calling on consumers to increase their uptake of locally produced products and Buy Back SA with a view to stimulating the local economy and contributing towards job-creation and economic growth.

"It has been proven worldwide that buying local stimulates a powerful measure to create jobs, which in turn helps reduce the unacceptably high levels of poverty."

"Therefore it's important that all South Africans unite in a collaborative effort to support and promote local manufacturers and the products they produce," said Proudly SA CEO Leslie Sedibe.

supporting and buying locally made goods. Proudly SA has embarked on a road show across various provinces. The road show has included business forums and networking sessions geared towards empowering small businesses and entrepreneurs.

The Buy Back SA road show has also included school visits to drive national pride, patriotism, Ubuntu and social cohesion as well as shopping mall activities where consumers are educated around the economy-wide benefits of buying products made in South Africa.

"The government has already committed itself to stepping up local procurement through various inter-

written and we're encouraging South Africans to intensify their support of locally manufactured goods and services, especially over the festive season when shoppers tend to purchase gifts and other items in large quantities," Sedibe said.

Locally made products can be identified by means of the Proudly South African logo, which is a mark of quality and a symbol of local content.

Local products also carry a barcode beginning with the number 600 and it is mandatory for all goods sold in the country to carry a label of origin which must state where an item is made, produced or manufactured.

—Sapa

ESTOUCOURT & MIDLANDS NEWS
19 Dec 2014, p. 10

Local is lekker

By Geshy Singh

How many of you are tired of hearing the gloomy financial news of how the South African economy is suffering, or the rand has weakened, etc?

Each and every one of us can do our bit in our own little way to contribute to local GDP growth. By supporting our local industries and services we can contribute towards the South African economy in slowly recovering. This Christmas when purchasing goods try

to aim for proudly South African made products as opposed to international brands. Locally we have an excellent choice of goods and services from clothing designers to facial product manufacturers to the food and beverages.

A great idea is also vouchers for our local salons or photo sessions, etc. which personally I'm very much a fan of and I really find the prices reasonable and the experience memorable!

In the spirit of being charitable it's also an excellent idea to help small businesses in our very own communities and surrounding areas grow.

Consider supporting home industries and small business when looking for gift ideas for loved ones and friends – the more our upcoming businesses flourish the more our economy will. Wishing the Estcourt community a happy and safe festive season and an exciting New Year!

NEW AGE THE FREE PRESS
16 Dec 2014, p. 3

Stop buying imports – Cosatu

REDNER SIMELA

COSATU has urged workers and community members to be vigilant in buying proudly South African products when making their festive season purchases this December and in the new year.

In a statement, Cosatu provincial secretary, Mngqiso Mkhabela, said buying proudly South African products would put the money spent back into the local economy and boost the local industries to create jobs for the unemployed masses in the country.

"Buying fully imported goods takes the money spent out of our country, which brings suffering to our lives. We

welcome the festive season and would like to urge workers and the community to invest in the economy as they spend their hard earned money and avoid paying this December," Mkhabela said. He said local factories provide local people with jobs and should they not receive support, they would continue to be subsidised.

"Imported goods have suffocated the local trade and garment factories and as a result enough jobs have been generated in the process as more and more factories continue to be closed down in favour of imported and often low quality garments," Mkhabela said.

—Redner@thesage.co.za

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4.3.30 PRESS RELEASES

The following Press Releases were issued during the quarter under review:

NO.	DATE	HEADLINE
1	28 Jan	SUMMIT PRESS RELEASE – PR1
2	28 Jan	SUMMIT PRESS RELEASE – PR2
3	28 Jan	SUMMIT PRESS RELEASE – PR3
4	28 Jan	SUMMIT PRESS RELEASE – PR4
5	28 Jan	SUMMIT PRESS RELEASE – PR5
6	13 Feb	VALENTINES ACTIVATION PRESS RELEASE
7	23 Feb	BUSINESS, GOVERNMENT, COMMUNITY AND LABOUR TO GATHER FOR PROUDLY SA BUY LOCAL SUMMIT & EXPO
8	24 Feb	INVITATION TO COVER PROUDLY SA BUY LOCAL SUMMIT & EXPO
9	25 Feb	LOCAL PROCUREMENT & JOB CREATION KEY FOCUS AT ANNUAL PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT & EXPO
10	25 Feb	INVITE TO MEDIA – ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO 2015
11	2 Mar	LOCAL PROCUREMENT & JOB CREATION KEY FOCUS AT ANNUAL PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT & EXPO
12	2 Mar	INVITE TO MEDIA – ANNUAL PROUDLY SA BUY LOCAL SUMMIT & EXPO 2015
13	15 Mar	Proudly SA mourns with South African people over the death of Minister Collins Chabane
14	16 Mar	Inputs into Carbon Track Press Release (member company) for media launch
15	18 Mar	PROUDLY SOUTH AFRICAN ENCOURAGES LOCAL ENTERPRISES TO ENTER SA'S TOP BUSINESS AWARDS

4.3.31 MEDIA VISITS / ENGAGEMENTS

In order to build and strengthen good working relationships with the media – and to promote good media coverage of Proudly SA and its activities – the PR Manager had meetings/networking sessions with members of the media and/or advertising officials during the period under review:

1. SABC Radio News
2. SABC Radio
3. Kaya FM
4. Classic FM
5. Etv Sunrise

6. ANN 7
7. Kyknet/ENuus
8. Metro FM
9. Small Business Connect (the dti)
10. SAPA Wire Service
11. The Times' upcoming Wire Service
12. Media 24's upcoming Wire Service

4.3.32 CEO INTERVIEWS

The CEO of Proudly SA, Adv. Leslie Sedibe – as the official spokesperson for the organization – took part in interviews with the following news organisations during the period under review:

Pre – Buy Local Summit interviews:

- Metro FM;
- Kaya FM;
- Classic FM;
- SAfm;
- Lesedi FM;
- Motsweding FM;
- Radio 2000;
- Smile FM;
- SABC News;
- Gagasi FM;
- Ukhozi FM;
- Jozi FM

Summit interviews (at the Summit):

- SABC 24 hour TV news channel;
- eNuus/Kyknet;
- eNCA;
- ANN7
- eTV Sunrise;
- Metro FM;
- Classic FM;
- Kaya FM

Other Interviews done during the period included the following:

- SME Magazine;
- eTV Sunrise panel discussion on Local Music;
- EWN debate on 702 and Cape Talk;
- Thobela FM;
- Good Hope FM;
- Lotus FM;

4.3.33 CEO PRESENTATIONS

The CEO presented at various events and took part in various media interviews during the period under review. The aim is to create awareness and to educate audiences about the Proudly South African Campaign and what it stands for. Businesses/enterprises are also invited to support and join the Proudly South African Buy Local Campaign. The CEO's presentations included, among others, the following:

MONTH	EVENT
14 February 2015	Valentine's Day Activation
23 February 2015	University of Free State MBA programme students
3 March 2015	Buy Local Summit and Expo
18 March 2015	Trade and Industry Portfolio Committee

5 Performance for the period under review (January to March 2015)

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Promoting Proudly SA logo as a Country of Origin label.	Above-the-line campaigns promoting the Proudly SA logo as the Country of Origin label. These include radio and TV adverts, TV blurbs, print banners, street posters, social media campaigns and the Proudly SA website. The indicator is the number of people reached through these campaigns.	Above-the-line campaigns promoting the Proudly SA logo as the Country of Origin label reaching 2 million consumers per annum.	Above the line campaign to reach 500k consumers during Q4.	The Buy Back SA campaign continued during Q4 and reached approx. 20 million consumers (based on the reach of the chosen SABC radio stations)	
Growing the database of South African supplier products and services for local procurement.	Promotion of database of local products and services to all government entities through workshops / regular communicate (this will include the promotion of all other SA Made products and services as per the designated sectors)	10 national departments reached 4 provincial governments reached	2 National departments 1 Provincial government	None (Zero) Engaged the Gauteng provincial government (MEC of Economic Development) for the Buy local summit	Presented to 22 national departments at the commencement of the financial year
		30 district municipalities reached	15 district municipalities and/or Metros	Presented to SALGA national members assembly with all 278 municipalities present	
		20 State owned entities and agencies	5 State owned entities per quarter	None	Previously presented to SOEPF where at least 20 entities where present
	Call to Action campaigns (above- and below-the-line campaigns) reaching 1 000 businesses.	1 000 businesses reached through these campaigns	250 businesses reached	Approx. 150 x businesses reached through the summit and another approx. 2 000 entrepreneurs and aspiring ones reached through the dti open day	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 Target)	Actual Achievement (Q4)	Reason for Variance
Partnership with enforcement agencies against illegal import, counterfeit products, and dumping of unsafe products	<ul style="list-style-type: none"> *Below- and above-the-line anti-piracy and illicit trading campaigns reaching 2 million people per annum. *Develop partnerships with inter-governmental state enforcement agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, and Adams & Adams etc. *Road shows to customs, ports, borders to educate staff on counterfeit products 	<ul style="list-style-type: none"> *1 Above- and below-the-line campaign reaching 2 million people *Participation in the bi-annual meetings and raids as arranged by the enforcement team *At least 2 roadshows per annum 	<ul style="list-style-type: none"> *Above and Below the line campaigns reaching 500k people per quarter *Partnership meetings with relevant stakeholders *At least 1 roadshow per quarter 	<ul style="list-style-type: none"> * Anti-piracy campaign postponed. Participated in the Crime Stoppers International conference in Q3 *CEO has met and presented to the Enforcement Agencies involved in these initiatives * Roadshows to take place in the new financial year 	<ul style="list-style-type: none"> *Strategic partnerships for the campaign required as funds not available for the campaign *Roadshows to only commence in 2015/16
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<ul style="list-style-type: none"> Educational roadshows to increase buy-in and support for local procurement by the public sector (all state organs) through: *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with National Treasury to drive Buy Local Message to procurement decision makers in all spheres of government and to monitor procurement within the public sector. *National, provincial and local departments visits – engagement with procurement officers *Presentation at MinMEC 	<ul style="list-style-type: none"> *At least 1 presentation to SOEPF per annum *5 national departments p/a *2 provincial governments p/a *7 metros per annum *20 district municipalities p/a; *1 presentation to Minmec 	<ul style="list-style-type: none"> *At least one presentation to SOEPF (per annum) *2 national departments; *1 provincial government; *1 Metros *5 district municipalities *Activities planned to commence in Q2 or Q3 when Minmec takes place 	<ul style="list-style-type: none"> None *No national dept. reached; *1 provincial govt. met; *No Metros *278 municipalities * Presented to the Trade and Industry Portfolio committee in Q4 	<ul style="list-style-type: none"> Hosted the SOEPF meeting and presented to the forum during Q3 *22 national depts. met with NT on 31 March

Strategic objective/outcome					Reason for Variance
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	
	<p>*Presentation at SALGA</p> <p>*1-2 x day Buy Local Summit – focusing on all state organs and business procurement</p> <p>*1-2 x Day Buy Local Expo – of all SA companies focusing on the priority Sectors - Gallagher Estate – "Made in SA" Expo</p>	<p>*1 presentation to SALGA</p> <p>*At least 1 summit to be held per annum</p> <p>*At least 1 Buy Local Expo held per annum</p>	<p>*Presentation and/or meeting with SALGA</p> <p>*Buy Local Summit scheduled for Q4 (Feb 2015)</p> <p>*Buy Local Expo scheduled for Q4 (Feb 2015)</p>	<p>*Presentation made to SALGA NMA in Q4</p> <p>*Buy Local Summit took place in Q4 (3 March '15)</p> <p>*Buy Local Expo took place in Q4 (3 March 2015)</p>	
Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA)	<p>National Educational road shows.</p> <p>Increased buy-in and support for local procurement by the private sector. Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products through:</p> <p>* Presentations to BUSA, BBC and BLSA members,</p> <p>* Briefing sessions/ one-on-one visits to/with retailers</p> <p>*1-2 x Day Buy Local Summit – focusing on all state organs and business procurement</p> <p>1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - Gallagher Estate – "Made in SA" Expo</p> <p>*Sector Specific Workshops/Business Forums</p>	<p>*1 presentation to BUSA, BBC and BLSA;</p> <p>*Briefing sessions with at least 2 major retailers;</p> <p>*At least 1 summit to be held per annum;</p> <p>*At least 1 Buy Local Expo held per annum;</p> <p>*2 x workshops/forums per annum</p>	<p>*No presentation to any of the targeted organizations</p> <p>**Briefing sessions with at least 1 major retailer.</p> <p>*Buy Local Summit scheduled for Q4 (Feb 2015)</p> <p>*Buy Local Expo scheduled for Q4 (Feb 2015)</p> <p>*At least 1 business forum/workshop in Q4</p>	<p>*None</p> <p>*None</p> <p>*Buy Local Summit took place in Q4 (3 Mar '15)</p> <p>*Buy Local Expo took place in Q4 (3 Mar '15)</p> <p>* None held during Q4</p>	<p>*Presentation slots not yet confirmed by the orgs.</p> <p>*Engaged Pick 'n Pay and Woolworths for the loyalty programme in Q3</p> <p>4 forums held during the year already in NW, GP, FS and NC.</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	*SME & Co-operatives workshops with dti, dti COTI's and other strategic partners	*4 workshops per annum	*1 workshop per quarter	*No workshop held during the quarter	*Workshops postponed and will resume in 2015/16
	*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos	* Participation in at least 8 trade expos, events, etc. per annum	*2 trade expos, events, etc. per quarter	*Participated in 3 x events (UJ, SALGA National Members Assembly and DTI Open Day)	
	* SA Premier Business Awards (in partnership with the dti and Brand SA)	* Hosting 1X annual SA Premier Business Awards event	*Awards scheduled for Q4 (March 2015)	*Awards scheduled for Q4 (March 2015)	
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing 'Buy Local' purchase behavior to increase awareness of Proudly SA, influence purchase behaviour in favour of local products and raise the profile of local products	* 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 Back SA) activism campaign reaching at least 10 million consumers	*To reach 2.5 million consumers through the Buy Back SA campaign each quarter	*Approximately 20 million Consumers Reached through Social Media Activities, Radio Interviews and Press Releases and the Buy Back SA campaign on SABC Radio	
	* PR and below-the-line activities through social media, press releases and other PR related activities;	*PR & below-the-line activities reaching at least 10 million consumers	* 2.5m consumers reached through PR activities per quarter	*More than 2.5 million consumers reached (based on RAMS/TAMS/circulation)	
	*National consumer educational road show through mall activations (Education Through Entertainment)	*Roadshows in at least 4 provinces annually	*No planned roadshow for Q4	*No planned roadshow for Q4	*Roadshows held in 4 provinces
	*Youth schools' campaign through incorporation	*Incorporation of Buy Local	*Buy Local included in the	*Proudly SA & Buy Local	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<ul style="list-style-type: none"> of "Buy Local" into curriculum. "Ubuntu Campaign in secondary schools and FET colleges "University activation campaigns campus radio adverts / live reads, industrial theatre and edutainment "Proudly SA events/ exhibitions/ expo's/ villages at trade expos * Proudly SA CSI projects 	<ul style="list-style-type: none"> topics into Grade 10 and 12 curriculums. "Roll out of Ubuntu campaign in at least 4 school and/or FET colleges per annum "During RAG 4x Universities per annum. Campus radio throughout the year "Participation in at least 8 trade expos, events, etc. per annum "At least 2 CSI projects per annum 	<ul style="list-style-type: none"> curriculum for Grade 10 and 12 "No planned roll out of Ubuntu campaign in quarter 4 * At least 1 activation per quarter "Participate in at least 2 trade expos, events, etc. per quarter "No CSI activity planned for Q4 	<ul style="list-style-type: none"> included as part of the Life Orientation subject "No Ubuntu visits planned for Q4 "1 Activation done at UJ in March 2015 "Participated in 3 x events (UJ, SALGA National Members Assembly and DTI Open Day) "No targets for Q4 	<ul style="list-style-type: none"> "Ubuntu campaign has already been taken to 7 schools (3 in NW, 3 in FS and 1 in Gauteng) "2 x CSI projects done for the year in Q2 already
Brand Management Brand research - Development of a reliable monitoring and evaluation system	<ul style="list-style-type: none"> Existence of a reliable monitoring and evaluation system – to measure 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; 	<ul style="list-style-type: none"> "Bi-annual research on brand awareness and uptake of Proudly SA member products and services conducted "At least 2 x dipstick surveys per quarter conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website 	<ul style="list-style-type: none"> * Bi-annual research to commence in Q2 (budget permitting) "At least 2 dipstick surveys per quarter 	<ul style="list-style-type: none"> * Bi-annual research not undertaken during Q4 (budget constraints) 2x dipstick surveys done during the quarter using the in-house Questback research software for Buy Local Summit and 	<ul style="list-style-type: none"> "No research conducted due to budget constraints, but partnerships sourced for future research

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
		*Qualitative & Quantitative Research – once per annum	*At least 1 research done in 2014/15 (budget permitting)	Valentine's activation * No research undertaken during Q4 due to budget constraints	*No research conducted due to budget constraints but partnerships sourced for future research
Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Weekly monitoring of the Proudly SA logo to identify irregular use and counterfeit goods *Action/letters of demand to irregular users of the Proudly SA logo *Regular compliance reviews of all members	*Weekly monitoring of the use of the logo in the market *100% of all identified illegal users sent letters *100% (All) members checked for compliance	*Weekly monitoring done *All identified irregular users were sent letters *All members checked as part of the new and renewals membership process *Monitoring done by Adams and Adams weekly	
Strengthening Media relations, PR and social media	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof * Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	* Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders *Press releases At least 6 press releases per quarter	*Daily monitoring through Newsclip *Monitoring of the use of logo and phrase done illegally	*Monitoring done during the quarter 15 X press releases issued during Q4	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is 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 through media breakfasts/lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager</p> <p>*Daily communication on Twitter and Facebook</p> <p>*Increase following on social media platforms and increase in publicity</p>	<p>At least 1x media breakfast meeting per quarter</p> <p>Individual meetings with Editors - 1 per quarter</p> <p>* Social Media activities daily</p>	<p>*1 media breakfast or an editor's meeting per quarter</p>	<p>*12 media meetings/visits held during the quarter with SABC Radio News, SABC Radio, Kaya FM, Classic FM, ETV Sunrise, ANN7, KynNet/News, Metro FM, Small Business Connect (the dti), SAPA, The Times wire service, Media 24 wire service</p> <p>*Daily updates done on Twitter and Facebook resulting in an increase in the number of followers on both platforms. The Proudly SA Twitter account now has 83 000 followers and Facebook has more than 10 000 followers</p> <p>No competitions during the quarter</p> <p>*This activation took place on 13 Feb 2015 at Sandton Gautrain station</p>	
Retention and Recruitment Members	<p>Number of members recruited and retained</p>	<p>*Weekly competitions once a month</p> <p>*Valentine's Day activation 1x per year on Valentine's day</p> <p>*Recruit at least 144 new members for the year</p> <p>*Retain at least 50% of all members due for renewal for the year</p>	<p>*Weekly competitions during the quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '15)</p> <p>*36 new members recruited during the quarter</p> <p>*50% of all members due for renewal renewed membership</p>	<p>*37 new members approved and 17 paid the required membership fee</p> <p>*94% of all members due for renewal renewed their membership</p>	

6 PFMA and TR compliance checklist / Compliance calendar

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			There is a Chief Financial Officer even though Proudly SA is not a public entity
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 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
	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 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 committee
	TR 27.1.6		Are the terms of reference reviewed at least annually to ensure its relevance?	X			The terms of reference are continuously reviewed

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"> • The effectiveness of internal control systems; • The effectiveness of internal audit; • The risk areas of the entity's operations to be covered in the scope of internal and external audits • The adequacy, reliability and accuracy of financial information provided to management and other users of such information • Any accounting and auditing concerns identified as a result of internal and external audits • The entity's compliance with legal and regulatory provisions • The activities of the internal audit function, including its annual work programme, coordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and • Where relevant, the independence and objectivity of the external auditors. 	X	X		The Audit Committee considers and approves the Audit plans of both Internal and External Audits which detail all the information referred to herein, as well as all the finding 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
TR 27.1.13			Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	X			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X			<ul style="list-style-type: none"> Risk Assessment is done annually and the Risk Register is updated annually The company has a Risk management Strategy and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops
	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
	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 and the Board is a rolling 3 year plan All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work
	TR 27.2.10		Does the internal audit function evaluate the following: <ul style="list-style-type: none"> The information systems environment; The reliability and integrity of financial and operational information; The effectiveness of operations; Safeguarding of assets; and Compliance with laws, regulations and controls 	X			As part of the reporting done at the end of the financial year and in preparing the Annual Financial Statements, the Directors include a report on the evaluation they have done on the items identified.

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	Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing: <ul style="list-style-type: none"> The outcome of any disciplinary hearings and/or criminal charges; The names and ranks of employees involved; and The sanctions and any further actions taken against these employees. 		X		The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee.
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	Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing: <ul style="list-style-type: none"> The outcome of any disciplinary hearings and/or criminal charges; The names and ranks of employees involved; and The sanctions and any further actions taken against these employees. 		X		The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee.

PFMA CHECKLIST FOR PUBLIC ENTITIES PLANNING AND BUDGETING

NO	SUCRIVITY	DESCRIPTION	ACTIV	YES	NO	COMMENTS
1.	52	Annual budget, corporate plan and shareholder's compact by Schedule 2 public entities and government business enterprises	<p>Did the accounting authority submit the following to the relevant treasury and to the accounting officer of the department at least one month before the start of the public entity's financial year:</p> <ul style="list-style-type: none"> • a projection of revenue, expenditure and borrowings for the financial year in the prescribed format, and • 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. 	<p>X</p> <p>X</p>		<ul style="list-style-type: none"> • The budget and cash flow for the financial year were submitted to the dti on time • 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.
	TR 29.1.1	<p>Does the corporate plan include the following:</p> <ul style="list-style-type: none"> • strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact; • strategic and business initiatives as embodied in business function strategies; • key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; • a risk management plan; • a fraud prevention plan; • a materiality/significant framework, referred to in Treasury Regulation 28.1.5; • a financial plan addressing – <ul style="list-style-type: none"> <input type="checkbox"/> revenue, expenditure and borrowings; <input type="checkbox"/> asset and liability management cash flow projections; <input type="checkbox"/> capital expenditure programmes; and <input type="checkbox"/> dividend policies 	<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"> • The Draft strategic plan and business plan has been submitted to the dti as the Executive Authority • This is built into the Draft strategic plan • Risk Management plan exists • Fraud prevention plan approved • Materiality is determined prior to and during external audits <p>This is part of the corporate plan submitted to the Executive Authority for approval after approval by the Board as the Accounting Authority</p>	

TR 29.2.			Does the public entity conclude a shareholder's compact with the executive authority on an annual basis? If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?	X X			A shareholders compact is concluded with the dti annually. The draft 2014/15 compact is pending approval The shareholders compact does detail the key performance measures and the indicators
2.	53(1)	Annual budgets by nonbusiness Schedule 3 public entities	Did the accounting authority submit a budget to the executive authority for his or her approval at least six months prior to the start of the financial year of the department designated by the executive authority?	X			Specific to Schedule 3 non business entities, however Proudly SA does submit its budget to the dti as per the Shareholders compact
	53(2)		Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority?	X			Specific to Schedule 3 non business entities and not applicable to Proudly SA, however Proudly SA does submit its budget to the dti as per the Shareholders compact
	53(3)		Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury?		X		Specific to Schedule 3 non business entities and not applicable to Proudly SA however, the budget for 2014/15 does not have a deficit against it
	TR 30.1.1		Did the accounting authority submit a proposed strategic plan to the executive authority for his or her approval at least six months before the start of the financial year of the department designated by the executive authority?			X	Specific to Schedule 3 non business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the Shareholders compact
	TR 30.1.2		Was the final strategic plan submitted to the executive authority before 1 April?			X	Final strategic plan submitted as per Shareholders compact requirements

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

PFMA CHECKLIST FOR PUBLIC ENTITIES MANAGEMENT OF WORKING CAPITAL

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

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

PFMA CHECKLIST 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 dti as per the Shareholders Compact (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 dti
	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 Shareholders Compact to submit quarterly reports to the dti, as per the Shareholders Compact. The quarterly reports on the progress made against achieving the set targets
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: <ul style="list-style-type: none"> • An annual report on the activities of the public entity during that financial year; • The financial statements for that financial year after the statements have been audited; • The report of the auditors on those statements. 	X X X			The Annual Report, AFS and the Auditors report have been submitted to the dti on time, as required in the Shareholders Compact

S.O.	S.O. CODE	DESCRIPTION	ACTION	YES	NO	P.S.	COMMENTS
		<p>Does the public entity's annual report and financial statements fairly present the state of affairs of the public entity, its business, its financial results, its performance against predetermined objectives and its financial position as at the end of the financial year concerned?</p> <p>Does the annual report and financial statements include:</p> <ul style="list-style-type: none"> Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year; Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure; Any losses recovered or written off; Any financial assistance received from the state and commitments made by the state on its behalf; The financial statements of subsidiaries. 		X			<p>The annual report and AFS fairly presents the information required</p> <p>No material losses incurred through criminal conduct and no irregular and fruitless expenditure during the previous financial year</p> <p>No criminal charges instituted as no such loss was incurred</p> <p>Proudly SA does not have any subsidiaries</p>
	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>				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 dti to enable the Minister to table this if the need arises</p>
	TR 27.1.7	Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference		X			This disclosure was included in the Annual Report as the audit committee has approved 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 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		If yes, to above, does the disclosure include? <ul style="list-style-type: none"> • Fees for services as a director or executive member; • Basic salary; • Bonuses and performance related payments; • Sums paid by way of expense allowances; • Contributions made to any pension fund, medical aid, insurance scheme, etc; • Any commission, gain or profit sharing arrangements; • Any share options, including their strike price and period; and • Any other material benefits received. 	X X X X X			X X X No commission, gain or profit sharing applicable No share options as there is no shareholding No other material benefits received by the directors and executive members
	TR 28.1.3		Has your public entity adjusted its financial year in accordance with the table in TR 28.1.3?			X	Not applicable, as Proudly SA's financial year is in line already- 31 March
	TR 28.2.1		Does the annual report provide details of the materiality/significant framework applied during the financial year?	X			

PFMA CHECKLIST FOR PUBLIC ENTITIES CASH MANAGEMENT, BANKING AND INVESTMENT

NO.	SECTION	DESCRIPTION	ACTIONS	YES	NO	COMMENTS
1.	51(1)(b)(iii) TR 31.1	Cash Management	<p>Are systems, procedures and processes in place in the public entity to ensure efficient and effective banking and cash management, which includes?</p> <ul style="list-style-type: none"> • Collecting and banking revenue promptly Making payment no earlier than necessary with due regard for efficient, effective and economical programme delivery and the public entity's normal terms for account payments; • Avoiding prepayments for goods and services unless required by the contractual arrangements with the supplier; • Accepting discounts to effect early settlement; • Pursuing debtors with appropriate sensitivity and vigor to ensure that amounts receivable by the public entity are collected and banked promptly; • Accurately forecasting the public entity's cash flow requirements; • Timing the in and out flow of cash; • Recognizing the time value of money, i.e. economically, efficiently, and effectively managing cash; 	<p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p> <p style="text-align: right;">X</p>		<p>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</p>

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	COMMENTS
2.	TR 31.2.1	Banking	<ul style="list-style-type: none"> • Taking any other action that avoids locking up money unnecessarily and inefficiently, such as managing inventories to the optimum level for efficient and effective programme delivery, and selling surplus or under-utilized assets; • Performing bank reconciliations at least weekly; • Making regular cash forecasts; and • Alignment of the approved budget with monthly cash flows; • Variance analyses of actual cash flow with the approved budget 	<p style="text-align: center;">X</p> <p style="text-align: center;">X X X X</p>		
3.	TR 31.3.1 TR 31.3.2	Investment	<p>Does the public entity have an investment policy?</p> <p>If yes to the above, does the investment policy include the:</p> <ul style="list-style-type: none"> • selection of counter-parties through credit risk analyses; • establishment of investment limits per institution; • establishment of investment limits per investment instrument; • monitoring of investments against limits; • reassessment of investment policies on a regular basis; • reassessment of counter-party credit risk based on credit ratings; and • reassessment of investment instruments based on liquidity requirements. 		<p style="text-align: center;">X</p>	<p>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.</p>

7 Progress on actions in the Risk Register

Risk #	Risk description	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Risk owner	Actions to improve management of the risk	Action owner	Time scale
1	Insufficient funding and decline in revenue from membership fees	High	Increased allocation of funds from the dti. Sponsorship properties developed and funds sourced for flagship projects and activities	Satisfactory	Medium	CEO	<p>Implementation of role and deliverables as contained in the Local Procurement Accord to strengthen value of Proudly SA</p> <p>Development of stakeholder matrix to identify the needs, including various strategies for each segment or identified stakeholder, in order to attract strategic partnerships that can potentially fund some of the identified key strategic activities.</p> <p>Develop a new value proposition with tangible benefits, such as linking Proudly SA membership to the BB-BEE scorecard and dti incentives members in order to attract high value members.</p> <p>Need to continuously improve sponsorship model to attract higher and long term sponsorships;</p> <p>Confirm long term funding from government (the dti) after the organisational review.</p>	MANCO	1-Apr -14

Risk #	Risk description	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Risk owner	Actions to improve management of the risk	Action owner	Time scale
2	Lack of proper oversight	High	Schedule of delegated authorities (SOA), MoI, Board Charter, Shareholders' Compact, Fraud Prevention Plan, TORs for all committees, schedule of meetings for all committees	Good	Low	4	Board	CEO	Completed
3	Lack of uptake of Proudly SA products and services by all spheres of governments including SOE's and big business	Medium	12 Approached the Chief Procurement Officer at National Treasury and State Owned Enterprises Procurement Forum (SOEPF) to gain access to all procurement decision makers in the public sector to educate them on the new local procurement regulations (PPFA) and the designated products, including the adoption of Local Procurement Accord. Concluded partnership with SALGA to reach metros, and district municipalities	Weak	Medium	7	CEO	Membership	1 Apr -14 31 Mar-15 31 Mar-15
4	Threat of counterfeit goods, dumping of illegal and toxic waste and unfair trade	Medium	12 Partnerships with SARS, Customs, SAPS, Minimal consumer education	Weak	Medium	7	Marketing	Marketing and Legal	31-March-15
5	Lack of funding to undertake meaningful research	Medium	12 Purchase of research software to perform minimal research in-house	Weak	Medium	8	CEO	Finance	31-March-15

8 Progress against Post-Audit Implementation Plan

No.	Finding	Corrective Action (Plan)	Status
1.	Membership renewal forms relating to some invoices for membership renewal were not provided.	Members are sent renewal forms at the time of renewal of membership and follow up is made regularly. Some members still do not submit renewal forms despite this process. This process will continue to be followed and this will also include regular follow up with all renewed members to get them to submit the required forms	Implemented (ongoing)
2.	There was a trend in the reduction in membership fees over the years.	The campaign requires a stronger Value proposition to attract high value members, but continues to attract a large number of low value members. Sponsorship has also been successfully resuscitated to source funding for specific activities (properties) and will continue to be part of the revenue generation model implemented in Proudly SA. The DTI has committed to funding of Proudly SA over the next medium term period (3 years) as per its Medium Term Expenditure Framework and this will contribute significantly to ensuring the going concern status of the organisation is maintained.	Completed
3.	During the audit and on inspection of the creditors' age analysis, some creditors had not been paid within 30 days from invoice date as required by Proudly SA's procurement process documents	The cash-flow challenges experienced by the campaign towards the end of the financial year, resulted in the delay in payments of invoices at the end of March 2014. However, there was an arrangement with Outlaw to only settle their account after reconciliation of all their deliverables for the awards. With regards to Nediac, the amount was only confirmed as outstanding after the end of the financial year. The policy within Proudly SA is to pay all invoices within 30 days of receipt of the invoice and will continue to be the practice	Completed
4.	The cost and accumulated depreciation as per the Fixed Asset Register does not agree to that per the trial balance due to arithmetic difference on the Fixed Asset Register	Management has subsequently ensured that the fixed asset register agrees to the trial balance and general ledger going forward, including through preparing monthly reconciliations.	Completed
5.	statutory deductions to the South African Revenue Services were not paid on time for the months of November and December 2013 and January and February 2014	The campaign experienced cash-flow challenges towards the end of the financial year and this impacted on its ability to meet all its financial obligations on time, including its statutory requirements to pay SARS by the 7th of the next month. All future statutory requirements will be complied with, including the submission and payment of the PAYE returns by the 7th of the next month.	Completed
6.	The company's listed directors at CIPC are not updated as it still has the names of old directors; The company's Auditor details have not been updated; The company's Financial year-end is reflected as February; The company's registered address has not been updated.	The delay in updating the company records was caused by the fact that the company first needed to file all its annual returns with CIPC, which were outstanding. These returns have now been filed and are up to date and this will enable the organisation to update all its records. The process is underway to rectify and update all the company records with the latest information at CIPC	31 March 2015
7.	The entity did not submit Performance Information and draft annual financial statements for the 2013/2014 financial year by 31 May 2014	This was an oversight and will be rectified, especially considering that Proudly SA for the first time has an office to which it reports at Auditor General South Africa	Completed

Financial table reflecting expenditure vs. budget

Description of item	Budget for the quarter (Q4)	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 March 2015) Rands	YTD Variance (31/March 2015) Rands
INCOME								
Membership Fees	0	141,551	141,551	100%		0	1,329,378	(1,329,378)
Grant – the dti	5,000,000	5,000,000	0	0%		30,000,000	30,000,000	0
Project based funding (dti for SAPBA)	0	0	0	0%		0	0	0
Sponsorship	0	2,461,085	2,461,085	1000%		0	3,461,085	3,461,085
Other Income	0	141,817	141,817	100%		0	316,795	316,795
Total Income	5,000,000	7,847,035	2,847,035	56%		30,000,000	35,107,258	5,107,258
EXPENDITURE								
HR and Staffing costs	3,571,495	3,630,567	59,072	1,6%		14,285,978	14,614,365	328,387
Administrative costs	1,269,837	1,664,767	394,930	31%	Audits undertaken which were not budgeted for as commissioned by the Board	5,179,348	4,863,742	(315,606)
Membership costs	153,774	14,911	(138,863)	(90%)	Cost cutting exercise undertaken	615,097	82,054	(533,043)
Marketing costs	5,878,000	5,247,170	(630,829)	(11%)	Cost cutting exercise undertaken	8,132,000	9,013,045	(881,045)
Capital Expenditure	171,500	43,411	(128,089)	(75%)	Cost cutting exercise undertaken	854,000	248,733	(605,267)
Total Expenditure	11,056,606	10,600,829	(455,780)	(4%)		29,066,423	28,821,940	(244,483)