

QUARTERLY REPORT

1 JANUARY - 31 MARCH 2021

Quarter 4

2020/21 Financial Year



PROUDLY
SOUTH AFRICAN





PROUDLY SOUTH AFRICAN
Quarterly Report for Q4 (1 January to 31 March 2021)

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: ___/___/2021	Rank: Chairperson	Date: ___/___/2021

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ACRONYMS

The following are definitions of the acronyms used in the report

Accord	The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020.
APP	Annual Performance Plan.
Brand SA	Brand South Africa, an agency of the government of the Republic of South Africa whose objective it is to market South Africa as a foreign investment destination.
CGCSA	Consumer Goods Council of South Africa
COIDA	The Compensation for Occupational Injuries and Diseases
CPO	Chief Procurement Officer.
CIPC	Companies Intellectual Property Commission.
COTII	Council of Trade and Industry Institutions.
CSI	Corporate Social Investment.
EDD	Economic Development Department, a national government department in the Republic of South Africa.
FINCO	Finance and Procurement committee
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
R-CTFL	Retail-Clothing Textiles, Footwear and Leather industry (masterplan)
SALGA	South African Local Government Association.
SABS	The South African Bureau of Standards
SAPBA	South African Premier Business Awards.
SODA	The Schedule of Delegated Authority
SOEPF	State Owned Enterprises Procurement Forum
the dtic	Department of Trade and Industry, a national government department in the Republic of South Africa.
The Summit	The Local Procurement Summit & Expo.

EXECUTIVE SUMMARY

This report covers the period 1 January – 31 March 2021 and focuses on various highlights during the period:

The 4th quarter of the year always has the annual Buy Local Summit and Expo as its main focus and highlight. A full report on the different elements is given in the events section, but we should make mention of the partners that, under constrained financial circumstances, were able to support the project with financial contributions. We thank SA Breweries, the SA Tobacco Transformation Alliance, merSETA, SEDA and The Department of Trade, Industry and Competition, The Department of Small Business Development, as well as the many member companies that supplied prizes and products for our competitions and activations.

We continued to drive our message with everyday consumers, using our three lifestyle Buy Local Summit activations during the Summit as well as partnering with kulula.com for our annual Valentine's Day activation.

As part of our work with the Local Manufacturing Partnership, we extended our existing Covid-19 procurement portals and launched additional portals for medical textiles and PPE (incorporating medical masks, face shields, medical gowns, aprons and gloves) as well as working on a furniture portal that will be launched in the first quarter of the new fiscal year.

Proudly South African's involvement with the Localisation Technical Working Committee with BUSA, BLSA, CGCSA, NBI, MC and SABS, forms an important part of our work in driving local procurement in the private sector. In partnership with the dtic, localisation champions have been identified for spearheading the process of driving import replacement for at least 42 items identified for this purpose, in a process led by Minister Patel and his team.

To further underpin our work with corporate South Africa, we continued with our engagement with industry bodies in an effort to secure both industry-level and individual corporate commitments, including amongst others the Minerals Council representing the mining houses and the Banking Association of SA which represents banking institutions in the country.

Our tender monitoring system plays an important

role in the tracking of compliance levels for tenders issued in the public sector for designated items, including for PPE, and we are working to bring those levels of compliance up, using as one of our tools, Public Sector Procurement forums, which resumed (virtually) during the quarter under review and for which we partner with the MECs for Treasury/Finance in the provinces.

As outlined in the events section of this report, we successfully hosted a number of webinars addressing different needs in different sectors, in a quest to remain relevant and visible to as many sectors and as wide an audience as possible. As part of the newly concluded partnership with SEDA, we participated in and presented at their series of webinars, including their sector specific events.

The sector specific Master Plans inform much of the work we are doing in the respective sectors and we provide support aimed at driving up demand for locally made products in the following sectoral Master Plans: Sugar, R-CTFL, Poultry and to a certain extent the Automotive industry.

Proudly SA also made contributions to the finalisation and eventual signing of the Master Plan for the furniture industry and we are working on the ongoing processes for the development of the Master Plans for the plastics industry, the small enterprise development as well as the one for creative industries.

Proudly SA also solidified its relationship with SABS by working with the institution on the finalisation of the Local Content Verification Scheme.

On a lighter note, the CEO also hosted one of our Local Friday Instagram live events, in conversation with popular personality, Phat Joe, whilst the CMO hosted a similar chat with another popular personality, Somizi Mhlongo.

In order to build on the work we are doing in support of the creative industry, we concluded a strategic partnership with the Recording Industry of SA (RISA) securing Proudly SA's participation and exposure in the upcoming SA Music Awards, which fits in with our efforts to get consumers to Buy Local, Eat Local, Read Local, Watch Local and Listen to Local.

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 29 March 2021 and considered the following:

- The Board approved the expenses related to the Festive Season Campaign which had been above the CEO's Delegation of Authority.
- The Annual Performance Plan was reviewed and recommendations were made by the Board. The amended version was approved for submission to **the dtic**.
- The outcomes of the Board Strategy Session were tabled at the meeting with clear deliverables for Management to focus on.
- The Budget as recommended by the FINCO was tabled and approved by the Board.
- The Quarterly Report was considered and approved for submission to **the dtic**.
- The list of Membership Fee Discounts was presented and noted by the Board.
- The Board received the report on the Buy Local Summit and Expo and noted it.
- The Board received reports on the meetings held by the Audit and Risk Committee, the Finance and Procurement Committee, the Membership, Marketing and Communications Committee, the HR and Remuneration Committee as well as the Social and Ethics Committee.
- It was agreed that **the dtic** and Proudly SA would meet to discuss the seemingly low levels in compliance to the local content regulations for the procurement of designated items.
- The Board approved the extension of the period applicable to the previously approved temporary amendments to the CEO's delegation of Authority, for an additional 12 months period;
- The Board approved a Code of Conduct for Board Members.
- The Board noted the Management Accounts and Cash Flow.

3.2) Audit and Risk Committee

The members of the Audit and Risk committee held their meeting on 18 March 2021 and the meeting considered the following:

- The Committee reviewed and amended the Terms of Reference of the Committee.
- The Committee approved the External Audit Strategy for 2020/21 including the cost of R195 871.50
- The Committee received Internal Audit Reports on Board Compliance, Performance Information, Financial Discipline, Information Technology, Supply Chain Management and Human Resources and approved the same.
- The remaining Internal Audit Report on Membership, Marketing and Communications was noted.
- The Q4 Risk Management Report and Risk Register were noted.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 26 February 2021 and the meeting considered the following:

- The Committee noted the report on Membership Fee Discounts.
- The Committee perused the sales report from RSA Made.
- The Committee discussed the Budget extensively and suggested amendments. The amended Budget was recommended for approval to the Board.
- The Committee noted the Membership Hit List which would be updated and tabled again to the committee and would then be tabled to the Board.
- The Committee recommended that the Board extend the Temporary amendments to the Schedule of Delegated Authority (SODA)
- The Committee noted that it was a challenge to obtain sponsorship for virtual events and further noted that the online event would result in less expenditure.
- The Committee requested the inclusion of a COVID clause in the rental agreement.
- The Committee noted the Management Accounts and Cash Flow and the savings made.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 23 March 2021 and the meeting considered the following:

- The Committee suggested exploring whether there had been a decrease in imports and a resultant uptake in local products since lockdown.
- The Annual Performance Plan was reviewed and recommended to the Board for approval.
- The Marketing Report which included reports on the Festive Season Campaign as well as PR and Media Engagements, was considered and noted.
- The plan for the virtual Buy Local Summit and Expo was tabled to the Committee.
- The Committee noted with concern the decreasing levels of compliance to the local content regulations for the procurement of designated items by the public sector.
- The Membership Report was noted.
- The Membership Fee Discounts Report was noted and recommended for tabling at the Board.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 15 March 2021 and the meeting considered the following:

- The Committee received reports on the Organogram, Employment Equity, Employee Movements, Training and Staff Performance.
- The HR Work Plan for the year was noted and approved.
- Policy updates were noted and approved.
- The Committee noted that COIDA was now up to date.

3.6) Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 19 March 2021 and the meeting considered the follow:

- The Committee recommended a Draft Code of Conduct for Board Members to the Board for approval.
- The Committee noted the declarations of interests made by the staff and CEO.
- The Committee recommended that Management have a guideline on how to evaluate potential donors.
- The Committee reviewed the Social and Ethics Compliance Checklist.

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 2020/21 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 activities reached more than 1 million consumers through:
 - The Back To School campaign – a joint collaboration with SAFLEC.
 - An extensive digital branding campaign for Proudly SA's 1st Virtual Buy Local Summit & Expo 2021.
 - Utilization of external stakeholder platforms, including Radio
- Below the Line activities reached more than 1 million consumers through:
 - An extensive PR Media Blitz plan in support of Proudly SA's 1st Virtual Buy Local Summit & Expo 2021 including, print exposure as well as TV and Radio interviews
 - Utilisation of all Proudly SA's social media platforms including external stakeholder platforms.
 - Various opinion pieces
- The 9th annual and first virtual Proudly SA Buy Local Summit & Expo took place between 8-10 March and was streamed live from the Sandton Convention Centre.
- Proudly SA hosted one (1) virtual Business Forum with the following theme:
 - Taking care of your employees so they can take care of your business
- Proudly SA hosted four (4) virtual Provincial Public Sector Forums, one each in the following provinces:
 - Limpopo
 - Gauteng
 - Free State
 - Eastern Cape
- Proudly SA is a part of a localisation technical working committee (meeting every week) established in Q4 of 2019/2020 whereby collaborative efforts & focus on local procurement are underway with BUSA (including B4SA), Manufacturing Circle, BLSA, NBI & BBC.
- Proudly SA hosted two (2) online Instagram live sessions for Local Fridays to drive consumer education utilising influential South Africans in different spheres namely Somizi and Phat Joe.
- The organisation had senior representatives make various virtual presentations which included presenting at:
 - The March 2021 Virtual Buy Local Summit; and
 - The Manufacturing Forum, at which Proudly SA partnered with SEDA

- Proudly SA participated in 11 industry stakeholder forums including sugar, tobacco, plastics, downstream steel, tyre, scrap metal, beverage, footwear and leather, alcohol, furniture, clothing and textiles.
- Proudly SA continued with its tender monitoring system where tenders issued in the public sector for designated items (including PPE's) are checked for compliance with local content provisions. 556 tenders/Request For Proposals were identified in Q4 whereas the target was 300.
- Two (2) dipstick surveys were planned and two (2) were undertaken, one for a virtual Business Forum and the other for the Virtual Buy Local Summit.
- The database of locally made products and services grew by an additional 525 new products with the database now having 19 634 products and services.
- Ten (10) media engagements were planned but a total of twenty-five (25) hybrid/online media engagements took place.
- The average increase in following on the five (5) social media platforms was 3.9% and is in excess of the target of 2.0%.
- The target of 70% for membership retention/renewal rate was exceeded as 85% was achieved.
- The CSI activity which was planned for Q3 took place in Q4 – in consultation with the school and based on their needs, books were purchased for Buhlebuzile Secondary School

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 2020/21 financial year, and below are some of the areas where the campaign fell short for the quarter:

- Eight (8) press releases were issued to mainstream media during the quarter, although the target was for nine (9) to be issued for the quarter.
- No member companies have been integrated with National Treasury's CSD as some development work is still required in order for both the CSD and Proudly SA systems to synchronise. Once completed, an MoU to give effect to the integration will be finalised with National Treasury, and it is anticipated that this will be concluded during the first half of the next financial year.
- No industry or corporate localisation commitments were secured/finalised - Awaiting follow up presentations and feedback from the Banking Association of South Africa, SA Petroleum Industry Association and Minerals Council, all of whom we have engaged with a view of securing localisation commitments.
- The target of recruiting 55 new members was not achieved as 51 new members were recruited during the quarter under review. The shortfall was due to late payment by some new members. However, the full year target of 220 new members was exceeded.



MEMBERSHIP REPORT FOR Q4 2020/21

Overview

The Proudly South African membership base is growing at a steady pace with 1,961 companies currently registered as members of the campaign.

In quarter four of 2020/2021, a total of 51 new members were recruited against the target of 55. Members were mostly recruited in the SMME classification, followed by two members from the Diamond category namely, Akacia Medical and Pep Clothing. From the platinum tier, Summerday Investments signed for a two-year membership and Home Concept a Gold member signed up for one year.

Most new members were acquired in Gauteng (at 34) followed by KwaZulu-Natal and Western Cape with six each. The rest of the members came from the North West, Limpopo, and the Eastern Cape. The positive is that membership is not restricted to the 3 major provinces, which is important for reach and growth of the campaign.

The membership target of 220 members for the financial year was achieved and exceeded. The 2020/2021 year saw the campaign end off on 241 new members to the base.

Companies in the manufacturing sector remained the strongest, followed by food services.

Proudly SA's database of local products and services grew by 525 new products and services, well exceeding the target of 125.

The rate of retention of member companies for the current quarter is at 85%. The Buy Local Summit & Expo did contribute positively to the renewal rate as each member had to renew to participate.

The renewals, however, paint a guardedly positive picture, as the membership department remains cautiously optimistic in strategically tackling the losses from the previous quarters that were adversely affected by the COVID-19 pandemic and its restrictions on business.

Quarter 4 Highlights

Membership Base	
As of Q4 2020/2021	1961
New Members	
Target	55
Achievement	51
Renewal Rate	
Target	70%
Achievement	85%
Database of Local Products and Services	
Target	125
Achievement	525
Previous Quarter: Q3 2020/2021	19,109
Current Quarter: Q4 2020/2021	19,634

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

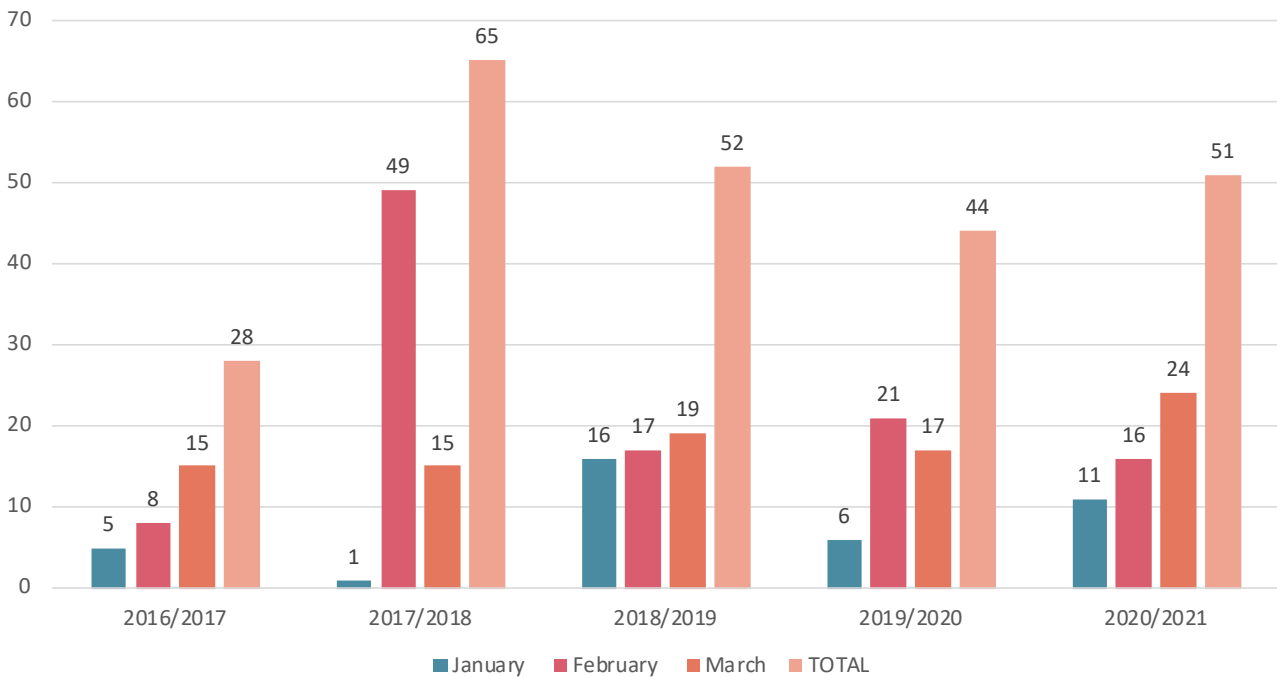
Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over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

Newly-recruited members

Year-on-year Comparisons: 2016/2017 to 2020/2021

MONTH	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021
January	5	1	16	6	11
February	8	49	17	21	16
March	15	15	19	17	24
TOTAL	28	65	52	44	51

GRAPHICAL REPRESENTATION YEAR-ON-YEAR COMPARISON 2016/2017 TO 2020/2021



The 5-year view of Q4 shows that the base is growing. Focus needs to be placed on ensuring the growth is sustained. Therefore, the recruitment of members to the campaign will now follow a well-defined strategy. The foundation of member recruitment efforts will be clearly defined by a Hitlist. The guiding principle of that hitlist has been based on sector specific need to localise or to disrupt the supply chains in an effort to localise.

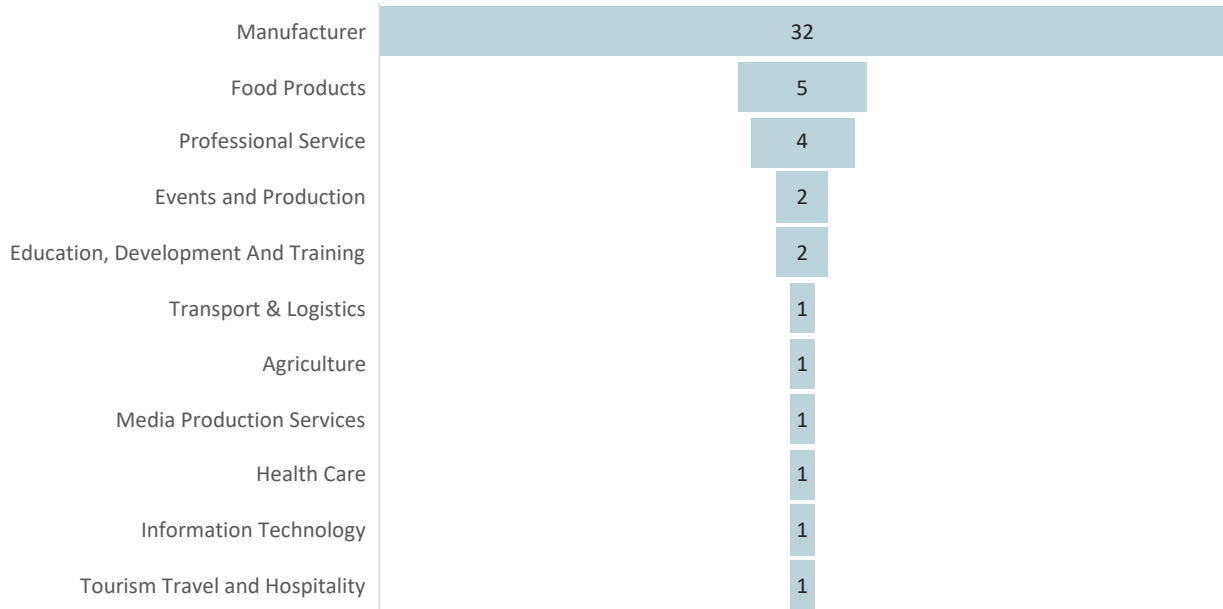
2020/2021 Q4 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
January				
Brand EEE (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Consumer Profile Bureau (Pty) Ltd	Professional Service	Gauteng	Gold	Direct
Converge Business Events	Events and Production	Gauteng	SMME	Direct
Cushycoat and Co (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Evita se Perron	Food Products	Western Cape	SMME	Direct
Lajoya Holdings (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Masana Dieticians Group (Pty) Ltd	Food Products	Gauteng	SMME	Direct
MMJ Developments (Pty) Ltd	Transport & Logistics	Gauteng	SMME	Direct
Mputle Agricultural Projects (Pty) Ltd	Agriculture	North West	SMME	Direct
Tax Digital (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
V and A Enviroquip (Pty) Ltd	Manufacturer	KwaZulu Natal	SMME	Direct
February				
Capitol Energy (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Golinco Manufactures	Manufacturer	Western Cape	SMME	Direct
LNG Scientific (Pty) Ltd	Manufacturer	Gauteng	Silver	Direct
Khojane Projects	Media Production Services	Gauteng	SMME	Direct
My Planner Holdings (Pty)Ltd	Event And Production	Western Cape	SMME	Direct
Neon Black Design	Manufacturer	Western Cape	SMME	Direct
Nomgenge Duo Wear	Manufacturer	Gauteng	SMME	Direct
North-West University	Education, Development And Training	North West	SMME	Direct
Pascal Innovation Technology	Manufacturer	Limpopo	SMME	Direct

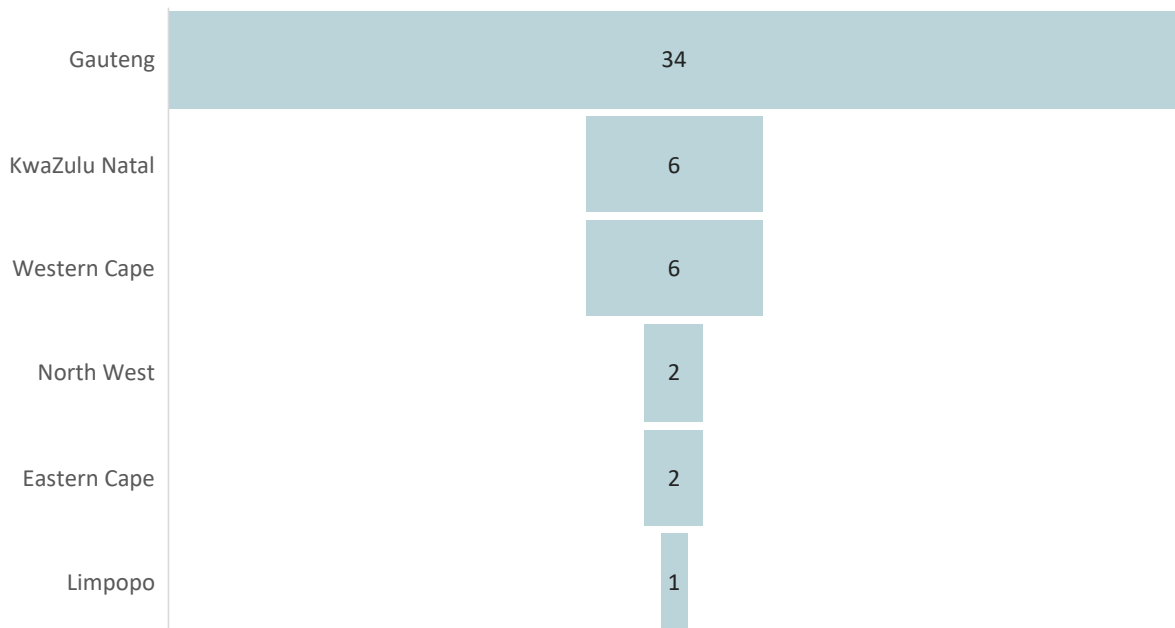
Company	Sector	Province	Classification	Lead Origin
February continued				
Phepha Solutions CC	Manufacturer	Gauteng	SMME	Direct
Renaissance Training Services CC	Education, Development And Training	Eastern Cape	SMME	Direct
SI Clothing (Pty) Ltd	Manufacturer	Gauteng	Silver	Direct
South African Youth Development Projects	Manufacturer	Gauteng	SMME	Direct
Stannard Trading Pty Ltd	Food Products	Gauteng	SMME	Direct
Taste Me Curry Fish (Pty) Ltd	Food Products	Free State	SMME	Direct
Umnotho Cash Management Group (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
March				
Assegai HealthCare	Manufacturer	KwaZulu Natal	Silver	Direct
Akacia Medical	Health Care	Gauteng	Diamond	Self-Generated
Canio (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Home Concept	Manufacturer	KwaZulu Natal	Gold	Direct
Imbewu Enhle (Pty) Ltd	Information Technology	KwaZulu Natal	SMME	Direct
Institute for the Advancement of Journalism	Education, Development And Training	Gauteng	SMME	Direct
Millennium Solution Services (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Naked Clothing	Manufacturer	Gauteng	SMME	Direct
Pep Clothing a Division of Pepkor Trading (Pty) Ltd	Manufacturer	Western Cape	Diamond	Referral
Pogiso's Tours	Tourism Travel and Hospitality	Gauteng	SMME	Direct
Silver Emerald Trading 7 (Pty) Ltd	Manufacturer	Eastern Cape	SMME	Direct
Summerday Investments	Manufacturer	KwaZulu Natal	Platinum	Referral
The Frontier Collective	Professional Services	Gauteng	SMME	Direct
Three6sixty Marketing and Branding	Manufacturer	Gauteng	SMME	Direct
Wiki Candles	Manufacturer	Western Cape	SMME	Direct
Zazi Apparel	Manufacturer	Gauteng	SMME	Direct

Company	Sector	Province	Classification	Lead Origin
March continued				
Akhona Dube	Manufacturer	Gauteng	SMME	Referral
Black Pebbles Jeweler's	Manufacturer	Gauteng	SMME	Referral
Chiedaza Creation	Manufacturer	Gauteng	SMME	Referral
Corner Stone Creation	Manufacturer	Gauteng	SMME	Referral
DDM Jeweler's	Manufacturer	Gauteng	SMME	Referral
Isa B Jewelry	Manufacturer	Gauteng	SMME	Referral
KasiZA Africa	Manufacturer	Gauteng	SMME	Referral
Khabo Jeweler's	Manufacturer	Gauteng	SMME	Referral

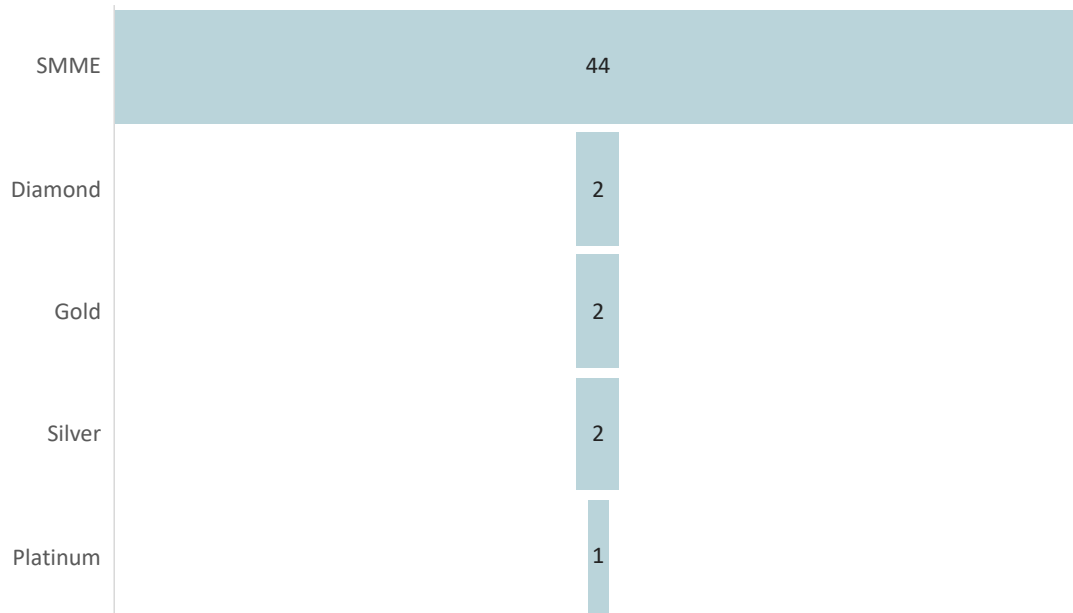
**2020/2021 Q4
NEWLY-RECRUITED MEMBERS BY SECTOR**



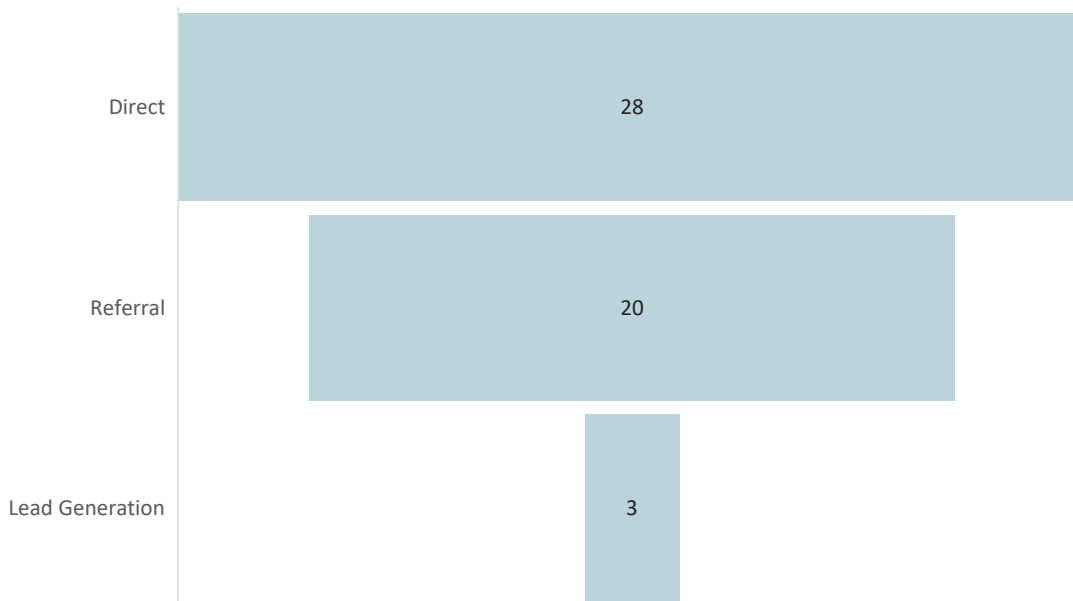
**2020/2021 Q4
NEWLY-RECRUITED MEMBERS BY PROVINCE**



2020/2021 Q4
NEWLY-RECRUITED MEMBERS BY CLASSIFICATION



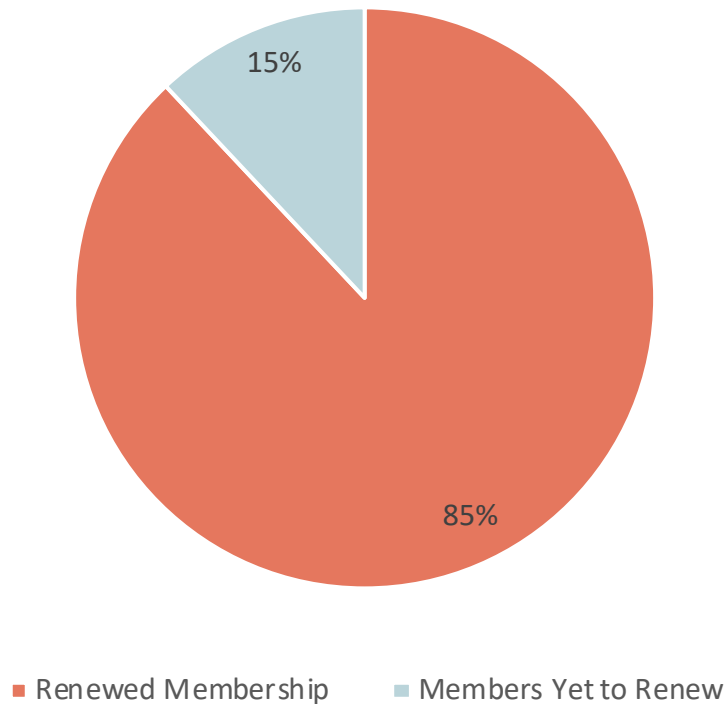
2020/2021 Q4
NEWLY-RECRUITED MEMBERS BY LEAD GENERATION



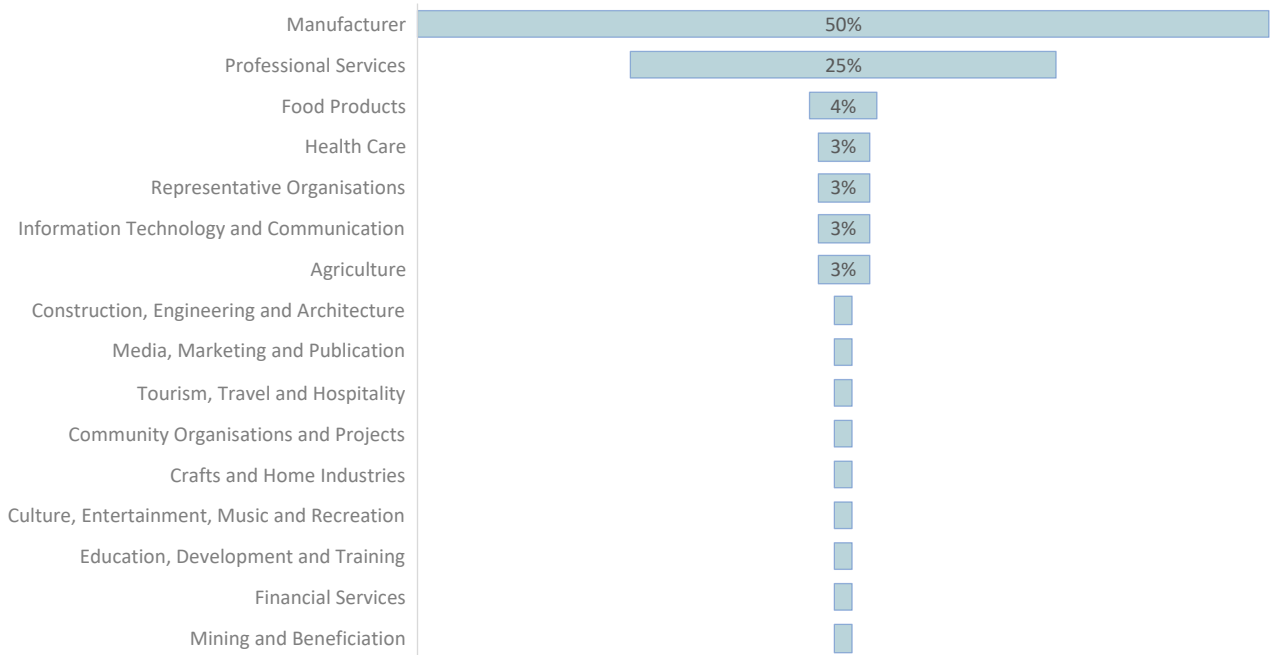
2020/2021 Q4 RENEWAL MEMBERS

RENEWAL REPORT	
Renewal Rate:	85%
Target:	70%
REASON FOR GROWTH	
<ul style="list-style-type: none"> Previous quarter Q3 2020/2021 saw the renewal rate increase positively. Current quarter Q4 2020/2021 saw the renewals slow down in January, which was expected against level 3 restrictions. In February, the renewal rate increased due to the Buy Local Summit & Expo. Members were renewing at a faster pace to ensure they secured their participation in the 9th annual and first virtual Buy Local Summit & Expo. There is a strong drive towards increasing membership renewal rates, as sustainability of the base is as important as new recruitment of members. 	
Number of cancelled memberships: 2 companies (COVID-19 had affected the operations and cashflow of the business and they will renew as budgets are re-instated)	

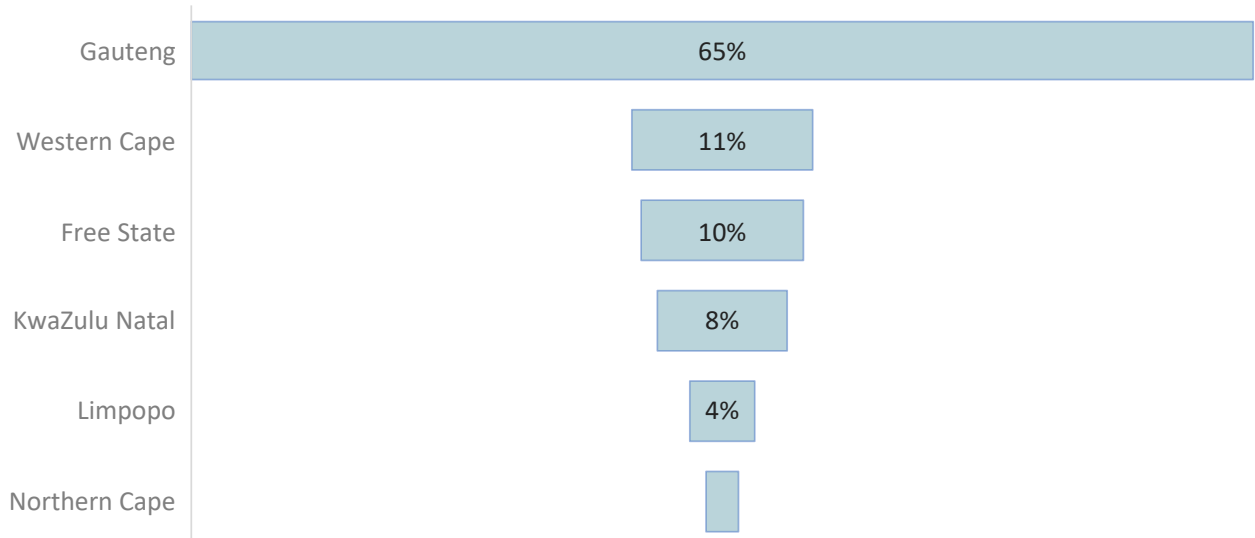
2020/2021 Q4 RENEWED MEMBERSHIPS VS YET TO RENEW



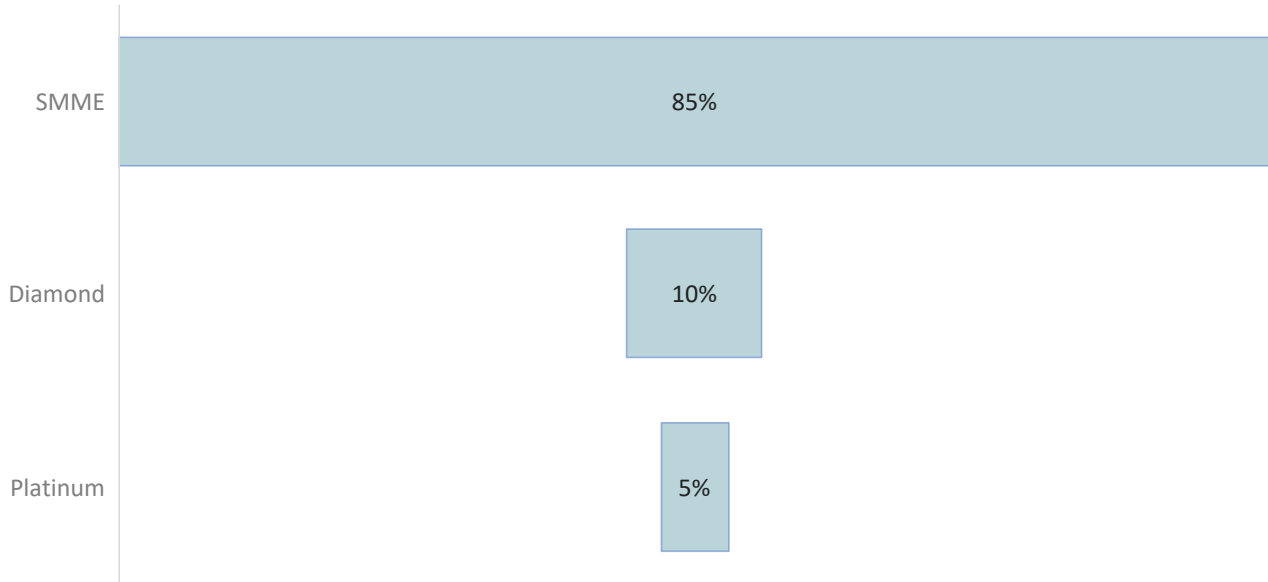
**2020/2021 Q4
RENEWING MEMBERSHIPS BY SECTORS**



**2020/2021 Q4
RENEWING MEMBERSHIPS BY PROVINCE**



**2020/2021 Q4
RENEWING MEMBERSHIPS BY CLASSIFICATION**



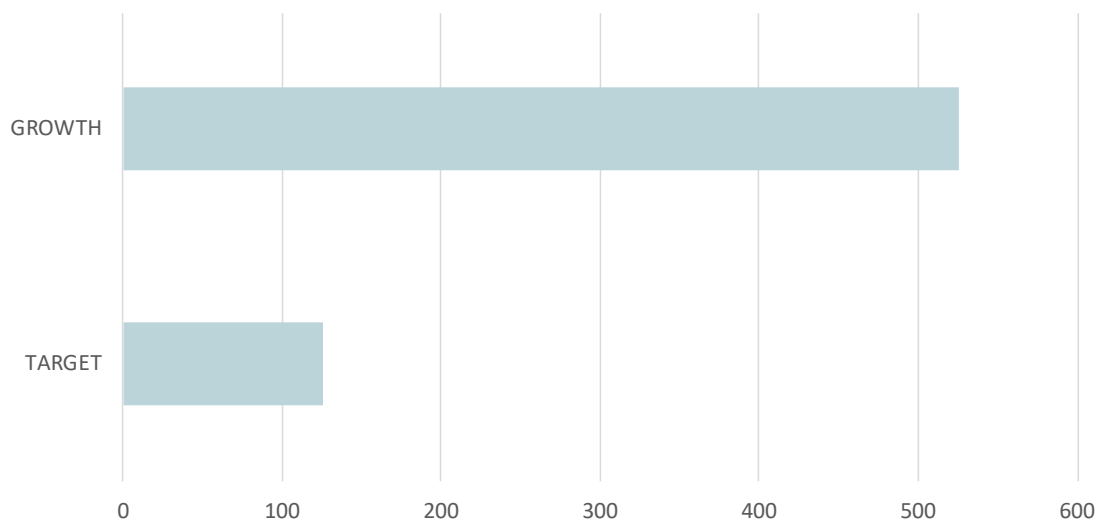
2020/2021 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: 2020/2021 Q3	19,109
Current Quarter: 2020/2021 Q4	19,634
2020/2021 Q4	
Target	125
Achievement	525
Target Exceeded: 420%	

2020/2021 Q4
DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD



2020/2021 Q4
DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH



HIGHLIGHTS FOR THE QUARTER

EVENTS AND ACTIVATIONS

Public Sector Forums

Local procurement in the public sector, which we know has the largest single collective spend in the country, has the potential to make a significant difference in driving economic recovery and reversing unemployment, at the same time as setting an example to the private sector.

Proudly South African's Public Sector Procurement Forums speak to public servants whose roles involve supply chain management and procurement regarding their responsibilities in respect of the PPPFA. The forums seek to clarify issues around sectors designated for local procurement and the extension to all tenders and RFQs of elective localisation. These forums also assist us to understand how better to empower and equip small businesses and entrepreneurs to work successfully with government.

Proudly South African's CEO, Mr Eustace Mashimbye addresses the audiences on the relevance and role of Proudly South African and how its tender monitoring system assists with local procurement compliance. The forums invite managers, heads of departments, CFOs, procurement and supply chain officials and any other relevant personnel from across all tiers of government and include the participation of a number of different agencies including the dtic, SABS, and Office of the Auditor General.

Due to Covid-19 restrictions, these forums were all hosted virtually and were hosted for the following provinces:

Limpopo, 19th January, 2021

Due to the COVID-19 pandemic, all speakers and attendees were invited to the Proudly South African Zoom platform via an online registration. This webinar was a closed event due to its specific content, therefore only people that registered could attend the discussion. However every online event is recorded for sharing purposes, if required.

The panelists included Mr. Thabo Andrew Mokone, MEC for Economic Development, Tourism and Environmental Affairs, Mr. Matodzi Rathumbu, Deputy Director General: Economic Development, Environment & Tourism in Limpopo, Ms. Cathrine Matidza, Director of Industrial Procurement for the dtic, Mr. Zukisa Nkonzo, the SABS & SAATCA Registered Auditor, Mr. Nhlanhla Vilakazi, Director for SCM Client Support within the Office of the Chief Procurement Officer, Mr. Eustace Mashimbye, Proudly South African's CEO presented on the campaign's role in monitoring local content compliance and Mrs. Happy Ngidi, Proudly South African's CMO was MC and facilitator.

A total of 40 registered delegates attended





Free State, 4th March 2021

Due to the COVID-19 pandemic, all speakers and attendees were invited to the Proudly South African Zoom platform via an online registration. This webinar was a closed event due to its specific content, therefore only people that registered could attend the discussion, however every online event is recorded for sharing purposes, if required.

The panelists included the MEC for Finance, Ms. Gadija Brown, Ms. Cathrine Matidza, Director of Industrial Procurement for the dtic, Mr. Zukisa Nkondo, the SABS & SAATCA Registered Auditor and Ms. Rakgadi Motseto, Chief Director: Stakeholder & Client Management, National Treasury from the office of the Chief Procurement Officer. CEO of Proudly SA, Mr. Eustace Mashimbye presented on the role of the buy local campaign in monitoring local content compliance and CMO, Mrs. Happy Ngidi facilitated and directed the programme.

A total of 51 registered delegates attended



Gauteng, 12 March 2021

Due to the COVID-19 pandemic, all speakers and attendees were invited to the Proudly South African Zoom platform via an online registration. This webinar was a closed event due to its specific content therefore only people that registered could attend the discussion, however every online event is recorded for sharing purposes, if required.

The panelists for this forum included the Gauteng Provincial MEC of Finance and E-Government, Ms. Nomantu Nkomo-Ralehoko, Director: Client Support, Mr Nhlanhla Vilakazi from the National Treasury, Director: Industrial Procurement, Ms. Cathrine Matidza Director of Industrial Procurement for the dtic, CEO of Proudly South African, Mr. Eustace Mashimbye and CMO, Mrs. Happy Ngidi facilitated and directed the programme.

Proudly South African's CEO spoke about the campaign's role in assisting with local content compliance levels in public sector procurement.

A total of 26 registered delegates attended.



Eastern Cape, 26th March 2021

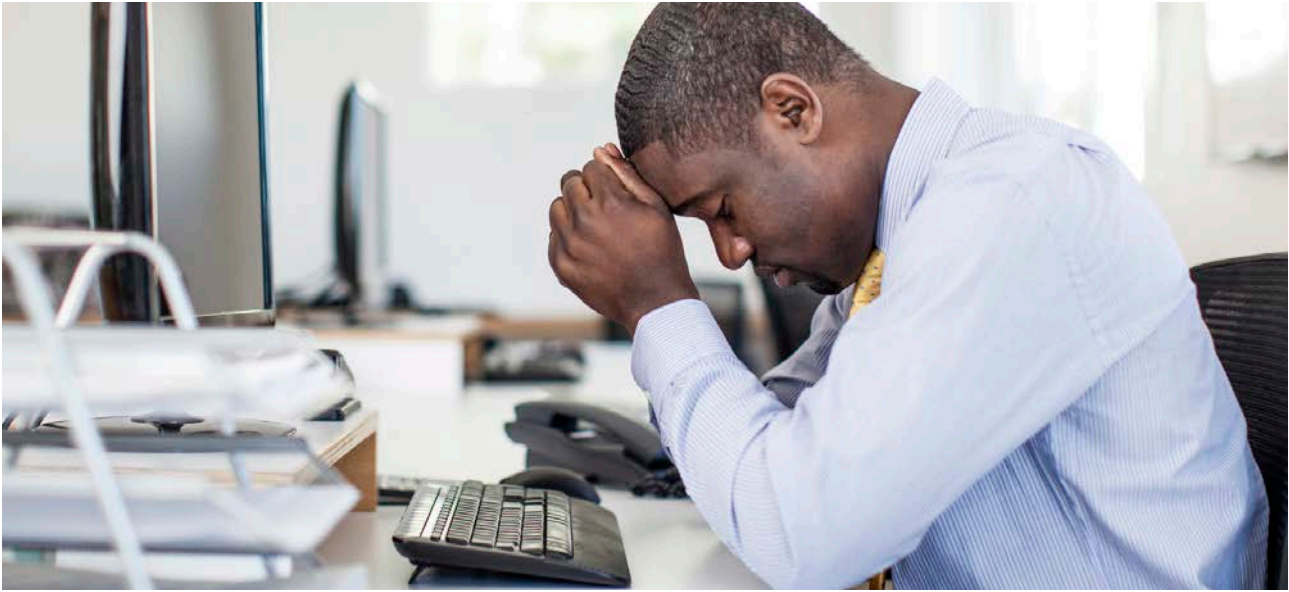
Due to the COVID-19 pandemic, all speakers and attendees were invited to the Proudly South African Zoom platform via an online registration. This webinar was a closed event due to its specific content, therefore only people that registered could attend the discussion, however every online event is recorded for sharing purposes, if required.

The panelists included Mr. Mlungisi Mvoko, MEC Finance, Economic Affairs & Tourism, **the dtic** Chief Director, Dr. Tebogo Makube, Mr. Eustace Mashimbye, Proudly South African's CEO, who presented on the buy local campaign's role in promoting local content compliance by public sector entities, Mr. Zukisa Nkonzo, the SABS & SAATCA Registered Auditor and Mr. Nhlanhla Vilakazi from The National Treasury. The event was hosted and facilitated by Proudly South African's CMO Mrs. Happy Ngidi.

A total of 31 registered delegates attended

Proudly SA Webinars

Due to the COVID-19 pandemic, Proudly South African amended their strategy for hosting business forums, taking them all online. The webinars allow speakers to share PowerPoint presentations, videos, web pages or other multimedia content with audiences that can be located anywhere, therefore Proudly South African is able to achieve the objectives of the physical roadshows as they were run before 2020. Relevant and insightful topics are discussed, with the overall objective being to educate the attendees on Proudly South African's mandate and act as a recruitment drive for the membership base.



Taking care of your employees so they can take care of your business, 26th January 2021

The webinar was hosted on Proudly South African's Zoom platform and streamed live via our social media platforms: Twitter, YouTube and Facebook. The restreaming element gives attendees that did not register on Zoom an opportunity to view the webinar in live format, whilst increasing Proudly South African's pool of attendees. Panellists in this session discussed the importance of mental health awareness in the workplace, and of managing staff who are vulnerable to the impact that COVID-19 has had. Facilitated by Proudly SA's CMO, Mrs Happy Ngidi, other speakers included Ms Nevania Naidoo, Executive Director of Wellness at Workforce Healthcare, Ms Cassey Chambers, Operations Director at SADAG and Ms Marsha Gabriel, Chief Business Development Officer at Chem Group SA, who had recently become a member of the Proudly South African campaign. The content resonated with an audience of business owners, team leaders and managers, employees as was seen from the question-and-answer session, and the comments that were received during and post event. The target audience for this webinar was Proudly South African's member companies and members of the public.

Attendance: Zoom: 53 | Twitter: 169 views | Facebook: 186 views | YouTube: 11 views

Digital Activation Valentine's Day, 8th – 14th February 2021

Due to the COVID-19 pandemic, Proudly South African re-invented their much anticipated Valentine's Day activation to be an online and social media campaign with kulula.com.

The objective of this campaign was to encourage consumers to show love for the country, by ensuring that each time they make a purchase, they prioritise locally made products as a way to ensure that they are also actively involved in efforts to better the country's economy. Proudly South African, together with kulula.com pushed the message that buying locally grown, manufactured and produced goods and services contributes to job creation and therefore to the economic recovery of our country. Choosing to fly with local airline kulula.com can help keep ground staff, cabin crew, uniform manufacturers and many more people in the airline value chain in a job – that's being loyal to local and loving your country.

This activation comprised an online digital competition on Proudly South African and kulula.com's platforms as well as in the in-flight/digital magazine Khuluma, where consumers were asked questions about Proudly South African and the airline.

The prizes included two free kulula.com airline tickets, a hamper of Proudly South African promotional items, a case of the member company, Siya Methode Cap Classique and vouchers from RSA Made. This ensured excellent engagement with the public.

Reach for this event: 900 competition entries

Target Audience: Consumers





9th annual Buy Local Summit & Expo

8th – 10th March 2021

The 9th edition and first ever virtual Proudly SA flagship event, the Buy Local Summit & Expo took place between 8-10 March under the theme 'Localisation as a driver of economic growth'. The theme was taken from The President's Economic Reconstruction and Recovery Plan and put the focus on the role that localisation has in assisting in kickstarting the economy, after the advent of COVID-19 in 2020 compounded an already difficult economic situation.

Streamed live from the Sandton Convention Centre, it included a full programme of panels and speakers, and observed the same content imperatives as all our previous events, insofar as it addressed both the needs of SMMEs who make a significant contribution to job creation and spoke about leveraging localisation and its potential to impact the economy positively. The content addressed the public sector and corporate South Africa as well as individual consumers about the role we can all play in boosting the economy simply by making better procurement decisions in favour of locally grown, produced and manufactured goods and services.

All Summit content remains on the website for on demand viewing.



Summit Conference Programme

Almost all of our guest speakers and panelists appeared in person at the venue and all sessions were live streamed on the www.buylocalsummit.co.za website



day 1

Session 1

The Summit was opened by Proudly SA CMO, Ms Happy Ngidi with an introduction by NEDLAC CEO, Lisa Seftel.

The programme for Day 1 focussed on the needs of SMMEs and began with a panel on public and private sector assistance for small businesses. Panellists were Proudly SA's CEO, Mr Eustace Mashimbye, the Department of Small Business Development Acting DG, Lindokuhle Mkhumane, Barbara Copelovici, Entrepreneurship Director at SA Breweries, who were one of our sponsors and small business owner and Proudly SA member Liz Letsoalo of Masodi Organics.

Session 2

In a session designed to make good products into great brands, Brand Leadership ran an interactive workshop during the afternoon which was attended by a number of Proudly SA member SMME companies.





day 2

Day 2 spoke to the 2021 theme of the Summit 'Localisation as a driver of economic growth'.

Session 1

Session 1 was a handpicked panel including economist Dr Thabi Leoka, business leaders, Dr Stavros Nicolaou, Prof Bonang Mohale, Stacey Brewer, Charmaine Soobramoney and COSATU President Zingiswa Losi. Proudly SA board chairman, Howard Gabriels introduced Minister Ebrahim Patel who in turn introduced President Cyril Ramaphosa, who gave a streamed keynote address which served as a reminder to all South Africans in all sectors of the importance of buying local as a means to sustain and create jobs. Carried live by the SABC and widely reported on news stations after the event, the address derived enormous media benefit for the event. The panel discussion, which unpacked the content of the President's speech was directed by investigative journalist and broadcaster, Devi Sankaree Govender.



Session 2

Featuring two former board chairs, namely founding chairman Tim Modise who articulated the vision of one people, one economy and the importance of each part of the economic value chain to the nation, second chairman Adv Dali Mpofu, current chair, Howard Gabriels, who spoke about how Proudly South African has become an organisation that is well respected by business, is a serious partner to the government and one that has helped galvanise civil society and organised labour to mobilise members in respect of local procurement.

They were joined by business journalist Peter Bruce, The Manufacturing Circle's Chief Executive Philippa Rodseth and news anchor and presenter and friend of the campaign Leanne Manas.



The panel took a look at twenty years of the buy local movement in South Africa and its efficacy. South Africa's most venerated actor, Dr John Kani gave an opening introduction to the panel, having been the face of the campaign since his role in our very first tv commercial, Buy Back SA. In 2020 he reprised his role and was the lead in our brand new commercial, Game Time. His passion for the buy local movement added greatly to the direction of the discussion, which was facilitated Devi Sankaree Govender.





celebrity panel



Session 3
 The final panel of the day, facilitated by Proudly SA CMO, Happy Ngidi, featured popular personalities, Maps Maponyane, Boity Thulo, Theo Baloyi, Gareth Cliff as well as VC of UCT, Prof Mamokgethi Phakeng who spoke about the importance of growing entrepreneurs in the context of job creation in South Africa. Each one of the personalities, outside of acting and presenting has launched a business and brand of their own and shared their journey of entrepreneurship with us, but each one had an appreciation that without local support and a local market, these brands would not have been sustainable, and that buying local creates businesses and jobs.



day 3

Session 1

Session 1 was a presentation by roving business guru, Thebe Ikalafeng entitled *Buy SA, Buy Africa, Build Africa* with the focus on wider business opportunities on the continent in the context of the AfCTA. This offered a bigger perspective for delegates to consider export as an additional route to market.

Session 2

The dtic hosted a session on their Furniture Design Awards, announcing the winners of this year's edition and launching the theme for the new year's competition. The furniture sector has a dedicated sectoral Master Plan and is a vital cog in the manufacturing wheel of our economy, so this session put the spotlight not only on creativity in the sector but on job creation opportunities in the wider value chain.

Session 3

A media lunch for eleven key media practitioners, a preview screening of the first version of our *Living Lekker Locally* production and a Q&A session facilitated by Newzroom Afrika presenter Liezle Wilson closed off the event. Living Lekker Locally is a new project of the campaign as part of its 20-year celebration and depicts a day in the life of someone who uses and consumes exclusively Proudly South African products. From getting up in the morning, through the day, to retiring at night the piece of 'edutainment' illustrates which local products are readily available and easily accessible and how our everyday purchasing decisions can change our future.





exhibition

Our virtual exhibition hosted 119 'stands' of exclusively Proudly South African goods and services. The site will remain live for 12 months, providing those exhibitors with additional exposure and we are also able to add in new exhibitors during the course of the year and drive additional buyers to the site.

A briefing session was held in advance of the event, so as to provide exhibitors with all the relevant information on getting registered on the website, submitting all the required information, how to virtually "man the stand" and how to make use of the chat function in order to network on the days of the event.

visits per day



day 1



day 2



day 3



Business Solutions Hub, 8th March 2021

The Business Solutions Hub, formerly the One Stop Shop, was previously created in the Exhibition area of Buy Local Summit and Expos with physical stands which expo visitors could visit for problem resolution, enquiries, assistance and ask various entities questions that would help them do business better. Often, people do not have direct access to any representatives from the entities that participated, so this became an important element of the overall event, providing a valuable service to business owners. This year, however, we had to amend this section of the event to a virtual experience, whilst not losing its effect. The advantage of having the Buy Local Summit and Expo as a virtual event, is that this Business Solutions Hub will be accessible until the 2022 event, therefore gaining more views and access.

Twelve entities took part in the Business Solutions Hub, which was run virtually between 10h00-15h00 on the 8th March. Each entity was allocated a 20-minute slot where their pre-recorded video played, and they presented tips, troubleshooting and insights relevant to their entity. After their video was aired, a representative from the entity came online to answer live questions.

This proved to be an extremely successful part of the 3-day event, with remarkable attendance. The flow worked seamlessly, and the audience was receptive.

The entities that took part included: Proudly South African, RSA Made, IDC, merSETA, Office of the Tax Ombud, National Empowerment Fund, The B-BBEE Commission, Consumer Goods Council of SA, SABS, the dtic, SEDA and Tshaya Mashabela Attorneys Inc.

Total number of attendees during 10h00 – 15h00 on 8th March: 856

Competitions, 8th – 10th March 2021

This year we used daily prizes to encourage registration, attendance at sessions and use of the Buy Local Summit and Expo website. As this was our first virtual event, we wanted to direct and encourage attendance in as many ways as possible.

Sponsored prizes by member companies included a Slumberland Bed set (Bravo Group), Mobicel Phones, a Hisense Sound Bar, a Defy Fridge, RSA Made Vouchers and 10 SA Breweries gift Hampers.

The competition mechanisms comprised of questions throughout the 3 days, online, followed by a poll format during the live viewing of the activations, and an icon/button search around the Exhibition portal.

The overall number of competition participants was 250, with 16 winners from across the country.

Proudly South African's social media platforms were used to announce winners and tag the member sponsors.



activations

The addition of three lifestyle activations to the Buy Local Summit and Expo complemented the business side of the event and reinforced Proudly South African's mandate. These activations brought another dimension to the overall 3 day programme with an element of fun, whilst subtly educating the viewer on the importance of buying local.

The three activations focussed on cooking, music and clothing, which highlighted the work we do in these three broad industries and which speak to the sector specific Master Plans. (FMCG/Poultry, creative arts industry as well as the clothing, textiles, leather and footwear industries). In addition, it provided a number of member companies with the opportunity to showcase their products and services.



We Cook, 8 March 2021

We Cook was a challenge based on a Master Chef format using a mystery box of local fresh and dry ingredients and was hosted at a member company's kitchen in Midrand – The Breadbox. Three chefs from the Proudly South African membership base participated in the competition, and The Breadbox's resident chef facilitated and judged the competition. Each of the three participating chefs had one hour in which to create a dish, in which local poultry had to be the hero and including a number of other ingredients, most of which were sponsored by member companies.

The focus on poultry highlighted the plight of a sector that has been severely damaged by immoral dumping of cheap cuts of bone in chicken, but which thanks to the sector specific Master Plan is showing signs of recovery. This activation ensured that the message of job creation through the poultry value chain was conveyed in an entertaining fashion.





The winning chef received a bottle of Siya's Methode Cap Classic, along with each chef and the judge receiving a gift box post the recording. The gift boxes were procured by Proudly South African and each item purchased was from our membership base – these included Shwe Shwe note books, Skinny Sbu socks, Darling Sweets toffees, a branded Proudly South African mask, sanitiser and pen, a bottle of La Ricmal Merlot and chocolates from The Chocolatier.

Most of the ingredients were sponsored by members including OBC, Country Bird Holdings, Grain Field Chickens, Huletts, Salad Lab, Twizza, ZuZanna's sauces, Golden Spice and Castle Lager. The cook off competition was pre-recorded and flighted as part of the Summit programme on Day 1 at 18h00 in the hope that attendees would be in the comfort of their home at a time when they were wondering what to cook for dinner.

Number of people who watched live: 25





20 years of South African Music Throwback, 9 March 2021

South African music has always been a great unifier of our rainbow nation. From struggle songs, to anthems sung on the sports fields, to the creation of our own unique South African vibe, we can all be justifiably proud of the many artists South Africa has produced.

In the year that marks the 20th anniversary of its establishment, Proudly South African's inclusion of '20' in the title of the activation was significant. The objective of this activation was to show the importance of the local music industry over the last 20 years and the significance of the arts industry on the economy and the creation of jobs.

We hosted an informal chat session, built around the past 20 years of South African music, with great conversation between local South African artists Zahara, Boskasie, Matthew Mole, Lesley Mofokeng, RISA spokesperson, and Melanie Bala as our panel facilitator.

The session was pre-recorded in the MGG Productions studio, who were part of the supplier we used for the Buy Local Summit and Expo and streamed on the 9th March at 18h00.

Number of people who watched live: 37



100% Local Makeover, 10 March 2021

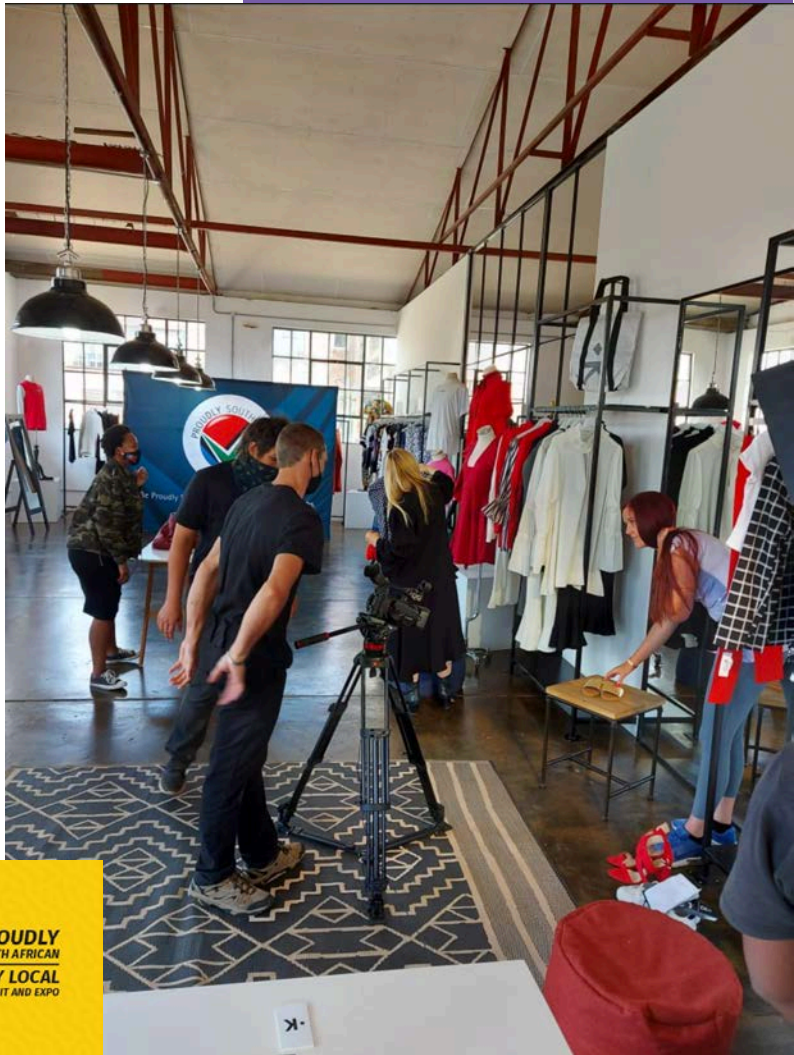
Pre-recorded from a Joburg CMT, Koop founder and stylist Sandy Rogers hosted and transformed three volunteers from member companies, and dressed them with the assistance of local South African brands. Sandy Rogers, a member and friend of the campaign was introduced to Proudly South African by previous member, Edcon and we filmed the activation at her premises.

The objective of this activation was to showcase local clothing & accessory manufacturers whilst highlighting the importance of the clothing and textile industry, to whose sector specific Master Plan Proudly South African contributed. The activation was an entertaining element to the overall Summit but did emphasise the significance of this industry, through its entire value chain to the overall economy and the importance of buying locally made clothing.

Clothing and accessory items were sourced from three member companies – The Foschini Group, Skinny Sbu Socks, and VIP Cosmetics. Tshepo Jeans, Pret a Perfect and Chief of Angels are local South African clothing brands that were also included in the makeover.

Number of people who watched live: 22

The activation aired on the 10th March at 14h00.





4,5

PR, COMMUNICATIONS & MEDIA

4.5.1 Summary

The media activity in the quarter under review began with a focus on consumers, specifically kulula.com's passengers, in our annual Valentine's Day campaign. Conducted only on the social media platforms of both the airline and Proudly SA as well as in the digital in-flight magazine, a competition with free flights as a prize ensured good engagement rates.

We then moved into the build-up to the 9th annual and very first virtual Buy Local Summit & Expo, and the final press release, including the announcement that the President was to give the keynote address, proved a valuable hook in securing interviews and print and online media coverage. In addition, we targeted 10 key content producers/journalists and sent a gift drop including a bottle of SIYA MCC and a Mobicel smart phone with the press release and requesting assistance in publicising the event. This kind of investment in friendships always reaps rewards.

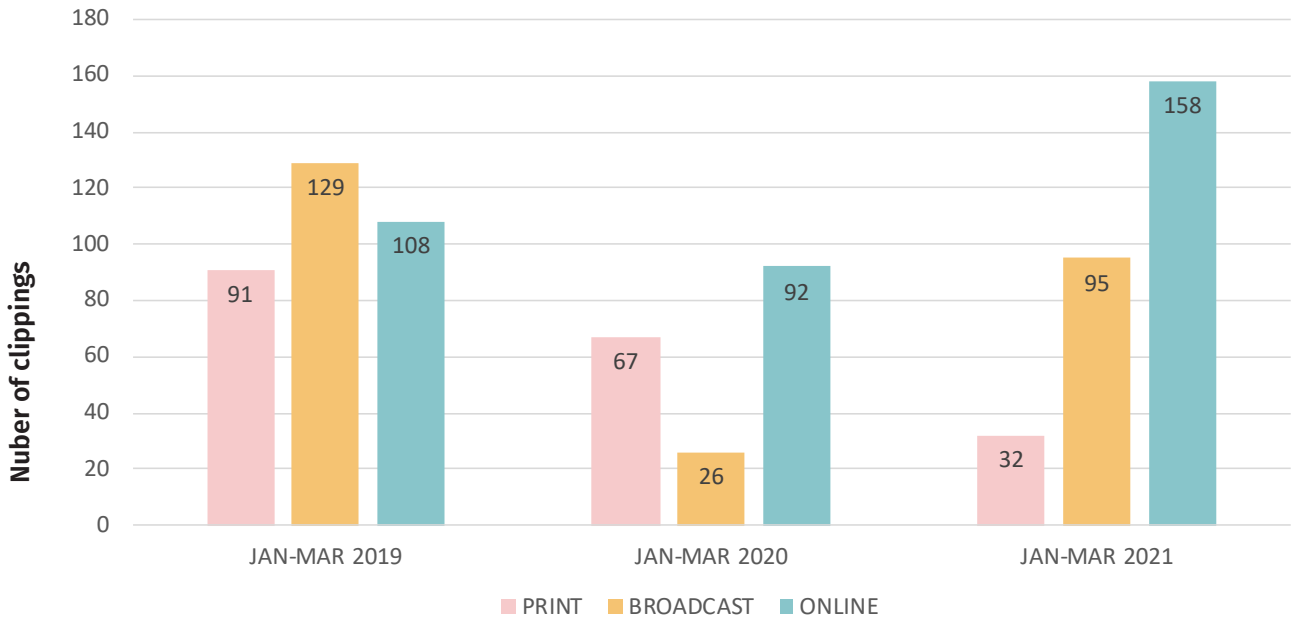
Paid-for editorial content for the Buy Local Summit across SABC radio and TV also paid dividends and the ROI exceeded the value-added live reads that were part of the contract. The event received R9 million worth of coverage in terms of AVE, the highest value from the past 6 years!

We continue to work on cultivating closer relationships with key media content curators and on improving the output on our social media pages for maximum engagement.

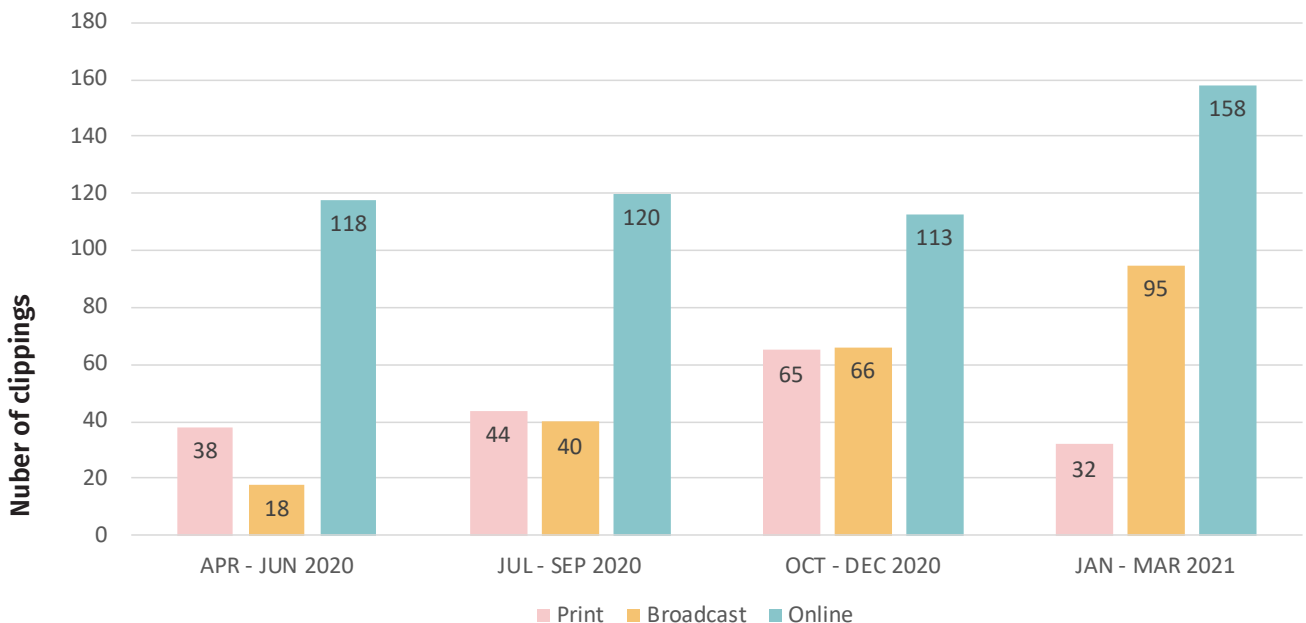
4.5.2) CLIP COUNT ANALYSIS

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 2021). Comparison is made with the same period in 2019 and 2020, as well as with other quarters in the 2020/2021 financial year. The intention was to focus more on broadcast than print values as they yield higher results, and this can be seen in the next section, the AVE analysis.

**CLIP COUNT COMPARISON
Q4 COMPARISON**



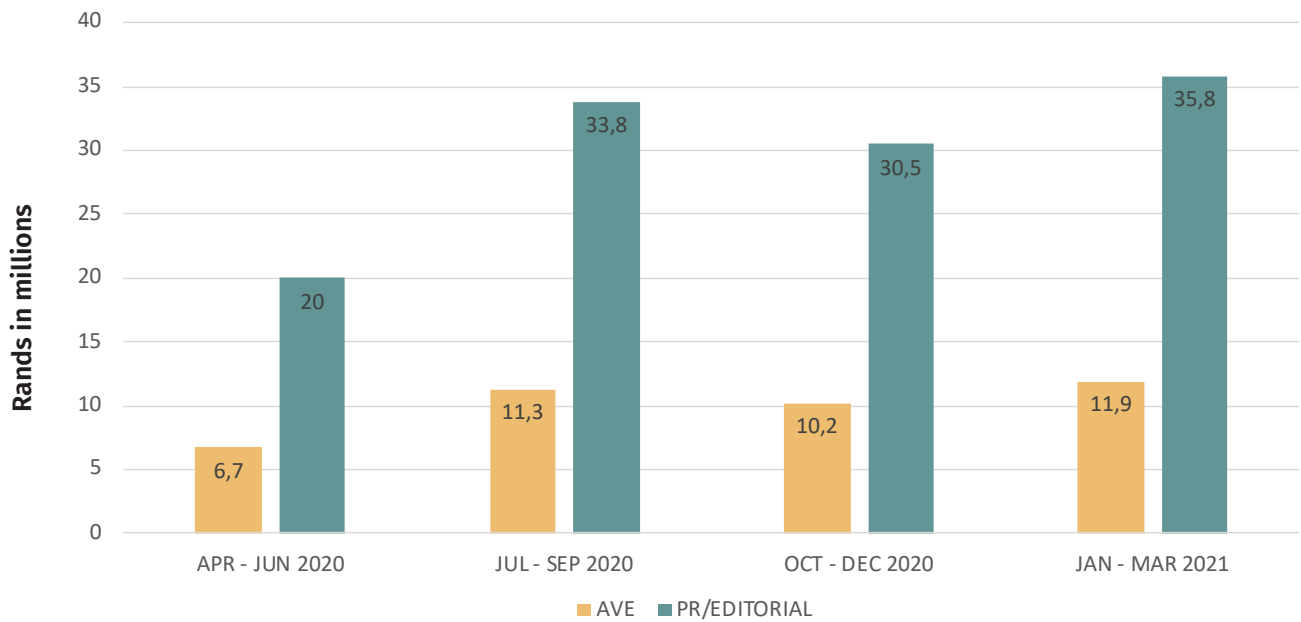
**CLIP COUNT COMPARISON
2020/2021 FISCAL**



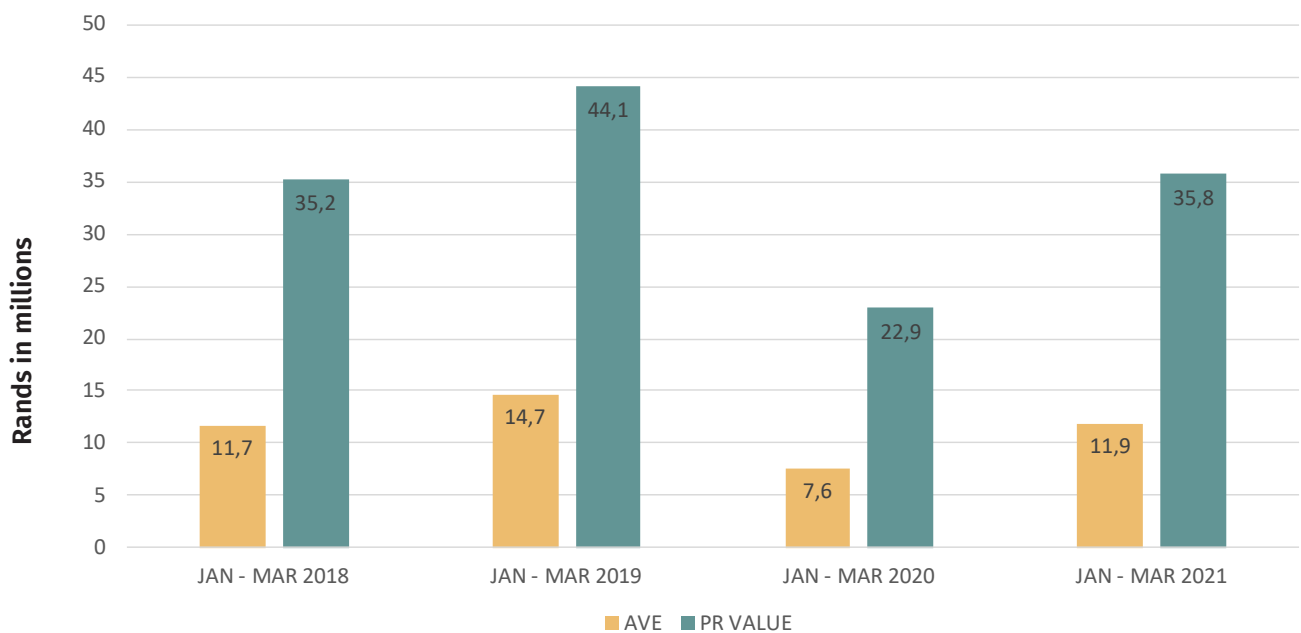
4.5.3) AVE/PR Values

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value January and March 2021 is R11.9 million and the PR/editorial value for the same period is R35.8 million. This is the highest value of the 2020/2021 financial year and is significantly higher than the same quarter in the previous financial year.

**AVE ANALYSIS
2020/2021 FISCAL**



**AVE ANALYSIS
Q4 COMPARISON**



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between January and March 2021

No.	Date	Release/Commission	Title	AVE
1	11 February	Press Release	Valentine's Day with kulula.com	R 26 869.80
2	15 February	Business Report Column	A PPE success story	R 172 618.72
3	22 February	Business Report Column	Groundswell of local support for local labels pays dividends	R 225 255.60
4	23 February	Press Release (together with Fair Play)	In support of sanction against unfair trade in the poultry sector	R 55 724.77
5	25 February	Press Release	Proudly SA launches its 9th annual and 1st virtual Buy Local Summit & Expo	R 1 303 566.93
6	05 March	Press Release	President Cyril Ramaphosa to give keynote address at Proudly SA Buy Local Summit	
7	01 March	Business Report Column	9th Annual Buy Local Summit & Expo	R 195 977.78
8	17 March	Press Release	SAMAs earns coveted Proudly SA stamp of approval	R 765 532.76

4.5.5) 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 interactions with members of the media and/or advertising sales staff from the following media platforms (among others).

	Date	Engagement	AVE
1	03 Mar	Kovsie FM	N/A
2	04 Mar	Rhodes Music Radio	R 8 940.00
3	04 Mar	Univen FM	N/A
4	04 Mar	The Star (Media drop)	R 403 217.68
5	04 Mar	Arena Group (Media drop)	
6	04 Mar	Business Report (Media drop)	
7	04 Mar	The Sowetan (Media drop)	
8	04 Mar	Smile FM (Media drop)	R 237 251.58
9	04 Mar	eNCA (Media drop)	R 501 966.66

10	03 Mar	Kovsie FM	N/A
11	04 Mar	Rhodes Music Radio	R 8 940.00
12	04 Mar	Univen FM	N/A
13	04 Mar	The Star (Media drop)	R 403 217.68
14	04 Mar	Arena Group (Media drop)	
15	04 Mar	Business Report (Media drop)	
16	04 Mar	The Sowetan (Media drop)	
17	04 Mar	Smile FM (Media drop)	R 237 251.58
18	04 Mar	eNCA (Media drop)	R 501 966.66
19	10 Mar	Bizcommunity	N/A
20	10 Mar	The Star	N/A
21	10 Mar	Caxton Media Group	N/A
22	22 Mar	Ligwalgwala FM	R 21 990.00
23	24 Mar	Pretoria News	N/A
24	24 Mar	Muchi Matters	N/A
25	24 Mar	Sowetan	N/A

4.5.6) Social Media

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

	Followers 07 Apr 2020	Followers 31 Dec 2020	Followers 31 Mar 2020	Q-Q growth Q3 - Q4	Fiscus growth Apr – Mar 2021
Facebook likes	07 Apr 2020	Followers	19 442	1 314 (7.2%)	2 460 (14.5%)
Facebook follows	31 Dec 2020	Followers	28 205	4 058 (16.8%)	10 431 (58.7%)
Instagram follows	31 Mar 2021	Q-Q growth	7 739	1 699 (28.1%)	3 205 (70.7%)
LinkedIn	Q3 - Q4	Fiscus growth	2 224	254 (12.9%)	1 202 (117.6%)
Twitter	Apr 2020 – Mar 2021	175 944	177 428	1 484 (0.8%)	9 230 (5.5%)
YouTube	(JUL) 146	249	281	32 (12.9%)	Since JUL 135 (92.5%)
TOTALS	208 656	226 478	235 319	8 841 (3.9%)	26 663 (12.8%)

The social media team has overachieved with regards to the 2% growth per annum target, by 10 percentage points!

The following #LocalFriday Instagram sessions took place in this quarter:

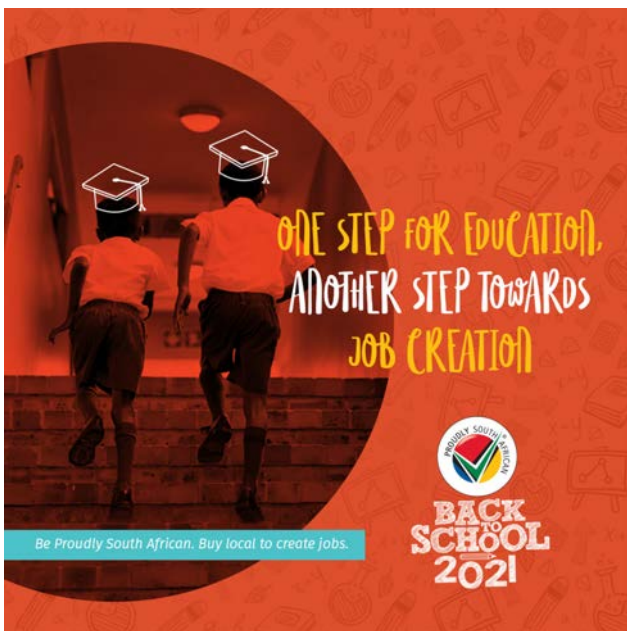


Somizi



Phat Joe

Other social media campaigns undertaken include Back-To-School and Valentine's Day with kulula.com



4.5.7 Media coverage summary

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

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/01/08 05:57	The Star	p.3	Print	12967,6
2021/01/08 10:29	The Star (Country Edition)	p.3	Print	12967,6
2021/01/11 17:13	Engineering News	N/A	Online	4346
2021/01/12 20:18	South Africa Direct News	N/A	Online	1554,3
2021/01/14 06:37	The Witness, Sport	p.14	Print	4373,56
2021/01/15 09:52	AgriOrbit	N/A	Online	10988,29
2021/01/15 12:12	OFM	Agriculture News	Broadcast	6080
2021/01/19 06:00	RSG	RSG Landbou	Broadcast	42575
2021/01/21 05:58	The Witness	p.13	Print	35978,72
2021/01/28 04:35	Business Day (Late Final)	p.6	Print	11889,28
2021/01/28 06:20	Business Day (Final)	p.6	Print	11889,28
2021/02/05 10:37	Radio 786	News, Views and Analysis	Broadcast	8305
2021/02/09 04:47	Daily Maverick	N/A	Online	92346,1
2021/02/10 14:06	Baby Yum Yum	N/A	Online	8046,5
2021/02/12 09:15	Media Xpose	N/A	Online	26869,8
2021/02/12 09:47	SA Music Mag	N/A	Online	12344,76
2021/02/12 15:04	The Small Business Site	N/A	Online	70923,72
2021/02/16 04:06	Daily News (Deadline Edition), Money	p.7	Print	38545,5
2021/02/17 13:03	IOL	N/A	Online	84533,9
2021/02/17 13:52	ANT News	N/A	Online	49539,32
2021/02/22 11:31	Food For Mzansi	N/A	Online	20271,82
2021/02/23 00:00	Business Report (Pretoria News)	p.10	Print	77841,4
2021/02/23 05:34	Business Report (The Star)	p.10	Print	77841,4
2021/02/23 12:28	South African Government	N/A	Online	21534,82
2021/02/23 16:33	Media Xpose	N/A	Online	25597,02
2021/02/24 11:59	Business Link	N/A	Online	21559,26
2021/02/24 17:38	Engineering News	N/A	Online	17178,19
2021/02/24 18:08	IOL	N/A	Online	69572,8
2021/02/25 11:19	Algoa FM	N/A	Online	28646,12
2021/02/26 17:40	Engineering News	N/A	Online	19904,2
2021/02/27 20:09	ENCA	South Africa Tonight (Weekend)	Broadcast	65666,67

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/02/28 07:01	ENCA	South Africa Tonight (Weekend)	Broadcast	52533,33
2021/02/28 07:01	ENCA	South Africa Tonight (Weekend)	Broadcast	52533,33
2021/02/28 07:12	ENCA	South Africa Tonight (Weekend)	Broadcast	53066,67
2021/02/28 07:12	ENCA	South Africa Tonight (Weekend)	Broadcast	53066,67
2021/02/28 07:42	ENCA	The South African Morning (Weekend)	Broadcast	41600
2021/02/28 07:42	ENCA	The South African Morning (Weekend)	Broadcast	41600
2021/02/28 10:09	ENCA	N/A	Online	10760,2
2021/02/28 11:03	ENCA	Today (Weekend)	Broadcast	41600
2021/03/01 07:17	StartUp Mag	N/A	Online	16629,63
2021/03/01 18:04	GPS News/Nuus, (Graskop Pilgrims Sabie)	p.6	Print	1178,13
2021/03/01 20:04	Power FM	Power Business	Broadcast	124080
2021/03/02 08:52	Media Xpose	N/A	Online	37052,04
2021/03/03 00:35	Daily News (Deadline Edition), Money	p.7	Print	39206,28
2021/03/03 01:11	Cape Argus (AM Edition), Money	p.13	Print	51788,28
2021/03/03 12:04	IT-Online	N/A	Online	21134,16
2021/03/03 13:36	My Pressportal	N/A	Online	9567,58
2021/03/03 14:59	Insurance Chat	N/A	Online	4215,94
2021/03/03 20:34	IOL	N/A	Online	64413,8
2021/03/04 03:32	Daily Sun	p.11	Print	41295,36
2021/03/04 03:35	The Mercury (First Edition)	p.4	Print	15252,44
2021/03/04 06:00	Daily Sun (Limpopo/Mpumalanga/North-West)	p.11	Print	34250,16
2021/03/04 10:25	IOL	N/A	Online	30364,4
2021/03/04 10:48	The Media Online	N/A	Online	337165,62
2021/03/04 10:57	Channel Africa	N/A	Online	9688,47
2021/03/04 12:09	Media Update	N/A	Online	57361,46
2021/03/04 12:16	Media Update	N/A	Online	57361,46

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/04 12:50	Bizcommunity	N/A	Online	157315,2
2021/03/04 18:49	GPS News	N/A	Online	7414,8
2021/03/04 19:16	Rhodes Music Radio	The Driveby	Broadcast	8940
2021/03/04 20:50	Retail Brief Africa	N/A	Online	25923,42
2021/03/04 20:50	Retail Brief Africa	N/A	Online	25972,24
2021/03/05 15:18	The Presidency of the Republic of South Africa	N/A	Online	15080,58
2021/03/05 19:08	SATSA (Southern Africa Tourism Services Association)	N/A	Online	4089,33
2021/03/05 19:17	South African Government	N/A	Online	14770,28
2021/03/06 13:40	Africa Newswire	N/A	Online	4075,72
2021/03/06 14:48	Africa Newswire	N/A	Online	3592,16
2021/03/07 15:07	Newzroom Afrika	Newsfeed PM - Weekend	Broadcast	157166,67
2021/03/08 07:53	Metro FM	Morning Flava	Broadcast	86856
2021/03/08 09:24	SAFM	The Talking Point	Broadcast	12283
2021/03/08 09:27	SABC 3	Expresso	Broadcast	64516,67
2021/03/08 12:38	Retail Brief Africa	N/A	Online	40569,42
2021/03/08 13:42	CNBC Africa	Power Lunch South Africa	Broadcast	48883,33
2021/03/08 14:07	Bay FM 107.9	Out to Lunch with Bay FM	Broadcast	29141,93
2021/03/08 15:06	Opera News	N/A	Online	4921,95
2021/03/08 15:12	Afternoon Express	N/A	Online	7469,45
2021/03/08 18:15	SABC 3	Afternoon Express	Broadcast	70800
2021/03/12 00:00	Landbouweekblad	p.20	Print	45331,52
2021/03/08 20:00	Munghana Lonene	Tiko a xi etleri	Broadcast	29677
2021/03/09 04:32	The Star	p.3	Print	48819,2
2021/03/09 06:45	The Star (Country Edition)	p.3	Print	48819,2
2021/03/09 06:51	Engineering News	N/A	Online	13370,43
2021/03/09 07:28	Kovsie FM 97.0	Cell C Breakfast Run	Broadcast	16632

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/09 08:36	SABC 3	Expresso	Broadcast	46083,33
2021/03/09 08:59	SABC 3	Expresso	Broadcast	40016,67
2021/03/09 11:09	SABC News	The Agenda	Broadcast	212850
2021/03/09 11:44	SABC News	N/A	Online	6780,4
2021/03/09 12:23	SAFM	Main News @ 12:00	Broadcast	5112
2021/03/09 12:41	Lesedi FM	Main News @ 12:00	Broadcast	13090
2021/03/09 12:45	The Presidency of the Republic of South Africa	N/A	Online	91290,26
2021/03/09 12:50	South African Government News Agency	N/A	Online	10258,38
2021/03/09 12:50	5FM	Main News @ 12:00	Broadcast	7074
2021/03/09 13:00	Business Tech	N/A	Online	42561,75
2021/03/09 13:04	Radio 2000	Main News @ 12:00	Broadcast	2655
2021/03/09 13:07	SABC News	On Point	Broadcast	22500
2021/03/09 13:12	SA Finance News	N/A	Online	1246,89
2021/03/09 13:20	DYR 105.1 FM	News@13:00	Broadcast	560
2021/03/09 13:20	Munghana Lonene	Main News @ 13:00	Broadcast	3432
2021/03/09 13:38	CGTN Live Africa	N/A	Online	6061,77
2021/03/09 13:43	SABC 1	News @ 13:00	Broadcast	180000
2021/03/09 13:43	Rise FM	Main News @ 13:00	Broadcast	1384,67
2021/03/09 13:47	Jacaranda 94.2	Main News @ 13:00 (Eng)	Broadcast	10354,5
2021/03/09 13:50	Ikwewezi FM	Main News @ 12:00	Broadcast	5311
2021/03/09 14:00	SABC News	On Point	Broadcast	23550
2021/03/09 14:05	Metro FM	Main Sports News @ 13:05	Broadcast	17249
2021/03/09 14:11	Caledon FM	Hoofnuus @ 13:00	Broadcast	455
2021/03/09 14:22	Cape Talk	Main News @ 14:00	Broadcast	3830,2
2021/03/09 14:23	ENCA	Lunch Time	Broadcast	37500
2021/03/09 14:33	Algoa FM	Main News @ 13:00	Broadcast	7697,33
2021/03/09 14:41	Kingfisher FM	News @ 14:00	Broadcast	899,07

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/09 14:45	Algoa FM	News @ 14:00	Broadcast	3012
2021/03/09 14:49	Kfm	News @ 14:30	Broadcast	8230,3
2021/03/09 15:10	SABC News	On Point	Broadcast	22050
2021/03/09 15:34	RSG	Hoofnuus @ 13:00	Broadcast	13237
2021/03/09 15:49	Metro FM	Lunch with Thomas & Pearl	Broadcast	158544
2021/03/09 15:49	Metro FM	Lunch with Thomas & Pearl	Broadcast	158544
2021/03/09 16:05	702	N/A	Online	38105,2
2021/03/09 16:10	The Africa	N/A	Online	10275,65
2021/03/09 16:12	Kfm	News @ 16:00	Broadcast	7993,4
2021/03/09 16:48	SA Finance News	N/A	Online	2802
2021/03/09 17:00	East Coast Radio	News @ 16:00	Broadcast	13387,5
2021/03/09 17:11	SABC News	SA Today	Broadcast	22650
2021/03/09 17:13	SAFM	Beyond The Headline	Broadcast	86591
2021/03/09 17:38	Newzroom Afrika	Newzfeed PM	Broadcast	25000
2021/03/09 17:41	702	The John Perlman Show	Broadcast	8495,37
2021/03/09 18:00	Engineering News	N/A	Online	11899,25
2021/03/09 18:06	RSG	Nuus @ 15:00	Broadcast	18396
2021/03/09 18:11	Muhabarishaji News	N/A	Online	16026,56
2021/03/09 18:13	702	The John Perlman Show	Broadcast	99376,03
2021/03/09 19:07	Luister FM	Hoofnuus @ 17:00	Broadcast	384
2021/03/09 19:12	Fine Music Radio	Main News @ 17:00	Broadcast	723,33
2021/03/09 19:36	Eyewitness News (EWN)	N/A	Online	13708,2
2021/03/09 20:11	Classic FM	Classic Business	Broadcast	3028,33
2021/03/09 20:15	Politics Web	N/A	Online	150374,72
2021/03/09 20:42	ENCA	eNCA SA Tonight	Broadcast	170333,33
2021/03/09 21:17	EK FM	Main News @ 15:00	Broadcast	2029,73
2021/03/09 21:37	Power FM	Power Business	Broadcast	13933,33
2021/03/09 21:41	E.TV News	E.TV News	Broadcast	41500
2021/03/09 21:51	Power FM	Power Business	Broadcast	101200

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/09 22:18	Politics Web	N/A	Online	150374,72
2021/03/09 22:30	Main News	N/A	Online	3149,44
2021/03/10 00:11	Cape Business News	N/A	Online	42496,71
2021/03/10 03:11	702	N/A	Online	2993,98
2021/03/10 03:26	Opera News	N/A	Online	3678,51
2021/03/10 03:47	Politics Web	N/A	Online	150374,72
2021/03/10 04:12	Research Channel	N/A	Online	2604,8
2021/03/10 04:40	Engineering News	N/A	Online	20726,33
2021/03/10 04:47	Newsnote	N/A	Online	8894,05
2021/03/10 05:11	APA News	N/A	Online	4213,88
2021/03/10 05:11	APA News	N/A	Online	4213,88
2021/03/10 05:18	Iono.fm	N/A	Online	9135,66
2021/03/10 05:24	702/Cape Talk Simulcast	Early Breakfast	Broadcast	15162,63
2021/03/10 05:52	Daily Sun	p.2	Print	38940,8
2021/03/10 06:09	Daily Sun (Limpopo/ Mpumalanga/North-West)	p.2	Print	32297,3
2021/03/10 06:16	SABC 3	Expresso	Broadcast	6066,67
2021/03/10 06:22	Eyewitness News (EWN)	N/A	Online	3095,4
2021/03/10 06:29	Daily Sun	N/A	Online	23068,1
2021/03/10 06:38	The South African	N/A	Online	31838,4
2021/03/10 06:42	East Coast Radio	N/A	Online	21774,4
2021/03/10 06:45	IOL	N/A	Online	40092,8
2021/03/10 06:51	News 365	N/A	Online	3087,25
2021/03/10 06:51	Jacaranda FM	N/A	Online	20549,59
2021/03/10 06:53	ENCA	eNCA SA Tonight	Broadcast	11800
2021/03/10 06:53	Polity	N/A	Online	64388,31
2021/03/10 06:55	Eyewitness News (EWN)	N/A	Online	16877,3
2021/03/10 06:55	Full View	N/A	Online	9308,53
2021/03/10 06:56	South African Government	N/A	Online	50206,54
2021/03/10 06:56	My ZA	N/A	Online	31584,16

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/10 13:42	Afternoon Express	N/A	Online	4770,81
2021/03/10 13:42	Afternoon Express	N/A	Online	8674,2
2021/03/10 15:40	Motsweding FM	Oketsa	Broadcast	89516
2021/03/10 17:31	SABC 3	Afternoon Express	Broadcast	83100
2021/03/10 17:51	E.TV News	E.TV News	Broadcast	153000
2021/03/10 18:17	SABC 3	Afternoon Express	Broadcast	101400
2021/03/10 19:15	ENCA	eNCA SA Tonight	Broadcast	282333,33
2021/03/10 22:04	E.TV News	Healthy Living	Broadcast	36000
2021/03/11 05:57	The Herald (Morning Final)	p.1	Print	30781,56
2021/03/11 07:15	Herald Live	N/A	Online	49600,1
2021/03/11 08:30	The Meander Chronicle	N/A	Online	10078,8
2021/03/11 12:02	SAFM	The Talking Point	Broadcast	184955
2021/03/11 12:35	SABC News	The Agenda	Broadcast	521100
2021/03/11 12:49	South African Government News Agency	N/A	Online	7408,83
2021/03/11 13:20	My ZA	N/A	Online	22942,24
2021/03/11 14:24	Kingfisher FM	News @ 14:00	Broadcast	1144,27
2021/03/11 15:33	Radio Teemaneng	Morning Current Affairs	Broadcast	5227,2
2021/03/11 15:37	South African Government	N/A	Online	126788,58
2021/03/11 16:02	The Africa	N/A	Online	7426,1
2021/03/11 16:04	702	The John Perlman Show	Broadcast	26473,93
2021/03/11 16:28	Ukhozi FM	Jabul'ujule	Broadcast	165549
2021/03/11 17:11	South Africa Direct News	N/A	Online	967,12
2021/03/12 03:49	Railways Africa	N/A	Online	26906,4
2021/03/11 00:00	702	The John Perlman Show	Broadcast	133950,2
2021/03/12 11:23	Retail Brief Africa	N/A	Online	24312,36
2021/03/12 19:10	702	The John Perlman Show	Broadcast	44452,5
2021/03/12 20:40	Cape Town TV	Our City	Broadcast	21528
2021/03/14 00:00	Sunday Times (Gauteng), Business Times	p.2	Print	124893,12
2021/03/14 00:59	Business Live	N/A	Online	83411
2021/03/14 02:08	Times Live	N/A	Online	51147,8
2021/03/14 05:12	Sunday Times (Express Edition), Business Times	p.2	Print	124893,12
2021/03/14 05:14	Sunday Times (KZN), Business Times	p.2	Print	124893,12

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/14 05:15	Sunday Times (Western Cape), Business Times	p.2	Print	124893,12
2021/03/15 18:19	Newzroom Afrika	Newzfeed PM	Broadcast	198000
2021/03/19 00:00	Landbouweekblad	p.4	Print	12858,46
2021/03/17 09:21	Bizcommunity	N/A	Online	208442,64
2021/03/17 12:40	ITWeb	N/A	Online	59022,6
2021/03/17 13:34	Running Wolf's Rant	N/A	Online	4776,5
2021/03/17 19:26	Music in Africa	N/A	Online	14246,94
2021/03/18 13:39	Bizcommunity	N/A	Online	123323,88
2021/03/18 16:40	Yule Dark	N/A	Online	5032,8
2021/03/19 10:42	Dispatch Live	N/A	Online	45915,1
2021/03/19 17:53	Ezweni News SA	N/A	Online	4601,75
2021/03/19 18:46	StartUp Mag	N/A	Online	51210,45
2021/03/20 02:46	The Presidency of the Republic of South Africa	N/A	Online	125671,5
2021/03/20 20:13	Knowledia ZA	N/A	Online	2505,84
2021/03/20 20:13	Knowledia ZA	N/A	Online	4349,76
2021/03/20 20:14	Knowledia ZA	N/A	Online	3971,52
2021/03/21 11:32	SA Décor and Design	N/A	Online	100058,88
2021/03/22 11:45	Benoni City Times	N/A	Online	25628,15
2021/03/22 11:46	Berea Mail	N/A	Online	25628,15
2021/03/22 11:50	Kempton Express	N/A	Online	25628,15
2021/03/22 11:52	North Coast Rising Sun	N/A	Online	25628,15
2021/03/22 11:54	Rosebank Killarney Gazette	N/A	Online	25628,15
2021/03/22 11:55	Rekord East/Oos	N/A	Online	36070,74
2021/03/22 11:59	Northern Natal News	N/A	Online	25628,15
2021/03/22 12:03	Soweto Urban	N/A	Online	25628,15
2021/03/22 12:08	South Coast Sun	N/A	Online	25628,15
2021/03/22 12:57	Review	N/A	Online	31408,33
2021/03/22 13:01	Midrand Reporter	N/A	Online	25628,15
2021/03/22 13:03	Zululand Observer	N/A	Online	25755,4
2021/03/22 13:03	South Coast Herald	N/A	Online	31408,33
2021/03/22 13:04	Springs Advertiser	N/A	Online	25628,15
2021/03/22 13:06	Lowvelder	N/A	Online	31408,33
2021/03/22 14:16	Boksburg Advertiser	N/A	Online	26468
2021/03/22 14:20	Rising Sun (Mid South Coast)	N/A	Online	26468

Allocation Date	Media	Page Number/ Programme	Service	AVE
2021/03/22 22:57	Northcliff & Melville Times	N/A	Online	25628,15
2021/03/22 23:48	Southern Courier	N/A	Online	25628,15
2021/03/23 00:56	Middelburg Observer	N/A	Online	36070,74
2021/03/23 05:30	The Citizen (Gauteng), City	p.13	Print	10391,26
2021/03/23 05:56	The Citizen (Country Edition), City	p.13	Print	10391,26
2021/03/23 09:00	The Southern Times, Business	p.23	Print	4106,79
2021/03/26 00:00	Die Echo (De Aar)	p.7	Print	2556,33
2021/03/26 07:15	Cosmo City Chronicle	p.5	Print	8872,44
2021/03/26 19:41	Vuk'uzenzele	N/A	Online	56245,21
2021/03/27 17:55	Ligwalagwala FM	Sisonke Midday Grooves	Broadcast	7860
2021/03/27 17:59	Ligwalagwala FM	Sisonke Midday Grooves	Broadcast	14130
2021/03/28 17:19	South Africa Direct News	N/A	Online	1450,68
2021/03/29 14:24	Entertainment SA	N/A	Online	15372,72
2021/03/29 23:37	Showbiz Scope	N/A	Online	15450,36
2021/03/29 23:59	Gauteng Online Lifestyle Magazine	N/A	Online	15683,28
2021/03/30 05:14	My Pressportal	N/A	Online	13643,3
2021/03/30 09:26	Guy Gal Conner	N/A	Online	8025,3
2021/03/30 12:32	Government Publications: Vuk`Uzenzele	p.8	Print	86344,55
2021/03/30 13:15	SA Positive News	N/A	Online	6769,84
2021/03/30 19:09	Media Update	N/A	Online	52949,04
TOTAL				R11 936 358.07



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
19 January 2021	Limpopo Public Sector	Virtual
23 February 2021	SEDA Webinar – Free State	Virtual
4 March 2021	Free State Procurement Forum	Virtual
8-10 March 2021	Buy Local Summit and Expo	Virtual
12 March 2021	Gauteng Public Sector Forum	Virtual
26 March 2021	Eastern Cape Procurement Forum	Virtual

ABOVE THE LINE CAMPAIGNS



The branding focus during the quarter in review was on the aesthetics of the first virtual edition of the Buy Local Summit & Expo. The new look and feel aimed to give broad audience appeal on all online platforms.

We decided to make the three days of the event stand out from each other and whilst there was a universal look and feel, each day looked different from the other, in order to make audience differentiation easier. We also worked on advertising elements for the event to drive registration and participation.

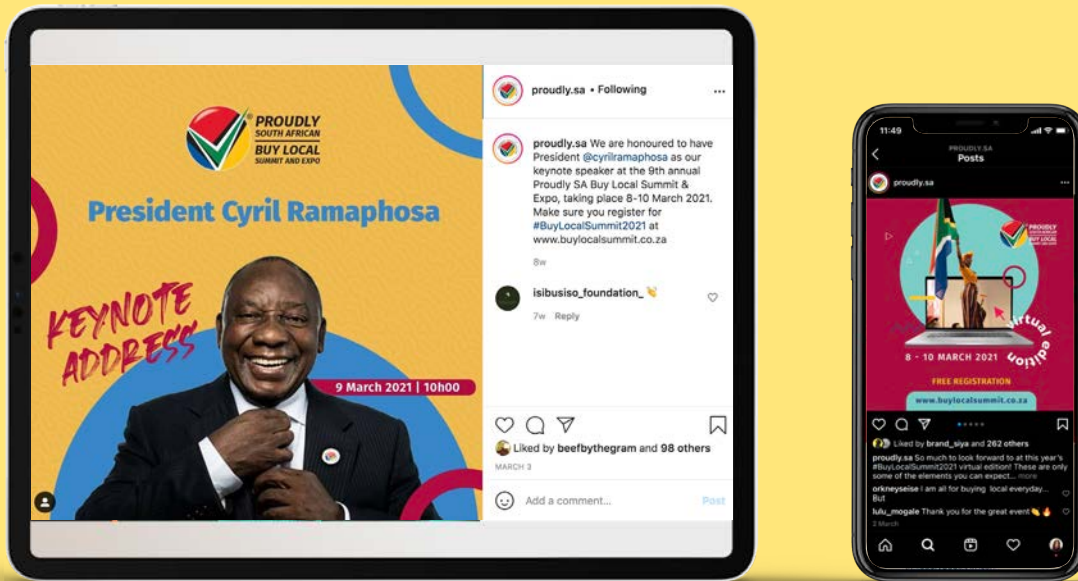
To create more of a buzz around the event, we used digital advertising to reach a large, targeted audience from our various social media platforms including Twitter, Facebook, LinkedIn and Instagram.

In addition, we worked on our yearly Valentine's Day activation which was in partnership with kulula.com, creating an advert for their electronic magazine and all the artwork for social media advertising on both our own and their platforms.

We continue to act as a support function to the Marketing Department and the company by creating presentations for client meetings, high level engagements by the executive team as well as designing ecards, invitations as well as web services for the various initiatives the company undertakes. Work has included new portals, website redesign, the 27th SAMA Awards partnership and public sector procurement forums, to name a few.

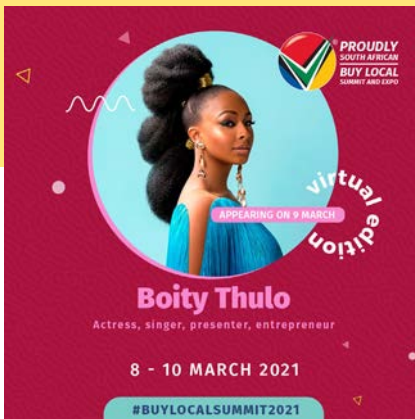
BUY LOCAL SUMMIT & EXPO

DIGITAL ADVERTISING




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.






This ad has been shared with you.


 **Proudly South African**
Sponsored (demo) · 

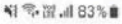


MON, MAR 8 - MAR 10
Proudly South African Buy Local Summit & Expo 2021 ☆ Interested



~~X~~ 1,655 people interested · 217 people going ~~X~~

   Brendon De Reuck, Andriette van Zyl and 1K others ~~X~~ 84 Comments

 Like  Comment  Share 

11:10  83%

sowetanlive.co.za/business/2021-


Sowetan LIVE  

industry amid tight supply. The industry uses the commodities for cleaning up exhaust fumes.






This has heavily boosted the profits of PGM miners, such as Impala Platinum and Sibanye Stillwater, helping them ride out the fallout of the Covid-19 pandemic.


However, despite high prices, Royal Bafokeng held back from announcing any expansion plans.

"We will be very cautious of trying to run before we walk properly," CEO Steve Phiri said in an investor call.



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It's being released on the App Store and will primarily be available in the US at this point.

The co-founders quit their jobs fresh out of college to devote three years to building the app says one team member.

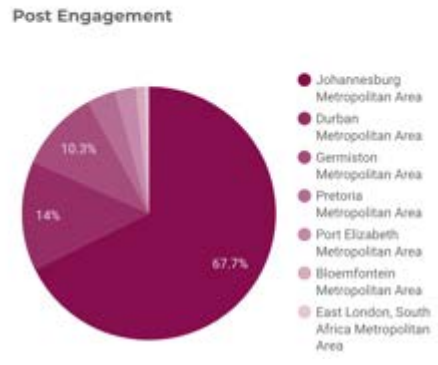
ADVERTISING



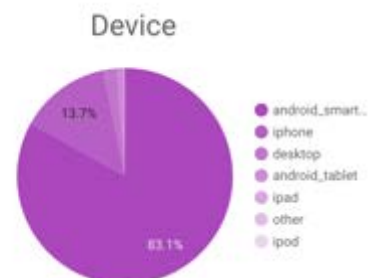
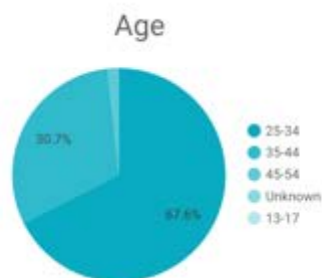
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"The app automatically buys you stock where you shop. So the moment you buy a cup of coffee at Starbucks you get to invest \$1 in a Starbucks stock. When you buy on Amazon, a dollar goes to Amazon."

Campaign group name	Impressions	Reach	Landing page clicks	Total engagements	Engagement rate	CPM	Clicks +	CPC	Total Spend
(210098) PSA - Local Buy Summit March'21	27,979	18,567	342	1,676	5.99%	R692.47	342	R56.65	R19,374.59
Grand total	27,979	18,567	342	1,676	5.99%	R692.47	342	R56.65	R19,374.59

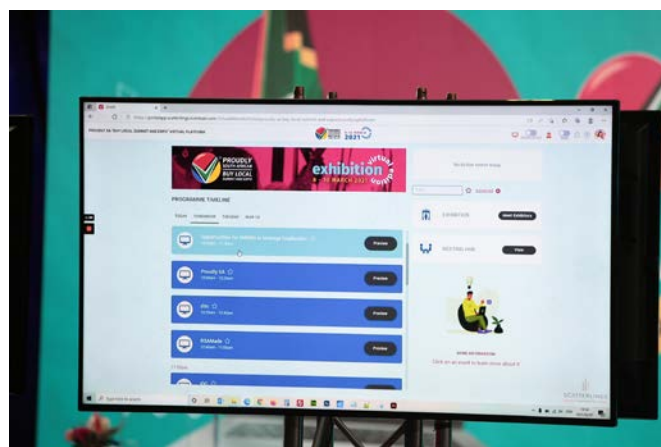


Ad set name	Reach +	Impressions	Page engagements	Event responses	Cost per event response	Link clicks	CPC (link)	Cost per 1000 people reached	Amount Spent
Proudly SA Buy Local Summit	499,472	1,192,047	8,073	2,691	R16.32	6,097.00	R3.25	R87.93	R43,920.46
Local Summit - Promoted Facebook	165,989	285,527	5,486	0	0	649.00	R1.19	R58.88	R9,773.84
Local Summit - Promoted Instagram	134,658	253,681	1,230	0	0	918.00	R8.07	R71.45	R9,621.86
Grand total	716,821	1,731,255	14,789	2,691	R23.53	7,664.00	R2.77	R88.33	R63,316.16





BRANDING



BACK TO SCHOOL CAMPAIGN

CAMPAIGN MAILER

locally Manufactured
School Bags +
EDUCATION =
local Job creation

Be Proudly South African. Buy local to create jobs.

PROUDLY SOUTH AFRICAN

BACK TO SCHOOL 2021

the dtic
Department of Trade and Industrial Development and Consumer Protection
REPUBLIC OF SOUTH AFRICA

SAFLEC
SOUTH AFRICAN LEATHER EMPLOYERS' ASSOCIATION

FLIC
Footwear & Leather Industries Cluster

locally Manufactured
Pencil Cases +
EDUCATION =
local Job creation

Jodam

BACK TO SCHOOL 2021

locally Manufactured
School Shoes +
EDUCATION =
local Job creation

Foot Feller

BACK TO SCHOOL 2021

locally Manufactured
School Belts +
EDUCATION =
local Job creation

SADDLER

BACK TO SCHOOL 2021

locally Manufactured
School Belts +
EDUCATION =
local Job creation

SADDLER

Be Proudly South African. Buy local to create jobs.

BACK TO SCHOOL 2021

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Be Proudly South African. Buy local to create jobs.

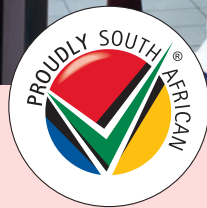
BACK TO SCHOOL 2021

CAMPAIGN
E-CARDS

VALENTINE'S DAY WITH kulula.com



KHULUMA ADVERT



A Proudly South African Valentine's Day

February is the month of romance! Even with social distancing keeping us away from our loved ones, we can still show our love for each other – and the country - by buying local!

Buying locally grown, manufactured and produced goods and services contributes to job creation and therefore to the economic recovery of our country.

By choosing to fly with kulula.com you have already helped keep ground staff, air crew, uniform manufacturers and many more people in the airline value chain in a job – that's being loyal to local and loving your country and we thank you!

Show your love for each other by staying safe, sanitising and wearing your masks this Valentine's Day.

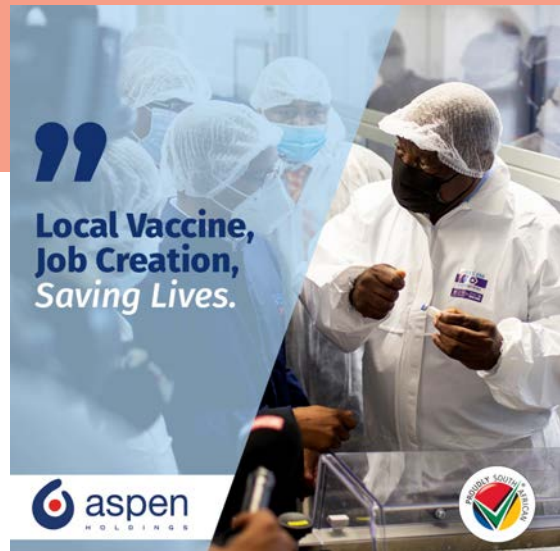
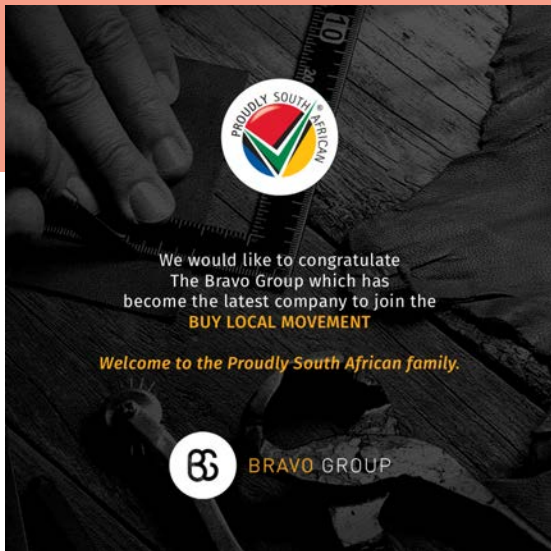
Show your love for your country by buying local.

www.proudlysa.co.za

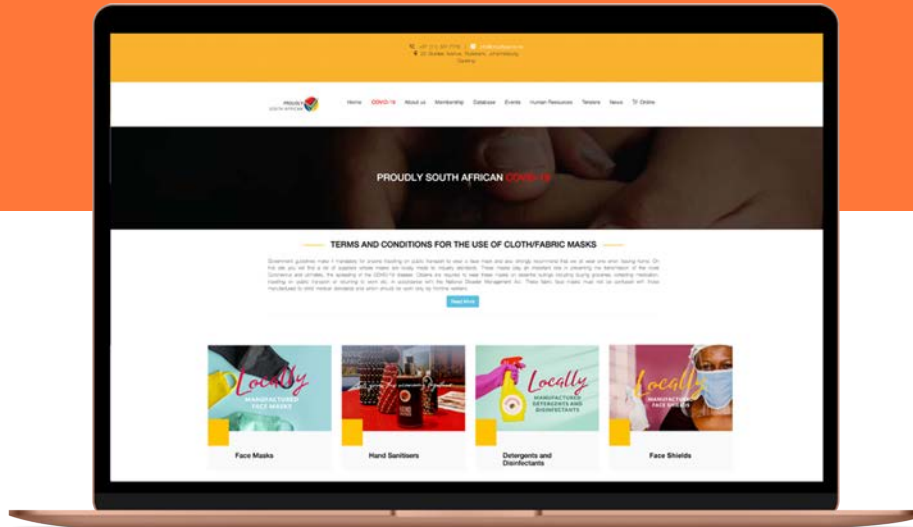
SOCIAL MEDIA E-CARDS



SOCIAL MEDIA E-CARDS



PROUDLY SA'S COVID-19 PORTALS



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

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

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

Individuals interested in procuring PPE will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPE, they are also indicative of the availability of PPE more broadly in the country. It also gives a sense of companies' endeavours to repurpose their businesses in order to remain in operation. The portals provide Procurement Officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.

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

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

BUSINESS FOR SOUTH AFRICA



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

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

To ensure that local manufacturing remains the core focus of the initiative, Proudly South African joined each Personal Protective Equipment (PPE) workstream including face shields/visors, PPE textiles including FFP2 respirators and surgical masks, gowns, aprons etc., gloves, ventilators, test kits, and sanitisers/disinfectants as the organisation leading the latter workstream. The workstreams have been established to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

In order to complement the work of the Procurement arm of the initiative, and to further drive localisation by supporting local manufacturers, Proudly SA has

offered to host the content of the Business for South Africa procurement platform on the Proudly SA website. This platform provides insights into the state of local manufacturing of PPE in the country, matched with projected demand data made available by the dtic as well as other reputable sources. Proudly SA has also committed to listing government and private sector tenders/RFQs alongside product specifications, and a list of local manufacturers provided product is manufactured locally, complies with industry specifications and standards, is tested, certified and/or licensed with the relevant regulators or verification bodies. The platform will complement Proudly SA's COVID-19 portals now named Proudly SA's portals. The PPE portals for products utilised in clinical settings have been developed and was launched in March 2021. Initially, the following products will be included namely disposable/plastic aprons, disposable/isolation gowns, surgical masks, FFP2 respirators, SAHPRA-licensed sanitisers and non-sterile examination, or sterile and non-sterile surgical gloves.

Through the Proudly SA tender monitoring function, Proudly SA reports to the governance committee as well as the workstreams on PPE tenders/RFQs issued by government on a weekly basis. This report assists the dtic and labour to lobby the support of local manufacturers through the work of the Business for South Africa workstreams, and the workstreams to track government's demand of the much-needed product. Since rolling out this function for the Local Manufacturing Partnership, Proudly SA's tender monitoring function picked up 1,962 PPE tenders/RFQs, 306 in quarter four alone.

Proudly SA's next focus will predominantly be on driving local demand for these products given the poor uptake of these products by Health in both the public and private sector.

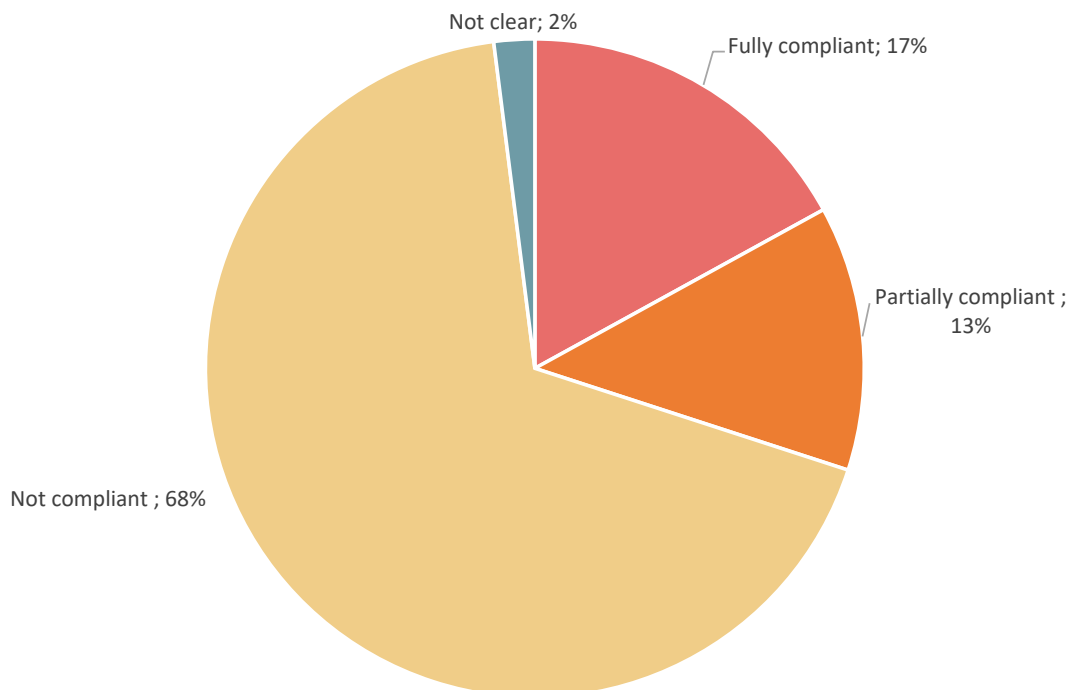
PROUDLY SA'S TENDER MONITORING FUNCTION

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

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

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

**2020/2021 Q3
COMPLIANCE LEVELS FOR BIDS FOLLOWED UP
FROM OCTOBER TO DECEMBER 2020**



SARS INDUSTRY STAKEHOLDER FORUMS

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

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

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

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

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

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

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

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January to 31 March 2021) - 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
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p>	<p>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:</p> <p>*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;</p>	<p>*Above-the-line – Buy Local (Buy Back SA/Buy SA) activism campaign reaching at least 20 million consumers</p>	<p>*Reach 1 million consumers during Quarter 4</p>	<p>*Reached in excess of one (1) million consumers through: *Back To School campaign – a joint collaboration with SAFLEC. *Extensive digital branding campaign for Proudly SA’s 1st Virtual Buy Local Summit & Expo 2021 edition. *Utilization of external stakeholder platforms, including Radio</p>	
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p>	<p>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:</p> <p>*PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities;</p>	<p>*PR & Below the Line Activities reaching at least 10 million consumers per annum;</p>	<p>*Reach 1 million consumers during Quarter 4</p>	<p>*Reached in excess of one (1) million consumers through: *An extensive PR Media Blitz plan in support of Proudly SA’s 1st Virtual Buy Local Summit & Expo 2021 edition (incl. print exposure as well as TV and Radio interviews) *Utilization of all Proudly SA’s social media platforms including external stakeholder platforms *Achieved - Media drop offs and interviews aligned with the launch of the annual Buy Local Summit & Expo.</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	* National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	* At least 3 Activations hosted annually	* 1 activation planned for Quarter 3	* 4 consumer targeted activations done: Valentine's Activation Music Activation Clothing Activation	
	* Youth targeted Campaign, with radio stations of Tertiary Institutions and/ or youth targeted commercial and community radio stations (programs)	* 12 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum	* 3 Campaigns with radio stations planned per quarter	* Four engagements and interviews - VOW FM, Rhodes Radio station, Univen FM and Kopsie FM.	
	* Consumer education campaigns hosted in tertiary institutions (in partnership with Wear SA)	* 8x campus consumer education activations at tertiary institutions (converted to Campus Radio interviews)	* 2 campus consumer education activations per quarter	* Three engagements and interviews on Rhodes Radio station, Univen FM and Kopsie FM.	
	* Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;	* Participation in at least 0 trade expos per annum;	* No participation in any trade expos planned for the year	* N/A	
	* Increased awareness of the buy-local message in support of Heritage Month	* Roll out of at least 1 Heritage month activity per annum	* Proudly SA Heritage month activities planned for Q2 only	* NA	
	* Proudly SA CSI projects	* At least 1 CSI projects per annum	* No CSI activity planned for Q4	* CSI activity done for Buhlehuzile Secondary School	* Carried forward from Q3

Strategic objective/outcome					
Output	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 Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <ul style="list-style-type: none"> *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with the dtic, 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 to officials in metropolitan councils – engage with local government on localisation *Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities 	<ul style="list-style-type: none"> *At least 1 presentation to SOEPF per annum *Presentation at 1 government's SCM forum with Heads of procurement from various national government departments * At least 1 digital Provincial Public Sector forum per annum *Presentation to at least 0 metropolitan council procurement forums per annum *At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum 	<ul style="list-style-type: none"> *No presentation planned for Q4 *No presentation planned for Q4 *No digital Provincial Public Sector forum planned for Q4 *No presentation planned for the year *300 Tenders/RFPs per quarter 	<ul style="list-style-type: none"> *N/A *N/A * Four (4) took place, ie. Limpopo, Gauteng, Free State and Eastern Cape. *N/A 556 Tenders identified through the system 	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)</p> <p>*1-2 x day Buy Local Summit – focusing on all state organs and business procurement</p> <p>*1-2 x Day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo</p>	<p>*Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2020/21)</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo to be held per annum (virtual or otherwise)</p>	<p>*25 Proudly SA companies to be integrated with CSD per quarter</p> <p>*Buy Local Summit planned for Q4</p> <p>*Buy Local Expo planned for Q4</p>	<p>*No member companies have been integrated with CSD to date</p> <p>*Virtual Buy Local Summit took place from 8 to 10 March 2021</p> <p>*Virtual Buy Local Expo took place from 8 to 10 March 2021</p>	<p>*Development work is being finalized in order for both the CSD and Proudly SA systems to synchronise. Once completed, an MoU will be finalised</p>
<p>Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA</p>	<p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through: *Presentations to BUSA, BBC and BLSA members plus Business Chambers;</p>	<p>Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA</p> <p>*1 presentation to each BUSA, BBC and BLSA per annum;</p>	<p>*1 presentation planned with any of the targeted organizations for Q4</p>	<p>*Proudly SA is a part of a localisation technical working committee (meeting every week) established in Q4 of 2019/2020 whereby collaborative efforts & focus on local procurement are underway with BUSA (including B4SA), Manufacturing Circle, BLSA, NBI & BBC</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	* Local Procurement Partnerships with large retailers and /or manufacturers;	Presentations to at least 8 business chambers, associations and/or industry events per annum	* 2 presentations planned for each quarter	* Presentation made to Banking Association of SA(BASA)	
		*Partnerships with at least 2 major retailers/manufacturers per annum;	*No partnerships planned for Q4	*Membership concluded with PepClo	
	* 1-2 x Day Buy Local Summit – focusing on all state organs and business procurement	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)	* Buy Local Summit scheduled for Q4 (March '21)	*Virtual Buy Local Summit took place from 8 to 10 March 2021	
	1-2 x day Buy Local Expo – of all SA companies focusing on the priority Sectors - SCC – “Made in SA” Expo	*At least 1 Buy Local Expo to be held per annum (virtual or otherwise)	*Buy Local Expo scheduled for Q4 (March '21)	*Virtual Buy Local Expo took place from 8 to 10 March 2021	
	* Sector Specific Workshops	* 2 x sector specific forums per annum	*No sector specific forum scheduled for Q4	*Manufacturing forum took place where Proudly SA partnered with SEDA - Free State and Proudly SA CEO presented at this forum.	
	* Business Forums with dtic and other strategic partners	*9 business forums per annum	* 1 virtual business forum scheduled for Q4	* Hosted one (1) Virtual Business Forum: “Taking care of your employees so they can take care of your business”	
	* Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos	* Participation in at least 0 major trade expos per annum	* No trade expos scheduled for the year	* Proudly SA hosted its annual trade expo virtually - Buy Local Summit & Expo.	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*SA Premier Business Awards aimed at rewarding SA companies that achieve high levels of excellence in the course of doing business</p> <p>Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p> <p>Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value</p>	<p>* Co-hosting 1X annual SA Premier Business Awards event (as a partner to the dtic)</p> <p>*Secure an industry commitment from at least two major sectors per annum</p> <p>*Secure new localisation commitments from at least 5 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p> <p>* Implementation of Import Replacement in at least one key industry/product per annum</p>	<p>*Awards scheduled for Q4</p> <p>*No industry commitment planned for Q4</p> <p>*1 new localization commitments from major corporates planned for Q4</p> <p>*No local procurement workshop planned to present the developed database of buyers and/or SCM officers</p> <p>*No import replacement implementation in any key industry/product planned for Q4</p>	<p>*dtic did not host the event during this financial year</p> <p>*No industry commitment secured.</p> <p>*No corporate commitment secured however a presentation was made to the Banking Association of SA for this purpose</p> <p>*Buyers from the private sector and from SOEs invited to attend the Expo and the Summit, and exposed to database and actual suppliers</p> <p>*All major retailers that form part of the CGCSA have committed to localise 15 products on their shelves.</p> <p>The dtic has also identified a further 42 champions per industry to drive localisation through import replacement project.</p>	<p>*Awaiting on follow up presentation with the Banking Association South Africa and SA Petroleum Industry Association</p> <p>*The focus on local manufacturing for PPE with B4SA will yield commitments in Q1 2021/2022.</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
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; Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand or Consumer Research to be undertaken at least once per annum *At least 9 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/consumer outreach campaigns and via the website	*A consumer research study planned for Q2 *2 dipstick surveys planned for Q4	*N/A * - Virtual Business Forum. -Virtual Buy Local Summit & Expo	
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 *Annual compliance review of all members	*100% of all identified illegal users sent letters *100% (All) members checked for compliance	*All identified irregular users were sent letters – 100% *All members contacted as part of the new and renewals membership compliance process – 100%	
Partnership with enforcement agencies	*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; *Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders	*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally *Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS	*Monitoring of the use of logo and phrase done illegally – 100% contact with all identified companies *Participation in 6 Customs & Excise industry stakeholder forums planned per quarter	*Monitoring done by Adams and Adams monthly – 100% *Participated in 11 industry stakeholder forums including sugar, tobacco, plastics, downstream steel, tyre, scrap metal, beverage, footwear and leather, alcohol, furniture, clothing and textiles.	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Growing the database of South African supplier products and services for local procurement	*Grow the number of companies registering on the database.	*500 new products and/or services registered	*125 new products and/or services registered per quarter	*525 new products and/or services registered	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	*Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*Promotion of database to at least 0 provincial public-sector forums	*No provincial public-sector forums planned for the year	*4 virtual provincial public sector forums took place namely Gauteng, Eastern Cape, Limpopo & Free State.	
		*Promotion of database to at least 9 provincial business forums	*Promotion of database at 1 provincial business forum planned for Q4	* Database promoted to businesses at the webinar and the Buy Local Summit	
		*Promotion of database to at least 8 business associations or chambers	*Promotion of database at 2 workshops with business associations or chambers planned per quarter	*Presented the database to Banking Association of South Africa and Beverages SA	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Strengthening Media relations, PR and social media	*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	*Achieved. Refer to Section 4.5 of the Report	
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	* Press releases At least 36 press releases per annum	*9 press releases issued per quarter	A total of 8 press releases were released generating millions of PR value – refer to Section 4.5.4 of the Report	Shortfall for the quarter realised through extensive media coverage obtained
	*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 40x individual media engagements per annum	*10 media/editor's meetings per quarter	*A total of 25 media hybrid / online media engagements were achieved during Q4.	
		* At least 3 x Media meet & greet networking sessions per annum	*1 media meet & greet networking session planned for Q4	*A controlled meet & greet session was hosted for 10 media on the last day of the Summit & Expo.	
	*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 177,428 followers and Facebook has more than 28,205 followers & Instagram has more than 7,739 followers	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>* Increase following on social media platforms and increase in publicity</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p>	<p>* Increase following on all social media platforms by 2% per annum</p> <p>* Valentine's Day activation 1 per year on Valentine's day</p>	<p>Increase following on all social media platforms by 2% per quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '21)</p>	<p>* 3.9% average increase in following across all social media platforms was achieved</p> <p>*An online consumer driven activation took place in collaboration with a member company, Kulula / Comair.</p>	
Retention and Recruitment Members	Number of members recruited and retained	<p>*Recruit at least 220 new members for the year</p> <p>*Retain at least 70% of all members due for renewal for the year</p>	<p>*55 new members recruited during the quarter</p> <p>*70% of all members due for renewal renewed membership</p>	<p>*51 new fully paid up members recruited</p> <p>*85% of all members due for renewal, renewed their membership</p>	<p>*Due to late payment by members</p>
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 2019/20 financial year end audit – Annual Financial Statements	* 100% accurate and correct processing of all financial transactions during each quarter	<p>*Obtained unqualified audit report for 2019/20</p> <p>All financial transactions correctly and accurately processed during Q4</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
<p>Risk Management</p> <p>* Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)</p>	<p>Approved annual strategic risk register and quarterly risk management reports</p> <p>* Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually</p> <p>* Growth in sales of products on the online shopping platform (RSA Made)</p>	<p>100% compliance</p> <p>* 20 % growth in number of products and/or services registered on the platform per annum</p> <p>* 50% growth in sales on the RSA Made platform year on year</p>	<p>100% compliance</p> <p>5% growth per quarter</p> <p>12.5% growth per quarter.</p>	<p>Risk Register finalized and updated for the quarter</p> <p>* 76% quarter on quarter decline in number of products registered</p> <p>* 53% quarter on quarter decline in sales</p> <p>* 288% year on year growth in sales</p>	
<p>Human Resources Management: Organisational structure is always aligned to organisational strategy</p>	<p>Extent (Percentage) of alignment of the functional organogram with the approved strategy</p> <p>* Percentage of critical positions filled</p>	<p>* Organogram with positions informed by the organisational strategy and aligned completely</p> <p>* All (100%) critical positions filled at all times</p>	<p>* 100% alignment of organogram to the strategy in every quarter</p> <p>* All (100%) critical positions filled during the quarter</p>	<p>* Organogram fully aligned (100%) to the strategy</p> <p>* All critical positions filled during the quarter</p>	

Strategic objective/outcome						
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance	
Performance Management	Performance management system to set and evaluate performance targets and levels every 4 months	* Performance Agreements signed and all personnel assessed every 4 months during a 12-months Performance Cycle that runs from August 2019 to July 2020. Performance across all departments is not lesser than 70%	100% compliance	* 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			
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; X • The effectiveness of internal audit; X • The risk areas of the entity's operations to be covered in the scope of internal and external audits X • The adequacy, reliability and accuracy of financial information provided to management and other users of such information X • Any accounting and auditing concerns identified as a result of internal and external audits X • The entity's compliance with legal and regulatory provisions X • The activities of the internal audit function, including its annual work programme, co-ordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and X • Where relevant, the independence and objectivity of the external auditors. X 				The Audit Committee considers and approves the Audit plans of both 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			<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		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity? Does the internal audit function report to the audit committee detailing its performance against the plan?	X			The Internal Audit plan approved by the Audit committee is a rolling 3-year plan All internal audit reports are tabled at the Audit Committee and the Auditor's report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
	TR 27.2.10		Does the internal audit function evaluate the following: <ul style="list-style-type: none"> 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

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

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

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

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

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: <ul style="list-style-type: none"> An annual report on the activities of the public entity during that financial year; The financial statements for that financial year after the statements have been audited; The report of the auditors on those statements. 	X X X			The Annual Report, Annual Financial Statements and the Auditors report on the financial statements, are all submitted to the dtic on time, as required in the MoA (deadlines were extended for the 2019/20 financial year in terms of a Government Gazette issued by the Minister of Finance)

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

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

PFMA for Public Entities: Cash Management, Banking and Investment

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

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

PROGRESS ON ACTIONS IN THE RISK REGISTER - 31 MARCH 2021

Strategic Objective(s) affected	High level definition	Contributory Factor (s)		Consequences(s)	Inherent Risk Rating	Existing Controls	Residual Risk Rating	STRATEGIC RISK REGISTER - 2020/21	Risk Owner	Treatment Owner	Due Date
		Ref	Detailed Risk Description								
STRATEGIC RISKS											
Sustainability of the campaign	Overdependence on single funding source	1	A significant portion of revenue generated by Proudly South African is from the annual grant received from the Department of Trade, Industry and Competition (DITC), this poses a risk as there is no diverse income streams and thus reliance is placed on a single funder	Effect(s) or impact	12	There is an existing agreement with the DITC and an MTEF budget allocation for the next three years. Proudly South African Board has built relationships with both the political and administrative officials of the DITC in order to cement the inflow of funding. Revenue Generation Strategy in place: Strict meeting of deliverables in the MoU by Proudly SA. Financially distressed members offered payment terms	12	Benchmark Proudly South African against other similar organisations in key international markets (Proudly South African could partner with KPMG and request for pro-bono work and research in these markets. Proudly South African could also seek assistance from Brand SA and use their work and expertise to help with the branding of Proudly South African should explore other funding sources within the Public Sector (e.g. government departments, agencies) Development of a Hit-list of high value value leads across all sectors of diverse drivers (membership fees, trade exchanges and partnerships/sponsorships)	CEO/CEO/CMO/ Strategy Exec	CEO/CEO/CMO/ Strategy Exec	31-Mar-21
Educate consumers on the importance of buying local (local products and services) on country of origin labels - Influencing 'Buy Local' purchase behaviour	Resistance to change in buying behaviour	2	One of the key pillars of Proudly South African is to ensure that there is an increase in local production and sales of locally sourced products. A significant change in mindset is required in order to alter the buying behaviour.	Effect(s) or impact	16	Public Sector: Tender Monitoring system Public Sector Road Shows Private Sector: Participation at expos Buy-local logo Import replacement Consumer Education Campaigns (KPMG) Retailer Roadshow (KPMG) Consumer Education Campaigns Participation in BASA work streams aimed at driving localisation	12	Public Sector Inclusion of AG in the local procurement road shows for government officials SOEP Localisation programmes Integration PSA membership database with CSD Private Sector Source and grow local procurement Commitments in the local procurement purchasing decision makers and Capable of localisation driven companies Grow membership of the campaign and base of localisation driven companies Consumers Drive end-user demand through Masterplans (various intensity labour programme (Ship-stewards) and other initiatives) Broaden the base of friends of the campaign Partnerships with faith-based organisations	CEO	CEO	31-Mar-21
Recruitment and Retention of Members	Lack of high value members especially with retailers & manufacturers	3	Insufficient products available to consumers at point of sale.	The relevance of the campaign might be affected negatively amongst consumers - message lost. Lost opportunity, which might not be easy to be regained which will result in Proudly South African not achieving the impact it desired.	16	Improve value proposition to attract high value members especially with retailers & manufacturers. Focused membership drive, underpinned by industry specific strategies	12	Roll out sector/industry specific strategies, especially for consumer facing products (FMCG, Furniture as well as CFTL) to ensure that the value proposition offered by Proudly SA to companies in these sectors is strengthened encourage use of logo (country of origin label) by members, especially on products). Participation in various industry master plans. Strengthen import replacement initiatives to grow base of local products on retail shelves/ stores	CEO/ Executive Manager- Strategy, Stakeholder Relations & Legal	CEO/ Executive Manager- Strategy, Stakeholder Relations & Legal	31-Mar-21
Brand research - Development of a scientific basis for local procurement	Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	4	The impact of work conducted can only be reliably measured if there are tools in place that can gauge whether Proudly South African is effective in achieving its mandate.	Reputational damage. - Impaired stakeholder relations. - Strategy not informed and/or supported by real data	15	Annual consumer targeted research (Massmart) Dipstick surveys next most activities	12	Development of a monitoring and evaluation framework (inputs, activities, outputs, outcomes and impact). Conduct qualitative research.	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-21
Growing the database of South African supplier products and services for local procurement	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	5	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	This would result in potential members not taking up subscriptions for membership at Proudly South African, thus reducing the impact the organisation would have in promoting local procurement and the ability to diversify its income streams.	20	- Reduction of membership fees - Improved value proposition - Focus on access to markets for members - Participation in industry master plans and hosting of industry forums	9	-> Messaging unpacking the value of Proudly South African -> Building partnerships to drive localisation message -> Sustained brand viability through partnerships -> Linking of localisation to BEE Scorecard -> Strengthening of partnerships and relationships with industry bodies and difc sector desks	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-21
Financial Management and Business Continuity	High-level Operational Risks	6	Business Continuity.	- Loss of data. - Loss of income to replace assets.	12	- Backups of core systems and cloud storage of all company data; - Various software and strengthened firewall protections -> 24 Recovery SAs secured at Neteller	9	Strengthening of Control Environment, including Digitization of the organisation as well as enhancing Business Continuity plans	CEO/CFO	CEO/CFO	31-Mar-21

PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN - 2019/20

No.	Finding	Corrective Action (Plan)	Status
1.	Allocation of the income received in advance between current and non-current portions	AFS were adjusted accordingly.	Completed
2.	Payment on a deposit, incorrectly recognised as trade payable	AFS were adjusted accordingly Rent is now paid on the 1 st of the month in which it is due instead of last day of the previous month	Completed
3.	Inadequate disclosure in respect of the effect of Covid-19 on Proudly South African and financial statements	Note to the AFS and the Directors' Report were adjusted accordingly	Completed
4.	Supplier invoices not settled within 30 days	Where suppliers do not provide the mandatory documents – the invoice would be stamped once all mandatory documents have been received and payment will be effected within 30 days of receipt of the said documents.	Ongoing
5.	Overstatement of VAT receivable	Due to Covid-19 pandemic the Feb/Mar 2020 vat return was based on provisional financial records a revised submission will be made with the next vat return – Aug/Sep 2020	Completed
6.	Completeness of the commitments note in the financial statements	Note to the AFS was adjusted accordingly	Completed
7.	Inconsistencies in the leave practices and the wording of the leave policy	The Leave Policy will be amended accordingly	Completed
8.	Inconsistencies between the planned objectives and reported objectives	The inconsistencies in the wording between the APP and the consolidated APR were adjusted accordingly	Completed
9.	Inconsistencies between the planned performance indicators and reported performances indicators	The two incorrectly captured targets in the consolidated APR were rectified accordingly	Completed
10.	Inaccurate reporting of performance achievements	The incorrectly captured actual performance in the consolidated APR was rectified accordingly	Completed
11.	Incorrect SBD form being used for quotations.	The SCM Policy will be amended accordingly to be more specific	Completed
12.	Assessment of budget availability not reviewed consistently	Staff will be reminded to use the correct template for the Purchase Requisition	Completed
13.	Inconsistency between supply chain management policy and operational practices for requests for quotations below the value of R30 000	The error in the SCM Policy will be rectified however the current practice is in line with PPPFA	Completed
14.	No signed contract in place for Tharolla Software	Tharolla was appointed on an unsolicited bid to develop the PMT Model, which was covered by a Trade Exchange agreement. No contract was entered into for subsequent support to populate & provide training on the PMT Model. This arrangement has since been cancelled. Contracts/SLA's will be entered into with all service providers.	Contracts/SLA's will be entered into for all new services
15.	Requirements of documents required for quotations above R30,000.	Documents were misplaced/misfiled. It is standard practice to request the TCC, BBB-EE certificate and a declaration of interest form to perform the 80/20 preference point calculation.	Completed

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 4 – 1 January to 31 March 2021)

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 2021) Rands	YTD Variance (31 March 2021) Rands
INCOME								
Membership Fees	1,139,000	1,102,611	(36,389)	(3%)		4,556,000	4,596,421	40,421
Grant – the dtic	0	0	0	0%		35,475,000	35,475,000	0
Project based funding - UNOPS	0	0	0	0%		0	0	0
Sponsorship	9,000,000	984,783	(8,015,217)	(89%)	Due to lockdown restrictions, physical activities were not possible and hence this impacted sponsorship income	11,500,000	2,284,783	(9,215,217)
Other Income	0	161,280	161,280	100%	Interest income & sale of promotional items	0	655,810	655,810
Total Income	10,139,000	2,248,674	(7,890,326)	(78%)		51,531,000	43,012,014	(8,518,986)
EXPENDITURE								
HR and Staffing costs	5,971,368	5,929,570	41,798	1%	One vacancy and lower than budgeted salary increase	22,631,944	21,486,363	1,145,581
Administrative costs	1,749,936	1,471,108	278,829	16%	Cost saving due to lockdown restrictions (rotational means of working)	6,614,662	4,664,556	1,950,107
Membership costs	114,224	18,092	96,132	84%	Cost saving due to lockdown restrictions	456,895	94,184	362,711
Marketing costs	6,870,000	5,944,758	925,242	13%	Due to the lockdown restrictions no physical activities could take place, these were replaced by virtual/online activations	19,822,253	11,162,104	8,660,149
Capital Expenditure & IT	371,136	358,755	12,381	3%		2,005,245	1,203,306	801,939
Total Expenditure	15,076,664	13,722,283	1,354,381	9%		51,531,000	38,610,514	12,920,486

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