



PROUDLY
SOUTH AFRICAN



QUARTERLY **REPORT**

1 JANUARY - 31 MARCH 2019

Quarter 4

2018/19 Financial Year



QUARTERLY REPORT FOR Q4 (1 JANUARY TO 31MARCH 2019)

APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ___/___/2019	Rank: Chairperson	Date: ___/___/2019

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

This report covers the period 1 January – 31 March 2019 and focuses on various highlights during the period:

In February 2018 the country was full of optimism as the ANC elected a new leader, but as the year rolled out, the country slipped into a minor but short-lived recession. SACCI's January 2019 Trade Activity Index fell to its lowest since its introduction in 2000, and February 2019 saw their Trade Expectation Index down 18 points from the same time last year when there were high expectations for trade activity. Annual inflation rose to 4.1% in February up slightly from January and President Ramaphosa's State of the Nation Address followed by new Finance Minister Mboweni's budget speech in the same month did little to allay fears by business that the country has serious economic structural challenges which require long term intervention, not short-term solutions.

The fact that the fastest growing item in the country's budget is the servicing of the national debt added to feelings of pessimism. During this quarter Treasury revised its economic growth forecast for the country down to 1.5% from 1.7%, with the potential for more job losses a reality for many. Persistent high unemployment rates, high house-hold debt exacerbated by higher fuel and energy costs, work stoppages and power outages all contributed to the grim business sentiment in this quarter. Internationally, the ongoing, unresolved Brexit issue and uncertainty around

US-China relations didn't help the overall feeling that all is not well in the world.

However, the appointment of a new SARS commissioner towards the end of the quarter was welcomed by many hopeful that he will arrest the decline of fiscal revenue which has been falling short of collection targets. In addition, Moody's rating agency postponed an announcement of the country's status on the last day of the quarter, many believe giving the President 'the benefit of the doubt' ahead of elections in early May.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

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

3.1) BOARD MEETING

The Proudly SA Board of Directors met on 26 March 2019 and considered the following:

- The Board received an update on the sponsorships received for the Buy Local Summit and Expo.
- The Chairman provided an update on the strategic meetings that he had held since the last Board meeting.
- The Board considered and approved the following:
 - Quarterly Report;
 - Annual Performance Plan for 2019/20 financial year; and
 - Budget for the 2019/20 financial year;
- The Board received feedback on the Buy Local Summit and Expo
- The Board considered the reports from the Sub Committee meetings.
- The Board noted the request for an inflationary increase of 6% for staff and 5% for Executives from the HR and Remunerations Committee. The Chairperson of the Board was made aware of Treasury Memorandums relating to increases and requested that he and the Chairperson of REMCO meet and make a recommendation to the Board on the matter of inflationary increases.
- The Board received the Management Accounts and Cash Flow.

3.2) AUDIT AND RISK COMMITTEE

The members of the Audit and Risk committee held their meeting on 26 February 2019 and the meeting considered the following:

- The Committee discussed the contents of the proposed Board Evaluation process and questionnaire.
- The Committee received internal audit reports on audits concluded for Performance Management and Corporate Governance.
- The Committee received the Risk Register for the 3rd Quarter.
- The Committee received the outcome of the RFP for the Internal Audit. The matter would be finalised by the FINCO.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 20 March 2019 and the meeting considered the following:

- The Committee received the Trade exchange report for the year to date.
- The Committee received the report on sponsorships for the Buy Local Summit and Expo.
- The Committee noted the report on the VAT returns and long outstanding returns and suggested that the Tax Ombudsman's office be contacted for assistance.
- The Committee evaluated the budgets and suggested that there be a broader membership drive to increase membership fees and overall revenue.
- The Committee considered and agreed to recommend the budget for approval by the Board.
- The Committee considered and noted the Management Accounts and Cash Flow.
- The Committee received the report on Tenders for the Transportation of Branding Material, the Buy Local Summit and Expo, as well as the Internal Audit Tender.

3.4) MEMBERSHIP, MARKETING AND COMMUNICATIONS COMMITTEE

The members of the Membership, Marketing and Communications Committee held their meeting on 26 February 2019 and the meeting considered the following:

- The Committee recommended that the CEO request to participate at the Committee of Principals that had been set up by BUSA around the Jobs Summit.
- The Committee noted the membership report. There was increase in membership figures as well as an uptake in referrals.
- The Committee noted their disappointment with the levels of compliance to the designated sectors.
- The Committee received the update on the upcoming Buy Local Summit and Expo.

3.5) HR AND REMUNERATIONS COMMITTEE

The members of the HR and Remunerations Committee held their meeting on 20 March 2019 and the meeting considered the following:

- The Committee received the revised organogram.
- The Committee perused the Job Profiles of the Marketing and Membership Positions.
- The Committee noted the reports on training and development, leave schedules, performance management, staff profiles and staff wellness.
- The Committee agreed to recommend an inflationary increase of 6% for staff and 5% for Executives to the Board for approval. The Committee noted that the amount was below the rate of inflation.
- The Committee received the Certificate of Compliance from the UIF, a letter of good standing from the Compensation Fund and proof of reporting on Employment Equity.

3.6.) SOCIAL AND ETHICS COMMITTEE

The members of the Social and Ethics Committee held their meeting on 20 March 2019 and the meeting considered the following:

- The Committee reviewed the Social and Ethics checklist and noted it.
- The Committee received the first draft of the PAIA Manual and recommended changes.
- The Committee received the first draft of the Code of Conduct for Board Members which was tabled to the Board after the addition of further clauses.

THE QUARTER UNDER REVIEW

4.1) HIGH LEVEL ACHIEVEMENTS FOR THE QUARTER

During the quarter under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the fourth quarter of the 2018/19 financial year.

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

- Above the Line campaigns rolled out during the quarter, reached more than 5 million consumers, and mostly as a result of TV, radio, outdoor and print advertising rolled out for the 2019 Buy Local Summit & Expo;
- Below the Line campaigns reached more than 3 million consumers, mostly as a result of activities linked to the 2019 Buy Local Summit & Expo and Valentines activation – media launch, newspaper articles, CEO Column, digital advertising and social media;
- An official media launch of the 8th Buy Local Summit and Expo was held which resulted in extensive media coverage for the campaign;
- The 8th edition/2019 Buy Local Summit & Expo took place on 12 and 13 March 2019 at the Sandton Convention centre, with the Expo also extended to a 2-day event for the first time in the history of the event.
- Proudly SA again co-hosted the annual SA Premier Business Awards, together with the dti and Brand SA, and this event took place on the final day of the 2019 Buy Local Summit & Expo;
- The campaign hosted its annual Valentine’s consumer education activation, as a joint venture between Proudly SA and Mango Airlines (a member company), where the campaign effectively reached consumers in 3 provinces in one day (Gauteng, KZN and Western Cape);
- Proudly SA continued with its national outreach aimed at interacting with SMMEs in the provinces and hosted the last of the Business forums for the financial year in East London (Eastern Cape).
- Proudly SA hosted a Provincial Public Sector Forum in the Eastern Cape, as planned for the quarter, but also hosted an additional Public sector forum in Klerksdorp (North West), which was previously postponed due to service delivery protests at the time. The campaign has as a result successfully hosted public sector procurement forums in all 9 provinces for the financial year;
- As required in the APP, Proudly SA presented and promoted its product database and the offering of its member companies to at least 1 business association, namely Franchise Association of SA.
- Proudly SA presented its strategy as well as progress made to date on its repositioning, to the members of Nedlac’s Trade and Industry Chamber (TIC);
- Proudly SA continued with its tender monitoring system where tenders issued in the public sector for designated items are checked for compliance with local content provisions.
- Proudly SA’s on-line shopping platform with RSA Made is beginning to show growth since its launch in Q2 (August 2018);
- The target of recruiting 50 new fully paid up members was exceeded as 52 were recruited
- The database of locally made products and services grew by an additional 265 new products with the database now having 9 630 products and services.

4.2) AREAS WHERE TARGETS WERE NOT MET:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the fourth quarter of the 2018/19 financial year, and below are some of the areas where the campaign fell short for the quarter:

- Youth activations, including campus radio competitions and interviews were not done due to resource challenges, however youth targeted stations like Jozi FM, Alex FM and Cliff Central were contracted to carry our content during the Buy Local Summit and Expo.





4.3) MEMBERSHIP REPORT FOR Q3 2018/19

Overview

The Proudly South African membership base continues to grow at a steady pace with a total of 1,484 companies currently registered as members of the Campaign. A total of 52 new members were welcomed in quarter 4 – the fifth consecutive quarter where the quarterly target of 50 new members was exceeded.

This quarter also saw the Campaign's membership base increase with altogether 16 out of the 26 sectors. The Manufacturing Sector remained the strongest in terms of new recruits as 19 members joined the Campaign followed by six new members in Professional Services. The Proudly SA Campaign footprint across the country is also continuously increasing as the new members came from eight out of the nine provinces with Gauteng bringing in 34 new members, KwaZulu-Natal eight, and four from the Western Cape.

In terms of Membership Classification, 45 SMMEs joined in quarter three along with four Diamond members including Unilever South Africa (Pty) Ltd – manufacturing 95% of its products locally, clothing retailer TFG (The Foschini Group), state-owned entity Air Chefs, and Crickley Dairy.

For this quarter, the origin of leads were mostly generated from external and internal stakeholder referrals, general enquiries and consultant-generated leads.

The rate of retention of member companies for the current quarter fell short of the target of 80% at 59%. This was due to a system failure that did not allow for members' renewal invoices to go out in time for February and March. The membership department will be migrating to a new system in May which will circumvent these errors from occurring in the future. Efforts are underway to ensure that the members that were due for renewal in quarter four do indeed renew in quarter one of 2019/2020.

The target of the number of local products and services listed on Proudly SA's database for this quarter was exceeded by 177% at 265 items added.

QUARTER 4 HIGHLIGHTS

New Members	
Target	50
Achievement	52
Renewal Rate (in percentage)	
Target	80%
Achievement*	59%
Database of Local Products and Services	
Target	150
Growth	265
Number currently listed	9,630
Exceeded target (in percentage)	177%

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

Classification of Members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee payable (excluding VAT) R500.00
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000.00
	Silver Companies turning over between R10 million and R30 million per annum	R10,000.00
	Gold Companies turning over between R30 million and R50 million per annum	R20,000.00
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000.00
	Diamond Companies turning over R100 million or more per annum	R100,000.00
	Other Terms	
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Lead	A company before it is converted into a member	
	Consultant-generated Lead	A member consultant who is chasing to convert a lead he/she has generated him/herself
	Direct	Enquiry received directly from organisation interested in membership
	Event	Leads generated from Proudly South African's presence at events
	Lead Origin	The platform from whence a lead originates
	Referral	Referral of a company from an internal or extra stakeholder

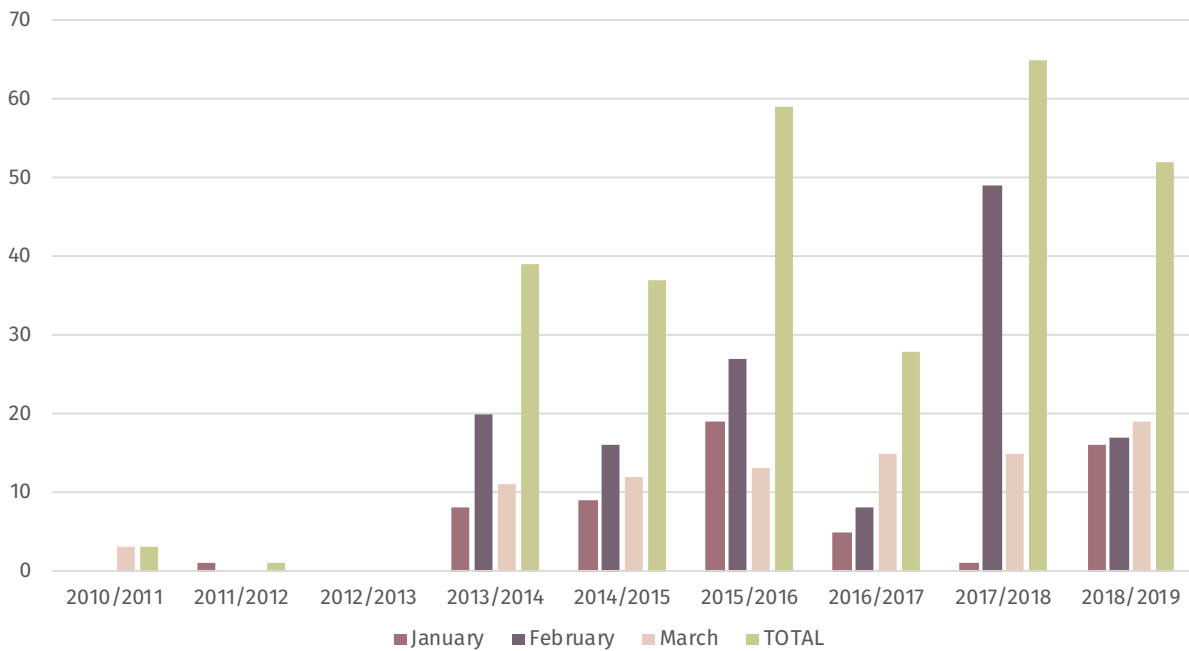
NEWLY-RECRUITED MEMBERS

Year-on-year Comparisons: Q4 2010/2011 to 2018/2019

Month	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016/ 2017	2017/ 2018	2018/ 2019
January	0	1	0	8	9	19	5	1	16
February	0	0	0	20	16	27	8	49	17
March	3	0	0	11	12	13	15	15	19
TOTAL	3	1	0	39	37	59	28	65	52

NEWLY RECRUITED MEMBERS

Year-on-year Comparison: Q4 2010/2011 to 2018/2019



**2018/2019 Q4
NEWLY-RECRUITED MEMBERS
BY MONTH**

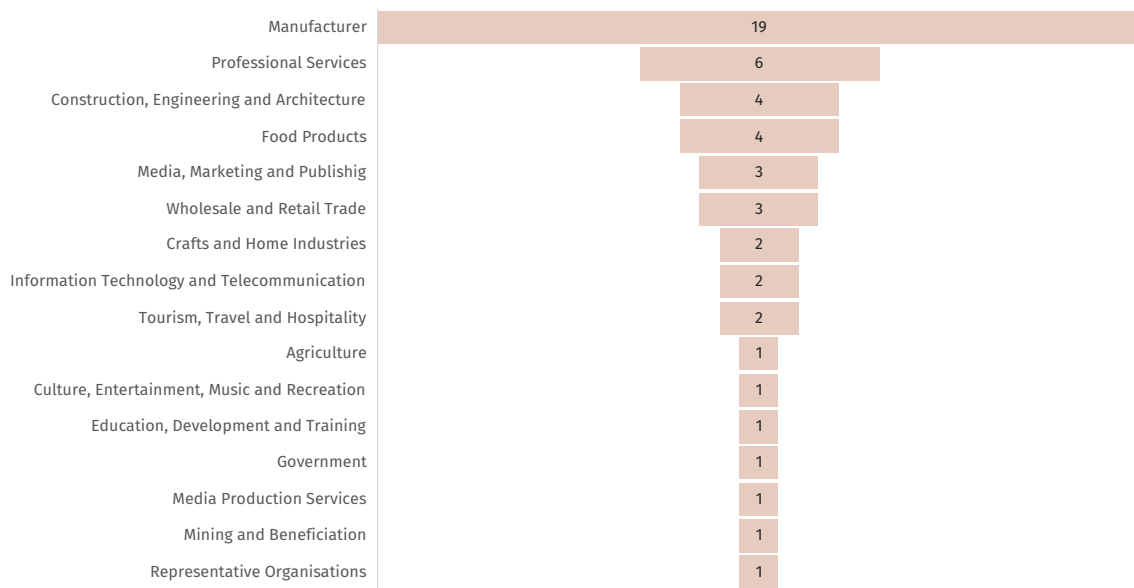
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
JANUARY				
Basilmin (Pty) Ltd	Media, Marketing and Publishing	Gauteng	Silver	Consultant-generated
Basotho Heart (Pty) Ltd	Manufacturer	Gauteng	SMME	Enquiry
Bumba Technos (Pty) Ltd	Information Technology and Telecommunication	Gauteng	SMME	Referral
EAWETO	Professional Services	Gauteng	SMME	Referral
House of Della	Manufacturer	Gauteng	SMME	Enquiry
Ibhu	Crafts and Home Industries	Western Cape	SMME	Enquiry
IPADTS 33 Primary Cooperative Limited	Manufacturer	Gauteng	SMME	Consultant-generated
Megz-M-Couture	Manufacturer	Gauteng	SMME	Enquiry
Monate Coffee Distribution (Pty) Ltd	Wholesale and Retail Trade	Gauteng	SMME	Enquiry
Motupa PJ Enterprise	Manufacturer	Limpopo	SMME	Event
Native Décor (Pty) Ltd	Crafts and Home Industries	Gauteng	SMME	Referral
Pure Grit	Wholesale and Retail Trade	Gauteng	SMME	Enquiry
Ronem Maintenance Solutions	Construction, Engineering and Architecture	Mpumalanga	SMME	Beneficiary of Diamond
SCAW Metals (SA)	Manufacturer	Gauteng	SMME	Referral
Shavanda Holdings (Pty) Ltd	Agriculture	Gauteng	SMME	Enquiry
The Eco-Smart Box cc	Manufacturer	Gauteng	SMME	Enquiry
Touch Let's Go Travel & Tours Agency	Tourism, Travel and Hospitality	Northern Cape	SMME	Referral

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
FEBRUARY				
Air Chefs SOC Ltd	Manufacturer	KwaZulu-Natal	Diamond	Referral
Align-ED	Education, Development and Training	Gauteng	SMME	Referral
Diamonds of Africa Holdings	Mining and Beneficiation	Gauteng	SMME	Referral
Dlloyd Creative Enterprises (Pty) Ltd	Professional Services	Gauteng	SMME	Enquiry
Energywise Systems (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Enquiry
Equity Insights Recruitment Solutions	Professional Services	Western Cape	SMME	Consultant-generated
Gauteng News (Pty) Ltd	Media, Marketing and Publishing	Gauteng	SMME	Consultant-generated
Good Value Foods	Food Services	Gauteng	SMME	Consultant-generated
Investong Group (Pty) Ltd	Professional Services	Gauteng	SMME	Enquiry
Ipopeng Marketing	Media, Marketing and Publishig	Gauteng	SMME	Referral
Kurumeng	Construction, Engineering and Arcitecture	North West	SMME	Consultant-generated
Lisalona (Pty) Ltd	Food Products	KwaZulu-Natal	SMME	Event
State Diamond Trader	Government	Gauteng	Silver	Referral
Talbot Laboratories (Pty) Ltd	Professional Services	KwaZulu-Natal	Silver	Consultant-generated
Tladi Visionary Arts & Crafts	Manufacturer	Gauteng	SMME	Referral
Unilever South Africa (Pty) Ltd	Manufacturer	KwaZulu-Natal	Diamond	Referral

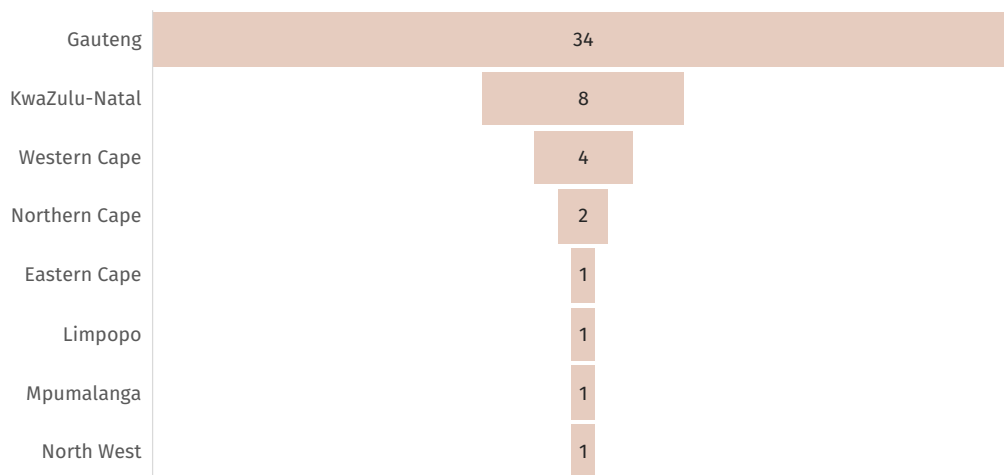
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MARCH				
African Equations (Pty) Ltd	Food Products	Western Cape	SMME	Enquiry
Ananse Internet (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Centa Fire (Pty) Ltd	Professional Services	KwaZulu-Natal	SMME	Referral
Chartered Institute of Procurement & Supply	Representative Organisations	Gauteng	SMME	Referral
Crickley Dairy	Food Products	Eastern Cape	Diamond	Referral
LTD Distributions (Pty) Ltd	Manufacturer	Northern Cape	SMME	Enquiry
Lust be Original (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Mekluc Global Trading	Media Production Services	Gauteng	SMME	Enquiry
Mzobe and Lakeswa (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Enquiry
Nerm Application and Testing	Construction, Engineering and Architecture	Gauteng	SMME	Consultant-generated
Notefull Gauteng (Pty) Ltd	Construction, Engineering and Architecture	Gauteng	SMME	Consultant-generated
Sharepoint Systems (Pty) Ltd	Information Technology and Telecommunication	KwaZulu-Natal	SMME	Referral
Spirit Motion (Pty) Ltd	Culture, Entertainment, Music and Recreation	Gauteng	SMME	Referral
TFG Apparel Supply Company (Pty) Ltd	Wholesale and Retail Trade	Western Cape	Diamond	Referral
The African Dermal Science (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
The Donkey Dairy	Manufacturer	Gauteng	SMME	Referral
Usasa International Ticket Centre	Tourism, Travel and Hospitality	Gauteng	SMME	Referral
Xitsavi Health (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Zoha Corporation (Pty) Ltd	Food Products	Gauteng	SMME	Consultant-generated

**2018/2019 Q4
NEWLY-RECRUITED MEMBERS BY
SECTOR, PROVINCE, CLASSIFICATION
AND LEAD ORIGIN**

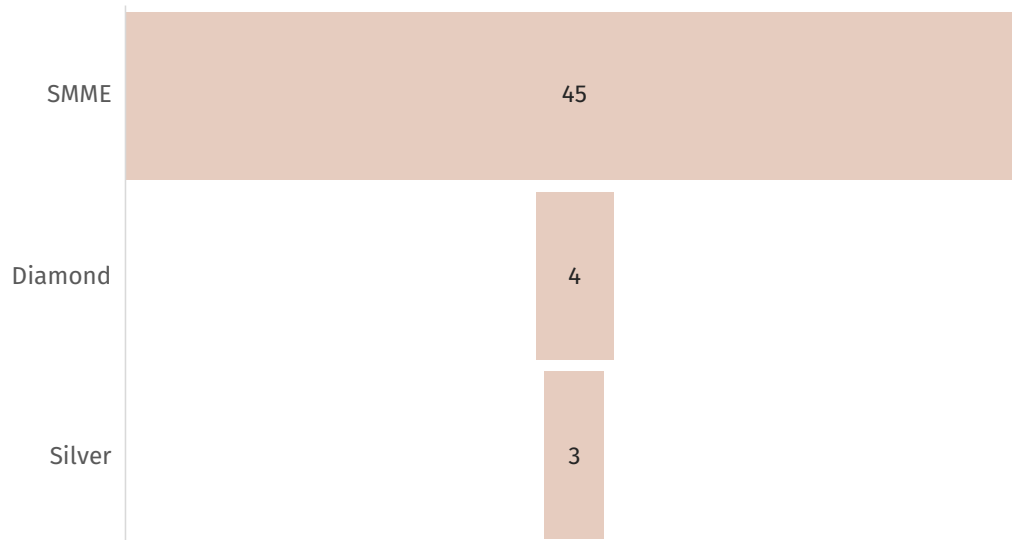
**2018/2019 Q4
NEWLY-RECRUITED MEMBERS BY
SECTOR**



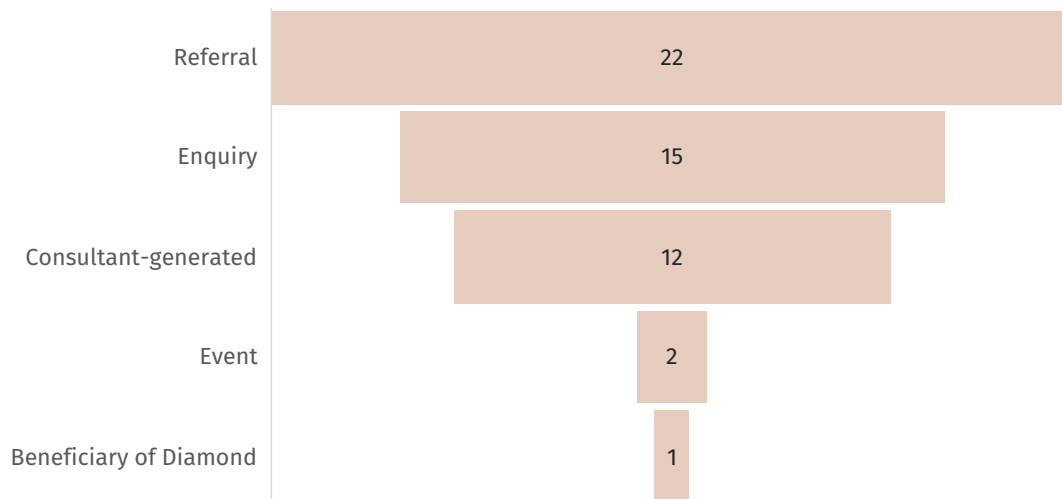
**2018/2019 Q4
NEWLY-RECRUITED MEMBERS BY
PROVINCE**



2018/2019 Q4
NEWLY-RECRUITED MEMBERS BY
CLASSIFICATION

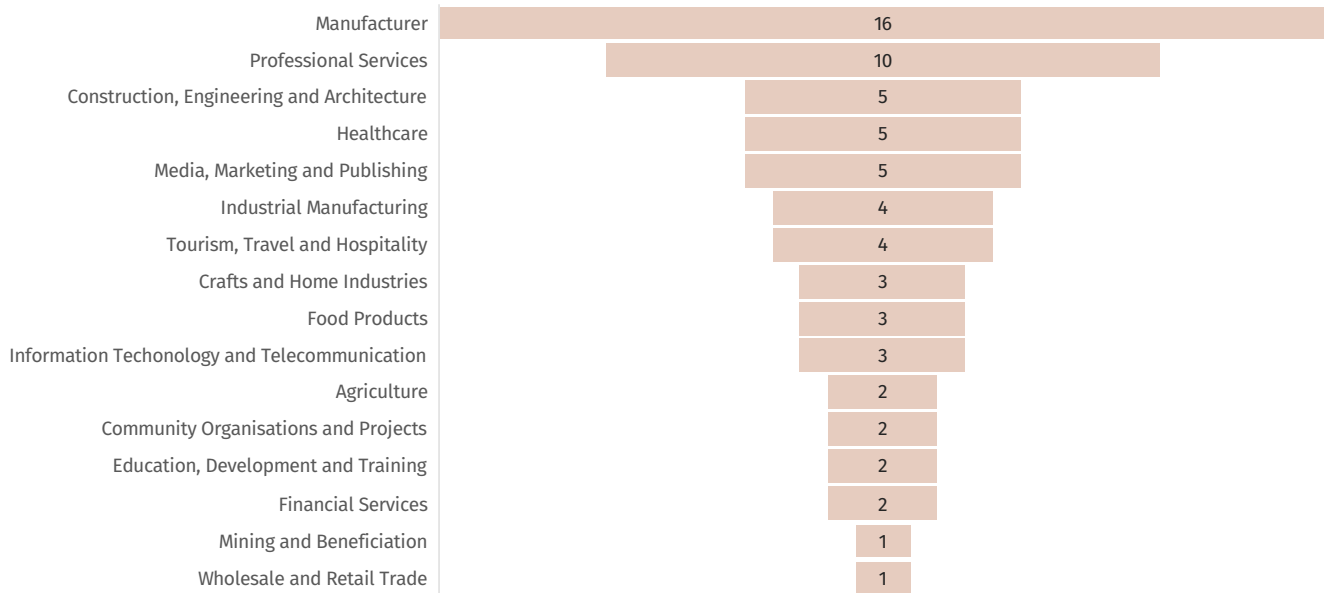


2018/2019 Q4
NEWLY-RECRUITED MEMBERS BY
LEAD ORIGIN

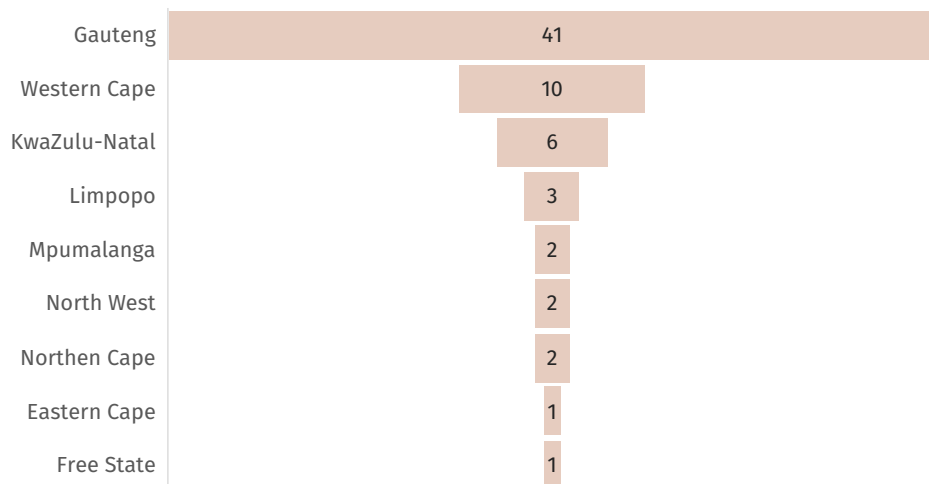


**2018/2019 Q4 RENEWING MEMBERS
BY SECTOR, PROVINCE AND
CLASSIFICATION**

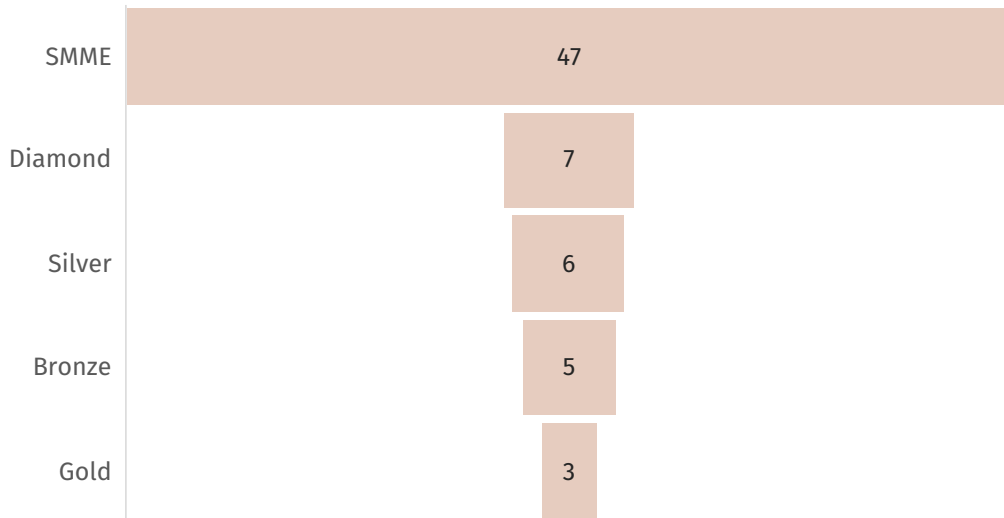
**2018/2019 Q4 RENEWING MEMBERS
BY SECTOR**



**2018/2019 Q4 RENEWING MEMBERS
BY PROVINCE**



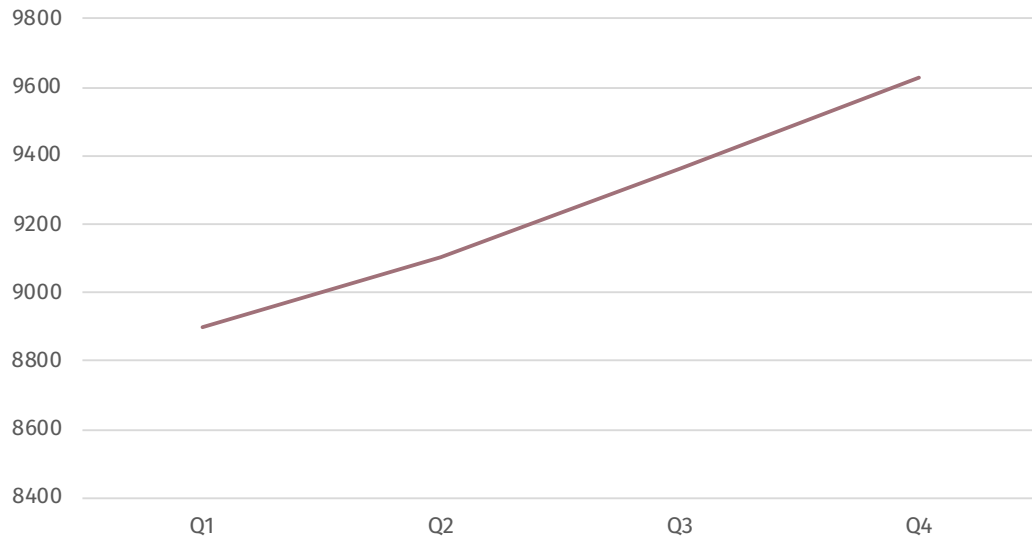
**2018/2019 Q4 RENEWING MEMBERS
BY CLASSIFICATION**



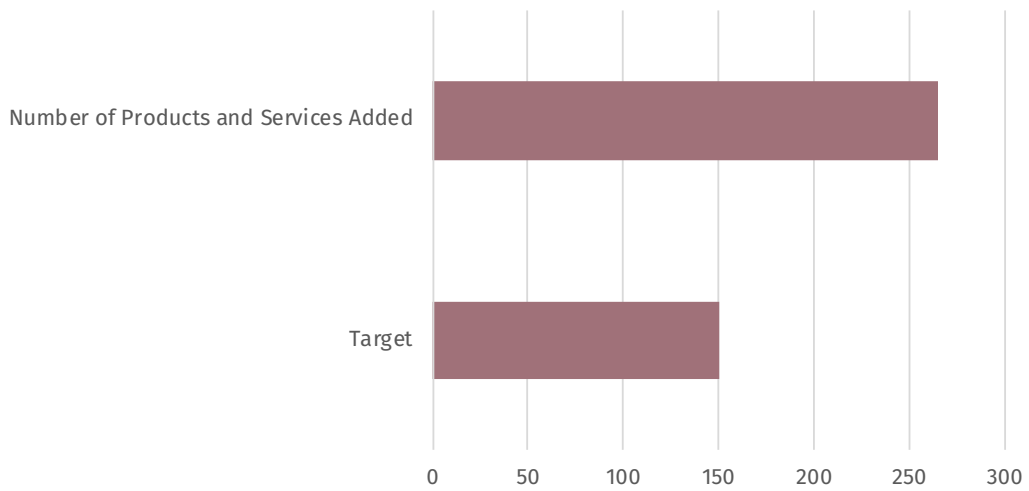
**2018/2019 Q4 PROUDLY SOUTH
AFRICAN DATABASE OF LOCAL
PRODUCTS AND SERVICES**

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Q1: 2018/2019	8,899
Q2: 2018/2019 Q2	9,101
Previous Quarter (Q3): 2018/2019 Q3	9,365
Current Quarter (Q4): 2018/2019 Q3	9,630
Current Period: 2018/2019 Q4	
Target	150
Number of Products and Service Added	265
Target exceeded by 177%	

**2018/2019 Q1-Q4 GROWTH
DATABASE OF LOCAL PRODUCTS
AND SERVICES**



**2018/2019 Q4
ACTUAL NUMBER ADDED V GROWTH DATABASE
OF LOCAL PRODUCTS AND SERVICES**



4.4) Highlights for the quarter

EVENTS AND ACTIVATIONS



Eastern Cape Public Sector Procurement Forum, Hemmingways, East London – 29 January 2019

The Public Sector Procurement Forum provided Eastern Cape government procurement and supply chain officers with information on the PPPFA and their responsibilities in this regard, including meeting targets to procure from SMME's in the province.

Proudly SA CEO, Eustace Mashimbye, gave a presentation that illustrated how government efforts could be directed at increased local procurement, as well as a presentation on Proudly SA's roles and responsibilities in respect of public procurement. We also had presentations from both Tsogo Sun GM for Garden Court East London, Ian Mackay and Comair Sales Manager: Government, Nangamso Letlape on their offerings to government officials. We had an attendance of 54 delegates, all government officials from procurement and supply chain management departments.

Reach for this event: 54

Target Audience: Government procurement officials, municipal managers and other senior government officials.

Eastern Cape Business Forum- 30 January 2019

The event informed entrepreneurs and SMME's about the respective programmes that are available to help stimulate local production and local procurement in the respective region.

The event informed entrepreneurs of the business offerings provided by our strategic partners – SARS, SEFA, the dti and Mashabela Attorneys Inc, who offer funding, access to market and enterprise development programmes.

This session allowed for productive interaction between delegates and panellists.

With continuous support from the Eastern Cape Department of Economic Development, Environmental Affairs and Tourism encouraging local enterprise in the province, this will ensure the uptake of local goods and services and most importantly job creation and will ultimately result in unemployment being absorbed in the Eastern Cape.

The business match-making platform offered opportunities for SMME's to link up and exchange business ideas and networking, which proved to be a valuable and fruitful exercise, as delegates showed the hunger and an enthusiastic attitude for such platforms.

Hosted at the beautiful Southern Sun Hemingways hotel, East London on Wednesday 30 January 2019, delegates left having made lucrative business deals and prearranging future appointments.

Reach for this event: 80

Target Audience: Business, Government Officials, Consumers, SMME's, East London based member companies and Decision makers.



Proudly South African Buy Local Summit and Expo Launch, SAB World of Beer, Johannesburg – 12 February 2019

The 8th annual Buy Local Summit and Expo media launch brought media, stakeholders and sponsors together to unpack the themes and content of this year's event. As one of the Summit's sponsors, SAB hosted the launch at their premier tourist attraction in Newtown and offered abridged tours of the World of Beer to our guests. Programme director Devi Sankaree Govender brought her special brand of humour and gravitas to the event, giving the Summit and Expo as well as the overall Buy Local campaign an additional impetus.

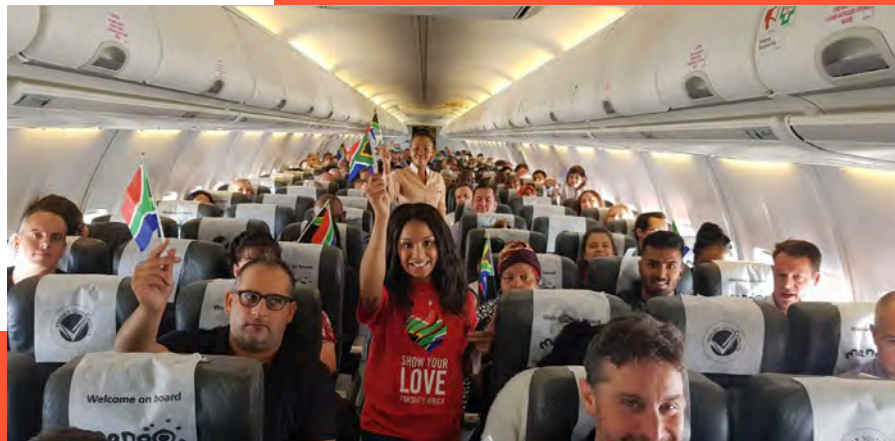
Reach for this event: 60

Target Audience: Media, sponsors, strategic stakeholders



The Proudly SA & Mango Airlines Valentine's Day activation, Johannesburg, Cape Town & Durban - 14 Feb 2019

The 2019 instalment of the annual Valentine's Day celebration in collaboration with Mango airlines saw 2 teams taking to the skies to surprise and delight passengers aboard return flights between Johannesburg, Durban and Cape Town. The mission was to spread the buy local message through encouraging love for our beautiful country and all things South African. Cupcakes and roses were distributed to passengers in keeping with the Valentine's Day theme and the Cape Town flight had special guest, acapella artist Sabelo Welcome from Mofolo Melodies who serenaded passengers in-flight. A random ticket draw gave 4 lucky winners prizes consisting of a return Mango Airlines flight and Tsogo Sun accommodation for 2 to a destination of their choice. The day was captured in videos and pictures and was shared widely on social media and other online platforms to educate consumers on the importance of showing love for their country by buying local.



Meetings Africa, Sandton Convention Centre, Johannesburg - 26-27 February 2019

Meetings Africa is organised by South African Tourism and Proudly SA joined the dti and National Empowerment Fund on their exhibition stand. The expo is a showcase of Africa's diverse offering of services and products where African and international associations in the meetings, incentive, conference and events (MICE) business tourism and could partner and network for change under this year's theme 'Shared Economies'.

This was a platform for Proudly SA to educate exhibitors and visitors to the event on the importance of local procurement.

Reach for this event: 2000+

Target Audience: National, provincial and regional local tourism authorities, convention centres and visitor bureaux, conference and exhibition centres, hotels and accommodation providers, destination management companies, event management specialists, professional conference organisers, transport companies, business events and service providers, cruise liners, spa resorts, trade associations and travel trade publications.

2019 Elections Political Debate on Local Procurement, Southern Sun Cape Sun, Cape Town – 28 February 2019

As the country's buy local advocacy campaign, Proudly South African convened a political panel discussion in Cape Town to which we invited a broad range of political parties to question them around their policies on local procurement and job creation.

Media coverage on SABC was extensive as well as print and online reports of the event. Over 40 delegates and supporters of the various parties attended. Panelists represented AgangSA, AZAPO, COPE, DA, EFF, GOOD, SACTWU, SRWP and UDM and Devi Sankaree Govender was our panel facilitator and programme director expertly managing the 9 member panel, keeping the questions and answers relevant.

Reach for this event: 42

Target Audience: Members of the media, public, political parties & trade unionists municipalities



North West Public Sector Procurement Forum, Klerksdorp – 19 March 2019

The Proudly SA Public Sector Procurement Forum offered municipalities in the province an opportunity to learn more about their roles and responsibilities in respect of the PPPFA.

The Chief Director of Provincial Supply Chain Management, Mr Harry Mashao gave the keynote speech on behalf of MEC Wendy Nelson, stressing the importance of adherence to procurement legislation. Ms Catherine Matidza, the Director in the Industrial Procurement Unit of the dti unpacked the policy on local content. Proudly SA CEO, Mr. Eustace Mashimbye, spoke about the positive impact of increased levels of local procurement by government. The private sector was represented by Comair's Nangamso Letlape.

Representatives from Rustenburg Local Municipality, KKDM Local Municipality, Greater Taung Local Municipality, Bojanala Local Municipality and City of Matlosana were amongst the delegates, posing questions and interacting with the dti, North West Provincial Government and Proudly SA.

Reach for this event: 50

Target Audience: Procurement officials, municipal managers and other senior government officials





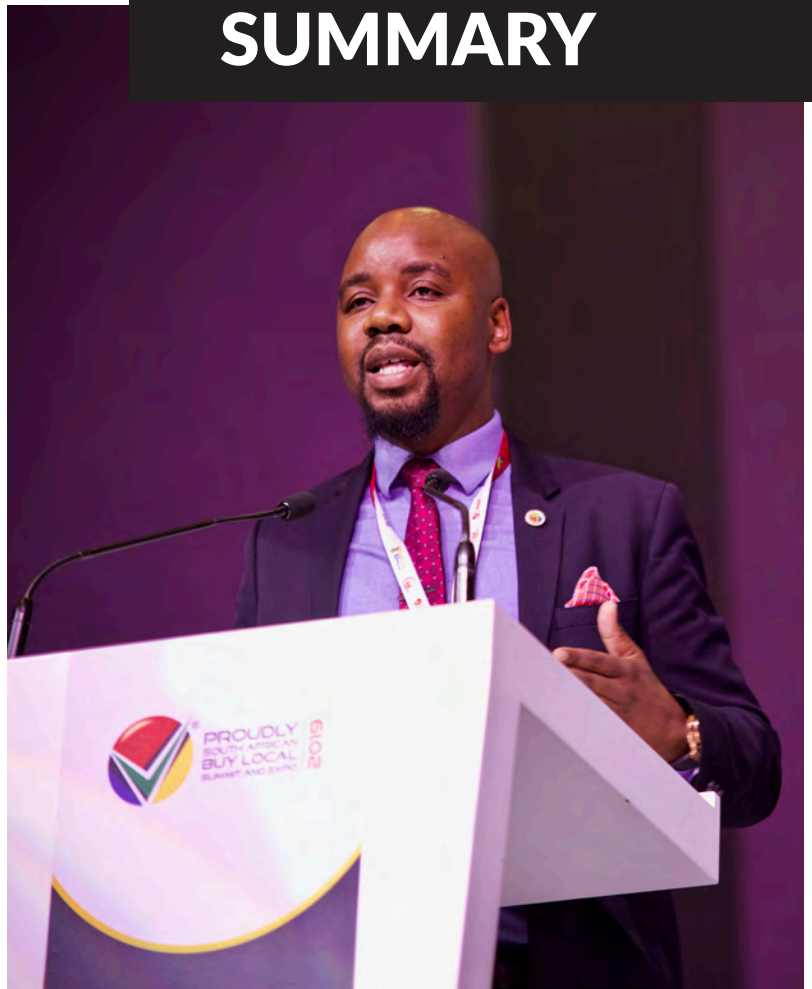
PROUDLY SOUTH AFRICAN
BUY LOCAL
SUMMIT & EXPO
2019



EXECUTIVE SUMMARY

In my introduction to the 8th annual Buy Local Summit & Expo, published in our event handbook, I spoke about how we seek to grow the event year on year, and not just growth for growth's sake but to enhance the offering that we bring to sponsors, attendees, delegates and exhibitors.

After each event, we evaluate the feedback that we receive from different sources including our registration company, this year for the first time we added the interactive WHOVA app as well as from post event questionnaires which are sent out. Each year there are new learnings and we hope never to have the same feedback repeated as this would mean we are failing in our responsiveness to the comments we receive. (Unless of course it is positive feedback of which there is always plenty – this shows we are meeting and even exceeding expectations!)



Whilst we cannot please all of the people all of the time, we recognise shortcomings where they are brought to our attention and seek to do better in the following edition of the event. In 2020, we will be reviewing the Summit content and its duration to manage the early departure of conference delegates looking to avoid Sandton afternoon traffic. We have also heeded the call that we do more to ensure the attendance of buyers from both the public and private sector at the Expo, although this year over the counter sales by stand holders, of which there was a record number, increased dramatically from previous years. We also had a record number of pre-registered delegates as well as 'walk-ins' that increased attendance figures even further. In fact, there were lots of 'firsts' in 2019.

All in all, we truly believe in the value proposition for all stakeholders in the Buy Local Summit & Expo and know that great benefit was derived from the event by those involved. Our media coverage exceeded R6 million in value but with earlier and more press exposure we are confident that we can take this closer to R10 million next year.

We are inviting early commitment by sponsors for the 2020 event in order for us all to maximise on the relationship, identifying mutual objectives early on and working to fulfil them.

Eustace Mashimbye

CEO

The Summit

SMME registration for Day One exceeded all our expectations and showed again that we are providing a valuable service to those businesses that need to expand and grow in order to be the future employers of an estimated 90% of our workforce in the coming decade.

Since its introduction 3 years ago, Day 1 has focussed on the needs of SMMEs. The programme offered presentations from leading firebrands and brand experts Thebe Ikalafeng and Sylvester Chauke, from entrepreneur and founder of the highly successful Delicious Food & Music Festival, Lloyd Cornwall well as practical advice from CIPS, The Consumer Goods Council of SA and from the dti. The keynote address was delivered by Deputy Minister of Small Business Development, Mr Cassel Mathale.

Day 2's content was delivered under the theme Driving Localisation through investment led re-industrialisation and included a successful panel discussion on that topic including member companies, SAB and Unilever, leading economist Dr Thabi Leoka and a representative from SABS. The keynote address was given by Ms Thandi Phele, DDG Industrial Development Division in the dti.





SMME WORKSHOP

Day One

12 March 2018
Sandton Convention Centre Hall 2

MC: Ayanda Allie Payne





Day 2

CONFERENCE

Day Two

13 March 2018
Sandton Convention Centre
Hall 2

MC: Leanne Manas



EXHIBITION



For the first time and at the request of exhibitors over the years, the Expo ran over both days of the event providing a longer opportunity for over the counter trading and for business to business networking.

Moving from its former Home Makers Expo the dti hosted the South African Furniture Design Awards on their stand during the Buy Local Expo, attracting a lot of additional attention and traffic on Day1.

With over 200 exhibitors (217 including sponsors and custom stands) the expo was the largest yet. They represented large corporations as well as small artisanal producers from a broad range of sectors eg food, textiles, manufacturing, services, IT companies and cosmetics.

Exhibition Stands

2M X 2M = 46

3M X 2M = 70

3M X 3M = 72

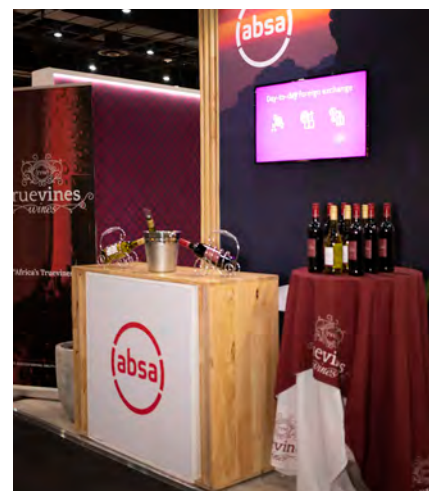
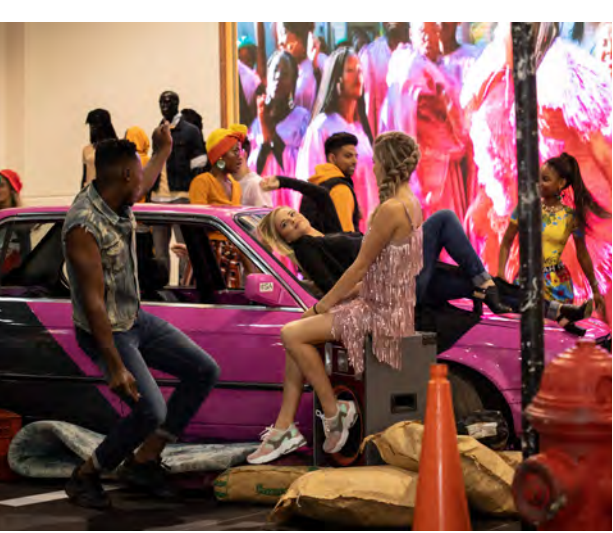
6M X 3M = 9

Custom stands: 16

A briefing session was held in advance of the event, better to provide exhibitors with all the relevant information re set up and break down, health and safety and JOC issues, as well as expectations of outcomes by Proudly SA as well as exhibitors themselves.

This year, exhibitors were encouraged to sell from their stands, and those whose products lent themselves to consumer sales were very successful. Edgars made 51% sales other testimonials including from Memuka Plastics are given below. and Township Economic Transformation secured business from Coca Cola Beverages SA and one of its SMMEs, SipSum secured a supply contract for its ginger drink with Kaya fm.

The introduction of the WHOVA app (see separate report below) encouraged business matchmaking ahead of the Expo, with the facility to make contact with exhibitors and set up on site meetings. However, a more focussed campaign to bring in targeted buyers is required in order that exhibitors from all sectors derive benefit from being at the Expo, and new strategies will be adopted in 2020 in this regard. (see feedback report and statistics)



ONE STOP SHOP

Our One Stop Shop element brought together a number of institutions and organisations that legislate and regulate SMEs. They came equipped to provide on site practical assistance, answering questions around company registration, compliance, and financial and non-financial support programmes. This service provided delegates with the opportunity to ensure they are business ready and regulated to trade.

Organisations that formed the One-Stop-Shop comprised 12 entities/ government agencies and organisations namely The Unemployment Insurance Fund (UIF), SA Bureau of Standards (SABS), RSAMADE, Absa Bank, South African Revenue Service (SARS), Office of the Tax Ombud, The Consumer Goods Council of SA (CGCSA), Small Enterprise Finance Agency (SEFA), the dti; the Chartered Institute of Procurement & Supply (CIPS), The Core Group; Proudly SA and Tshaya Mashabela Attorneys. Each entity was given a 3m x 2m stand located at the back of the conference space, and whilst the location was not ideal in terms of foot traffic, the entities still managed to help resolve long standing issues from the delegates, quicker than normally expected.

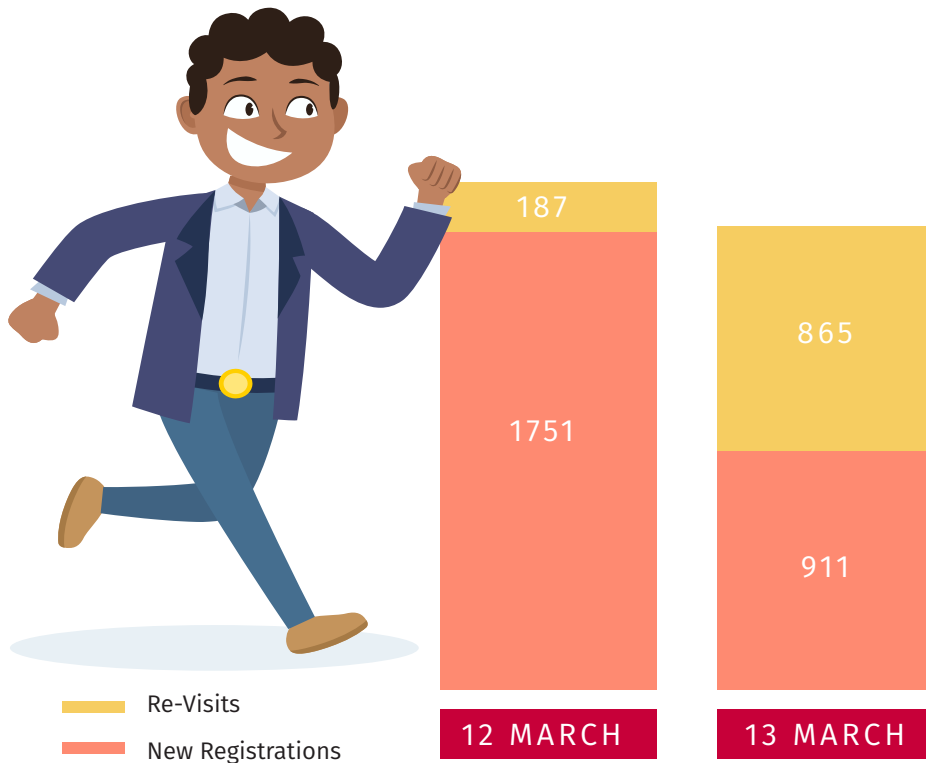
Feedback from some of our One Stop Shop entities proved that this offering to small businesses is a working formula, of course with some room for improvement.



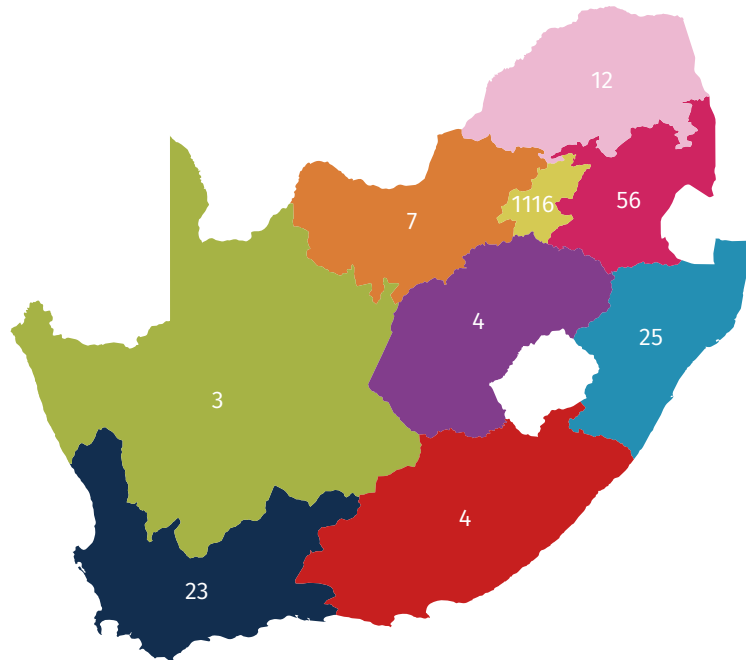


GUEST MANAGEMENT

Re-Visits

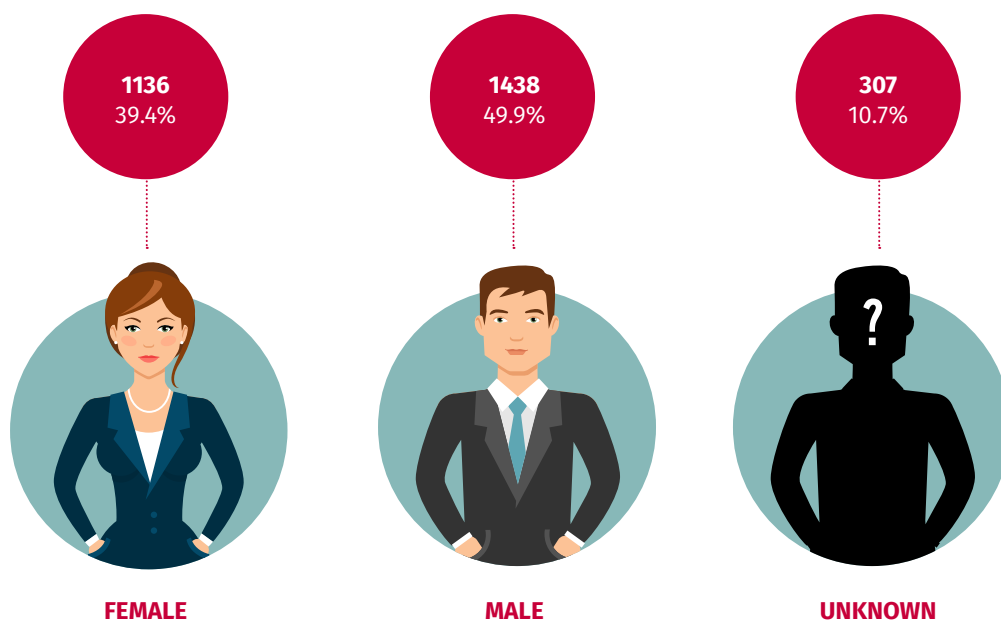


Regions

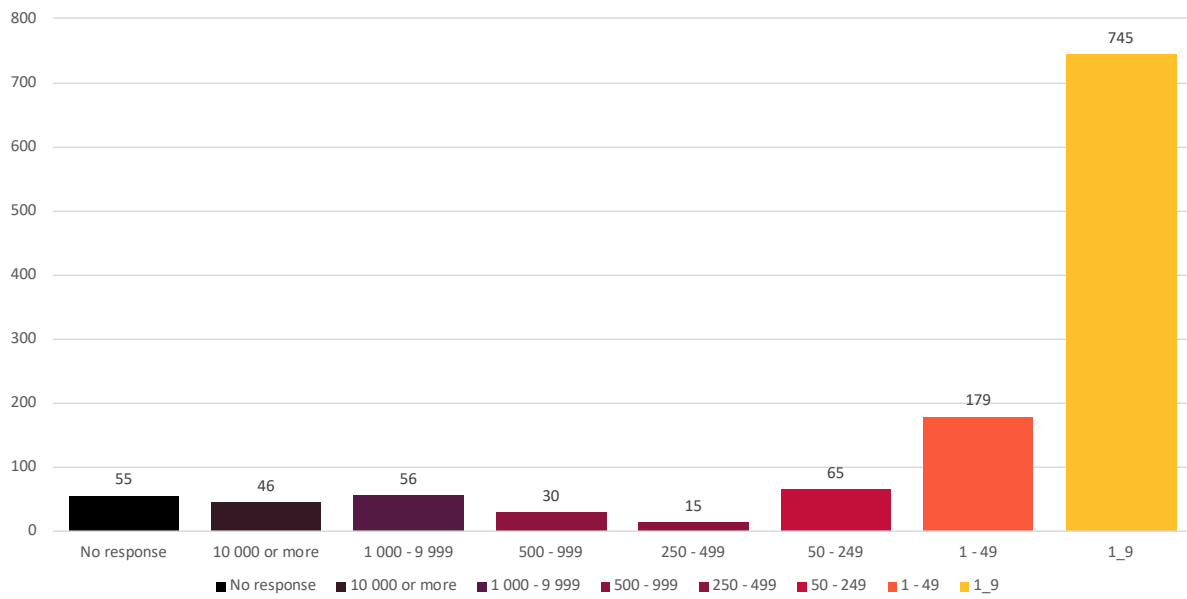


Local Postal Regions
(South Africa Only)

Gender Profiles



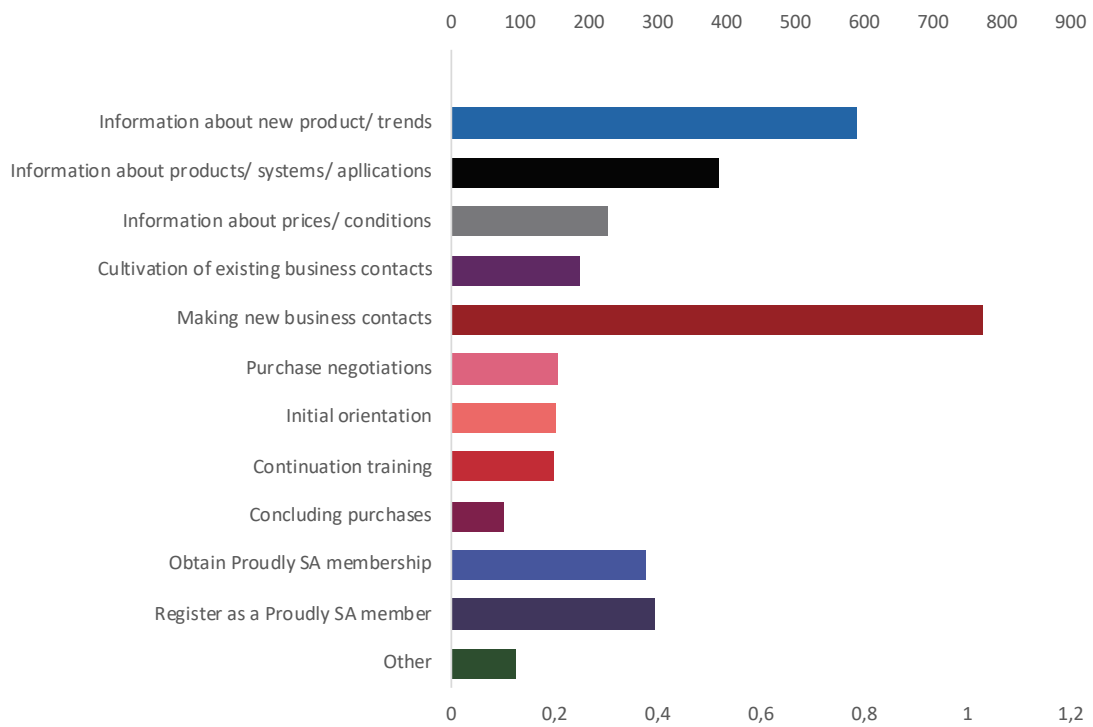
Employees in a company



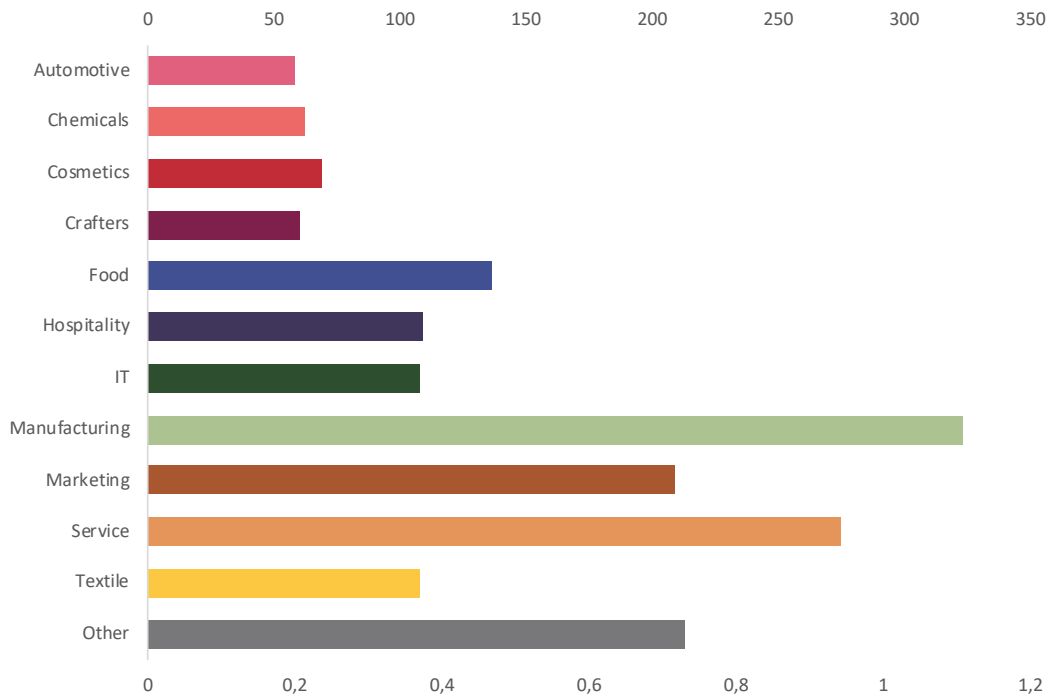
Found out about event



Reason for visiting



Industry





With a pared down advertising budget for the 2019 edition of the Buy Local Summit & Expo, and with late confirmation of speakers and sponsors, the PR team had very little to work with in terms of content to put into the public domain in the run up to the event. The 2019 Buy Local Summit & Expo nevertheless received R6.9 million worth of media coverage.

The Media Launch took place at sponsorship partner SA Breweries' SAB World of Beer in Newtown in downtown Johannesburg. Immediately following the formalities, members of the media and fellow sponsors were hosted on a tour of the facility which is one of the city's leading tourist attractions.

Three press releases were circulated ahead of the Summit, including the launch story, a focus on content highlights and a media advisory immediately ahead of the event. We also used our weekly Tuesday Business Report column on launch day and on Day 1 of the Summit to promote attendance.

Broadcast partners

Broadcast media is the most expensive form of paid for content and so each year we have to ensure maximum ROI across new as well as tried and tested platforms. This year we spread our expenditure with outside broadcasts across 3 commercial radio stations, 2 community stations and the national broadcaster, SABC which offered both radio and TV content.

PR & MEDIA



4.5) PR Communications & Media

4.5.1) Summary

The last quarter of the 2018/2019 financial year is always an exciting one for Public Relations as we put almost all our efforts into the campaign's flagship event, the Buy Local Summit & Expo.

Quarter 4 got off to an early start with PR releasing a media statement condemning unlawful replication of a copyrighted, patented and trademarked baby carrier by a large local retailer. Whilst neither party is a member of Proudly South African, the exporting of the carrier's manufacturing to China by the retailer cost the creator revenue and deprived a number of South Africans of potential jobs, and this element of the story could not go unchallenged. Our statement earned us R170 000 worth of media coverage. Later in January, we supported the events team for their East London, Eastern Cape leg of the Business and Public Sector Procurement Forums.

The media launch for the Buy Local Summit & Expo took place in mid-February at the SAB World of Beer in Newtown thanks to one of our main sponsors, SA Breweries. Immediately following the formalities, guests were taken on a tour around the facility, which is one of Johannesburg's leading tourist attractions. Media coverage was supplemented by using our weekly Business Report column on the same day as a platform for the launch announcement.

For a third year running, the campaign embarked on a Valentine's Day activation in partnership with Mango Airlines, where we encouraged passengers to "Show their Love for South Africa" as we gave away flowers, muffins and SA flags on four flights to and from Cape Town and Durban, generating modest media coverage.

In the run up to the 2019 general elections, Proudly SA in partnership with the Electoral Commission of South Africa (IEC) hosted a debate in Cape Town on February 28th with 9 political parties and a union to debate policies on job creation and localisation as per their party manifestos. With over R1 million worth of coverage emanating from this, the debate provided Proudly SA with a very impressive ROI.

As a single entity, the 2019 Buy Local Summit & Expo gave the highest publicity rate for this quarter at R6.9 million. Whilst this is only a slight increase from last year's R6.8 million, this year we did not have eTV's live coverage and SABC's Morning Live coverage shifted from peak 06h-09h00 to 09h00-10h00 only, reducing the AVE values significantly.

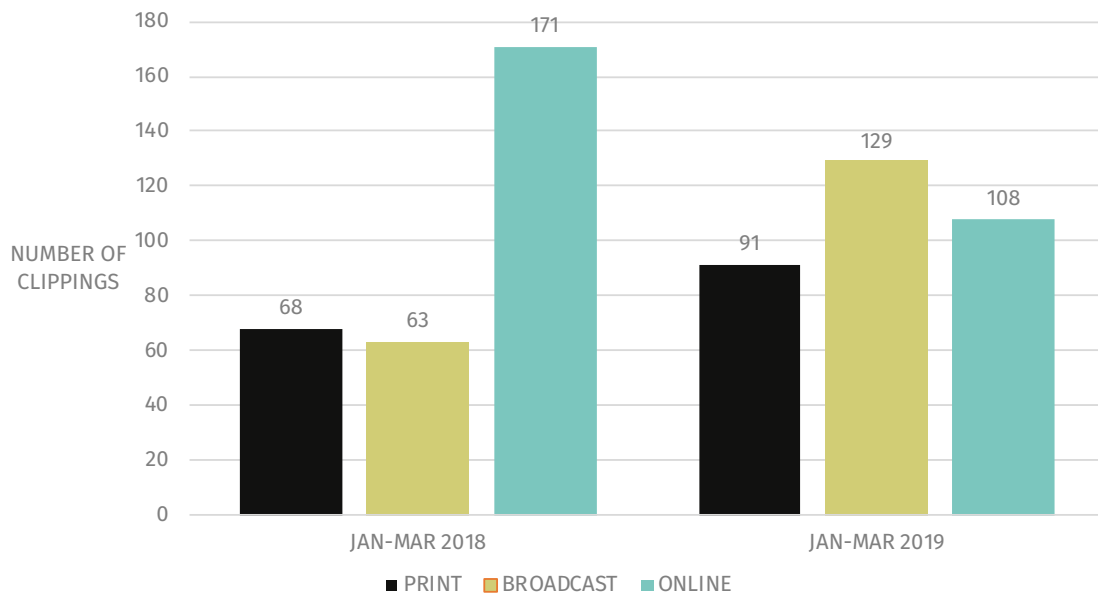
Our ongoing regular features with Media 24's You, Drum and Huisgenoot consumer magazines and our Tuesday CEO column in Independent Media's Business Report continued through the quarter in review.

Our social media following continues to grow across all platforms, and the allocation of a small budget to further growing this sector will see the campaign embrace the 4th Industrial Revolution and use innovative, modern methods to both measure and increase our impact and effectiveness on these platforms.

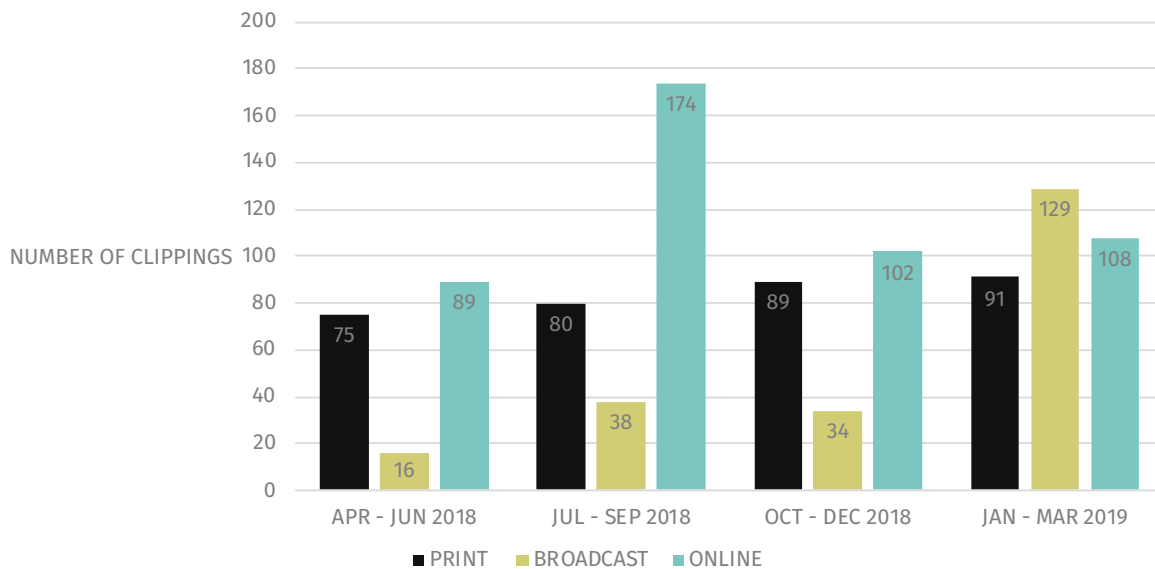
4.5.2) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (Jan – Mar 2019). Comparison is made with the same period in 2018, as well as with other quarters in the 2018/19 financial year.

CLIP COUNT COMPARISON: Q4



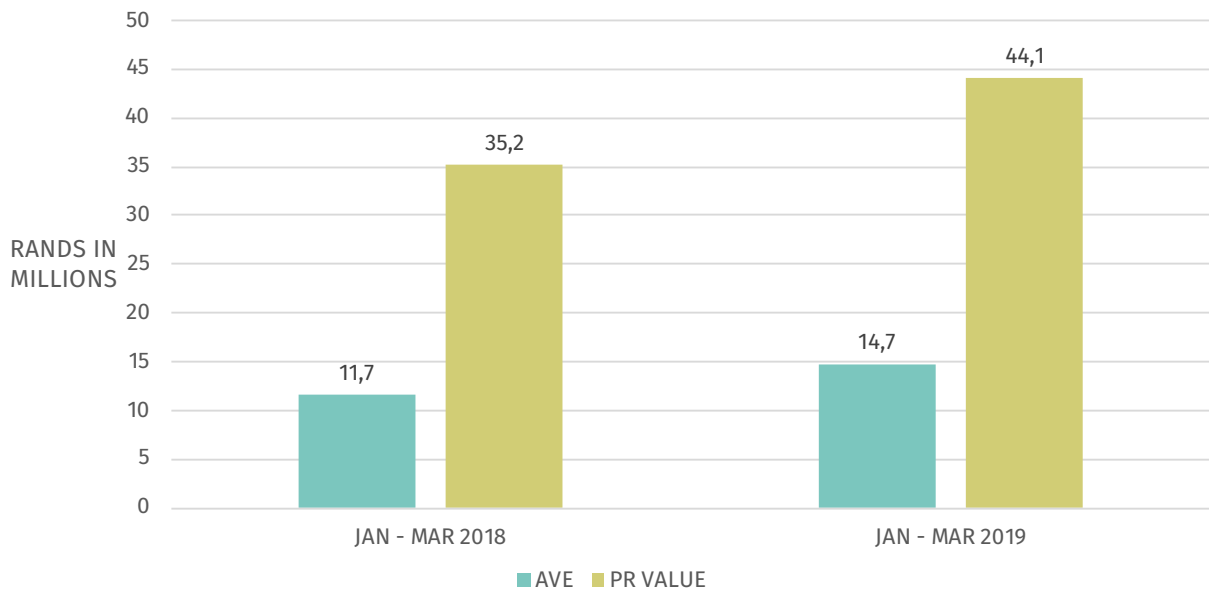
**CLIP COUNT COMPARISON
2018/19 FINANCIAL YEAR**



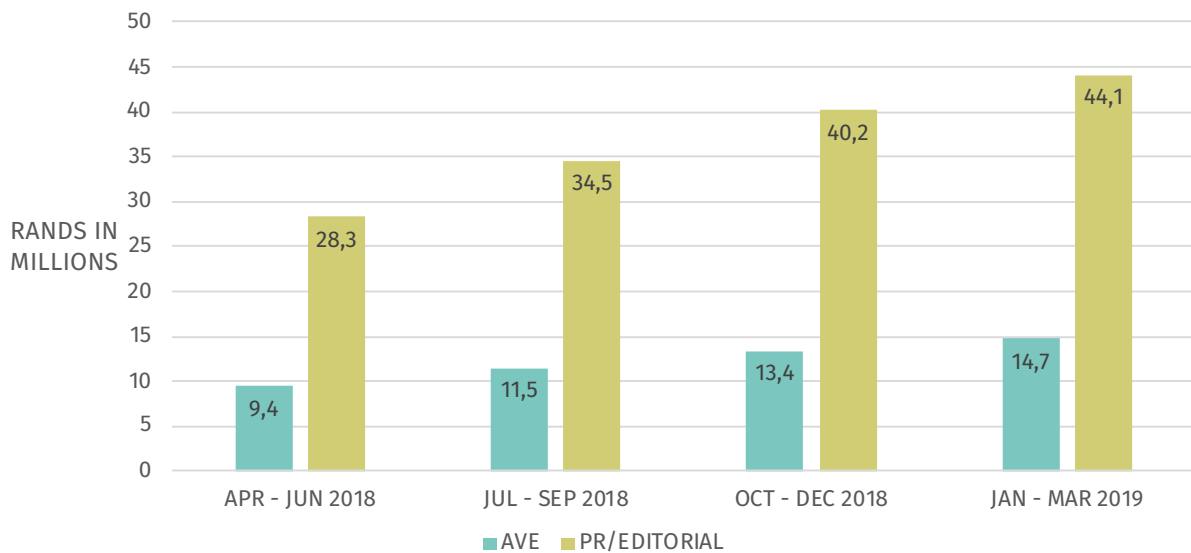
4.5.3) AVE ANALYSIS

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value between January and March 2019 is R14.7 million and the PR/Editorial value for the same period is R44.1 million. The quarter in review has also the highest editorial value in the 2018/2019 financial year.

AVE ANALYSIS: Q4



**AVE ANALYSIS
2018/19 FINANCIAL YEAR**



4.5.4) Event PR Highlights

4.5.4.1) Political Parties Townhall Debate

Event Date	28 February 2019
Description	In the run up to the 2019 general elections, Proudly SA hosted a townhall debate with some of the top political parties on their policies on job creation and local procurement in both the private and public sectors
ROI/AVE	Print: R821 638.36 Broadcast: R217 877.40 Online: R274 825.74 Total: R1 314 341.50

Publication: Plainsman
Date: Wednesday, March 27, 2019
Page: 17

Political parties debate procurement plans

SINAZO MKORO

As the country gears up for the national and provincial elections, expected to take place in May, Proudly South African put a few political parties on the spot to debate their policies on local procurement.

Proudly South African is the country's advocacy campaign that aims to influence procurement in public and private sectors, to increase local production, influence consumers to buy local and stimulate job creation.

Last Thursday, February 28, representatives of the African National Congress (ANC), Democratic Alliance (DA), Economic Freedom Fighters (EFF), Good Congress of the People (COPE), AGANG SA, the Azanian People's Organisation (AZAPO) and The Socialist Revolutionary Workers Party (SRWP) together with trade unions, Congress of South African Trade Unions (COSATU) and Southern African Clothing and Textile Workers Union (SACTWU) were provided with a platform to share their plans for local procurement as a means to create jobs and grow the country's economy.

Representing the UDM, Western Province leader, Mphahlele Ntsheni said they took local manufacturing seriously.

He said the country should have control where it has an economic advantage.

"Take platinum, for example, 87% of the platinum that was produced globally was coming from South Africa yet only 13% of it was

manufactured here. What we would do as the United Democratic Movement (UDM), if we could have the licence, we would say up to 60% of what you get here, must be manufactured here, the platinum is mined here and it must be manufactured here," he said.

AGANGSA's Andries Thousamma said to understand localisation, the country needed to know who controlled it first.

The DA was represented by its spokesman on Trade and Industry, Dean Macpherson, who said they wanted the private sector to come on board and support local procurement.

He said there's a need to drive down the cost of manufacturing in South Africa.

"Cut taxes on manufacturers to make it more cost efficient for them and I have no doubt that we're going to create a South Africa with great and sustainable jobs," he said.

The ANC's Faiz Jacobs said the "Local is Lekker" slogan needed to be brought back.

He said this required work and co-operative engagement among citizens.

"We have to understand that it's wrong to import stuff from Brazil that we know will kill local businesses."

Mr Jacobs was grilled about thousands of ANC branded T-shirts that were manufactured in China in 2014. He answered that that had been wrong of the ANC.

The EFF's Yofiswa Yako, said the EFF represents the marginalised group hence they were the first party to fight for insourcing.

She said their plan was to create and stimulate industries that will be sustainable in the long-term and create jobs.

"When we talk about massive industrial development, we are talking about specifically where people from, for example, are mines contributing back to the communities which they are surrounding? No, so we want to enforce the state that 80% must plough back to the communities," she said.

Representing the Good party, Brent Herron, said the starting point was to ensure that almost everything was local.

He said 65% of South Africans lived in towns and cities and that number would rise to 80% in the next decade.

"So, we're talking about cities and towns having more powers to control their own economic growth and job creation and industrial strategies."

Mr Herron said economic growth didn't necessarily translate to better and more jobs.

"The top 1% is actually benefiting from the economic expansion and the rest of us are not. The role of a Good government is to ensure that we have inclusive growth where the average household is benefiting from economic growth," he said.

SWRP's Shaheer Mohammed said they still saw a big problem with the economic growth in the



Politicians shared their plans for localisation at the Cape Sun Hotel.

province because of apartheid spatial planning.

"We need to have a shared and inclusive growth. If you look in the farming industry, 99% of it is in the hands of white people. We need to change that," he said.

Sipho Vanga from the Azapo emphasised the need for stricter regulations on imports.

"We cannot still be importing chicken in South Africa. Those are things that can be done here. Raw material should also be manufactured here," he said.

He said the skills were needed so that the people could tap in

other industries such as maritime.

Sactw's Simon Eppel urged the politicians to understand that there was no need to own the state and be the government to make this happen.

"Policies don't do much unless you put your hands and your hearts and take action. What changed apartheid wasn't policies, but people who were thinking beyond policies. Approximately 134 workers in a factory in Cape Town are in the brink of losing their jobs. What are you going to do about this?" asked Mr Eppel.

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Political parties debate economic growth

SINAZO MZORO

As the country gears up for the national and provincial elections, on May 8, Proudly South African put a few political parties on the spot to debate their policies on local procurement.

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He said the country should have control where it has an economic advantage.

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Agong's M. Andrew Dlamini said to industrial localisation, the country needed to know who controlled the first.

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Politicians shared their plans for localisation at the Cape Sun Hotel.

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The ANC's Faith Jheiso said the "Local a Leakee" slogan needed to be brought back.

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"When we talk about massive industrial development, we're talking about specialising where people have an expertise, for example, our industries are in the communities which they are surrounding. So we need to ensure the state that 90% must plough back to the communities," she said.

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is://www.tabletalk.co.za/news/political-parties-debate-economic-growth-20110297

Tabletalk HOME NEWS SPORT ENTERTAINMENT

Political parties debate economic growth

By Staff Reporter March 27, 2019

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Politicians shared their plans for localisation at the Cape Sun Hotel.

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News February 3, 2016

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News March 6, 2018

High tea
News May 16, 2018

Squatting? Not here, says Nautilus
News January 27, 2016

All political parties must reveal their localisation policies

The various organisations' commitments to locally produced goods are under the spotlight

PROUDLY SA



EUSTACE MASHIMBYE

LAST YEAR we wrote about the massive spending that comes with elections. Now that we know the date of this year's general election, manifestos are being launched, rallies organised, cadres are being mobilised and T-shirts, caps and berets are being distributed around the country.

Despite attempts to engage the major political parties directly late last year, in an appeal to ensure all election paraphernalia was procured locally (we all know that many items in the past have been procured from China), we received not a single response.

So, even though we are quite sure that most of the election procurement has now taken place, we are setting our sights on the parties' policies on localisation and strategies for job creation, which will have a longer-term impact on our economy than a few thousand branded shirts.

To this end, we have convened a town hall debate in Cape Town this Thursday, while Parliament is still in session and our elected MPs and party representatives are still in town. We already have the commitment of a number of the parties who are willing to come and account for their local procurement policies. Our Chief Whip for the event is the fearless Devi Sankaree Govender, who will ensure that the honourable participating members are called to order.

So far, we have gone through the manifestos of the ANC, EFF, UDM and DA. Cope and the IFP will launch theirs on March 9 and 10, respectively, and we will continue to monitor each party as they release their policy positions. For those of you who prefer not to wade through pages and pages of political discourse, we will summarise here what we know already.

It is interesting to note that the UDM does not feature the actual word "localisation" once, although they do state that they will "devote more resources to promote buying South African as a tool to stimulate local wealth generation and job creation".

Furthermore, they will cease the mass export of raw materials so that jobs are created through home-grown processing and manufacturing.



THE ANC, in its capacity as the governing party, has already implemented legislation in favour of local procurement in the public sector, and has committed to increasing the number of designated items on that list and to penalising state institutions that fail to comply. | SIPHIWE SIBEKO Reuters

The ANC, in its capacity as the governing party, has already implemented legislation in favour of local procurement in the public sector, and has committed to increasing the number of designated items on that list and to penalising state institutions that fail to comply.

It also has a plan for increasing localisation in the private sector, including attaching conditions to state support and incentives to "encourage" companies to match government local procurement commitments.

More will need to be done to get localisation buy-in from those companies that are not in any way dependent on state subsidies, grants, or even state procurement, as this seems to be a gap in the policy space, mostly as a result of trade agreements and regulations which we are careful not to violate as a country.

As far as protection for local manufacturing goes, the ANC promises more targeted tariffs and non-tariff measures, where necessary, which is pretty much what we currently apply.

The EFF's policies around local

procurement focus on benefiting women and youth. Their measures include 80 percent legislated state procurement of local goods and services, 100 percent local procurement of foodstuffs provided to state institutions such as schools and hospitals, all food for local consumption to be produced and processed on a "massive scale", everything required for state construction to be locally produced (except those items for which we have no capacity to produce...), musical artists will benefit from the construction of recording studios in every municipality, ensuring all local music is recorded and produced here, and perhaps most radically they will impose a 60 percent local content quota on our stores.

The DA, like the UDM, does not seem to use the word "localisation" once, but in their 83-page manifesto "local" features 46 times, mostly referring to local government.

They do, however, cite specific industries in distress, such as steel and sugar, and they state that they will "act in a manner which shields

local manufactures and service industries", particularly where immoral and illegal dumping of imported products is concerned.

All manifestos speak about the "what" with very little detail on the "how", and so the forum that we are convening this Thursday seeks to unpack party positions on localisation and job creation.

Come one, come all, the floor is open to every political party. Tell us exactly not just what your policies are on paper but how you plan to deal with localisation (or not) and let voters decide.

My song for this week is Sankomota's *Now or Never*, as the political parties have to prove their mettle and worth to an electorate concerned with the most pressing issues of economic growth and job creation.

Localisation is an instrument used worldwide to stimulate ailing economies and we would like to know exactly their position on it.

Eustace Mashimbye is the chief executive of Proudly South African.

4.5.4.2) 2019 Buy Local Summit & Expo

Event Date	12 & 13 March 2019
Description	The 8th annual Proudly SA Buy Local Summit was hosted on the 12th and 13th of March at the Sandton Convention Centre. The event is a multifaceted solution to broadening access to market for members, introducing financial and non-financial business development support to members and delegates, and creating a rich, diverse networking hub ripe for harvesting invaluable connections.
ROI/AVE	Print: R711 521.34 Broadcast: R5 360 395.02 Online: R784 343.20 Total: R6 856 259.56

Publication: Business Report (The Star)
Date: Tuesday, March 12, 2019
Page: 19

Come and join us at the Buy Local Summit & Expo

TODAY is the first day of our annual flagship event, the Proudly South African Buy Local Summit & Expo, about which I wrote last month when we launched this 2019 edition.

Since then, the programme has been finalised, speakers have polished their presentations and our member companies have signed up in their numbers to exhibit as part of the exclusively Proudly South African Expo of top-quality local products and services.

Being an election year, this is a busy time for our principals and so we have to thank Deputy Minister of Small Business Development Cassel Mathale and the director-general of the Department of Trade and Industry, Lionel October, for standing in for Minister Lindiwe Zulu and Minister Rob Davies today and tomorrow, respectively.

Today we will be addressing SMMEs and entrepreneurs and giving them some tips and advice on setting up and even more important on sustaining their businesses in order that they grow and become the employers of tomorrow.

Among the line-up today are three home-grown entrepreneurs who

PROUDLY SA



EUSTACE MASHIMBYE

started small, but who have all "made it big" with their own businesses, having walked the difficult road of the entrepreneur to get to where they are today.

They include Lloyd Cornwall, who always introduces himself as "English by birth and South African by choice" and we love him for that.

Lloyd founded the Delicious International Food & Music Festival, which takes place in Gauteng every September.

His presentation is titled "Who gives a Damn" and we can't wait to see where he goes with that.

By the way, if you are in Johannesburg and are reading this early

enough, we only kick off at 9.30 this morning, so there might still be time for you to come to the Sandton Convention Centre and catch the proceedings.

If you don't make today, there is always tomorrow.

Thebe Kalafeng is back by popular demand.

He spoke two years ago and was so well received, we have asked him back again, this time to speak on the African brand revolt: How African brands are challenging global brands. We hope he will truly inspire our delegates and exhibitors to go out and take their local offerings to the world.

All-African Young Business Leader of the Year 2017 Sylvester Chauke rose through the marketing ranks in FMCG and broadcasting, establishing his own innovative brand agency DNA Brand Architects in 2012. He is now recognised as a trailblazer and has a string of awards and accolades to his name.

Who better to speak to us about the psyche of the South African consumers, who are the people we need to convince that South African excellence is real first, even before we think about exporting.

Tomorrow's programme puts more focus on the country's need to re-industrialise, and we are driving this process through increased levels of localisation.

Dube TradePort, a Special Economic Zone Infrastructure project of the KZN Provincial Government will present a case study and Edcon will demonstrate how they have worked to localise their supply chain from cotton farmers to clothes rails.

Six of our small businesses will strut their stuff on the catwalk and demonstrate the wide range of locally made men's and women's clothes lines available in Edgars and Jet, so please come and support these brave models!

Both days include interactive panel discussions. They say great minds think alike, but sometimes it's the way panellists think differently about a topic that makes for a more interesting discussion, so we look forward to great outcomes from some great thinkers.

Like Stimela said in their song *Zwakala*, come join us at the Buy Local Summit & Expo, attendance is free.

Eustace Mashimbye is the chief executive of Proudly South African.

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Furniture designers feature nationally

Amanda Mthembu

Ms Tholakele Nkosi and Mr Sandile Ndlangamandla were finalists in the National Furniture Design Competition presented by the Department of Trade and Industry.

The duo were the only finalists from the Mpumalanga province and winners were announced at the Proudly South African Buy Local Summit in Sandton, Johannesburg on Tuesday, 12 March.

The competition was aimed at identifying and nurturing furniture design talent, raise the profile of furniture manufacturing in South Africa and to grow the industry's

'With the necessary funding, we could grow our company, employ more people and start producing furniture in bulk'

competitiveness by encouraging new product design and differentiation.

The theme of the competition was making the best use of the minimum available space in a house. All the finalists were eligible to win in two categories, namely students and established manufacturers, and they will also get an opportunity to exhibit their designs at the summit.

Ms Nkosi stumbled upon the furniture competition while she was in the process of seeking information about getting a stamp of approval (SABS approval) for the products that her company, Nape Mthembu Tradings and Projects, manufactures.

Born and bred in Wesselsfontein, a former student at Gert Sibande TVET College, she enlisted the help of Mr Sandile



The duo, Mr Sandile Ndlangamandla and Ms Tholakele Nkosi, showcase their completed showpiece that was recently judged in the National Design Competition.

Ndlangamandla, a Civil Engineering and Building Construction student at the same college, to draw and construct her designs.

"I am a creative mind and I conceptualise ideas in my head and Sandile makes them come alive on paper and constructs them," Ms Nkosi said.

Their unique, multi-purpose bed and stylishly attractive television stand captured the imagination of the judges, resulting in them being nominated as finalists.

Ms Nkosi said the national exposure that

her company received from being in the competition and from participating in the exhibition was a huge boost to the profile of the company, and probably the company's bank balance. The duo has already begun getting orders for tailor-made furniture and with the exposure from the competition, their company continues to grow from strength-to-strength.

"With the necessary funding, we could grow our company, employ more people and start producing furniture in bulk so that we

could get owners of hotels, guest houses, and furniture shops to place orders."

However, the pair have long term goals of owning their furniture factory in Ermelo and create employment opportunities for the youth.

For now, they continue to use the facilities of CS College, which they are grateful to, to produce beautiful works of furniture.

"With the right connections, we will be able to buy the necessary machinery and expand our business," Ms Nkosi concluded.

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Publication: Star (Country Edition)
Date: Wednesday, February 13, 2019
Page: 3

■ EXPO

Opening doors for businesses

Opportunity to market local products

MPILETISO MOTUM
mpiletiso.motum@ini.co.za

TERENCE Leluma went from working with nine people to having 43 employees. Being a member of Proudly South African has opened many doors for him.

"We started this journey in 2016 when I went to meet my in-laws in Diepkloof. My wife's father was making this relish and after tasting it I thought the whole world needs to know about this," said the founder of spice condiment brand, Makhamsa.

Since then, they had performed scientific trials and started making and packaging Makhamsa – condiments with African heritage flavours which include Pickled Vegetables Hot, Pickled Vegetables Mild, Jalapeno Sauce Hot and Jalapeno Sauce Mild.

"The response was highly positive and we started building a business case over two years and thought that since we had already spent over R450 000 – selling a flat and a bakkie – we would approach the Industrial Development Corporation of SA (IDC).

"Today, we have managed to secure R56 million to build a world-class manufacturing facility."

Their factory received a cash injection and a grant for business development from the IDC and the Department of Trade & Industry.

"It is through hard work, commitment and dedication, driving this single vision of being the preferred supplier of condiments using indigenous ingredients as core ingredients."



Leluma is one of the participants at the Buy Local Summit and Expo taking place next month.

Yesterday, Proudly SA hosted a media launch for the two-day expo that will focus on the needs of small businesses.

Now in its eighth year, the summit will focus on the theme "Localisation through Investment led Re-Industrialisation".

Proudly South African chef executive Eustace Mashimbye said accessibility was one of the key issues with finding local products.

"Through this event we are making it easier for people to identify those products that are made locally and to put the faces to some of those brands that have exciting products.

The two-day expo on March 12 and 13 in Sandton, Gauteng, is open to the public, free of charge.

Mashimbye said there will be a conference and a summit on the first day where entrepreneurs will be showcasing their products and experts would be assisting SMEs.

The second day of the summit would focus on localisation and how procurement can be leveraged to the benefit of business and the country.

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4.5.4.3) SA Premier Business Awards 2019

Event Date	13 March 2019
Description	The 6th annual SA Premier Business Awards were hosted at the conclusion of the Proudly SA Buy Local Summit at the Sandton Convention Centre on March 13th. The Awards are aimed at promoting and encouraging businesses across all sectors to embrace transformation.
ROI/AVE	Print: R2 298 276.38 Broadcast: R306 423.10 Online: R612 016.93 Total: R3 216 716.41

Publication: City Press (Western Cape)
Date: Sunday, March 31, 2019
Page: 10

Congratulations to the 6th Annual South African Premier Business Awards winners!

The winners of the 6th Annual South African Premier Business Awards, aimed at promoting and encouraging businesses across all sectors to embrace transformation, were announced on Wednesday, 13 March at the Sandton Convention Centre, Johannesburg.

These Awards are hosted by the Department of Trade and Industry (**the dti**), in partnership with Proudly South African and Brand South Africa, to recognise and celebrate enterprises that contribute to the growth of the economy and development of our country.

the dti, Proudly South African and Brand South Africa congratulate the Awards winners and thank sponsors Tsogo Sun and the JSE as well as all companies that participated in the various categories.

The winners are:

- Black Industrialist Award:** Afro-zonke Projects and Investment
- Enterprise Development Award:** Saab Grintek Defence (Pty) Ltd
- Exporter Award:** Saab Grintek Defence (Pty) Ltd
- Investor Award:** Coega Development Corporation
- Manufacturer Award:** J Banyan Timbercraft CC T/A Timbercraft
- Proudly South African:** Jane Massey Trading, RSAMade
- SMME Award:** Eco Smart, Ndoukhulu Hydraulic and Mining Supplier
- Women-owned Award:** CTE Investments (Pty) Ltd, Eco Smart
- Play Your Part Award:** Intercessor Army Franchising
- Young Entrepreneur Award:** Bathu Swag (Pty) Ltd

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The winners celebrate their awards during the South African Premier Business Awards. *Photo: Supplied*

Awards to promote growth

The Department of Trade and Industry hosted an awards ceremony in Sandton to promote the spirit of success and innovation as well as job creation, good business ethics and quality.

The Annual South African Premier Business Awards are aimed at promoting and encouraging businesses across all sectors to embrace transformation. The winners were announced by the Minister of Trade and Industry, Dr Rob Davies.

The awards in different categories were presented by the Department of Trade and Industry, Proudly South African and Brand South Africa.

In his keynote address, Davies said the awards were also aimed at encouraging businesses to play

their part in growing our economy and making South Africa a globally competitive nation.

"While recognising excellence in business through an initiative of this stature, we will also ensure that we put our focus on those areas of business regulation that require amendments to improve enterprise and industrial development, fast-track economic transformation and equity, and protect consumers," said Davies.

Davies added that the South African Premier Business Awards were about recognising and celebrating South Africa's entrepreneurs and companies that invest in both human and technical resources in various activities and produce quality products and services.

He congratulated all the finalists

and winners.

The acting chief marketing officer of Brand South Africa, Sithembile Ntombela congratulated the winners on their well-deserved awards.

"These awards are an affirmation of your hard work and dedication towards the implementation of the country's blueprint and advancing our global competitiveness. Once again, congratulation for your achievement to all the entrants and particularly the winners," she said.

The CEO of Proudly South African, Eustace Mashimbye commended winners and entrants that are committed to local production and to increasing levels of localisation in their supply chain.

4.5.5) Press Releases

The following were issued between January and March 2019:

No	Date	Release/Commission	Title
1	16 January	Press release	Proudly SA kicks off 2019 with 2 East London Forums
2	05 February	Business Report column	Retail sales slump
3	12 February	Press Release	8 th annual Buy Local Summit & Expo to be biggest yet
4	12 February	Business Report Column	Launch of 8 th annual Buy Local Summit & Expo
5	14 February	Press Release	Valentine's Day with Mango Airlines
6	19 February	Business Report Column	Load shedding opens the doors for imports to flood the local market
7	25 February	Press Release	Proudly SA calls political parties to account for localisation policies ahead of the election
8	26 February	Business Report column	Party manifestos and local procurement
9	February edition	Leadership magazine	Q&A with Eustace Mashimbye
10	February/March/April edition	SA Business Integrator	Foreword by Eustace Mashimbye
11	February	GCIS commission	Q&A with CEO
12	05 March	Business Report column	Strategic sourcing is critical in government procurement
13	05 March	Press release	Programme highlights of 8 th annual Buy Local Summit & Expo
14	11 March	Media Advisory	Buy Local Summit & Expo
15	12 March	Business Report column	Localisation through investment led re-industrialisation

4.5.6) 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 and the PR officer had both formal and informal meetings, networking sessions and/or direct and indirect interactions with members of the media and/or advertising officials from the following media platforms (among others).

BROADCASTING	PRINT	ONLINE
<ul style="list-style-type: none"> • 702 • Cape Talk • CCFM (Cape Community Radio) • CGTN News • Channel Africa • ENCA • Gau TV • Good Hope FM • Hot 91.9 FM • Jozi FM • Kaya FM 95.9 • Lesedi FM • Metro FM • OFM • Power FM • Radio 2000 • Radio KC • Radio Overberg • SABC 2 • SABC News • SAFM • Tru FM • Unisa FM • Whale Coast FM 	<ul style="list-style-type: none"> • African Decisions • Atlantic Sun • Business Report (Cape Times) • Business Report (Pretoria News) • Business Report (The Mercury) • Business Report (The Star) • Cape Argus (AM Edition) • Cape Argus (Late Final) • Cape Times (First Edition) • CEO • Daily Dispatch (Final Edition) • Daily Dispatch (First Edition) • Drum • Engineering News • Entrepreneur • Farmer`s Weekly • Get It (Bloemfontein) • GO! & Express • Government Publications: Vuk`Uzenzele • Hoëvelder/Highvelder • Landbouweekblad • Leadership, Focus • News Horn Bohlabela • News Horn Mbombela & Swaziland • Nix Matters 	<ul style="list-style-type: none"> • 702 • African Daily Voice • African Decisions • All Events.in • All4Women • AllAfrica • Amplifier • APO Group (Africa Newsroom) • Atlantic Sun • BizNis Africa • Blue Cube Media • Border-Kei Chamber of Business • Brand South Africa • BRICS Journal • Business Insider South Africa • Cape Talk • Cape Town Live • Channel Africa • City Press • Destiny Connect • Destiny Man • Egoli Jozi News • Engineering News • Enterprise Africa • Farmer`s Weekly • Find All News (8) • Herald Live • Hoëvelder/Highvelder • Ima Media Com • IOL (10) • Leadership • Lephale Express • Mark Lives! • Media Update • Metros Press

BROADCASTING	PRINT	ONLINE
	<ul style="list-style-type: none"> • Northern News (Goodwood/ Parow) • Plainsman • Pretoria News • SA Electrical Contractor • Sandton Chronicle • Sawubona • South African Business Integrator • Sowetan (Early Edition) • Sowetan (Early Edition), Job Market • Sowetan (Free State) • Sowetan (Free State), Job Market • Sowetan (KZN) • Sowetan (KZN), Job Market • Sowetan (Late Final) • Sowetan (Late Final), Job Market • Sunday Times (Express Edition), Lifestyle Magazine • Sunday Times (Gauteng) • Sunday Times (KZN) • Sunday Times (Western Cape) • Table Talk • The Herald (Zimbabwe), Business • The Mercury (First Edition) • The Mercury, Network • The Star • The Star (Country Edition) • Trader's Friend (Independent Retailers and Wholesalers) • You 	<ul style="list-style-type: none"> • Moneyweb • My PE News • My PR • Northern News (Bellville/ Durbanville) • Northern News (Goodwood/ Parow) • Northern News (Kuil's River/ Brackenfell/ Kraaifontein) • Now in SA • Ozi Africa • Plainsman • Polity • Power FM • Quicket • Randburg Chamber of Commerce & Industry • SA Manufacturing • SABC News • Sandton Chronicle • Sasol • Show Me South Africa • South Africa Today • South African Government News Agency • Sowetan Live • Stream Africa • Tabletalk • The Citizen • The Presidency of the Republic of South Africa • Through my Wineglass • Trans Africa Radio • Travel & Things • Vuk'uzenzele

4.5.7) Social Media

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

	07 Jan 2019	07 Feb 2019	07 Mar 2019
Facebook Likes	14 922	15 010	15 085
Facebook Follows	14 904	14 992	15 070
Twitter	159 459	160 697	160 851
Instagram	2 933	2 975	3 043
LinkedIn	340	363	397

Our social media platforms continue to grow across all platforms, and we are excited to be allocated a social media budget which will see the Campaign embrace the 4th Industrial Revolution and use innovative, modern methods to both measure and increase our impact and effectiveness on these platforms.



4.6) Presentations

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

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

DATE	EVENT	VENUE
29 January 2019	Public Sector Procurement Forum	East London
30 January 2019	Business Forum	East London
5 February 2019	FASA Presentation	Sandton
12 February 2019	Buy Local Summit and Expo Launch	Newtown
28 February 2019	Political Forum (Sector Specific)	Cape Town
15 March 2019	Economic Policy Dialogue	DBSA
19 March 2019	North West Public Sector Procurement Forum	Klerksdorp
27 March 2019	NEDLAC TIC Presentation	Rosebank

BRAND MANAGEMENT

During the quarter in review we looked at public perceptions of our brand, using the information bet-ter to tailor our advertising appeal to specific audiences. The advertising and branding for the quarter was aimed at promoting and advertising the 8th annual Buy Local Summit and Expo 2019, our flagship event.

Our messaging of We Buy Local continued from the preceding months, celebrating the brand and the people who buy local and generating a feel-good factor for buying locally. We included images of the people who celebrate local goods and services and the country as a whole. The images depicted on the branding showcased relatable images of South Africa as well as depicted the activities of the campaign, taking a journey and using pictures to say a thousand words. IN this way we reach the consumer making the activities and message of the campaign relatable.

Using digital marketing for the Buy Local Summit & Expo, we reached the maximum identified and targeted audience in short timelines with maximum impact. The digital campaign was supported by Google Analytics as well as social media promoting and driving attendance numbers to the event.

Street Pole Advertising



BUY LOCAL SUMMIT & EXPO BRANDING



VISUAL 2

Proudly South African @ Buy Local Summit 2019
SCC, 12-13 March


Print Advertising



A vertical poster for the 'We Buy Local Summit & Expo'. At the top is a circular logo with a stylized 'V' shape in red, green, and yellow, set against a blue background. Below the logo, the text 'We buy local' is written in a white, cursive font. The main text on the poster reads: 'JOIN US AT THE PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT & EXPO 12-13 MARCH 2019 SANDTON CONVENTION CENTRE'. At the bottom, it says 'Register at: www.buylocalsummit.co.za'. A row of logos for sponsors like SAB, Coca-Cola, Edcon, Sasol, and others is at the very bottom. A yellow box on the right side of the poster contains the text 'Mango Juice Magazine'.

Mango Juice Magazine

Co-Branding Print Ads



An advertisement for Edgars featuring a woman in a colorful, patterned outfit posing against a background of concentric red and white squares. The text 'OWN THE LOOK' is prominently displayed in large, bold, black letters. At the bottom left is the 'We Buy Local' logo and the text 'SHOP MORE LOOKS ONLINE AND IN-STORE'. At the bottom right is the 'EDGARS' logo with a red square.



An advertisement for the BMW X3 showing a blue SUV driving on a road. The BMW logo is in the top right corner. The text '[LIVING] X' is written in large white letters, with 'THE LOCALLY BUILT BMW X3.' underneath. The website 'bmw3.co.za' is at the bottom right.



The emphasis in the run up to the event was placed on social media with its power to target and reach a high number of diverse audiences on the different platforms, from a business focus on LinkedIn to a more dynamic reach on Twitter. To replace traditional print platforms, we generated specific content for our own use and provided speakers and presenters with e-cards that they could also post on their own pages to generate interest in the event.

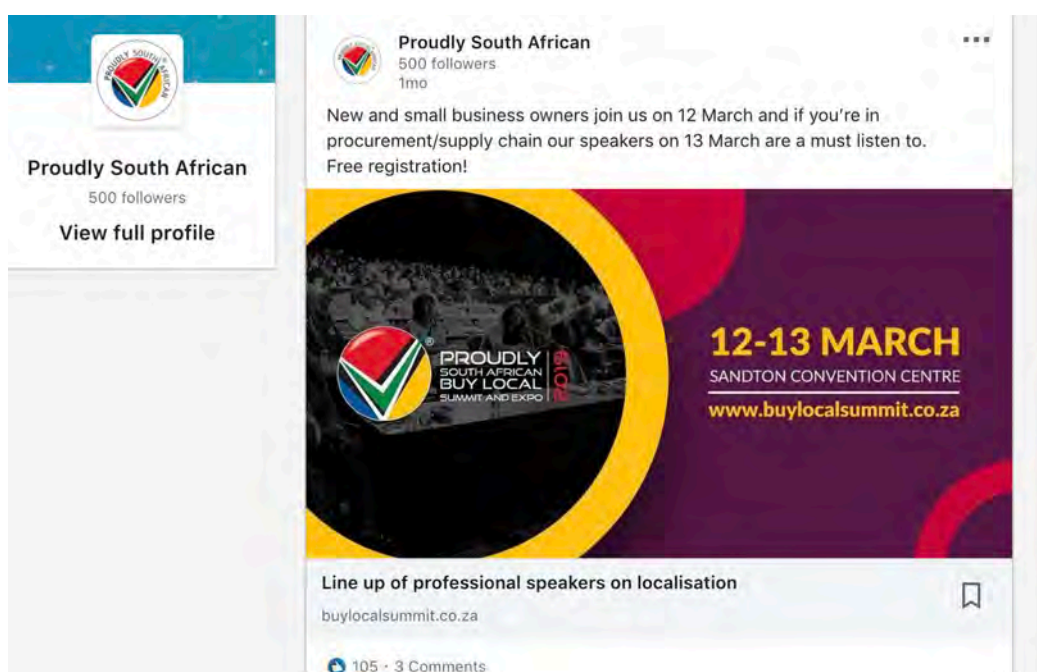
As a result, we saw a kaleidoscope of interactions and posts on social media from exhibitors, speakers and delegates alike. Once again, we experimented with paid-for social media and this year adding the use of “influencers” to help drive the Buy Local message.

Promoted tweets, posts on Facebook and Linked In

DIGITAL ADVERTISING

In addition to our usual efforts to promote the event, this year, we procured the services of known influencers to help drive up the registration numbers ahead of the event. We updated social media pages with the new event look and feel and even got the hashtag #BuyLocalSummit2019 to trend.





Facebook: Traffic - This campaign has performed well and achieved its objective. The total number of impressions was 1.72 mil with the total number of link clicks at 1 452, making the average link click rate of the campaign 0.08%. The average CPM for the duration of the campaign was R14.85. Throughout the lifetime of the campaign, the total number of post engagement was 1 624. Compared to the brand's previous campaign this was a decrease however this is likely related to the Buy Local Summit 2019 campaign's duration being 10 days.

Twitter: Awareness - As with the Facebook campaign, the twitter campaign has performed well and delivered on its objective. The campaign accumulated 397 185 impressions and 3 594 tweet engagements with an average engagement rate of 0.90%. The average CPM on twitter was R37.65.

LinkedIn: Awareness - The campaign accumulated 20 574 impressions and 610 total engagements with an average engagement rate of 2.96%. The average CPM on LinkedIn was R943.74. This platform has far fewer active users than Facebook and Twitter, therefore costs are higher. LinkedIn is, therefore, more of a strategic choice as it targets specific professionals.

Social Media Advertising



Delivery		Performance		Spend	
Impressions	Engagements	Engagement Rate	Cost	CPM	
397,185	3,594	0.90%	R14,988.97	R37.74	

Date	Impressions	Engagements	Engagement Rate	Cost	CPM
7 Mar 2019	71,425	580	0.79%	R2,500	339.97
8 Mar 2019	67,874	130	0.19%	R2,100	296.85
9 Mar 2019	65,254	528	0.81%	R2,500	338.25
10 Mar 2019	65,491	543	0.83%	R2,500	338.27
11 Mar 2019	67,316	351	1.06%	R2,500	372.14
12 Mar 2019	68,773	227	1.00%	R2,488.97	361.05



Delivery		Performance		Spend	
Impressions	Clicks	Link clicks	Cost	CPM	
1,721,963	3,035	1,452	R25,570.06	R14.85	

Date	Impressions	Clicks	Link clicks	CPM	CPM
5 Mar 2019	152,746	226	102	R13.88	R2,128.46
7 Mar 2019	225,612	289	284	R14.58	15,436.57
8 Mar 2019	232,028	412	201	R15.64	R1,029.00
9 Mar 2019	374,335	482	276	R17.78	R4,708.11
10 Mar 2019	3,5024	583	285	R14.50	R4,612.8
11 Mar 2019	326,732	501	249	R13.97	R4,214.48
12 Mar 2019	150,114	293	114	R14.92	R2,301.26
13 Mar 2019	45,854	68	27	R13.95	379.08



Delivery		Performance		Spend	
Impressions	Engagements	Engagement Rate	Cost	CPM	
20,574	610	2.96%	R19,416.46	R943.74	

Date	Impressions	Engagements	Engagement Rate	CPM	Cost
8 Mar 2019	2,817	86	3.05%	R1,355.00	R1,912.91
9 Mar 2019	5,292	125	2.36%	R1,217.00	R1,616.00
10 Mar 2019	4,151	120	2.92%	R925.12	R3,758.17
11 Mar 2019	4,822	119	2.49%	R827.27	R1,682.57
12 Mar 2019	5,031	146	2.90%	R950.00	R1,966.17
13 Mar 2019	0	0	0	0	0

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January to 31 March 2019) - Performance against the Annual Performance Plan targets for the quarter

Strategic objective/outcome				
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 behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above-the-line campaign, i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	*Above-the-line – Buy Local (Buy Back SA /Meet the Locals) activism campaign reaching at least 20 million consumers	*Reach 5 million consumers during each quarter	*Buy Local Summit & Expo advertising campaigns reach exceeded 5 million consumers cumulatively – through TV, Radio, Outdoor and print exposure, including SABC, eNCA and various Radio platforms
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products and educate consumers on the importance of buying local through: *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities;	*PR & Below the Line Activities reaching at least 10 million consumers per annum;	*Reach 3 million consumers during Quarter 4	*Reach exceeded 3 Million consumers through Media24 monthly advertorials, Business report weekly column, social media presence, billboards, Valentines activation in collaboration with Mango. *Consumer Activation held -Valentine’s Activation
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	*Roadshows in at least 6 provinces annually	*No roadshows were planned for Quarter 4	

Strategic objective/outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
	*Youth targeted Campaign, incl. university radio stations and other youth targeted initiatives	*Participation in youth targeted activities reaching at least 750k youth *8 x Campus Radio interviews/competitions or advertising campaigns per annum	*No youth activities were planned for Q4 *2 campaigns were planned per quarter	*Buy Local Summit & Expo PR and media activities included youth targeted Radio stations *No campus radio activities rolled out	The annual target was not achieved, however the youth targeted Radio activities helped reach the youth constituency *No campus radio activities done due to budget constraints with the focus rather on youth radio stations reaching all youth in those areas
	*Proudly SA Events/Exhibitions/Expos/Village s at trade expos; *Increased awareness of the buy-local message in support of Heritage Day/Week/Month *Proudly SA CSI projects	*Participation in at least 8 major trade expos per annum; *Roll out of at least 3 major Proudly SA month activities per annum *At least 2 CSI projects per annum	*At least 2 major expos per quarter *No Proudly SA week activities planned for Q4 *No CSI activities planned for Q4	*Participated in the Meetings Africa & hosted the Buy Local Summit & Expo. *Proudly SA Week was hosted in Q3 *No activity planned for this quarter.	
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 Adverts, TV Blurps, Print Banners, Street Posters, Social Media Campaigns, Proudly SA Website. *Introduction of Eco-labelling in specific sectors (partnership with UNOPS)	Above the line – Buy Local (Buy Back SA) Activism Campaign reaching at least 20 million consumers; *Promotion of Eco-labelled local products in the agricultural sector in 3 provinces	*Reach 5 million consumers during each quarter	*Buy Local Summit & Expo advertising campaigns reach exceeded 5 million consumers cumulatively – through TV, Radio, Outdoor and print exposure, including SABC, eNCA and various Radio platforms *No Eco-labelling activities done for the quarter	Project concluded and to be revisited in the new financial year

Strategic objective/outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<p>Educational roadshows</p> <p>Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <ul style="list-style-type: none"> *Presentation to SOEPPF (State Owned Enterprises Procurement Forum) per annum *Partnership with the dti, EDD, National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector *National, provincial and local departments visits – engagement with procurement officers *Presentation at SALGA *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 	<ul style="list-style-type: none"> *At least 1 presentation to SOEPPF per annum *Presentation at 1 government's SCM forum with Heads of national government departments * Provincial Public Sector forums in at least 9 provinces *Presentation at least 1x SALGA member's forum and/or event; *At least 1 summit to be held per annum *At least 1 Buy Local Expo held per annum 	<ul style="list-style-type: none"> *No activity planned for Q4 *No presentation planned for Q4 * No Provincial Public Sector forum planned for Q4 *No presentation planned for Q4 *Buy Local Summit planned for Q4 *Buy Local Expo planned for Q4 	<ul style="list-style-type: none"> *No presentation made during this quarter *No activity scheduled for the quarter. *2 procurement forums held (NW and EC) *SALGA members from 2 provinces participated in the procurement forums (NW and EC) *The Buy Local Summit took place on the 12&13 March 2019 *The Buy Local Expo took place on the 12&13 March 2019 	<ul style="list-style-type: none"> *SOEPPF members invited and participated at the Buy Local Summit Partnership concluded with NT for Proudly SA to participate in their procurement forums NW forum had previously been postponed from Q3 due to the political instability in the Province.

Strategic objective /outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
	<p>*Sector Specific Workshops</p> <p>*Business Forums with dti and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*SA Premier Business Awards aimed at rewarding SA companies that achieve high levels of excellence in the course of doing business</p>	<p>*3 x sector specific forums per annum</p> <p>*9 business forums per annum</p> <p>* Participation in at least 8 major trade expos per annum</p> <p>* Co-hosting 1x annual SA Premier Business Awards event (as a partner to the dti)</p>	<p>*No sector specific forums scheduled for Q4</p> <p>*No business forums scheduled for Q4</p> <p>*2 trade expos scheduled per quarter</p> <p>*Awards re-scheduled for Q4</p>	<p>Town Hall Debate Political parties procurement Forum hosted</p> <p>*Eastern Cape Business Forum (East London</p> <p>*Participated at the Meetings Africa and hosted the Buy Local Expo.</p> <p>* The SAPBA Awards were incorporated into the Buy Local Summit</p>	
Brand Management Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers;	*Brand or Consumer Research to be undertaken at least once per annum	*No consumer research study planned for Q4	*No research planned for Q4	
Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified	*100% of all identified illegal users sent letters	*All identified irregular users were sent letters – 100%	
		*Annual compliance review of all members	*100% (All) members checked for compliance	*All members contacted as part of the new and renewals membership compliance process – 100%	

Strategic objective/outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
Partnership with enforcement agencies	<p>*To prevent illegal imports, counterfeit products, dumping of unsafe products and under invoiced products through Below and Above the line Anti- piracy and illicit trading campaigns reaching 2 million people per annum;</p> <p>*Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders</p>	<p>*Weekly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally</p> <p>Participation in the Nedlac Task team on Anti-piracy at least twice per annum</p>	<p>*Monitoring of the use of logo and phrase done illegally – 100% contact with all identified companies</p> <p>*No activity planned for Q4</p>	<p>*Monitoring done by Adams and Adams weekly – 100%</p> <p>*Participated in the Nedlac TIC task team meetings dealing with unfair trade, incl. illicit trade and illegal imports</p>	
Growing the database of South African supplier products and services for local procurement	<p>*Promotion of Database - NATIONAL CAMPAIGN to grow the number of companies registering on the database.</p> <p>*Call to Action campaigns (Above and Below the line campaigns) reaching businesses.</p> <p>*Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.</p>	<p>*500 new products and/or services registered</p>	<p>*100 new products and/or services registered for Q4</p>	<p>*265 new products and/or services registered</p>	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products		<p>*Promotion of database to at least 9 provincial public-sector forums</p>	<p>*No provincial public-sector forums planned for Q4</p>	<p>*2 procurement forums held (NW and EC)</p>	<p>*The NW forum had been postponed from Q3 due to the political instability in the Province.</p>

Strategic objective/outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
Strengthening Media relations, PR and social media		*Promotion of database to at least 9 provincial business forums	*No provincial business forums planned for Q4	*1 Business forum held in Eastern Cape	
		*Promotion of database to at least 2 business associations or chambers	*No workshop with a business association or chamber planned for Q4	*Presentation to the Franchise Association of South Africa (FASA)	
	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders	*100% of Daily monitoring through Newsclip of all coverage on Proudly SA	*Weekly column in the Business Day newspaper, Media24 monthly advertorial, Media Releases, Radio interviews.	
	* Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	*Press releases At least 24 press releases per annum	*6 press releases issued per quarter	*15 press releases issued Refer to S4.5.5 of the detailed report	
	*Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media through media breakfasts/lunches & media meetings hosted by the CEO, Chairperson, board or the PR Manager	*Media engagement *At least 16x individual media engagements per annum * At least 2 x Media meet & greet networking sessions per annum	*4 media /editor's meetings per quarter One (1) media meet & greet networking session planned for Q4	*More than 20 media engagements - Refer to S4.5.5 of the detailed report *Buy Local Summit & Expo media launch hosted	

Strategic objective /outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
	*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns	* Social Media activities daily	*Daily updates on Twitter, Facebook and Instagram done	*Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 160,851 followers and Facebook has more than 15,070 followers & Instagram has more than 3,043 followers	
	*Increase following on social media platforms and increase in publicity *Major PR activation to increase awareness about the campaign and the "Buy Local" campaign	*Increase following on all social media platforms by 5% per annum *Valentine's Day activation 1 per year on Valentine's day	Increase following on all social media platforms by 5% per quarter *This activation is scheduled to take place during Q4 (Feb '19)	*on average in excess of 5% for Q4 *Activation took place with Mango on 14 November 2018	
Retention and Recruitment Members	Number of members recruited and retained	*Recruit at least 200 new members for the year *Retain at least 80% of all members due for renewal for the year	*50 new members recruited during the quarter *80% of all members due for renewal renewed membership	*52 new fully paid up members recruited *59% of all members due for renewal, renewed their membership	An upgrade of the SAP CRM system used for invoicing renewals caused integration problems which resulted in some members being invoiced late in the quarter
Financial Management: Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2017/18 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions during each quarter	*All financial transactions correctly and accurately processed during Q4	

Strategic objective / outcome					
Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance	
Risk Management	Approved annual strategic risk register and quarterly risk management reports	100% compliance	100% compliance	Risk Register finalized and updated for the quarter	
Human Resources Management: Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*100% alignment of organogram to the strategy in every quarter	*Organogram fully aligned (100%) to the strategy	
Performance Management	*Percentage of critical positions filled Performance management system to set and evaluate performance targets and levels every 4 months	*All (100%) critical positions filled at all times Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2017 to July 2018. Performance across all departments is not lesser than 70%	*All (100%) critical positions filled during the quarter 100% compliance	*All critical positions filled during the quarter 100% compliance	
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Migrate to ISO9001 of 2015 Standard and monitor continued compliance to the requirements	100% compliance	100% compliance	
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements	100% compliance	100% compliance	

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	49	Accounting Authority	In terms of section 49(3) the relevant treasury, in exceptional circumstances, may approve that a functionary other than the board or CEO be the AA of the public entity. In this regard, has the Auditor-General been informed in writing of any such approval or instruction?			X	The Board is the Accounting Authority of Proudly SA
2.	TR 27.3.1	Chief Financial Officer	In the case of a 3A or 3C public entity, has a chief financial officer been appointed to head the finance division?	X			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 and complies with the provisions of sections 76 and 77
	TR 27.1.1		Is the audit committee a sub-committee of the accounting authority?	X			The audit committee is a sub-committee of the Board
	77(a)		Does the audit committee consist of at least 3 persons?	X			The audit committee has at least 4 members
	77(b)		Does the audit committee meet at least twice a year?	X			The committee meets at least twice a year annually and met 3 times in the previous financial year
	TR 27.1.6		Does the audit committee operate in terms of written terms of reference?	X			There are approved terms of reference for the Audit and Risk committee
	TR 27.1.6		Are the terms of reference reviewed at least annually to ensure its relevance?	X			The terms of reference are reviewed by the Audit committee annually

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	27.1.8		<p>Does the audit committee review the following:</p> <ul style="list-style-type: none"> • The effectiveness of internal control systems; • The effectiveness of internal audit; • The risk areas of the entity's operations to be covered in the scope of internal and external audits • The adequacy, reliability and accuracy of financial information provided to management and other users of such information • Any accounting and auditing concerns identified as a result of internal and external audits • The entity's compliance with legal and regulatory provisions • The activities of the internal audit function, including its annual work programme, coordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and • Where relevant, the independence and objectivity of the external auditors. 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>			The Audit Committee considers and approves the Audit plans of both the outsourced Internal and External Audit functions which detail all the information referred to herein, as well as all the findings and recommendations of the auditors in respect of this
	TR 27.1.10(a)		Does the audit committee report and make recommendations to the accounting authority?	X			The Audit committee does report and make recommendations to the Board on a quarterly basis
	TR 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	X			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X X X			<ul style="list-style-type: none"> Risk Assessment is done annually and the Risk Register is updated annually and reviewed quarterly The company has a Risk Management Strategy and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	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 is 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, including tabling their quarterly progress against the approved audit plan</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 annual internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
5.	51(e)	Financial Misconduct	<p>Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has:</p> <ul style="list-style-type: none"> • 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
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		<p>Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing:</p> <ul style="list-style-type: none"> • The outcome of any disciplinary hearings and/or criminal charges; • The names and ranks of employees involved; and • The sanctions and any further actions taken against these employees. 			X	The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee).

PFMA for Public Entities: Planning and Budgeting

NO.	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	52 Annual budget, corporate plan and shareholders 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 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 X X X X X X			<ul style="list-style-type: none"> • The approved strategic plan and business plan has been submitted to the dti as the Executive Authority • This is built into the approved strategic plan • Risk Management plan exists • Fraud prevention plan approved • Materiality is determined prior to and during external audits • This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority
	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 X			<p>A memorandum of Association (MoA) has been concluded and signed with the dti</p> <p>The draft MoA does detail the key performance measures and the indicators to be attained</p>

NO.	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
2.	Annual budgets by non-business Schedule 3 public entities	Did the accounting authority submit a budget to the executive authority for his or her approval at least six months prior to the start of the financial year of the department designated by the executive authority?	X			Specific to Schedule 3 non business entities, however Proudly SA does submit its budget to the dti as required as per the MoA
		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 MoA
		Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury?		X		Specific to Schedule 3 non business entities and not applicable to Proudly SA however, Proudly SA does not budget for a deficit
	TR 30.1.1	Did the accounting authority submit a proposed strategic plan to the executive authority for his or her approval at least six months before the start of the financial year of the department designated by the executive authority?			X	Specific to Schedule 3 non business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA
	TR 30.1.2	Was the final strategic plan submitted to the executive authority before 1 April?			X	Final strategic plan submitted as per requirements contained in the MoA
	TR 30.1.3	Does the strategic plan: <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. Is the strategic plan updated on an annual basis?	X X X X X X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations

PFMA for Public Entities: Management of Working Capital

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	38(1)(j)		Has the public entity submitted a written assurance to the transferring department to the effect that the entity has and maintains effective, efficient and transparent financial management and internal control systems?	X			A written assurance is submitted to the dti in the form of a letter confirming compliance with Section 38(1)(j) of the PFMA on a quarterly basis
	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	<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 and has been approved by the Board</p> <p>There are currently no major capital projects</p>

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.1.3 TR 29.1.6		Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only) If a borrowing programme was submitted, did it include?			X	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
			• The terms and conditions on which the money was borrowed?			X	
			• Information on proposed domestic borrowing;			X	
			• Information on proposed foreign borrowing (national entities)			X	
			• Short and long term borrowing;			X	
			• Borrowing in relation to a pre-approved corporate plan			X	
			• The maturity profile of the debt;			X	
			• The confirmation of compliance with existing and proposed loan covenants;			X	
			• Debts guaranteed by the government;			X	
			• Motivations for government guarantees, if required; and			X	
			• The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established.			X	
	TR 32.1.1		Did the public entity borrow money for bridging purposes? if yes: • Was approval obtained from the Minister of Finance? • Was the debt repaid within 30 days from the end of the financial year?		X		No money borrowed by the campaign for any purposes, including for bridging purposes
						X	
						X	

PFMA for Public Entities: Reporting

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

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

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

PFMA for Public Entities: Cash Management, Banking and Investment

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			<ul style="list-style-type: none"> • Taking any other action that avoids locking up money unnecessarily and inefficiently, such as managing inventories to the optimum level for efficient and effective programme delivery, and selling surplus or under-utilized assets; • Performing bank reconciliations at least weekly; • Making regular cash forecasts; and • Alignment of the approved budget with monthly cash flows; • Variance analyses of actual cash flow with the approved budget 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>			
2.	TR 312.1	Banking	Does the public entity submit a list of all its banking accounts to the National Treasury by 31 May of each year?			X	The campaign submits its list of bank accounts to the dti as per the MoA
3.	TR 313.1 TR 313.2	Investment	<p>Does the public entity have an investment policy?</p> <p>If yes to the above, does the investment policy include the:</p> <ul style="list-style-type: none"> • selection of counter-parties through credit risk analyses; • establishment of investment limits per institution; • establishment of investment limits per investment instrument; • monitoring of investments against limits; • reassessment of investment policies on a regular basis; • reassessment of counter-party credit risk based on credit ratings; and • reassessment of investment instruments based on liquidity requirements. 			X	The Proudly SA campaign does not have enough long term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept.

PROGRESS ON ACTIONS IN THE RISK REGISTER

As at 31 March 2019

Risk No.	Objective (Strategic/Operational)	Risk Category	Risk Description	Impact	Likelihood	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Risk owner	Actions to improve management of the risk	Action owner	Time Frame	
	<p>Educate consumers on the importance of buying local- Influencing 'Buy Local' purchase behaviour</p> <p>Promoting the country of origin label to improve fair and legal trade</p>	Strategic Risk	Insufficient financial resources to roll out consumer education and awareness campaigns to reach wider scale of the market	Major	Common	High	Sponsorship and strategic partnerships to implement to consumer education	Good	Medium	CFO/MANCO	Revenue generation strategy to be implemented	CFO/MANCO	Ongoing	
			Effectiveness of the current campaigns and lack of measurement thereof	Moderate	Moderate	Medium	Improved value proposition to attract high value members	Good	Low	Executive Manager: Marketing & Comms	Stakeholder engagement			31 March 2019
			Insufficient products available to consumers at point of sale	Major	Likely	High	Dipsstick surveys; Post event surveys; Debriefs; Lessons learnt	Satisfactory	Medium	Executive Manager: Membership, Legal & Compliance				
	<p>Growing the database of South African supplier products and services for local procurement</p>	Strategic Risk	Lack of segmentation of the target market and content of the material presented	Moderate	Moderate	Medium	Segmentation of public and private sectors & consumers	Very good	Low	MANCO	Integration with National Treasury's CSD	Executive Manager: Membership, Legal & Compliance		31 March 2019
			Insufficient manufacturing major players coming on board and not all sectors are covered	Major	Likely	High	Focused membership/recruitment drive; Improved value proposition to attract high value members	Satisfactory	Medium	Executive Manager: Membership, Legal & Compliance; Executive Manager HR & Administration		Maintaining current efforts (clothing retail) and increasing focus on the FMCG	Executive Manager: Membership, Legal & Compliance; Executive Manager HR & Administration	

Risk No	Objective (Strategic/Operational)	Risk Category	Risk Description	Impact	Likelihood	Inherent risk	Current controls	Perceived control effectiveness	Residual risk	Risk owner	Actions to improve management of the risk	Action owner	Time Frame
			Imminent POPI Act	Moderate	Moderate	3	9	Satisfactory	Low	Executive Manager: Membership, Legal & Compliance; Executive Manager HR & Administration	Monitoring the regulation/compliance Creating internal capacity within the organisation	Executive Manager: Membership, Legal & Compliance; Executive Manager HR & Administration	31 March 2019
			Business Continuity	Major	Moderate	3	12	Satisfactory	Medium	CEO	Disaster recovery site to be identified and secured	CEO	31 March 2019
		High-level Operational Risks	Fraud & corruption	Major	Moderate	3	12	Satisfactory	Medium	CFO/CEO			Ongoing
			Lack of IT capacity and intelligence	Moderate	Moderate	3	9	Satisfactory	Low	CEO	Form smart partnerships with stakeholders	CEO	Ongoing

PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN

No.	Finding	Corrective Action (Plan)	Status
1.	Completeness of operating expense as invoice not recorded on the general ledger	AFS were adjusted accordingly. Management will ensure that all invoices are recorded in the accounting records on the accrual basis	Completed
2.	Invoice recorded in the incorrect accounting period	AFS were adjusted accordingly. Management will ensure that all transactions are recorded in the correct financial period, and that adequate internal control processes are put in place to identify such transactions.	Completed
3.	Supplier invoiced Proudly SA amount higher than the signed trade exchange agreement	AFS were adjusted accordingly. Management will ensure that supporting documents are reviewed against invoices supplied for payment before being processed.	Completed
4.	Accuracy of leave days used to accrue for leave pay	Management will ensure that a regular reconciliation is performed between the leave schedule and leave forms and the accrual calculation is accurate and complete.	Completed
5.	Reassessment of useful lives incorrectly calculated	AFS were adjusted accordingly	Completed
6.	Assets not tagged on the fixed asset register	All identifiable items will be tagged	Completed
7.	Minutes of meeting not signed by the respective chairpersons	Minutes have since been signed. The Board secretariat will ensure that all minutes of meeting are signed by the respective chairpersons	Completed
8.	Duplicate invoices recorded in the general ledger	AFS were adjusted accordingly	Completed
9.	Incorrect aging of the creditors balances as payments are incorrectly allocated	This is SAP problem and the SAP service provider has been advised of the problem and they are in the process of resolving the problem	In progress
10.	Balance as per the creditor's statements does not agree to the age analysis	Additional information was provided to the auditors to resolve this finding. Management will ensure that creditors' reconciliations are performed on a regular basis and all variances are immediately resolved	Completed
11.	Incorrect apportionment of revenue received in the current year and revenue received in advance	AFS were adjusted accordingly AND a process was developed and implemented to address the audit finding	Completed
12.	No Sponsorship agreements in place for revenue received	Contracts will be signed between Proudly SA and sponsors	Completed

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 4 – 1 January to 31 March 2019)

Description of item	Budget for the quarter (Q4) Rands	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 March 2019) Rands	YTD Variance (31 March 2019) Rands
INCOME								
Membership Fees	800,001	691,964	(108,037)	(14%)	Inclusive of Trade exchanges	3,200,000	3,800,787	600,787
Grant – the dti	6,739,000	6,734,000	(5,000)	(0.07%)		34,739,000	35,734,000	995 000
Project based funding - UNOPS	0	0	0	0%	Payment was due in 2017/18	0	493,420	493,420
Sponsorship	7,200 000	5,656,522	(1,543,478)	(21%)	Various sponsors for Buy Local Summit & Expo did not honour their 'pledges'	9,700,000	7,152,122	(2,547,878)
Other Income	0	71,582	71,582	100%	Interest income & sale of promotional items	0	182,755	182,755
Total Income	14,739,001	13,154,068	(1,584,933)	(11%)		47,639,000	47,363,083	(275,916)
EXPENDITURE								
HR and Staffing costs	4,929,715	5,042,181	(112,467)	(2%)	Medical aid inflation higher than budgeted	20,963,858	21,006,073	(42,215)
Administrative costs	1,694,661	1,524,279	170,382	10%	Cost containment coupled with timing nature of certain cost elements	6,261,143	4,965,055	1,296,088
Membership costs	114,443	33,270	81,173	71%	Cost cutting exercise undertaken	457,773	202,207	255,566
Marketing costs	10,309,093	10,433,284	(124,191)	(1%)	Timing nature of certain cost elements	18,732,426	18,791,295	(58,869)
Capital Expenditure & IT	166,950	381,082	(214,132)	(128%)	Timing nature of certain cost elements	1,223,800	1,189,536	34,264
Total Expenditure	17,214,862	17,414,097	(199,235)	(1%)		47,639,000	45,154,165	1,484,836