

THE MOST ADVANCED
3 SERIES EVER.

QUARTERLY REPORT

1 JANUARY - 31 MARCH 2016

Quarter 4 - 2015/16 Financial Year





Quarterly Report for Q4 (January to March 2016)

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: ___/___/2016	Rank: Chairperson	Date: ___/___/2016

TABLE OF CONTENTS

Pg. 4	1. Acronyms
Pg. 6	2. Executive Summary
Pg. 8	3. Governance and oversight during the quarter
Pg. 10	4. The Quarter under review <ul style="list-style-type: none">4.1 High level achievement for the Quarter4.2 Areas where targets were not met4.3 Highlights for the quarter
Pg. 23	5. Performance for the period under review
Pg. 31	6. PFMA and treasury regulations check list
Pg. 43	7. Progress on actions in the risk register
Pg. 47	8. Progress on post-audit implementation plan
Pg. 48	9. Financial Report

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.
CGCSA	Consumer Goods Council of South Africa
CPO	Chief Procurement Officer.
CIPC	Companies Intellectual Property Commission.
COTII	Council of Trade and Industry Institutions.
COSATU	the Congress of South African Trade Unions
EBI	Ekurhuleni Business Initiative
EDD	Economic Development Department, a national government department in the Republic of South Africa.

ACRONYMS

The following are definitions of the acronyms used in the report

IMF	International Monetary Fund
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

2. EXECUTIVE SUMMARY

This report covers the period 1 January - 31 March 2016 and focuses on various highlights during the period:



SOUTH AFRICA'S DOWNGRADE IS NOT A DONE DEAL....

Moody's Investor Service has placed South Africa's Baa2 bond and issuer ratings on review for downgrade. However, it is misleading to say that a downgrade is absolutely inevitable. Team South Africa has been – and continues to be - hard at work to prove to investors and the world that the country still offers value and still has a good story to tell.

Finance Minister, Pravin Gordhan, recently embarked on an investor roadshow in the United Kingdom and the United States of America. Team South Africa - comprising senior government officials, business representatives and members of the three trade union federations – met with investors who hold South African bonds, equities and/or shares as well as the three ratings agencies.

Team SA, through Minister Gordhan, described the discussions as “very good”. South Africa has ex-

plained how it came up with some of the budget numbers and budget proposals and has sought to clarify its plans to increase economic growth as well as clarifying issues around State owned companies and infrastructure investment, among others.

Moody's decision to place South Africa on review was taken before the investor roadshow – before Team SA met with the three ratings agencies. It currently has South Africa two grades above “sub-investment grade”.

South Africa again had an opportunity to present its case to Moody's when its analysts visited the country between 16 and 18 March 2016, as they sought relevant information that will influence their ultimate decision on the country's creditworthiness – whether or not to drop the country's credit rating to one notch above “junk” status.

South Africa naturally wants to avoid moving into junk or sub-investment grade and this can still be averted. In fact, it's critical for the country to succeed as ratings agencies play a central role in keeping economies in good standing which, in turn, empowers economies for growth and equips them with the capability to borrow, keep afloat and trade with other countries.

In essence a downgrade would mean investors would be sceptical about investing in the country, the rand would weaken further, inflation would sky rocket, interest rates and the cost of borrowing money would increase, the cost of imports would increase and the cost of living would rise for average South Africans.

Standard & Poor's believes South Africa's challenge is not concentrated on fiscal consolidation but rather on economic growth. As a country we need to spend our energies on getting the country's growth back on track. The 2016 Budget has offered a framework to get the economy back on a growth path. This is welcomed and needs to be accelerated.

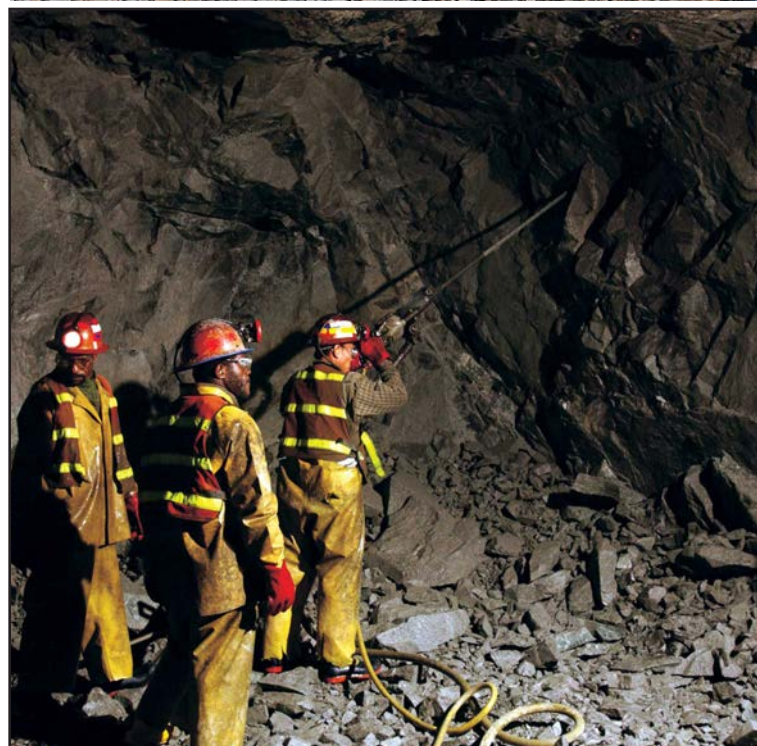
Well respected economists strongly believe that if South Africans can work together – and if several smart interventions are implemented rapidly - we will be able to stave off a downgrade. Time is of the essence and South Africa needs to unite and act fast.

We need, as a country, to be decisive in a number of areas including taking decisions around the mining sector and other critical sectors of our economy as identified in the Industrial Policy Action Plan. Uncertainty around the mining sector's legislative framework, for example, needs to be addressed as a matter of urgency, in an effort to stimulate investor confidence.

Interventions also need to include Sector Working Groups, through which Ministers and chief players in the public sector work together to facilitate growth. Inevitably, South Africa has to prove to itself and the world that we are capable of working together to grow our economy, create jobs and make our fiscal framework a viable one. We have faced major challenges as a country before. We have emerged victorious before. For us to unite as a nation is once again possible – and crucial.

Together, we can overcome the greatest challenges. It is for this reason too, that it remains speculative and premature to write an autopsy on South Africa's economy. Together, we can move South Africa forward as we have done so many times before. But we need to unite. And we need to act fast.

BE PROUDLY SOUTH AFRICAN - BUY LOCAL TO CREATE JOBS!



3. GOVERNANCE AND OVERSIGHT DURING THE QUARTER

During the period under review, the following meetings took place:

The following Board and Sub-committee meetings took place, during the quarter under review:

3.1 Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 14 March 2016 and the meeting considered the following:

- The reduced budget for the 2015/16 financial year
- The Budget for the 2016/17 financial year, for recommendation to the Board;
- The negotiation underway with the real estate agent for the capital investment in new office building for the organization; and
- The financial reports as tabled for the period year to date, including Management Accounts and the Cash flow projection schedule;

3.2 Audit and Risk Committee

- The members of the Audit and Risk committee held their meeting on 7 March 2016 and the meeting considered the following:
- The feedback on the strategic discussion held with the Auditor General's office
- The Audit planning memorandum for the 2015/16 financial year end external audit; and
- The reports tabled by the Internal auditors for audits conducted during the period under review;

3.3 Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 7 March 2016 and the meeting considered the following:

- The finalization of the Service Level Agreement with Pan African Research on their appointment as the service provider responsible for conducting the Economic Impact Studies;
- The need for correspondence to be sent to NEDLAC to place Proudly South African on the agenda of the MANCO, in order to highlight the responsibilities of the Social Partners as set out in the LPA;
- An update on the plans for the upcoming 2016 Proudly Buy Local Summit and Expo, which subsequently took place on 30 March 2016;
- The Marketing report on all the previous activities that have taken place during the period under review;
- Media, PR and Social Media reports; and
- Membership Status reports

3.4 Remuneration Committee

The members of the Remuneration committee held their meeting on 14 March 2016 and the meeting considered the following:

- The Job grading and preliminary report on the Salary benchmarking exercise done;
- Performance Management report for the financial year;
- Staff Development Report for the period under review;
- A report on staff movement that happened during the period under review;
- Employee Assistance Programme including employee wellness activities;
- The removal of the Sales Manager position from the Organogram;
- The recommendation for an annual inflationary increase for staff for the 2016/17 financial year; and
- The CEO's contract of employment (an In-Camera session was held by the committee for this)

3.5 Board meeting

The Proudly SA Board of Directors, met on 14 March 2016 and considered the following:

- The presentation made by the CEO surrounding the findings by FIFA;
- The discussion with the AG's office, where it was agreed that the Performance Audit Division of the AG will look at the level of compliance of all spheres of government to the PPPFA and its effect on the economy;
- The revised budget and reduced allocation of funds from the dti for the 2015/16 financial year;
- An update on the appointment of Pan African Research as the research house responsible for undertaking an Economic Impact Studies on behalf of Proudly SA;
- The importance of Proudly SA presenting to the NEDLAC Manco and the Millennium Labour Council and the need to request slots to present at these forums;
- The recommendation from Remunerations Committee on the annual inflationary increase for staff for the 2016/17 financial year;
- The budget for the 2016/17 financial year was approved, as per recommendation from the Finance and Procurement Committee;
- The term of the CEO's contract of employment;
- The adoption of the newly developed Supply Chain Management Policy;
- The Quarterly Report for the period ending 31 December 2016;
- Reports from the Standing Committees of the Board; and
- The financial reports as tabled for the period year to date, including Management Accounts and the Cash flow projection schedule

4. THE PERIOD UNDER REVIEW

4.1 High level achievements for the quarter

During the period under review, the Proudly SA campaign was able to achieve **most of** its targets as contained in the Annual Performance Plan (APP) for the fourth quarter of the 2015/16 financial year.

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



- The 5th Annual Proudly SA Buy Local Summit and Expo, was successfully hosted at Sandton Convention Centre on 30 March 2016, in partnership with ABSA, where the Deputy President of the Republic of South Africa delivered the Keynote address;
- The campaign also hosted the annual Valentine's "Show your Love for SA" Activation on 11 February at the intersection of Oxford and Glenhove in Rosebank, where South Africans were urged to show their love for SA by buying locally manufactured products and services;
- An Above-the-line campaign promoting the Buy Local Summit and Expo, was rolled out during the period under review. This was then used as an opportunity to also promote Proudly SA "Buy Local" and included advertisements on billboards on the N1 and M1 freeways in Johannesburg,

some of the Multichoice (DSTV) channels, as well as placements in print media, radio interviews on Power FM, Kaya FM, Classic FM, e-TV and SABC;



- Proudly SA partnered with MTN and visited 3 different schools in Swartruggens as part of the Ubuntu Schools campaign, where about 2 600 learners were reached and deserving kids were given school shoes and the learners were educated on the values and principles of Ubuntu;
- The Buy Back SA campaign continued during the period with continued adverts on 30 billboards in various prime spots (mostly taxi ranks in shopping malls) throughout the country;
- Proudly SA exhibited together with some of its members at various expos and events. The campaign participated in 4 different exhibitions and/or events which provided the campaign with a platform to educate consumers as well as both the private and public sector on the importance of buying local;
- Pan African Research was appointed to conduct an Economic Impact Studies to determine the impact of local manufacturing/ Buy Local on the country's economy, with specific focus on the Manufacturing, Mining, Agro-processing, Automotive, Pharmaceuticals and Petro-chemicals sectors (the MAP Programme);
- The CEO presented to the State Owned Enterprises Procurement Forum (SOEPF), which comprises Heads of Procurements/Chief procurement Officers of all State owned entities;
- Proudly SA's Twitter following reached 123 000 followers. Organically grown, the number of followers continues to grow this PR platform, which enables Proudly SA to communicate its programmes and weigh in on relevant current topical issues. This growth indicates the campaign's relevance and appeal to the broader social media community;
- A total of 32 press releases were issued during the period on an array of topical issues, including on the Buy Local Summit and Expo;
- A media dinner was hosted at the Clico Boutique Hotel in Rosebank, where a total of 20 guests representing different media houses were hosted;
- A total of 59 new members were successfully recruited and vetted for Proudly SA membership and have now joined the Buy Local Campaign; and
- Some 92% of members, scheduled to renew their membership with Proudly SA during the period under review, renewed their membership;



4.2 Areas where targets were not met:

During the period under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the third quarter of the 2015/16 financial year, however was not able to achieve the following targets:

- Although contact has been made with BUSA, BBC and BLSA, the actual presentations to any of these organisations did not happen during Quarter 4, as planned. However plans are afoot to have this presentations during the next financial year, depending on the platforms being made available by the organisations themselves;
- The campaign was not able to secure a briefing session with any of the major retailers during the period under review;
- No meetings took place with any district municipalities during the period to market the campaign and educate them on: the importance of buying local and the LPA database of local products and services. Engagements took place with the SALGA team, in line with the agreement concluded between the two organisations, where it was agreed on the platforms to be used for Proudly SA to engage with all local and district municipalities at once, in the next quarter;
- The bi-annual meetings aimed at partnering with law enforcement agencies to deal with illegal imports, counterfeit products, under-invoiced products and dumping of unsafe products in SA did not take place during the quarter, as the secretariat for these meetings did not arrange the said meeting; and
- No competitions were ran on any of our social media platforms, due to limited budget. However, the organic growth of the Twitter account to 123 000 followers, by tweeting on topical issues, has countered the lack of Proudly SA competitions on our social media platforms. As a result, there is no need for competitions at this stage as the purpose for which they had been earmarked is served through another economical and highly cost-effective way.

4.3 HIGHLIGHTS FOR THE QUARTER

PROUDLY SOUTH AFRICAN EVENTS

1 JANUARY - 31 MARCH 2016

4.3.1 MTN & PROUDLY South African Ubuntu School Shoes Campaign, Swartruggens

5 February 2016

With this CSI project in particular, we aim to assist disadvantaged communities whilst spreading the Proudly SA buy local message. This is also a mechanism developed to bring the Campaign closer to the public and provide business profiling opportunities. Swartruggens is a poor area in which we identified a desperate need for school shoes. Most of the children come from families who are struggling to make ends meet and they have many other socio economic challenges they face daily.



The timing of this event was excellent as the new school term had just started a couple of weeks before. Proudly SA partnered with MTN, which supplied 650 pairs of shoes to deserving children at 3 different schools in the Swartruggens area.

Reach for this event: 2 600

Target Audience: Learners, educators and business

The CEO delivered an address at this event on the Proudly SA campaign and on upholding the values and principles of Ubuntu.

4.3.2 Proudly SA Valentine's day activation

11 February 2016

Proudly SA Valentine's activation is an annual event which seeks to inspire South Africans, show love for the people of South Africa and to promote social cohesion and national pride. The event promotes the spirit of tolerance and Ubuntu, and encourages the nation to celebrate love, kindness and being considerate. The theme for the event was "Show your love for your country" and through this event, the Proudly SA team, together with local celebrities spread love by handing out roses and call to action cards to members of the public, urging them to support the "Buy Local" campaign.





The event was also informed by the campaign's mandate to encourage South Africans to "buy local" to help stimulate the economy and the creation of jobs – therefore the event is used to promote and encourage the nation to show their love for South Africa by supporting and buying local products to help stimulate the local economy and create more jobs.

Proudly SA team, together with local celebrities will hand out thousands of roses and hand-held South African flags to members of the publics/motorists

Members of the public welcomed our "show your love to South Africa" ethos with open arms, especially the celebrities that were part of the team. These included local celebs such as Somizi, Proverb, Mrs. South Africa 2016, Siphokazi January and William Lehong, just to name a few. This gave members of the public photo opportunities with their favourite local celebrities, which in most instances, is a once in a lifetime opportunity for them.

Media publicity was derived from this activation and this included coverage in the Caxton newspapers and Drum magazine, which focused Proudly SA's drive to showing our love to South Africa.

Reach for this event: 2 500

Target Audience: Consumers



4.3.3 Proudly SA in partnership with NFVF Movie Night

24 February 2016

Proudly South African in partnership with National Film & Video Foundation collaborated to celebrate local films, embrace local films, promote local films and educate consumers about the importance of local procurement, strengthen the economy by buying local and supporting local films.

This was done at the premiere of the local movie: "Happiness is a four letter word" which was held at The Rosebank Zone cinema, where the campaign reaffirmed its support for local productions, whilst also emphasizing the need to stop piracy and the impact that piracy has on the economy.

Reach for this event: 120

Target Audience: Business representatives and celebrities



4.3.5 The Economic Research Advisory (ERAN) Conference (the DTI)

10 -11 March 2016

The Open Day aims to educate and create awareness about the services and products the DTI offers to the public as a contribution towards building the South African economy. This also serves as an opportunity for all the members of the DTI family to build relationships and share information in their areas of business & expertise

Reach for this event: 500 attendees

Target Audience: SMME and Government

4.3.6 Proudly SA Media Dinner

17 March 2016

This is a Proudly SA initiative to engage media around the topic of buying local and the Proudly South African campaign. This also formed part of a networking, meet & greet as well as a branding opportunity platform

Reach for this event: 20 attendees

Target Audience: Workers, small business, shop stewards, labour

4.3.4 DTI Open Day

11 March 2016

The Open Day aims to educate and create awareness about the services and products the DTI offers to the public as a contribution towards building the South African economy. This also serves as an opportunity for all the members of the DTI family to build relationships and share information in their areas of business & expertise

Reach for this event: 500 attendees

Target Audience: SMME and Government



The CEO delivered an address at this event on the Proudly SA campaign and for disseminating information to the attendees on the 2016 Proudly SA Buy Local Summit and Expo.



4.3.7 SABIC

10 to 11 March 2016

The Small Enterprise Development Agency (SEDA) identified a need to create a platform where everything Technology Business Incubation related can be deliberated, shared and explored. Business Incubation has been identified as a powerful tool to support and sustain small businesses and boost the economy. As a result SEDA and the Department of Small Business Development (DSBD) hosted the inaugural South African Business Incubation Conference (SABIC) on 10 and 11 March 2016 at the Gallagher Estate Conference Centre in Midrand - Gauteng Province.

Reach for this event: 500 attendees

Target Audience: Workers, small business, shop stewards, labour



4.3.8 Spaza Shop Summit

23 March 2016

The main objective of the Summit is to empower township based spazas through skills development and the creation of sustainable partnerships between Spaza Retail Enterprises and Private sector in the development of economic infrastructure. We exhibited at this platform and were also afforded a presentation opportunity

Reach for this event: 100 attendees

Target Audience: Businesses (SMMEs, mostly Spaza shop owners)

The CFO delivered an address at this event on the Proudly SA campaign and on the economy wide benefits of Buying local, as well as the importance of collective procuring for their businesses in the interests of deriving lower cost prices (economies of scale);

4.3.9 Proudly SA Buy Local Summit and Expo

30 March 2016

Proudly South African, the country's National Buy Local Campaign, hosted the 5th Annual Proudly SA Buy Local Summit and Expo on the 30th March 2016 at Sandton Convention Centre in Johannesburg, Gauteng. This event has grown into one of the country's most significant events on the business calendar and is sponsored by ABSA and Transnet as the top tier sponsors, as well as CSIR, Pikitup, Nestle, and Sasol as the lower tier sponsors.

Recognised as the main institution that has, among others, the potential to strongly influence procurement in favour of domestic production, Proudly SA worked and continues to work closely with both the public and private sector entities to drive the "Buy Local" message extensively.

The event was again two pronged, in that it had a Summit and an Expo, where the focus of the Summit was on the importance, benefits and challenges of Local procurement in SA, both from the public and the private sector. Some of the speakers on the day included the following, amongst others:

- Deputy President of the Republic of South Africa, Mr. Cyril Ramaphosa;
- Minister of Trade and Industry, Mr. Rob Davies;



- Minister of Small Business Development, Ms. Lindiwe Zulu;
- Deputy CEO, and Financial Director at ABSA, Mr. David Hodnett;
- Auditor General, Mr. Kimi Makwetu;
- Director of Corporate Affairs at Nestle, Mr. Ravi Pillay;
- Senior Executive at Aspen, Mr. Stavros Nicolau;
- MD of Pikitup, Ms. Amanda Nair;
- Enterprise Development Executive at Transnet, Ms. Mmadiboka Chokoe;



In addition to the speakers, there were 2 separate panel discussions held on the day, both made up of representatives of Business, labour constituency, the public sector, and industry experts and/or Captains of Industry. The first panel focused on the Topic: “Retailers and Wholesalers – a vital cog in the Buy Local wheel” whilst the second panel focused on the Topic: “Buy Local, Buy for the future. – are we doing enough to equip local businesses/ entrepreneurs for global competitiveness, increased productivity, innovation and job creation”.



The second part of the event was the Expo, which showcases local products and services of Proudly SA member companies, partners and strategic stakeholders. In total there were over 1 700 people that attended the event and visited the stalls, which resulted in both immediate sales transactions as well as long term business deals for some of the exhibitors, made up mostly of Proudly SA member companies that manufacture local products.



Some of the exhibitors, representing both the public and the private sectors, which showcased their relevant offerings, included:

- ABSA;
- BMW;
- Sizwe IT;
- Sasol;
- Nestle;
- Schachter and Namdar;
- Hisense;
- Continental China; and
- Little Master Diapers
- CSIR

Reach for this event: 1 700 attendees

Target Audience: Businesses, Government, Captains of Industry, consumers and representatives of labour organisations

PR, COMMUNICATIONS & MEDIA

4.4 SUMMARY - MEDIA/PR REPORT

....EXECUTIVE SUMMARY....

1. CLIPCOUNT ANALYSIS - 2012/2013/2014/2015 QUARTERLY COMPARISON

The Clipcount Comparison illustrates the number of media clippings for print, broadcast and online media for the period under review compared with previous years. Clippings relating to Proudly SA are extracted from daily notifications from Newsclip Media Monitoring Services.

2. CLIPCOUNT ANALYSIS - INDIVIDUAL MONTHLY COMPARISONS

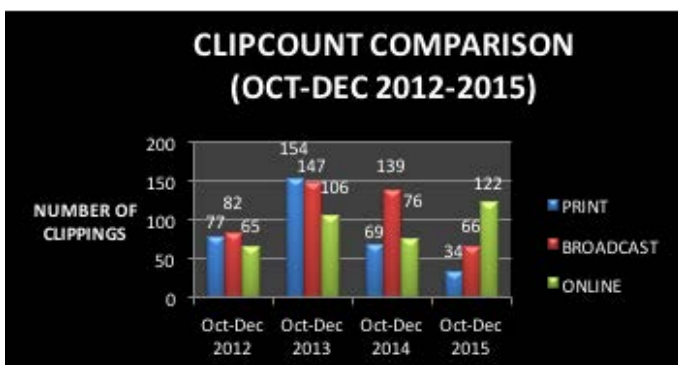
The individual monthly comparisons show the number of media clippings for each media platform i.e. print, broadcast and online for October-December 2012-2015 respectively.

3. CLIPCOUNT ANALYSIS - MEDIA TYPES

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

4. 4AVE/PR VALUE – 2012/2013/2014/2015 OCT-DEC COMPARISON

Advertising Value Equivalency (AVE) is what editorial coverage would cost if it were advertising space (or time). PR/editorial value is derived (per industry norms) by multiplying AVE by three.



5. AVE/PR VALUE – INDIVIDUAL MONTHLY COMPARISONS

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

Decline in Clipcount and AVE/PR Values for 2015 period under review:

Previous years yielded higher Clipcounts and AVE/PR values due to specific events not held in 2015. Therefore, previous years generated higher levels of media coverage. For example, the same period in 2014 yielded higher figures as a result of the following events, not held in 2015:

- In 2014 the international policing organisation, Interpol, named five South Africans as global ambassadors for its anti-crime initiative “Turn Back Crime” (including the Proudly SA CEO, Adv. Leslie Sedibe). 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);
- In 2014 Proudly SA executed a “16 days of No Violence Against Women And Children” Campaign. SAPS members and well-known personalities joined Proudly SA to assist the NGO, Matla a Bana, which is a voice against child abuse. In a show of active citizenship and Ubuntu, officials and personalities rolled up their sleeves to assist Matla a Bana to pack “comfort packs” for child victims of violence and sexual crimes;
- Proudly SA and Salga officially joined forces during the 2014 period under review;
- Proudly SA was a partner in a civil society conference, organised by the Nedlac community constituency;
- Commentary by Proudly SA following the murder of Senzo Meyiwa; and
- Commentary by Proudly SA following Rolene Straus being crowned as Miss World.

6. HIGHLIGHTS FOR THE PERIOD UNDER REVIEW

- Proudly South African continued with its nationwide initiative to empower and equip small businesses and entrepreneurs for success and sustainability. This is with a view to ultimately stimulate the local economy and contribute towards an environment which is conducive for job creation. The Business Forums, sponsored by Absa and supported by the dti, forms part of Proudly SA’s mandate to promote locally manufactured products and services and to educate procurers, enterprises and consumers about the economy-wide benefits of supporting and buying locally made goods.

The screenshot shows the News24.com website with a main article titled "Buy local and boost SA economy- Leslie Sedibe". The article features a photo of Leslie Sedibe, CEO of Proudly South African, speaking at a podium. The text discusses the challenges facing South Africa and the importance of supporting local products. A "Most Read" section lists several articles, and there are social media sharing options for Facebook, Twitter, YouTube, and LinkedIn. The date "14 April 2016 issue" is visible at the bottom of the article.

The screenshot shows the Polity website with a news article titled "PROUDLY SA - EMPOWERING CAPE TOWN LOCAL BUSINESSES FOR INNOVATION AND COMPETITIVENESS". The article is dated "12 April 2016" and discusses a nationwide initiative to empower and equip small businesses and entrepreneurs. It mentions a high-level business conference in Cape Town on Tuesday, 20 October 2015, at the Cape Town International Convention Centre (CTICC). The article lists speakers including officials from the Department of Trade and Industry, the City of Cape Town, Proudly SA, the National Cleaner Production Centre, Absa Enterprise Development and Proudly SA. It also mentions a Mercedes-Benz advertisement for a van.

Business breakfast for captains

Erik van Dijk

The only way South Africa will become a world player in economics, is if local companies network and keep business within the country's borders.

This is according to Advocate Leslie Sedibe (CEO of Proudly SA), who was the guest speaker at a recent event organised by the Ekurhuleni Business Initiative (EBI).

The breakfast was organised at the Ebotse Links Clubhouse to launch the Captains of Industry, an EBI initiative, within the Rynfield country estate.

Sedibe touched on recent economic circumstances and pointed out that the attendees were all South African, thus should be proudly so.

"We are here, in South Africa, and we have to work together to make it great," he said.

"There are several areas we

should improve upon, including productivity, infrastructure and taxation."

Sedibe emphasised the importance of "buying local", a policy aimed at reducing both the deficit created by imports and unemployment in the country.

Chris van Bijl, CEO of EBI, said Ebotse is the first golf estate to join the ranks of the Captains of Industry.

The EBI was founded by van Bijl in 2001, as an initiative to promote networking between local businesses of all sizes.

"Today the EBI is Gauteng's largest and most successful business networking organisation," he said.

"We do about 100 events per year and are also involved with businesses in Russia."

The EBI's next event is the Ambassadors Forum, which will be held on November 20.



The breakfast was organised to launch the Captains of Industry within the Ebotse Golf and Country Estate. Advocate Leslie Sedibe (CEO of Proudly SA) was the guest speaker at the event. Seen here are (from left): Coreen van Zyl, Sedibe, Jenny Duvenage, Linda Dubek and Chris van Bijl (EBI CEO).

This material has been copied under a DALRO licence and is not for resale or retransmission

- Proudly South African officially endorsed STEP UP 2 A START UP, a youth development initiative by Primestars Marketing, which has seen vital entrepreneurship lessons reaching thousands of historically disadvantaged high school learners across the country. Already launched in cinemas nationwide, this ground-breaking initiative aims to inspire a culture of entrepreneurship and wealth creation among youths.
- Proudly SA received extensive media coverage following statements made by the CEO, Adv. Leslie Sedibe, that South Africa is exporting jobs.
- South Africa needs a mindset change to become productive, competitive and profitable says Proudly SA's CEO, Adv. Leslie Sedibe.
- General coverage: highlights

Publication: FLOORS IN AFRICA
 Date: 2015-10-01
 Page: 86

Opting for locally manufactured products



The products is a proudly South African company, with South African owners and a focus on finding solutions to local issues using locally manufactured materials.

This material has been copied under a DALRO licence and is not for resale or retransmission

It is the opinion of Ite Products that South Africa has a reputation for self-reliance and the ability to be as good as the best when the need exists. With globalisation being such a powerful force, international solutions are applied to local problems, which often do not take into account specific local conditions and thus prove to be unsuitable.

The products is a proudly South African company, with South African owners and a focus on finding solutions to local issues using locally manufactured materials and the best European hi-tech ingredients modified to work effectively under local conditions.

Strong alliances with international technology partners provide a concrete foundation for all product

development undertaken in respect of the specific issues identified as being a source of immediate or potential challenges.

An example of this is the ability to use water at varying temperatures in varying climates at various times of the year when mixing self-leveling compounds. LEVELITE has been formulated to give this flexibility to the contractor so that it can be mixed and applied from 4°C to >30°C on the building site. This will, however, affect working time, but enables the contractor to continue generating income unimpeded. This simplifies processes and ensures no failures. All Ite products are formulated for optimum performance when it comes to the requirements of flooring systems, to be failure proof when used correctly under the right circumstances, for local conditions taking into consideration local contractors' needs and making them a priority.

These products are manufactured locally in South Africa and are cost-effective solutions for resilient flooring applications. ■

Publication: Star, Workplace
 Date: 2015-12-09
 Page: 3

Entrepreneurs hold the key to solving problems

Innovative small businesses can help alleviate joblessness

THE CHAIRMAN

YEAR after year of the Step Up 2 a Start Up programme came to an end in Africa last Tuesday with the meeting of the inaugural entrepreneurial networking event.

The theme of the programme this year was "Design It, Make It, Sell It" - aimed at teaching young people the way to a viable success in small business in a little (or a) problem and to design and manufacture a solution to it.

The Step Up programme is the brainchild of the visionary Marisa Street, managing director of Primestars Marketing.

Street came up with the idea of starting the business, "Creative Start-ups", when they are still young.

There are entrepreneurial and social entrepreneurs who are looking for ways to solve social problems, but Street is different. She is a social entrepreneur, looking for ways to solve social problems.

The Step Up programme is aimed at entrepreneurs and is supported by the National Youth Development Agency, Adv. MTS Sedibe and Primestars as her sponsors. In 2015, more than 1000 students



HIGH PROFILE: Guests at the Step Up awards ceremony included Bule Mkhomo, Deputy Minister of the Presidency, Lindie Zulu, Minister of Small Business, Sibusiso Mkhomo, chief executive of the Bona Group, Berta Lubani, chairman of the Lefu Group, Shemueli Mkhomo, executive director of the NDA, and Vivian Wilson, director of the Regency Business School.

attended the event at 15 River Road, Sandton, on Tuesday. They were all given an Entrepreneurship and Masters' Week 12 and encouraged to establish on their own projects.

The award ceremony was held at the Regency Business School, Sandton, on Tuesday. The award ceremony was held at the Regency Business School, Sandton, on Tuesday.

The award ceremony was held at the Regency Business School, Sandton, on Tuesday. The award ceremony was held at the Regency Business School, Sandton, on Tuesday.

The award ceremony was held at the Regency Business School, Sandton, on Tuesday. The award ceremony was held at the Regency Business School, Sandton, on Tuesday.

Marisa Street and Primestars Marketing, made and sold a range of products. Called "Fashion", the company combined the art and design to create a product designed to be trendy and functional.

The Step Up programme is aimed at teaching young people the way to a viable success in small business in a little (or a) problem and to design and manufacture a solution to it.

The Step Up programme is the brainchild of the visionary Marisa Street, managing director of Primestars Marketing.

Street came up with the idea of starting the business, "Creative Start-ups", when they are still young.

There are entrepreneurial and social entrepreneurs who are looking for ways to solve social problems, but Street is different. She is a social entrepreneur, looking for ways to solve social problems.

The Step Up programme is aimed at entrepreneurs and is supported by the National Youth Development Agency, Adv. MTS Sedibe and Primestars as her sponsors. In 2015, more than 1000 students

attended the event at 15 River Road, Sandton, on Tuesday. They were all given an Entrepreneurship and Masters' Week 12 and encouraged to establish on their own projects.

Publication: BONA (English)
 Date: 2015-10-01
 Page: 130



BUT FIRST, Coffee

Phila Tyekana talks to Sible Magubane (33), owner of SA's first independently black-owned coffee brand, Sible's Brew.

I became a breadwinner when I was 18 years old. My mom passed away from cancer, so we were in a high school. I've been looking after my younger brother and sister. I worked as a gardener on weekends so we could have money to buy food and go to school. I wanted to be a social worker because I wanted to help other kids perhaps were going through the same situation I did.

I got into coffee-making by chance. A friend called Mkhomo

worked for Roberto Montenegro - a barista (someone who makes and serves coffee) that was serving his coffee at an upcoming festival. He needed servers and people to help with cleaning up after the event. Because I always needed extra money, I agreed to do the barista. He was very intrigued I was about coffee. Roberto asked if I'd be interested in moving home my hometown Durban to study and train at Ciro Coffee Academy. I packed my things and left home, and so began my coffee journey.

After completing my training at the academy, I studied further so I could become an accredited barista at Ciro & Gullis with an international Barista Skills certificate. Soon after, I worked as a product specialist for P&G in Pretoria for their concept stores around the country. After that, I went back to Ciro Coffee Academy to work as a business trainer both locally and across Africa.

In 2012, I launched my own coffee brand, Sible's Brew. I approached Food Lover's Market, Spex, Simply Delicious Bakery and Valo Cafes for product placement. They took and my coffee. I started Sible's Brew with little money and relied on profit from each sale. Gradually, the business grew.

I source coffee beans from Ethiopia, Kenya and Tanzania and locally sourced a factory to roast them. I have five permanent employees and seven who work part-time. Next year, I hope to have my own factory where I'll do the process myself.

Sible's Brew is based on passion and 12 years of coffee knowledge. My confidence in the brand lies in knowing the brew is my own specialty made recipe and is a proudly South African product. I have five blends, Original, Java Press, Espresso, Signature and Decaf. My highlight would definitely be making coffee for former Deputy President Kgama Mokhele in 2013. ■

This material has been copied under a DALRO licence and is not for resale or retransmission

7. PRESS RELEASES

The following Press Releases were issued during the period 1 October to 31 December 2015:

No.	Date	Headline
1	18 Oct	Proudly SA - empowering cape town local businesses for innovation and competitiveness
2	19 Oct	Proudly SA - empowering cape town local businesses for innovation and competitiveness
3	30 Oct	Proudly SA welcomes industry-wide probe into labelling and trade descriptions
4	17 Nov	Proudly SA lauds bmw sa for investing billions and contributing towards job creation
5	17 Nov	Helping businesses grow - proudly sa targets small business and entrepreneurs in kzn
6	24 Nov	Proudly SA appoints top marketing & communications executive
7	1 Dec	Winners of national youth entrepreneurship programme to be announced

8. MEDIA VISITS / ENGAGEMENTS

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 both formal and informal meetings/networking sessions with members of the media and/or advertising officials during the period under review:

1	eTV Sunrise
2	EWN
3	SABC 24 HOUR NEWS CHANNEL
4	IOL - BUSINESS REPORT
5	SABC RADIO
6	CLASSIC FM
7	GOVERNMENT COMMUNICATIONS
8	TNA MEDIA (ANN7 & NEW AGE)

4.4. 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:

Date	Event	Venue
29 January 2016	Launch of Operation Hydrate	Houghton
5 February 2016	Ubuntu Schools Campaign	Swartruggens
18 February 2016	SOEPF AGM	The dti Campus
29 February 2016	Brits Hospital	Brits
12 February 2016	Smart Procurement Conference	Pretoria
29 March 2016	Pre-Summit Interviews: Power FM Classic FM Metro FM	Cape Town
30 March 2016	Proudly SA Buy Local Summit	Sandton
31 March 2016	Post Summit Interviews: Radio 2000 Thobela FM	

5. Performance for the period under review (January to March 2016) - Performance against the Annual Performance Plan targets for the quarter

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
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	*In excess of 2, 5 million consumers reached through the Buy Back SA campaign with advertising on: - 1 Billboard on the N1 and M1 freeways - 10 community township walls; - 30 billboards in taxi ranks and around shopping malls, all over the country. - TV and radio adverts	
Promoting Proudly SA logo as a Country of Origin label to improve fair and legal trade	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 10 million consumers per annum.	*To reach 2,5 million consumers through the Buy Back SA campaign each quarter	*In excess of 2, 5 million consumers reached through the Buy Back SA campaign with advertising on: - 1 Billboard on the N1 and M1 freeways; - 10 community township walls; - 30 billboards in taxi ranks and around shopping malls, all over the country. - TV and radio adverts	
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	Educational roadshows 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	*At least 1 presentation to SOEPF per annum	*At least one presentation to SOEPF (per annum)	Presentation to SOEPF done during Q4	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>in all spheres of government and to monitor procurement within the public sector:</p> <p>*National, provincial and local departments visits – engagement with procurement officers</p>	<p>*6 national departments p/a</p> <p>*2 provincial governments p/a</p> <p>*2 metros per annum</p> <p>*20 district municipalities p/a;</p> <p>*1 presentation to Minmec</p>	<p>*2 national department;</p> <p>*1 provincial government;</p> <p>*1 Metro</p> <p>*5 district municipalities</p>	<p>*The dti and EDD reached through the Summit</p> <p>*1 provincial govt. – Gauteng</p> <p>*2 Metros reached – Ekurhuleni and Joburg</p> <p>*No – municipalities reached. SALGA activities identified for this for next Q1</p> <p>*Proudly SA presented to Parliament's Inter-ministerial committee in Q4</p> <p>*1 x partnership meeting with SALGA took place</p> <p>*Buy Local Summit took place on 30 March '16</p> <p>*Buy Local Expo took place on 30 March '16</p>	<p>*District municipalities invited to participate at the Buy Local Summit</p>
	<p>*Presentation at MinMEC</p> <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>*One Presentation and/or meeting with SALGA per annum</p> <p>*Buy Local Summit scheduled for Q4 (March 2016)</p> <p>*Buy Local Expo scheduled for Q4 (March 2016)</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: Increased buy-in and support for local procurement by the private sector. Partnership agreements/pledges with BLSA, BBC and</p>				

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>BUSA to commit to buying locally produced products through:</p> <ul style="list-style-type: none"> * Presentations to BUSA, BBC and BLSA members; * Briefing sessions/ one-on-one visits to/with retailers * 1-2 x Day Buy Local Summit – focusing on all state organs and business procurement * 1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo * Sector Specific Workshops/Business Forums * SME & Co-operatives workshops with dti, dti COTII’s and other strategic partners * Proudly SA Events/ Exhibitions/ Expo’s/ Villages at trade expos * SA Premier Business Awards (in partnership with the dti and Brand SA) 	<ul style="list-style-type: none"> * 1 presentation to BUSA, BBC and BLSA per annum; * Briefing sessions with at least 2 major retailers per annum; * At least 1 summit to be held per annum; * At least 1 Buy Local Expo held per annum; * 1 x workshops/forums per annum * 4 workshops per annum * Participation in at least 8 trade expos, events, etc. per annum * Hosting 1X annual SA Premier Business Awards event 	<ul style="list-style-type: none"> * No presentation to any of the targeted organizations * No briefing with at least 1 major retailer; * Buy Local Summit scheduled for Q4 (March '16) * Buy Local Expo scheduled for Q4 (March 2016) * At least 1 sector specific business forum/workshop to be held in Q4 * 4 workshop per annum (none in Q4) * 2 trade expos, events, etc. per quarter * Awards scheduled for Q4 (March 2016) 	<ul style="list-style-type: none"> * No presentations, but all the organisations engaged on various platforms * None * Buy Local Summit held on 30 March 2016 at SCC * Buy Local Expo held on 30 March 2016 at SCC * Planned IT sector specific workshop not held Q4, as requested by paying sponsor * 4 Business forums held with dti, ABSA and other partners during the year * Participated in 4 x events/ epos (DTI Open Day, The ERAN conference, SABIC conference and Spaza Shop Summit * Awards postponed to September 2016 by the dti 	<ul style="list-style-type: none"> * Briefings to take place in Q1 of 2016/17 * Awards postponed to September 2016 by the dti

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*University activation campaigns campus radio adverts / live reads, industrial theatre and edutainment</p> <p>*Proudly SA events/ exhibitions/ expo's/ villages at trade expos</p> <p>* Proudly SA CSI projects</p>	<p>*During RAG 2 x Universities per annum. Campus radio throughout the year</p> <p>*Participation in at least 8 trade expos, events, etc. per annum</p> <p>*At least 2 CSI projects per annum</p>	<p>*2 x Universities campaign per annum (Q4)</p> <p>*Participate in at least 2 trade expos, events, etc. per quarter</p> <p>*No CSI activity planned for Q4</p>	<p>*No university activations hosted during Q4 as planned</p> <p>*Participated in 4 x events/ expos (DTI Open Day, The ERAN conference, SABC conference and Spaza Shop Summit</p> <p>*No CSI activity planned for Q4</p> <p>*2 x CSI projects done for the year in Q1 and Q2</p>	<p>*Plans finalised for visits to UJ and UniVen for Q1 (2016/17)</p>
<p>Brand Management</p> <p>Brand research - Development of a reliable monitoring and evaluation system</p>	<p>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;</p> <p>Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;</p>	<p>*Bi-annual research on brand awareness and uptake of Proudly SA member products and services conducted</p> <p>*At least 8 x dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website</p> <p>*Qualitative and/or Quantitative Research – once per annum</p>	<p>*Bi-annual research to commence in Q4 (budget permitting)</p> <p>*At least 2 dipstick surveys per quarter</p> <p>*At least 1 research done per annum</p>	<p>*Research house appointed to conduct an Economic Impact Study for Proudly SA</p> <p>*1 x dipstick surveys done during the quarter using the in-house Questback research software for provincial business forums</p> <p>* Research house appointed to conduct an Economic Impact Study for Proudly SA</p>	<p>*Actual Economic Impact Study to be concluded in Q1 (2016/17)</p> <p>The annual target of 8 x dipstick surveys reached for the year</p> <p>*Actual Economic Impact Study to be concluded in Q1 (2016/17)</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*University activation campaigns campus radio adverts / live reads, industrial theatre and edutainment</p> <p>*Proudly SA events/ exhibitions/ expo's/ villeges at trade expos</p> <p>* Proudly SA CSI projects</p>	<p>*During RAG 2 x Universities per annum. Campus radio throughout the year</p> <p>*Participation in at least 8 trade expos, events, etc. per annum</p> <p>*At least 2 CSI projects per annum</p>	<p>*2 x Universities campaign per annum (Q4)</p> <p>*Participate in at least 2 trade expos, events, etc. per quarter</p> <p>*No CSI activity planned for Q4</p>	<p>*No university activations hosted during Q4 as planned</p> <p>*Participated in 4 x events/ expos (DTI Open Day, The ERAN conference, SABIC conference and Spaza Shop Summit</p> <p>*No CSI activity planned for Q4</p>	<p>*Plans finalised for visits to UJ and Univen for Q1 (2016/17)</p> <p>*2 x CSI projects done for the year in Q1 and Q2</p>
<p>Brand Management</p> <p>Brand research - Development of a reliable monitoring and evaluation system</p>	<p>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;</p> <p>Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;</p>	<p>*Bi-annual research on brand awareness and uptake of Proudly SA member products and services conducted</p> <p>*At least 8 x dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website</p> <p>*Qualitative and/or Quantitative Research – once per annum</p>	<p>*Bi-annual research to commence in Q4 (budget permitting)</p> <p>*At least 2 dipstick surveys per quarter</p> <p>*At least 1 research done per annum</p>	<p>*Research house appointed to conduct an Economic Impact Study for Proudly SA</p> <p>*1 x dipstick surveys done during the quarter using the in-house Questback research software for provincial business forums</p> <p>* Research house appointed to conduct an Economic Impact Study for Proudly SA</p>	<p>*Actual Economic Impact Study to be concluded in Q1 (2016/17)</p> <p>The annual target of 8 x dipstick surveys reached for the year</p> <p>*Actual Economic Impact Study to be concluded in Q1 (2016/17)</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	<p>*Weekly monitoring of the Proudly SA logo to identify irregular use and counterfeit goods</p> <p>* Action/letters of demand to irregular users of the Proudly SA logo</p> <p>*Regular compliance reviews of all members</p>	<p>*Weekly monitoring of the use of the logo in the market</p> <p>*100% of all identified illegal users sent letters</p> <p>*100% (All) members checked for compliance</p>	<p>*Weekly monitoring done</p> <p>*All identified irregular users were sent letters – 100%</p> <p>* All members checked as part of the new and renewals membership process – 100%</p> <p>*Monitoring done by Adams and Adams weekly – 100%</p>	
Strengthening Media relations, PR and social media	<p>*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof</p> <p>* Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)</p> <p>*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</p>	<p>*Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders</p> <p>*Press releases At least 24 press releases per annum</p> <p>At least 4x media breakfast meeting per annum Individual meetings with Editors - 4 per annum</p>	<p>*Daily monitoring through Newsclip</p> <p>*6 press releases issued per quarter</p>	<p>*Monitoring done during the quarter</p> <p>32 X press releases issued during Q4</p> <p>*Media Dinner held where 20 guests representing various media houses were hosted</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>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>* Social Media activities daily;</p> <p>*Weekly competitions once a month;</p> <p>*Valentine's Day activation 1x per year on Valentine's day</p>	<p>*Daily updates on Twitter and Facebook done</p> <p>*Weekly competitions during the quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '16)</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 123 000 followers and Facebook has more than 12 200 followers</p> <p>No competitions during the quarter</p> <p>*The activation took place on 11 February 2016</p>	<p>*Competitions not ran due to budget constraints. Reliance placed on organic Twitter growth</p>
<p>Growing the database of South African supplier products and services for local procurement.</p>	<p>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).</p>	<p>*6 national departments reached per annum</p> <p>*2 provincial governments reached per annum</p> <p>*20 district municipalities reached per annum</p>	<p>*2 National departments in Q4</p> <p>*1 Provincial government in quarter 4</p> <p>*5 district municipalities and/or Metros per quarter</p>	<p>*The dti and EDD reached through the Summit</p> <p>*1 provincial government department – Gauteng</p> <p>*Reached 2 Metros during Q4 – Ekurhuleni and Joburg. 1 x partnership meeting held with SALGA</p>	<p>*District municipalities invited to participate at the Buy Local Summit</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	Call to Action campaigns (above- and below-the-line campaigns) reaching 1 000 businesses.	*20 State owned entities and agencies *1 000 businesses reached through these campaigns	*5 State owned entities per quarter *250 businesses reached per quarter	*Reached more than 20 state owned entities at SOEPF meeting in Q4 *Approx. 600 x businesses reached through the events at which we exhibited plus another potentially 500 companies reached through the Buy Local Summit	
Retention and Recruitment Members	Number of members recruited and retained	*Recruit at least 144 new members for the year *Retain at least 50% of all members due for renewal for the year	*36 new members recruited during the quarter *50% of all members due for renewal renewed membership	*59 new members approved and 36 paid the required membership fee *92% of all members due for renewal, renewed their membership	

6. PFMA AND TR COMPLIANCE CHECKLIST / COMPLIANCE CALENDER

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 fully comply with the PFMA
	51(1)(a)(ii)		A system of internal audit under the control and direction of an audit committee complying with and operating in accordance with regulations and instructions prescribed in terms of sections 76 and 77?	X			There is an outsourced internal audit function due to the size of the organisation and it reports to the Audit committee.
	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 (at least once every year)

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; X • The effectiveness of internal audit; X • The risk areas of the entity's operations to be covered in the scope of internal and external audits X • The adequacy, reliability and accuracy of financial information provided to management and other users of such information X • Any accounting and auditing concerns identified as a result of internal and external audits X • The entity's compliance with legal and regulatory provisions X • 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 X • Where relevant, the independence and objectivity of the external auditors. 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 findings and recommendations of the auditors in respect of this
	TR 27.1.10(a)		Does the audit committee report and make recommendations to the accounting authority?	X			The Audit committee does report and make recommendations to the Board
	TR 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	X			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X X X			<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 the required and applicable standards
	TR 27.2.7		<p>Has the internal audit function prepared a three year strategic internal audit plan based on the risks facing the public entity?</p> <p>Does the internal audit function report to the audit committee detailing its performance against the plan?</p>	X X			<p>The internal Audit plan approved by the Audit committee and the Board is based on a rolling 3 year plan</p> <p>All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work</p>
	TR 27.2.10		<p>Does the internal audit function evaluate the following:</p> <ul style="list-style-type: none"> The information systems environment; The reliability and integrity of financial and operational information; The effectiveness of operations; Safeguarding of assets; and Compliance with laws, regulations and controls 	X			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.

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
5.	51(e)	Financial Misconduct	<p>Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has:</p> <ul style="list-style-type: none"> • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure 		X		No employee has committed any of the offences listed herein
			Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		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.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	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. 	X			<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 	X			<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		<p>Does the public entity conclude a shareholder's compact with the executive authority on an annual basis?</p> <p>If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?</p>	X			<p>A shareholders compact was previously concluded with the dti. The draft 2015/16 compact/MOU is still pending.</p> <p>The previous shareholders compact did not detail the key performance measures and the indicators</p>
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 previous 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 previous 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 2015/16 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 previous 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 previous 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>	X X X X X X			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.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	38(1)(j)		<p>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?</p>	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)		<p>Does the public entity:</p> <ul style="list-style-type: none"> have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive and cost-effective? have a system for properly evaluating all major capital projects prior to a final decision on the project? collect all revenue due? Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure? Manage available working capital efficiently and economically? 	X X X X		X	<p>The procurement system is in line with section 217 of the constitution, and is fair, equitable, transparent, competitive and cost-effective. The SCM policy has been revised to ensure full compliance with the PFMA</p> <p>There are currently no major capital projects</p>

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>	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
TR 32.1.1		<p>Did the public entity borrow money for bridging purposes? If yes:</p> <ul style="list-style-type: none"> • Was approval obtained from the Minister of Finance? • Was the debt repaid within 30 days from the end of the financial year? 	X		<p>X</p> <p>X</p>	No money borrowed by the campaign for any purposes, including for bridging purposes

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 previous Shareholders Compact. The quarterly reports details 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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			<p>Does the public entity's annual report and financial statements fairly present the state of affairs of the public entity, its business, its financial results, its performance against predetermined objectives and its financial position as at the end of the financial year concerned?</p> <p>Does the annual report and financial statements include:</p> <ul style="list-style-type: none"> Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year; Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure; Any losses recovered or written off; Any financial assistance received from the state and commitments made by the state on its behalf; The financial statements of subsidiaries. 	X			The annual report and AFS fairly presents the information required
						X	No material losses incurred through criminal conduct and no irregular and fruitless expenditure during the previous financial year
						X	No criminal charges instituted as no such loss was incurred
						X	Proudly SA does not have any subsidiaries
	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	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 dtl to enable the Minister to table this if the need arises
	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 AFS and in turn the Annual Report

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	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 	X			
3.	TR 31.3.1 TR 31.3.2	Investment	<p>Does the public entity submit a list of all its banking accounts to the National Treasury by 31 May of each year?</p> <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. 			X	The Proudly SA campaign does not have enough long term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept.

7. PROGRESS ON ACTIONS IN THE RISK REGISTER

Risk No	Objective (Strategic/Operational)	Risk Category	Risk Description	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Actions to improve management of the risk	Action owner	Time Frame
1	Increase uptake of Membership	Strategic Risk	Lack of legislative mandate.	High	Presentations and submissions made to the Trade and Industry portfolio committee to have Buy Local legislated. Procurement regulations revised and the dti has designated products for public procurement	Satisfactory	Medium	A Proudly SA Buy Local Act to be developed and promulgated. A need for the enforcement and monitoring of the current public procurement regulations for designated products.	Board	31-Mar-17
2	To drive a national awareness campaign on the benefits of Buying Local.	Strategic Risk	Insufficient funding to ensure sustainability of the campaign.	High	Raising sponsorships Partnership with relevant institutions	Satisfactory	Medium	Improve sponsorship drive Initiate process to secure legislative mandate. Secure fulltime broadcasting partner.	MANCO	31 March 2016 31 Mar 2017 31 Mar 2017

Risk No	Objective (Strategic/Operations)	Risk Category	Risk Description	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Actions to improve management of the risk	Action Owner	Time Frame
3	To work with enforcement agencies to prevent illegal imports, dumping of unsafe products and illicit trade	Strategic Risk	Lack of legislative mandate and recognition of Proudly SA as a key player by the enforcement agencies.	High 25	Presentation s and submissions made to the Trade and Industry portfolio committee to have Buy Local legislated. Procurement regulations revised and the dti has designated products for public procurement	Unsatisfactory	High 23	A Proudly SA Buy Local Act to be developed and promulgated. A need for the enforcement and monitoring of the current public procurement regulations for designated products.	Board	31-Mar-17
4	Increase uptake of Membership	Strategic Risk	Poor value proposition for existing and prospective members.	High 20	Value proposition based on Proudly SA activities and campaigns	Weak	High 14	The value proposition needs to be improved to provide for items that impact on the bottom line of the member companies, including BEE points and/or tax benefits	Board	31-Mar-17
5	To educate South African on the importance of 'Labels of origin' in order to promote fair and legal trade with other countries.	Strategic Risk	Lack of uptake of Proudly SA products and services by all spheres of governments including SOE's (Non – compliance with regulations on designation of sectors)	High 20	Procurement regulations revised and products designated for local procurement by all organs of the state	Weak	High 14	Need for a monitoring mechanism to ensure that all organs of the state comply with these new procurement regulations – Partnership with AG in performance audits and monitoring by NT and Proudly SA	(MANCO) through the Board	31-Mar-17

Risk No	Objective (Strategic/Operations)	Risk Category	Risk Description	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Actions to improve management of the risk	Action Owner	Time Frame
6	To drive a national awareness campaign on the benefits of Buying Local.	Strategic Risk	Lack of funding to undertake meaningful research to inform consumer education campaigns	High 16	Deep stick surveys undertaken after every event.	Weak	Medium 11	Proudly SA to conduct an Economic impact study on Buy Local. To source and possibly partner with institutions that have carried out similar studies.	MANCO	30-June-16
7	To compile a database of locally produced products and services.	Strategic Risk	Lack of comprehensive LPA supplier database	High 16	Self-registration by local companies on the LPA database of local products on the website	Weak	Medium 11	Require a campaign to promote the database of local products and the use of the database by both the private and the public sector. Identify strategic partners to assist with database	Executive Manager: Marketing & Comms CFO	31-Mar-17
8	To compile a database of locally produced products and services.	Strategic Risk	Lack of funding to promote the LPA supplier database to consumers, business and government.	Medium 12	No funding allocated for promotion of LPA database, therefore database promoted at events, activations, etc.	Weak	Medium 8	Allocation of funds for a campaign aimed at popularizing the database. The increase of the use of the database by the public and the private sector will increase the profile of the database	Executive Manager: Marketing & Comms	31-Mar-17

Risk No	Objective (Strategic/Operational)	Risk Category	Risk Description	Inherent Risk	Current Controls	Perceived control effectiveness	Residual Risk	Actions to improve management of the risk	Action Owner	Time Frame
9	To compile a database of locally produced products and services.	Strategic Risk	Existence of multiple databases in the market, including a proliferation of similar industry sector organisations with similar objectives to Proudly SA	High	Attempts to conclude partnerships with organisations that have databases in order to merge the databases have been made. i.e. SALGA, NT, SOEPF	Weak	Medium	Efforts to merge databases to continue - require a legislative mandate for Proudly SA's database to be the preferred database. Promotion of database required to improve credibility of the Proudly SA database	Board	31-Mar-17
10	To drive a national awareness campaign on the benefits of Buying Local.	Strategic Risk	Threat of counterfeit goods, dumping of illegal and toxic waste and unfair trade.	Medium	Proposed partnerships with law enforcement agencies to roll out anti-dumping and prevent illegal imports	Unsatisfactory	Medium	CEO appointed as Interpol ambassador. Partnerships with law enforcement agencies to be finalised. Roadshows at borders and customs to educate consumers and customs staff about illegal imports	Executive Manager: Membership and Compliance	31-Mar-17

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 were some employees that had negative leave days at financial year end	The campaign has a strict policy with regards to leave administration, however the above relates to employees who had to be given leave during the December holiday period, despite not having sufficient leave days as the Proudly SA offices were closed at that time. In some instances it is because the employees in question were still new and had not accumulated enough leave days at the time or they had been forced to take other leave which meant they could not save enough leave days for the December holidays, as required. The current practice is that leave is never granted to any official unless they have accrued sufficient leave credits, including leave days for the December period, except under exceptional circumstances.	Completed
3.	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 2015. It was noted that the EMP 201 payments were made after the cut-off date by SARS.	The Executive Manager: HR and Admin underwent surgery, was hospitalized and was off sick during the period when this return was due and as a result, this statutory return could not be filed in time, however provisions have now been made to ensure that all future statutory requirements will be complied with, including the submission and payment of the PAYE returns by the 7th of the next month (when they are due)..	Completed
4.	The company's listed directors are not updated on the CIPC database, as it still has the names of old directors. The current director details have not been updated by CIPC either.	The companies' updated information was lodged with the CIPC through their online platform following the AGM held on 27 November 2014, but despite several attempts, this was not successfully updated on the system. This was then followed up by actual physical visits and submissions to the CIPC office of the updated information, but despite this intervention, including communication with the Registrar responsible for this, the company's information continues to remain the same. There will be efforts made to continue to seek assistance from the CIPC to try and resolve this. - The directors' details have now been updated.	Completed

9. FINANCIAL REPORT

9.1 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 2016) Rands	YTD Variance (31 March 2016) Rands
INCOME								
Membership Fees	750,000	282,041	(467,959)	(62%)		3,000,000	1,822,291	(1,177,709)
Grant – the dti	8,208,000	1,000,000	(7,208,000)	(87%)		32,208,000	25,208,000	(7,000,000)
Project based funding (dti for SAPBA)	0	0	0	0%		0	0	0
Sponsorship	4,000,000	4,657,588	657,588	16%		7,530,000	7,057,234	(472,766)
Other Income	0	95,274	95,274	100%		0	353,091	353,091
Total Income	12,958,000	6,034,903	(6,923,097)	53%		42,738,000	34,440,616	(8,285,107)
EXPENDITURE								
HR and Staffing costs	4,262,692	3,868,619	(394,073)	(9%)		17,076,689	15,489,838	(1,586,851)
Administrative costs	1,591,953	1,124,356	(467,596)	(29%)		6,985,811	6,639,077	(346,734)
Membership costs	90,000	29,313	(60,687)	(67%)	Cost reduction exercise undertaken due to budget reduction	399,500	127,868	(271,632)
Marketing costs	7,722,500	5,404,635	(2,317,865)	(30%)	Cost reduction exercise undertaken due to budget reduction	17,650,000	9,314,127	(8,335,873)
Capital Expenditure	80,000	3,641	(76,359)	(95%)	Budget for the financial year almost depleted	626,000	577,905	(48,095)
Total Expenditure	13,785,000	10,430,564	(3,354,436)	(24%)		42,738,000	32,148,815	(10,589,185)