

QUARTERLY REPORT

1 JANUARY - 31 MARCH 2022

Quarter 4
2021/22 Financial Year





PROUDLY SOUTH AFRICAN
 Quarterly Report for Q4 (1 January to 31 March 2022)

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: ___/___/2022	Rank: Chairperson	Date: ___/___/2022

1 p4

Acronyms

2 p5

Executive summary

3 p7

Governance and oversight

4 p10

The quarter under review

- 4.1 High level achievement for the quarter
- 4.2 Areas where targets were not met
- 4.3 Membership Report
- 4.4 Events and Activations
- 4.5 PR Communications & Media
- 4.6 Presentations
- 4.7 Above The-Line Campaigns
- 4.8 Private Sector: Access to Market Localisation Tools
- 4.9 Public Sector: Access to Market Localisation Tools & Activities

5 p88

Performance for the period under review

6 p98

PFMA and National Treasury regulations checklist

7 p112

Progress on actions in the risk register

8 p113

Progress on post-audit implementation plan

9 p114

Financial report

ACRONYMS

The following are definitions of the acronyms used in the report

Accord	The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020.
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.
FMCG	Fast Moving Consumer Goods.
IPAP	Industrial Policy Action Plan
NCPC	The National Cleaner Production Centre, a programme of the dti, housed under the CSIR which focuses on assisting companies implement cleaner production and resource efficiency measures.
NEDLAC	National Economic Development and Labour Council, an entity of the Department of Labour.
NT	National Treasury.
PFMA	Public Finance Management Act No. 1 of 1999.
Proudly SA	Proudly South African, a not for profit company incorporated in terms of the Companies Act
SALGA	South African Local Government Association.
SAPBA	South African Premier Business Awards.
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.
UN	United Nations

EXECUTIVE SUMMARY

This report covers the period 1 January – 31 March 2022 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

The start of the final quarter of the 2021/22 financial year and the first of the calendar year was a busy one for Proudly South African. January was the month allocated to the Buy Local campaign to be featured at the Dubai 2020 Expo, and one which also saw our Festive Season campaign transition into Back-to-School messaging, in order to influence the extensive buying that happens for this period of the year in favour of locally made products and services.

The Proudly SA pavilion in Dubai showcased the products of a number of our members, and large posters around the SA country products stand spoke to localisation in the creative arts, clothing and textiles, wine, women-owned businesses, entrepreneurial, indigenous knowledge and furniture sectors. The overall Dubai 2020 Expo concluded at the end of the quarter under review, on 31 March 2022.

The 10th annual and second virtual/hybrid Buy Local Summit and Expo was hosted during this quarter, live streamed from the IDC's offices in Sandton, Johannesburg. The President delivered a keynote address, for a second consecutive year, adding enormous credibility and value to the event. The Summit saw broad participation from all social partners as well as influential members of society and captains of industry through presentations, panel discussions and other sessions, including addresses from amongst others, the Minister of Small Business Development, the Minister of Trade, Industry and Competition and a message from the SARS Commissioner aired as part of the SARS Business Solutions Hub segment.

In a session in which a series of private sector companies pledged their commitments to localisation, billions of Rands of spend were announced which will result in thousands of jobs created by 8 companies (including a retailer) as well as 2 industry associations (NAAMSA and the SA Canegrowers' Association and a retailer.

With the support of an external agency and collaboration with GCIS, extensive PR for the Buy Local Summit and Expo was generated, reaching millions of consumers and educating them on the importance and the economic impact of buying local.

Our work in the public sector received a setback when a court ruling on the PPPFA suspended its current terms, including the implementation of local content requirements as contained in the preferential procurement regulations. Nevertheless, we still hosted one public sector procurement forum, we continue to track tenders, and we are engaging the national Department of Health in relation to their tender for the provision of ARVs and overall procurement of PPEs. We are also engaging National Treasury on the need to ensure that individual state entities do not drop local content regulations from their respective procurement policies. We submitted comments on behalf of the organisation to the draft preferential procurement regulations, and also published an opinion piece in Business Report urging South Africans to comment on the current proposals for amendments to the PPPFA, including the imperative for the retention of localisation requirements in the soon-to-be finalised and promulgated regulations.

We continued to focus on consumer education initiatives, and this included hosting a number of activations during the Buy Local Summit – on the automotive, furniture as well as clothing, textiles, footwear and leather sectors – which spoke to the value chain and job creation elements in those industries, whilst being entertaining and informative. The videos for these activations and all the content from the Buy Local Summit continues to live online.

The campaign hosted a number of webinars during the quarter in review, both on its own and in collaboration with third parties.

From a governance perspective and in preparation for the next financial year, we worked on and gained Board approval for the Annual Performance Plan (APP) premised on the strategic direction from the Board following its board strategic session in the latter part of the 2022 calendar year. The Board also considered and approved the budget for the 2022/23 financial year. We are officially ready for the new financial year.

The Board also underwent its bi-annual board evaluations process spearheaded and overseen by an outsourced audit team. The results will be presented to the Board at its next round of meetings during the first quarter of the new financial year 2022/23.

The Thinc Foundation was appointed and commenced with a study that will look into the effectiveness and impact of the work of Proudly SA across all sectors of society. The study will be finalised during April 2022 and the results will be utilised to determine areas of success and identify areas in the campaign where improvements can be made.

Membership of the campaign exceeded its target for both new members and renewals, despite the tough economic conditions.

Overall, 2021/22 closed with the Proudly SA Buy Local campaign in a strong position and resolved to continue to make a contribution to the growth of the South African economy and employment situation.

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 30 March 2022 and considered the following:

- The Board considered at length the rulings of the Supreme Court of Justice and the Constitutional Court on the public sector preferential procurement regulations and its impact on the localisation mandate of Proudly South African.
- The Board received a report from the Chairman on the process that would be followed to appoint new social partners constituency representatives to the Board. The process would be undertaken by NEDLAC.
- The Board received and approved the 2022/23 Annual Performance Plan of the organisation.
- The Board received and approved the Annual Budget for the 2022/2023 financial year.
- The Board approved the Quarterly Report for submission to the DTIC.
- Management provided an update on the progress being made against implementing the strategic activities identified by Board members at the Board Strategy Session.
- The Board received the report on the discounted membership fees and payment terms approved in terms of the CEO's delegation of Authority.
- The Board received and recommended the initial report from the Buy Local Summit and Expo.
- The Board received and considered reports from the Standing Committees.
- The Board approved the recommendation to extend the CEO's delegation to offer discounts for an additional year.
- The Board approved the Remco's recommendation to give annual inflationary increases for staff members.
- The Board considered 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 2022 and the meeting considered the following:

- The Committee evaluated the response rate for the Annual Board Evaluation and agreed to extend the deadline.
- Management briefed the committee on the process undertaken in engaging the Auditor General on the reappointment of their current auditors.
- The Committee approved the External Audit Planning Memorandum, including the cost thereof.
- The Committee received the reports from the outsourced Internal Auditors for audits completed during the preceding period.
- The Committee considered the Risk Register and steps taken to mitigate the risks.
- The Committee approved the RFP for sourcing Internal Audit Services
- The Committee received a report on recent attempts to hack the organisation's website and measures taken to prevent future attacks.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 9 March 2022 and the meeting considered the following:

- The Committee considered the Budget for the 2022/23 financial year and recommended the Annual Budget for approval to the Board.
- The Committee approved the report on discounted membership fees and payment terms offered to members in line with the CEO's delegation of authority and recommended it to the Board for approval
- The Committee considered the list of companies who were being targeted for membership.
- The Committee reviewed the amendments previously made to the SODA relating to the CEO's discretionary powers for membership discounts and payment terms and recommended that they be extended for another year
- The Committee noted and ratified their approval for the RFPs for Travel Agency Services, AV and Exhibition Services for the March 2022 Buy Local Summit and Expo as well as for Internal Audit Services.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 1 March 2022 and the meeting considered the following:

- The Committee noted the interventions being pursued to improve local procurement in the public sector.
- The committee noted the membership report which highlighted the fact that 64 new members signed up and the renewal rate was 74%.
- The database of locally made goods and services was sitting at 20 279.
- The Tender Monitoring Report showed 70% Compliance and 30% non-compliance with the local content regulations in public sector procurement
- The report on the discounted membership Fees and payment terms were recommended to the Board for approval.
- The Committee received and considered the Marketing Report
- The Committee received the reports on the plans for the Buy Local Summit and Expo
- The Committee received the report on work being done to drive localisation with strategic stakeholders, as well as the Private and Public Sectors.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 22 March 2022 and the meeting considered the following:

- The Committee approved the organisational structure which also included the conversion of some of the intern positions into new positions.
- The Committee received and noted the reports on Staff Profile and Movements, Training and Development, Performance Management and Staff Welfare.
- The Committee recommended Annual Inflationary Adjustments for the staff in line with the CPIX.

3.6) Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 28 February 2022 and the meeting considered the following:

- The Committee considered and made recommendations to the Draft Policy for Ethical Donor Funding.
- The Committee noted the Social and Ethics Checklist which is reviewed for compliance at every meeting.

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 2021/22 financial year.

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

- Above the Line activities reached more than 7 million consumers through:
 - The Back-to-School campaign in January 2022;
 - An extensive digital branding campaign for Proudly SA's March 2022 Buy Local Summit & Expo; and
 - Utilization of external stakeholder platforms to promote the Buy Local narrative.
- Below the Line consumer education activities reached more than 43 million consumers through
 - Internal efforts implemented by the PR department in support of the 10th annual Buy Local Summit & Expo, including print exposure as well as TV and Radio interviews
 - A robust PR presence throughout the Back-to-School Campaign and the 2022 Buy Local Summit and Expo
 - 12 media/press releases
 - Utilization of all Proudly SA's social media platforms including external stakeholder platforms.
 - Various opinion pieces
- Proudly SA hosted three (3) virtual Business forums as follows:
 - A webinar with the Clothing, Textile, Footwear and Leather industry
 - Webinars with the following themes
 - SA School Uniform: Supply and Demand Dialogue
 - Multinationals: How they continue to create local jobs
- The 10th annual and second virtual Buy Local Summit & Expo took place between 14-16 March 2022 and was streamed live from the Industrial Development Corporation (IDC).
- Five (5) consumer education campaigns were rolled out, namely:
 - Valentine's Day
 - Max Pro Golf Day
 - Furniture Activation at the BLSE
 - Automotive Activation at the BLSE
 - Ferguson Films/Multichoice visit
- Although no sector specific forums were planned for Q4, workshops were hosted at the annual Buy Local Summit and Expo for the clothing, textile, footwear and leather, automotive and furniture sectors. A forum was also hosted addressing the need to drive up support for locally made school uniforms.

- Although no new major membership partnerships were envisaged in the APP for Q4, presentations were made to SAPPI and their membership will be finalised in Q1 of 2022/23
- Three (3) youth targeted campaigns with radio stations were planned, however eight (8) took place with the following youth targeted radio stations:
 - Rainbow FM
 - FMR
 - Link Radio
 - Radio Laeveld
 - Impact Radio
 - Radio Zibonele
 - Radio Khwezi
 - Energy FM
- One (1) major trade expo showcasing members' locally made products and services took place in the form of the Buy Local Expo
- Proudly SA launched and rolled out the Market Access Platform (MAP) in Q2. The MAP provides a database of approved local suppliers including a range of products and services for use by the private sector. All suppliers are audited for local content and quality, and many have been 'rated' by buyers who can post their reviews of companies from whom they have procured. More companies were added onto MAP representing both suppliers and potential buyers during the quarter under review.
- One (1) presentation was planned with an Apex business organization and Proudly SA presented to BU-SA's localization committee.
- Two (2) presentations were planned with business chambers/associations and Proudly SA presented at two procurement forums to the members of the National Hospital Network.
- Although no new industry level localization commitments were scheduled to be secured during the quarter, commitments were secured for the automotive industry at the 2022 Buy Local Summit and Expo from the National Association of Automobile Manufacturers of SA (NAAMSA), as well as from the SA Canegrowers Association on behalf of the supply side of the sugar industry.
- Although only one (1) localization commitment was targeted to be secured from major corporates during the quarter under review, the following corporates and/or companies gave localisation commitments at the 2022 Buy Local Summit and Expo:
 - Standard Bank
 - ABSA
 - OBC
 - SAB Corporate
 - TFG
 - PG Bison
 - Nissan SA and
 - Aspen Pharmacare

- The database of locally made products and services was presented to members of the National Association of Automobile Manufacturers of SA (NAAMSA) and the National Hospital Network.
- Proudly SA supported the following masterplans:
 - Retail - Clothing, textile, footwear and leather
 - Poultry
 - Sugar
 - Furniture and
 - Automotive
- It was envisaged that at least one (1) partnership would be secured with an SEZ, and the first public activity took place with the Saldanha Bay IDZ at the 2022 Buy Local Summit and Expo
- Proudly SA launched an on-line shopping platform with RSA Made on 21 August 2018. The number of products listed on the site, traffic on the website as well as sales volumes have increased during the period under review.
- This quarter under review also marked the ending of the six-month long Dubai 2020 Expo, which ran from 1 October 2021 until 31 March 2022. The campaign's participation in this regard was wholly funded by the dtic and was limited to developing and maintaining the official SA online virtual exhibition platform. The platform showcased a diverse range of SA made items to visitors to the pavilion looking for products and suppliers. The campaign also used this as an opportunity to send physical Proudly SA member products to the expo, in order for the products to be displayed in the pavilion, exposing these Proudly SA member products to other markets and possible customers.
- The virtual Dubai 2020 Expo is linked to Proudly SA's official online store, RSAMade and those wishing to buy any of the products featured in SA's online virtual expo can do so via this platform.
-
- The target of recruiting 75 new fully paid-up members was exceeded as 97 companies were recruited during the quarter under review.
- The target of 80% membership retention/renewal rate was exceeded as 82% was achieved, albeit the fact that the renewal process remains a time bound one, as various compliance documents are required and it is harder due to the tough economic climate exacerbated by Covid 19 pandemic.
- The database of locally made products and services grew by an additional 194 new products, with the database now having 20 473 products and services.

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 2021/22 financial year, and below are some of the areas where the campaign fell short for the quarter:

- No member companies have been integrated with National Treasury's CSD to date. Development work in Q3 has been finalised for both the CSD and Proudly SA systems to synchronise. National Treasury is to confirm date when integration is to take place. An MoU to give effect to this integration will be finalised with National Treasury.
- Discussions relating to the inclusion of Buy Local in the basic education syllabus did not take place in 2021/22 but an initial meeting with the department is scheduled for later in April.



MEMBERSHIP REPORT FOR Q4 2021/2022

Overview

The Proudly South African membership base is growing at a steady pace with 2,288 companies currently registered as members of the campaign.

In quarter four of 2021/2022, a total of 97 new members were recruited against the target of 75. The reason for positive growth in new member acquisitions can be attributed to the fact that the flagship event, the Buy Local Summit & Expo was held in this quarter and companies were keen to participate in this event for reasons associated to the exposure that their brand or product receives and the business advice they take away from the expert panelists.

The rate of retention of member companies for Q4 was 82%. The data clean up and new standards set for data integrity is assisting the retentions consultant to achieve the agreed upon retentions target.

The Manufacturing and Professional Services sectors remain the strongest. Members in the manufacturing sector are confirming that they see a gap in the market whereby export goods are both backlogged and delayed due to the pandemic and global supply chain disruptions. These members are manufacturing products locally to meet the demand. They are de-risking the supply chain through localisation. The new members acquisitions and renewal members are still largely located in the 3 large provinces being Gauteng, Western Cape and KwaZulu Natal.

Proudly South African's database of locally made products and services grew by 209 new products and services, exceeding the target of 190. We see a trend of member companies manufacturing one or two products only and not a large assortment of products. They are putting all of their efforts into taking one product to market with minimum risk and are joining the campaign to reap the benefit of access to market. We remain positive that MAP, RSA Made, and new strategic online partnerships will provide our members with access to market opportunities that will drive their anticipated business growth.

Quarter 4 Highlights

Membership Base	
As of Q4 2021/2022	2,288
New Members	
Target	75
Achievement	97
Renewal Rate	
Target	80%
Achievement	82%
Database of Local Products and Services	
Target	190
Achievement	209
Previous Quarter: Q3 2021/2022	20,279
Current Quarter: Q4 2021/2022	20,488

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

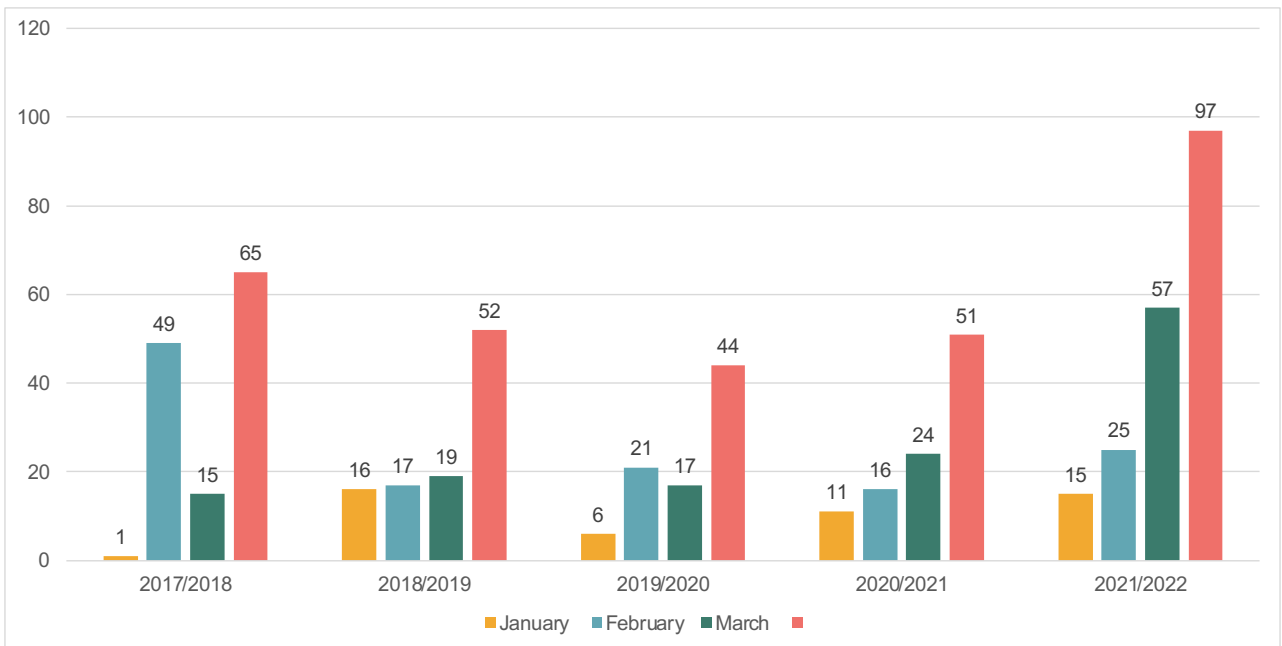
Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over 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: 2017/2018 to 2021/2022

MONTH	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
January	1	16	6	11	15
February	49	17	21	16	25
March	15	19	17	24	57
	65	52	44	51	97

Graphical Representation YOY Comparison 2017/2018 to 2021/2022



2021/2022 Q4 NEWLY RECRUITED MEMBERS

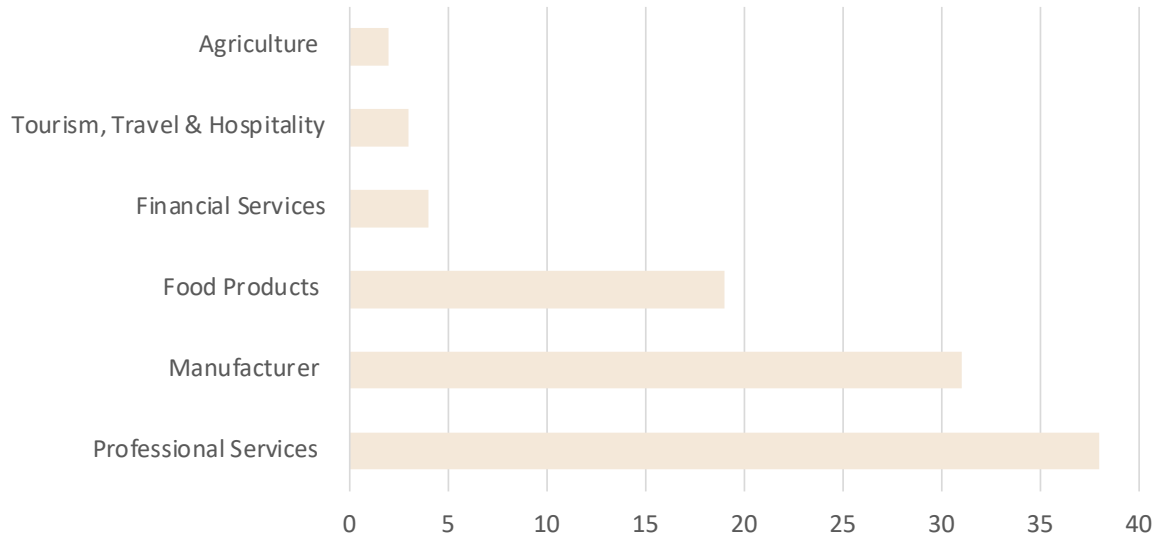
Company	Sector	Province	Classification	Lead Origin
January				
Character Group CC	Manufacturer	Gauteng	Gold	Consultant Generated
Denmar Estates (Pty) Ltd	Food Products	Gauteng	Gold	Consultant Generated
Food Specialties (Pty) Ltd	Food Products	KwaZulu Natal	SMME	Direct
Fresh Mo Brands	Food Products	Gauteng	SMME	Direct
Khanyisa Bomma Trading	Professional Services	Limpopo	SMME	Direct
Kioni Goods	Manufacturer	Limpopo	SMME	Direct
Maneli Pets (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
Maximum Profit Recovery (Pty) Ltd	Financial Services	Gauteng	Diamond	Referral
Naniwe Essentials	Manufacturer	Mpumalanga	SMME	Consultant Generated
Nchai Cosmetics	Manufacturer	Gauteng	SMME	Direct
Polliecorp (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant Generated
Shades of Culture (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Velvet Bush Group (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
February				
4U2P (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
African Petrochemicals (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Beyond Wellness Group	Professional Services	Gauteng	SMME	Direct
Blue Lagoon Products (Pty) Ltd	Manufacturers	Western Cape	SMME	Direct
Country Bird Holdings	Food Products	Gauteng	Diamond	Direct
Dikotla Minerals (Pty)Ltd	Professional Services	Gauteng	SMME	Direct
Eruditio Skills Development Consultants (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Farming in a Skirt	Agriculture	Gauteng	SMME	Direct
Geeks 4 Learning (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Liyana Shea Beauty Naturals	Manufacturer	Gauteng	SMME	Direct
Marabou Essentials (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Nungu Diamonds (Pty) Ltd	Manufacturer	Gauteng	Platinum	Referral
Own Muse Skincare	Manufacturer	Gauteng	SMME	Referral
PGMP (Pty) Ltd	Professional Services	Western Cape	SMME	Direct

Company	Sector	Province	Classification	Lead Origin
February Continued				
Prominent Brands	Manufacturer	Gauteng	SMME	Direct
Rakoma Travel (Pty) Ltd	Tourism Travel & Hospitality	Gauteng	SMME	Direct
Rakutu Group (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Synchrony Data (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Take No Time Upholstery	Manufacturer	North West	SMME	Direct
Thoko's Diamonds CC	Manufacturer	Gauteng	SMME	Referral
Versus Socks (Pty) Ltd	Manufacturer	Western Cape	Gold	Direct
Wakhanda Food Accelerator	Food Products	Gauteng	SMME	Referral
Wayto Instant Courier	Professional Services	Gauteng	SMME	Direct
ZA Natural Care (Pty) Ltd	Manufacturer	KwaZulu Natal	Gold	Consultant Generated
Zulu Madame	Manufacturer	Gauteng	SMME	Referral
March				
2Selai	Food Products	Gauteng	SMME	Direct
Acanza Touch Trading	Professional Services	Gauteng	SMME	Direct
Afri-Mealz (Pty) Ltd	Food Products	Gauteng	SMME	Direct
All Day Jam (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Aquamanti (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Auko Designs (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
BeMerry Foods and Enterprises	Food Products	Gauteng	SMME	Direct
Black Prime Investments	Professional Services	KwaZulu Natal	SMME	Direct
Chop and Eat (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Conzas Biscuits in Soweto (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Cosmo Dumplings	Food Products	Gauteng	SMME	Direct
Dikotla Minerals (Pty)Ltd	Professional Services	Gauteng	SMME	Direct
Feso Africa	Manufacturer	Gauteng	SMME	Direct
Gone Rural - Safari Curios	Professional Services	KwaZulu Natal	SMME	Direct
Green Chamber Foods	Food Products	Gauteng	SMME	Direct
Ground One Coffee (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Hoopoe Solutions (Pty) Ltd	Professional Services	Gauteng	SMME	Direct

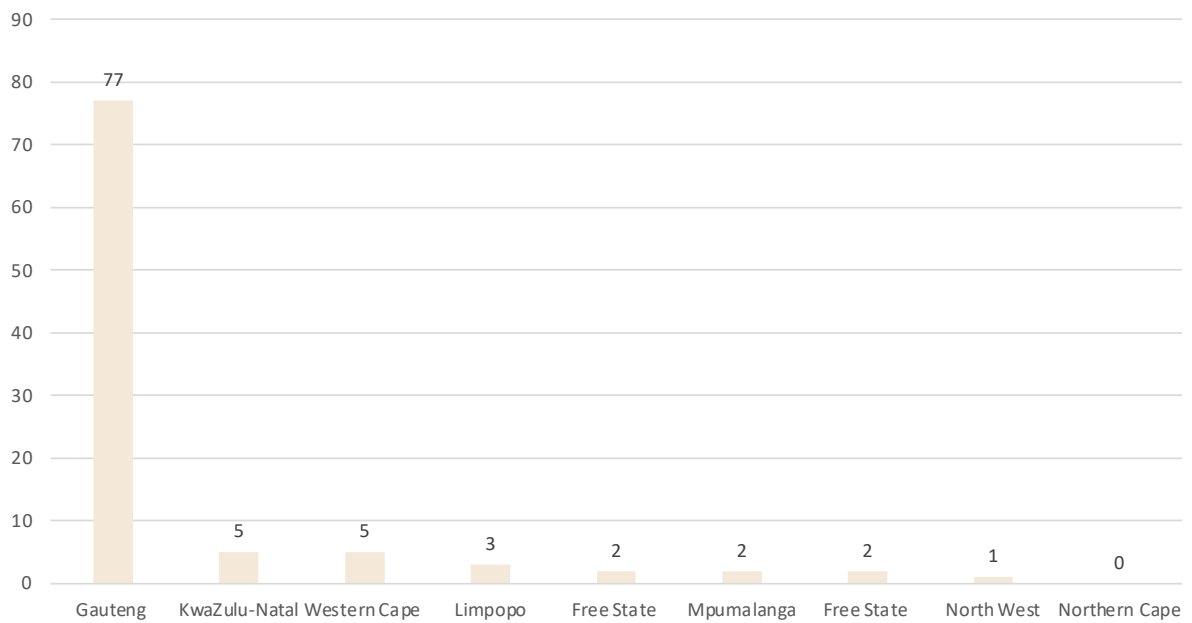
Company	Sector	Province	Classification	Lead Origin
March Continued				
Houp Solutions (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Lifeway Imphatho Brands (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Modern Centric Holdings (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Mtswako Immune Booster	Manufacturer	Free State	SMME	Direct
Mukondeleli Protection Services	Professional Services	Gauteng	SMME	Direct
Pitsana Trading Enterprise (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Rakoma Hotels (Pty) Ltd	Tourism Travel & Hospitality	Gauteng	SMME	Direct
Shop4me Clothing (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Sims Legacy Hospitality Solutions	Tourism Travel & Hospitality	Gauteng	SMME	Direct
Squizito (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
TACTPAM (Pty) Ltd	Agriculture	Gauteng	SMME	Sponsorship
The Golden Goose Catering	Professional Services	Gauteng	SMME	Sponsorship
Ting Tang Tea	Food Products	Gauteng	SMME	Sponsorship
Wyda Packaging (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
Zee`s Flava Fusion (Pty) Ltd	Food Products	Gauteng	SMME	Sponsorship
Zululand Filters (Pty) Ltd	Professional Services	KwaZulu Natal	SMME	Sponsorship
Muzi`s Cosmetics (Pty) Ltd	Manufacturer	Gauteng	SMME	Sponsorship
Undiis	Manufacturer	Gauteng	SMME	Sponsorship
Moselapane Trading	Professional Services	Gauteng	SMME	Sponsorship
Thavhakhulu Investments (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
Bhekizwe Group (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
Madiic Design Studios (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
Sesana Studio	Professional Services	Gauteng	SMME	Sponsorship
Madimbo Mac's Pty	Professional Services	Limpopo	SMME	Sponsorship
SLNKO (Pty) Ltd	Professional Services	Western Cape	SMME	Sponsorship
Blac Lyon (Pty) Ltd	Professional Services	Gauteng	SMME	Sponsorship
INO-Biodiesel	Manufacturer	Gauteng	SMME	Sponsorship
Ambesha Africa (Pty) Ltd	Manufacturer	Gauteng	SMME	Sponsorship
Awesome Soaps Manufactures	Manufacturer	Gauteng	SMME	Sponsorship
Moruo-Mason Foundries (Pty) Ltd	Manufacturer	Gauteng	SMME	Sponsorship
Ubuntu Extra Virgin Olive Oil (Pty) Ltd	Manufacturer	Western Cape	SMME	Sponsorship
Somelele Trading Training Centre	Professional Services	Eastern Cape	SMME	Sponsorship

Company	Sector	Province	Classification	Lead Origin
March Continued				
Glolooks Pty Ltd	Manufacturer	Free State	SMME	Sponsorship
Amigo Solutions	Professional Services	Gauteng	SMME	Sponsorship
Maloane Interiors and Architectural Designs	Professional Services	Gauteng	SMME	Sponsorship
Ritela Beverage	Manufacturer	Gauteng	SMME	Sponsorship
Liquid Gold	Manufacturer	Gauteng	SMME	Sponsorship
Curls By Taryn	Manufacturer	Gauteng	SMME	Sponsorship
Fresh Mark Foods	Food Products	Gauteng	SMME	Sponsorship

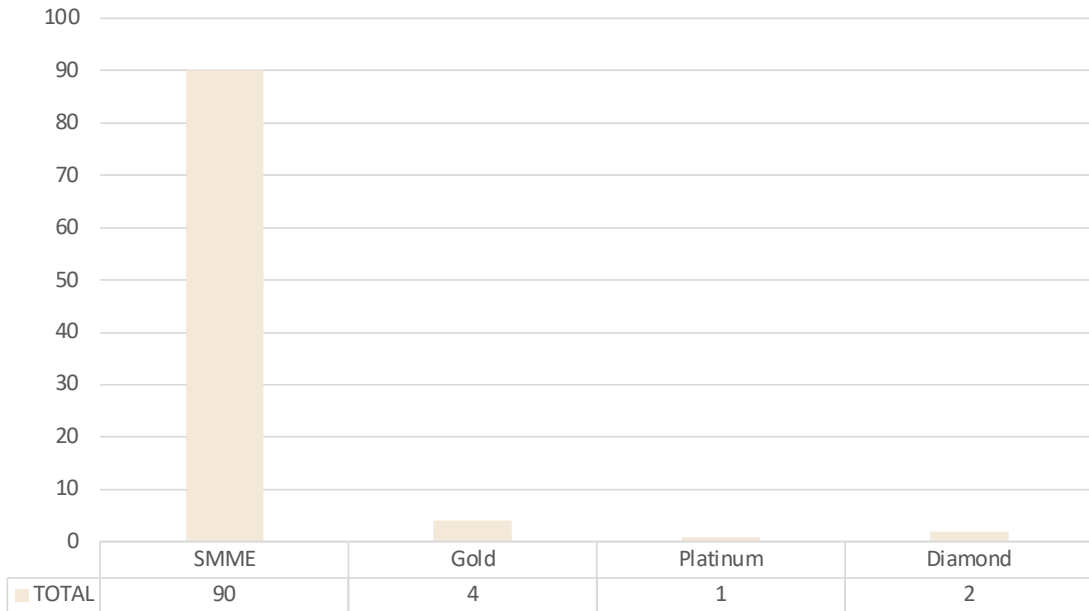
**2021 / 2022 Q4
NEWLY RECRUITED MEMBERS BY SECTOR**



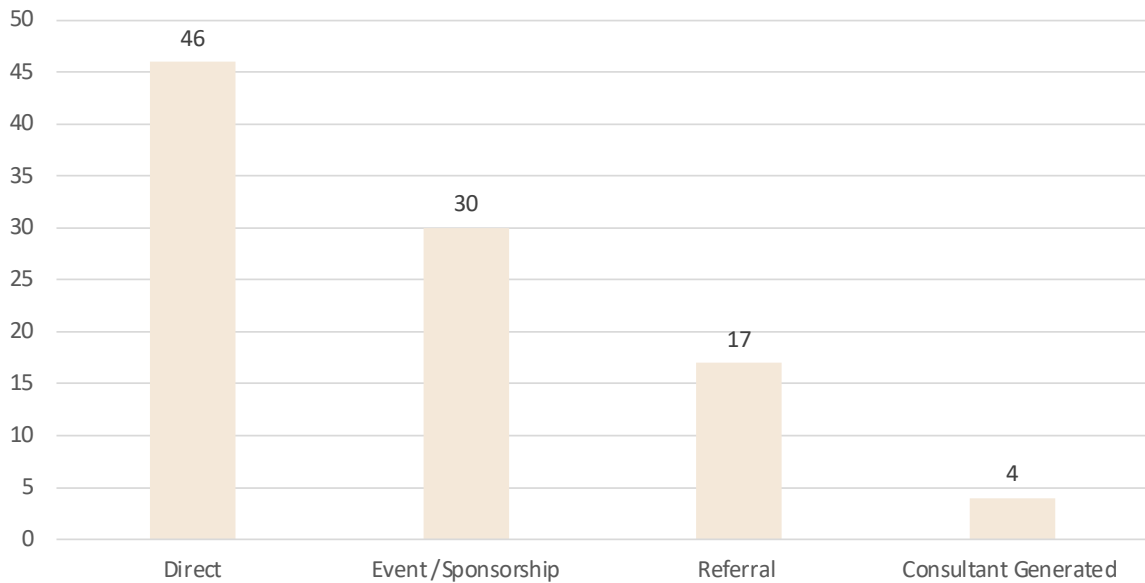
NEWLY-RECRUITED MEMBERS BY PROVINCE Q4 2021/2022



**2021/2022
NEWLY-RECRUITED MEMBERS BY CLASSIFICATION**



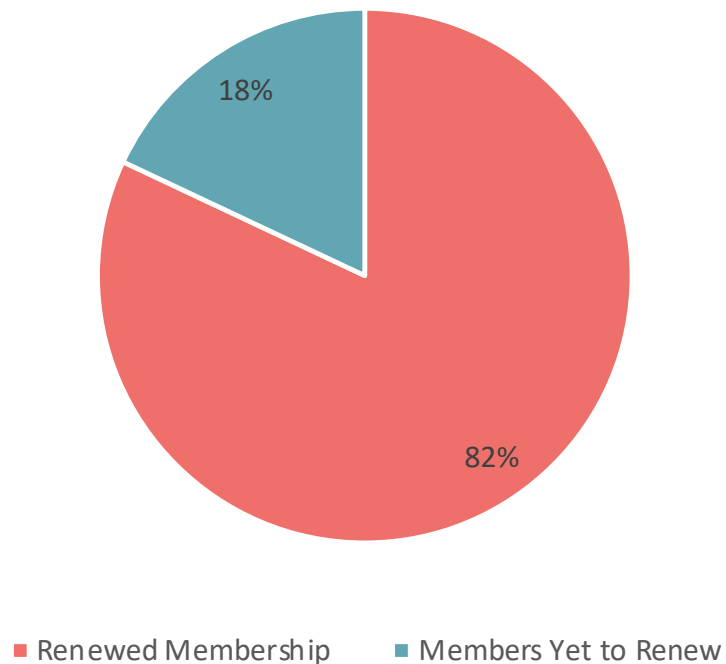
**MEMBERSHIP OVERVIEW: BY LEAD ORIGIN
2021/2022**



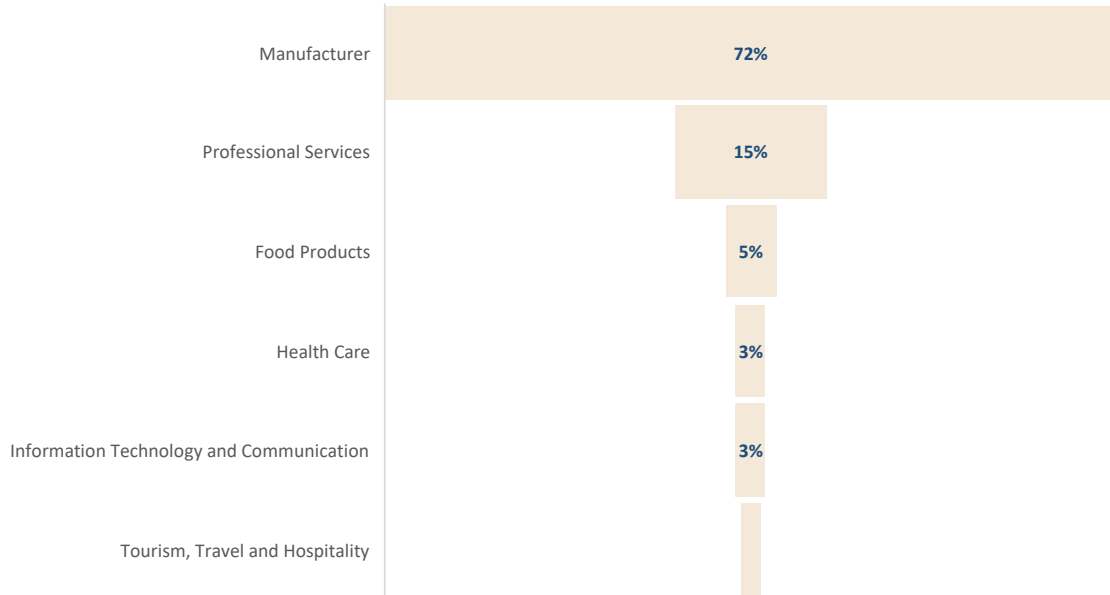
2021/2022 Q4 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	80%
REASON FOR GROWTH	
<ul style="list-style-type: none"> • In this quarter the renewals exceeded the target. • The data base clean-up has assisted the retention consultant to receive an updated lapsed member list to work from. This has result in more members being contacted and persuaded to renew. • The flag ship event the Buy Local Summit & Exhibition has assisted with member renewal. • The easing of covid restrictions has resulted in companies coming back to the campaign with renewed hope. 	
<p>Number of cancelled memberships: No cancelled memberships were recorded in this period.</p>	

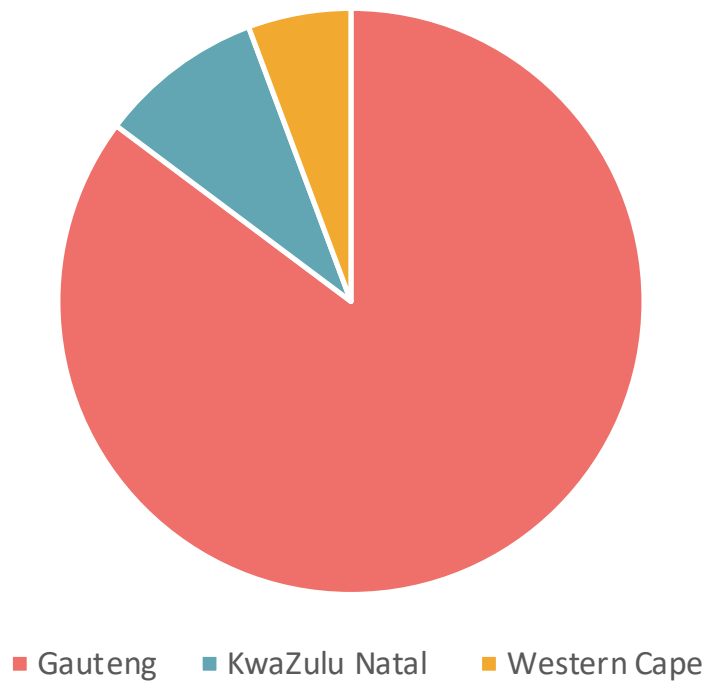
2021/2022 Q4 RENEWED MEMBERSHIP VS YET TO RENEW



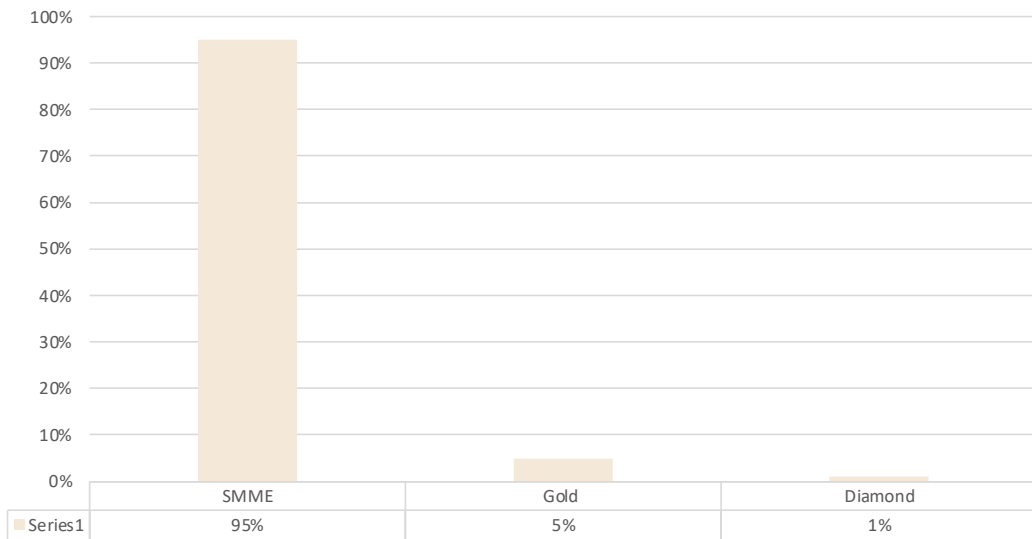
2021/2022 Q4:
RENEWING MEMBERS BY SECTORS



2021 /2022 Q4 RENEWING MEMBERS BY PROVINCE



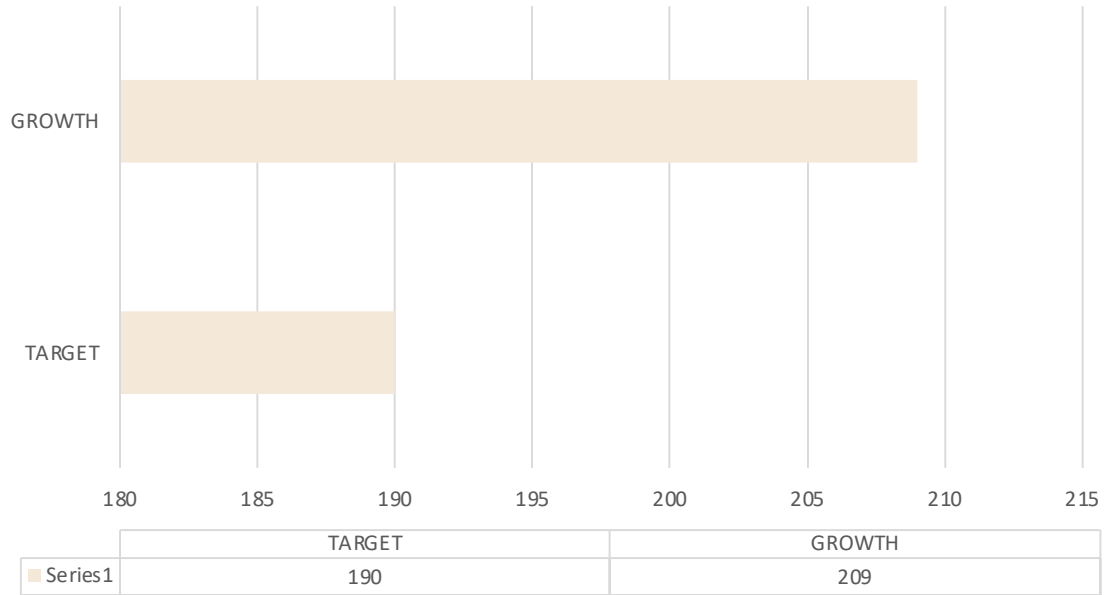
2021/2022 RENEWING MEMBERS BY CLASSIFICATION



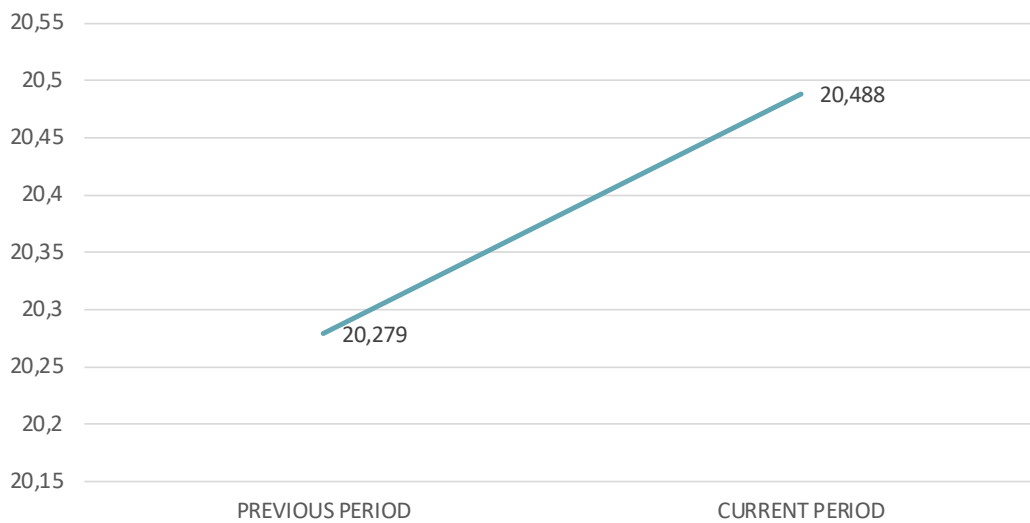
2021/2022 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: 2020/2021 Q2	20,279
Current Quarter: 2021/2022 Q3	20,488
2021/2022 Q2	
Target	190
Achievement	209
Target Exceeded: 10%	

**2021/2022 Q4:
DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH**



**2021/2022 Q4:
DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD**



EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Proudly South African hosted webinars and events



Clothing, Textile, Footwear & Leather Sector Webinar, 17 January 2022

Focusing on the CTFL sector, this webinar's panel of speakers included the CEO of Proudly SA, Eustace Mashimbye, and Mark Goliath, Head of Textile and Wood Products at the IDC, who spoke about the vast extent of the industry and its importance and impact on the economy.

The webinar promoted South Africa as a centre of local manufacturing excellence, which includes a vibrant cotton industry, represented in the discussion by Cotton SA's Tanya Aucamp, which makes significant inputs into the manufacturing of apparel.

The CTFL sector has a significant uptake from local retailers and is one which offers opportunities for companies wishing to find alternatives to Asian countries as a source of CTFL items. In addition, there are investment and export opportunities for an international audience to explore.

Two member companies gave testimonials of their brand and growth, as well as how being part of Proudly SA has assisted them with their exposure. These two companies were Lesela, represented by co founder Tania Macalagh & Dumisani Mahlangu of Chepa Streetwear.

This session was facilitated by Chief Marketing Officer, Ms Happy Ngidi)

Reach: 39

Empowering SA women in business: Access to markets, 18 January 2022 (Dubai Expo 2020 webinar)

The panel discussion facilitated by Proudly SA's Chief Marketing Officer, Ms Happy MaKhumalo Ngidi was hosted on the Dubai Expo SA platform 10X and speakers included Rashmee Ragaven, Senior Manager of Invest SA, Andrew Bam, Senior Manager: PAD & Learning at the Small Enterprise Development Agency (SEDA), Liz Letsoalo of Masodi Organics & Janine Peterson of J9 Wines. Both Masodi Organics and J9Wines are Proudly SA member companies.

The speakers shared business case studies which were important in giving delegates motivation to push in this new year and positive testimonials on how Proudly SA has played an active role in providing new and viable access to market opportunities. But most importantly this Webinar was designed with two thoughts in mind – giving member companies access to market opportunities and showcasing to the World at large, what SA has to offer.

Reach: 64



SA School Uniform: Supply and Demand Dialogue, 26 January 2022

During the month of January, parents bear the cost of buying school uniform that has been outgrown, or for their children's start at an entirely new school. Every year, the cry is the same. The costs are prohibitive, schools control the number of suppliers, and the choices of outfitters are limited. Proudly SA, as the country's buy local advocacy campaign, hosted a dialogue that emphasised the importance to schools and parents of selecting as many local manufacturers as possible as suppliers of uniform items. In the current economic climate, there is little room for exclusivity and price controls.

The dialogue touched on Proudly SA mandate, presented by Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal, the Competition Commission's Karabo Motaung discussed the investigation into pricing of school uniforms, The Federation of School Governing Bodies, represented by Mr Ben Ferreira, Provincial Manager (Gauteng) outlined how schools choose uniform suppliers and/or who will stock the items.

Proudly SA members Palm Footwear focussed on breaking into the school uniform market, finding shelf space with retailers and Freedom Stationery spoke about market access for local manufactured stationery and related items.

The webinar was facilitated by Mrs Happy MaKhumalo Ngidi Executive: Marketing and Communications at Proudly SA.

The webinar was hosted on the Proudly SA Zoom and social media platforms

Reach: 35

Valentines' Day Activation, 12 February 2022



Proudly South African hosted an onsite Valentine's Day activation at the Mall of Africa to promote and create awareness for the Proudly SA brand. This was a consumer driven activation which proved a massive draw for shoppers visiting the Mall.

Themed 'Show Love for our country: Buy local to create Jobs' the activation invited consumers to pop a balloon from a wall of balloons and win a prize corresponding to a number inside that balloon.

Prize winners were invited to use a selfie frame and take pictures of their prizes, tagging Proudly SA on their social media platforms.

Reach: 100 Shoppers (100 prizes), plus hundreds of onlookers

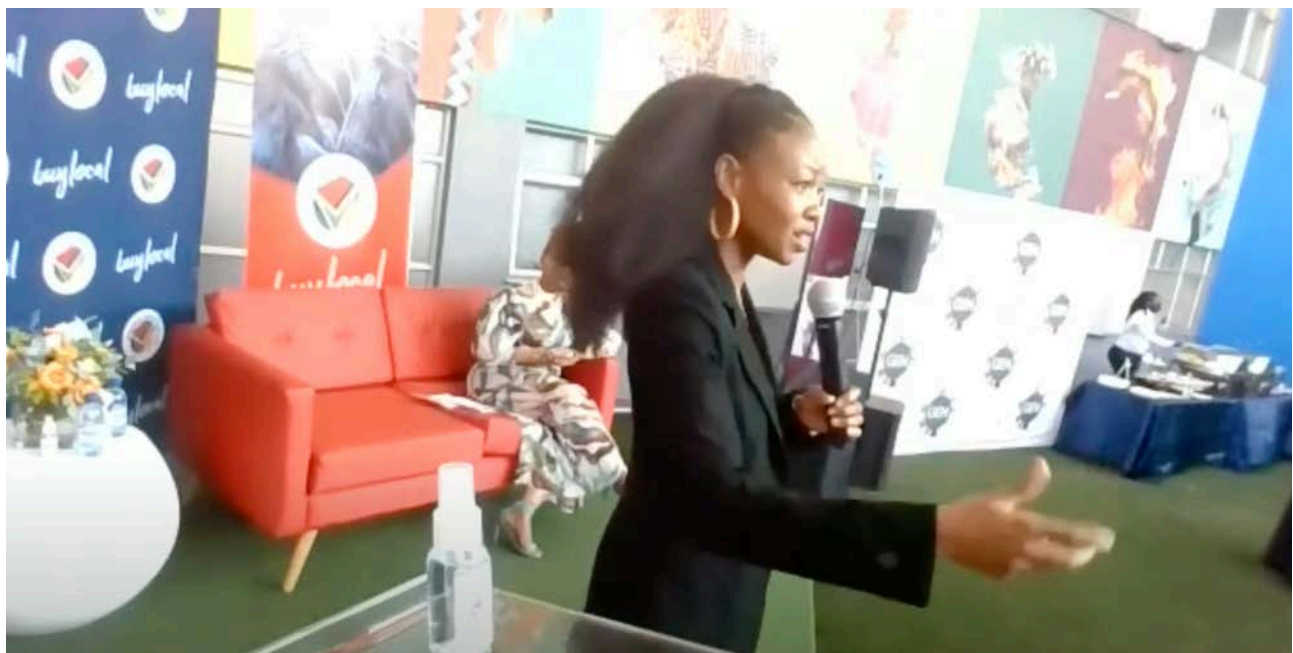


Buy Local Summit & Expo Media Launch, 24 February 2022

Hosted by 22 on Sloane, the launch of the 10th Buy Local Summit & Expo took the format of a mini market. Purchases and donations of member products were displayed on stands around the room, and after formal presentations by Proudly SA CEO, Eustace Mashimbye, the Gauteng Department of Economic Development, and member Masodi Organics, members of the media were invited to choose 12 items from the full range on offer to take as free goodies.

Proudly SA CEO highlighted the content of this year's event and also took the opportunity to award membership certificates to XL Turners Travel and Nungu Diamonds.

Reach: 11 Media, 21 stakeholders & members, 10 Zoom, 9 social media restream





Multinationals: how they continue to create local jobs, 1 March 2022

Membership criteria for Proudly South African does not include the requirement that a company be South African owned and this has caused some confusion with consumers in the past. As long as an international company has a local manufacturing base and is creating employment, and their products meet local content, labour legislation and safe environmental practices criteria, they can become a member of Proudly SA. This webinar unpacked the work being done in respect of localisation and job creation by a number of multinational companies with bases in SA and included Mr. Eustace Mashimbye, Chief Executive Officer for Proudly South African, Mr Patrick Hu, Marketing Director, Hisense SA who discussed how Hisense came to choose South Africa as the site for their manufacturing plant, the value chain and how many jobs they've created since first opening in this country.

Ms Rashmee Ragaven, Director: Advanced Manufacturing, Invest SA who is responsible for the Advanced Manufacturing in the Inward Investment Attraction, Facilitation and Aftercare, a division within the dtic. Her role is primarily to facilitate, support and engage foreign investors in South Africa, and she is also responsible for implementation and reporting on the Presidential Investment Mobilisation Drive to attract \$100 billion over five years. Mr Pete Howie, Director and Co-founder of the Seattle Coffee Company spoke about the journey of that business since arriving in SA in 1996. Today, Seattle continues to thrive as a family-owned South African company, with over 200 stores countrywide.

The webinar was facilitated by Proudly SA CMO, Ms Happy MaKhumalo Ngidi.

Reach: 32 on Zoom, YouTube 3, Facebook 14

Public Sector Procurement Forums



Public Sector Procurement Forums' purpose is to bring procurement officials, CFO's, municipalities, government officials and key decision makers in to one space to focus on their roles and obligations regarding local procurement. The public sector is the largest single procurer in the country and is legislated under the terms of PPPFA to procure a number of designated items to specified local content thresholds. These forums inform and pay special emphasis on this. Partners in the forums include :

The Auditor-General of South Africa which has a constitutional mandate and, as the supreme audit institution of South Africa, exists to strengthen our country's democracy by enabling oversight, accountability, and governance in the public sector through auditing, thereby building public confidence.

The dtic plays a significant role in legislating public procurement, in policy and regulatory issues, and in designating products.

SABS regulates local content and its verification process.

The National Treasury is committed to transformation and creation of a business environment conducive to all through, amongst other measures, the promotion of The Preferential Procurement Regulations 2017.

Free State & Mangaung, 25 January 2022

The panel of speakers for this webinar included Ms Jeannine van Straaten Executive: Strategy, Stakeholder Relations & Legal at Proudly South African, Ms. Cathrine Matidza Industrial Development Division at the dtic, Ms Gadisa Abrahams Brown, MEC, Free State Provincial Treasury, Mr. Zukisa Nkondo Auditor at the South African Bureau of Standards (SABS) & Sello More, Acting City Manager at the Mangaung Metropolitan Municipality.

The speakers presented on the work they do in provincial audit, local content requirements in the public procurement eco-system, procurement processes, local content verification and the Proudly South African mandate and role in respect of public sector procurement.

The webinar took place on the Proudly SA Zoom platform.

Reach: 31

Sector specific activities



Member Companies Student Visits

As part of our continued efforts to expose students in related fields/sectors to different workplaces and to expose them to jobs & value chain behind various industries, Proudly SA hosted another in its series of student visits during this quarter.



Multichoice/Ferguson Films, 27 January, 2022

Six creative arts students and three media representatives were selected to visit Ferguson Films' set of telenovela, The Queen. The visitors were welcomed by Proudly SA's Chief Marketing Officer, Mrs Happy Ngidi as well as Founder and Owner of Ferguson Films and The Queen's lead character, Mrs Connie Ferguson.

Students were shown recording and editing studios behind the scenes and were given the opportunity to be part of the recording process of a number of scenes in the sound and camera departments as well as directing. The students loved the hospitality they received from the Proudly SA team and Ferguson Films and appreciated the jobs behind such a large production they love and connect with each even in the comfort of their own homes.

Reach: 6 Students, 3 Media and the public at large through our social media presence.



Webinars/ events in collaboration with third parties.

Supply Chain Management Forum, 03 February 2022 (with Eastern Cape Provincial Treasury)

The Supply Chain Management forum focused on adherence to procurement plans as part of the Eastern Cape's strategy of eliminating irregular expenditure by identifying root causes and developing intervention plans as preventative measures. The main causes of irregular expenditure were identified as transgression of supply chain management prescripts which include unjustified deviations from normal procurement processes.

Mrs Jeannine Van Straaten, Executive of Strategy, Stakeholder Relations and Legal at Proudly SA was given a speaking slot during the webinar and outlined our role in respect of our tender monitoring system and public sector procurement forums.

Reach: 31

National Hospital Network webinar, 15 February 2022 (with National Hospital Network)

The National Hospital Network has joined forces with Proudly South African, to add value to our exemption granted by the Competition Commission in respect of collective or centralised procurement. The event launched a partnership that will add considerable value to the NHN central procurement initiative, whilst contributing to our country's economic growth.

CEO of NHN, Neil Nair introduced the partnership with Proudly South African. Proudly South African CEO, Eustace Mashimbye introduced the campaign to NHN members and delegates. The programme was facilitated by our Strategy, Stakeholder Relations & Legal Executive, Jeannine van Straaten.

Reach: 13



Maximum Profit Recovery (Pty) Ltd, Annual Golf Day, Pretoria Country Club, 25 March 2022 (with member company Max Prof)

Proudly SA member company Max Profit Recovery hosted a golf day fundraiser. Proudly SA branded the fourth hole, in addition, give aways and gifts including Nestle products, Azure Water and other local confectionery were given to participants.

The Proudly SA stand was interactive including a competition in which golfers were asked 'How old is Proudly SA turning in 2022?' The draw of correct answers gave 2 winners won a beautifully packaged hamper with local goodies which were presented by Proudly SA's representative during the evening cocktail event programme. This was all in an effort to support member companies every now and then.

Reach: 150 - 200

South African Business Registration, 30 March 2022 (with the CIPC)

The main objective of this webinar was to increase awareness of the CIPC and its partners' services, channels, and compliance requirements. In addition it sought to improve compliance with corporate and intellectual property laws, and increase awareness regarding intellectual property and the multiple channels through which CIPC offers its services. The webinar also created awareness on the automation processes and the turnaround times for business registration, how to keep your company registration active, and increased awareness around fake business registrations and fake agents.

The panel of speakers included Alicia Logan, Membership Manager at Proudly South African who presented the work of the campaign, Shanee Kelly, Education Specialist at CIPC and Gregory Khoza Senior Education Specialist at CIPC.

The programme was facilitated by Elma Pinkham.

Reach: Zoom: 158, Facebook: 2, Twitter: 2

CMO Stakeholder Presentations

CIPC initiative – Cape Town

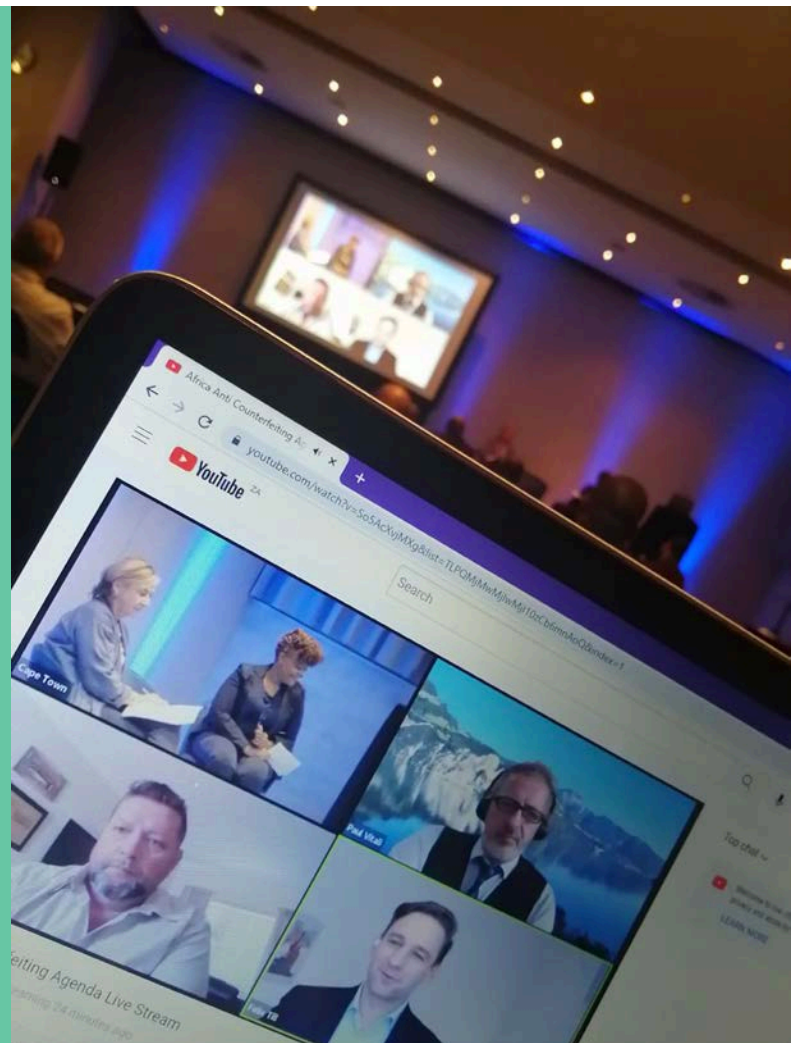
SUPPLY CHAIN, 22 February

Addressing “Diminished Accountability” and Anti-counterfeiting as a “Collective Responsibility”.

Moderator : Ms Happy Ngidi - Proudly SA

THE DAMAGE TO LOCAL MANUFACTURING CAUSED BY ILLICIT TRADE PRACTICES, 23 February

Proudly South African point of view.





South African Pavillion January 2022: Proudly South African Month

Proudly SA participated in the Dubai 2020 expo, in order to give local South African suppliers an opportunity to market their goods/services on a global platform.

Proudly SA assisted the dtic with onboarding local manufacturers/suppliers that were vetted by the Proudly SA criteria.

January 2021 was themed the Proudly South African month. We supplied captions and imagery for the SA pavilion, along with member products to theme the area for the month. Concurrently we ran webinars themed around the Clothing, Footwear, Leather & Textile sector as well as Women owned businesses, that was streamed via the Event10ex platform.

In keeping with the theme, Proudly SA also hosted a Twitter Space with two businesswomen – Liz Letsoalo and Portia Mngomezulu – which focussed on the journeys these ladies have travelled as well as the access-to-market opportunities they have been exposed to for their companies, Masodi Organics and Portia M respectively. The discussion was very successful with over 100 active listeners at any one time throughout most of the session.

Dubai Virtual Expo and E-Commerce

The initial loading of PSA members onto the Virtual Expo platform started off quite slow in the beginning, due to Virtual Expo's being a fairly new concept to our members.

We have currently upto date loaded a total of 84 vendors into the Virtual Expo platform

Proudly South African members who send over product for display on the South African Pavillion for the months of January - March:

DRIP Footwear	Chuck Chilli
Lesela Clothing	Empire Beauty
Fred Footwear	Polka dot Coco
Modesty on Boulevard	Mama African Crafts
Masodi Organics	Chepa
Indigo Trading	Ledikana
Malee Cosmetics	Cornerstone Jewellery
Fino Cosmetics	Dimizique
Sister Jenny	Palm Footwear

RSA Made Growth and Dubai Virtual Expo platform growth

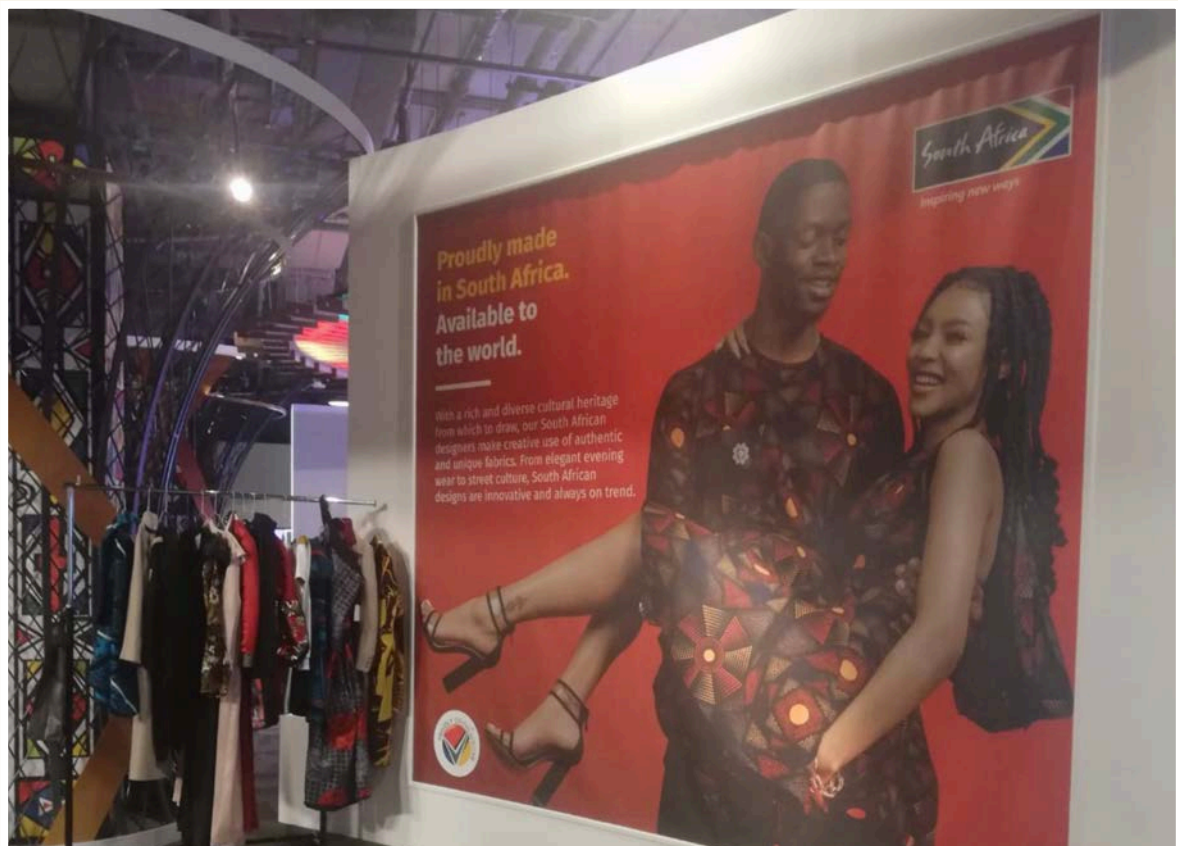
Total Vendors on VEXPO end of Nov	65
Total products on VEXPO end of Nov	285
Total Vendors on RSA Made end of Nov	163
Total products on RSA Made end of Nov	1375

Total Vendors on VEXPO end of Dec	75
Total products on VEXPO end of Dec	318
Total Vendors on RSA Made end of Dec	170
Total products on RSA Made end of Dec	1439

Total Vendors on VEXPO end of Jan	85
Total products on VEXPO end of Jan	350
Total Vendors on RSA Made end of Jan	179
Total products on RSA Made end of Jan	1485

Visitor stats for Virtual Expo platform:







Buy Local Summit & Expo 2022

Localisation as a driver of reconstruction and recovery

Reset | Rebuild | Recover

14 – 16 March 2022



Proudly South African’s annual Buy Local Summit & Expo this year was a hybrid event live streaming from the IDC’s headquarters in Sandton.

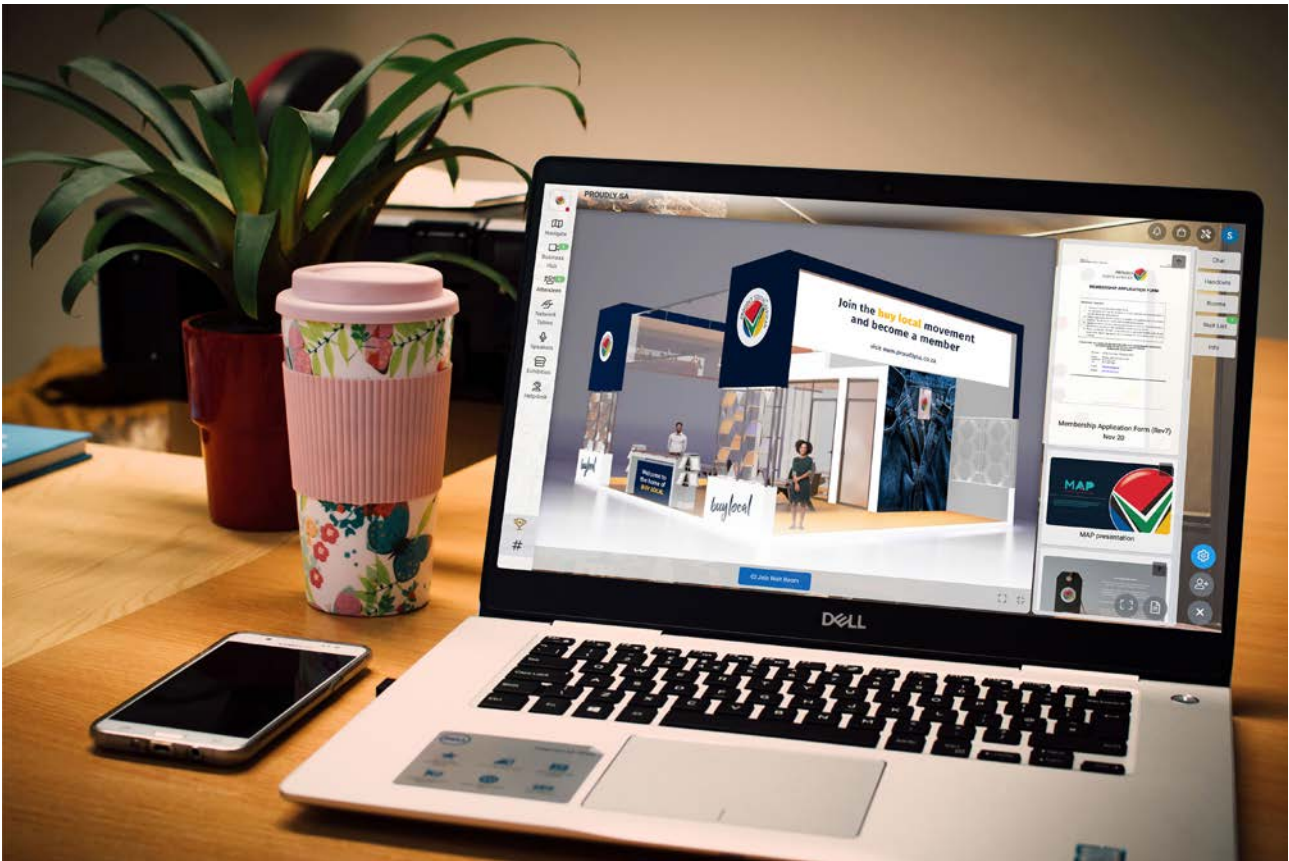
The Summit & Expo seeks to educate, inform and assist anyone with an interest in creating jobs and re-building the economy using local procurement as a lever for growth. Its objective are multiple, namely to ensure that all tiers and agencies of government are aware of their roles and responsibilities relating to the PPPFA, to encourage corporate South Africa to increase its uptake of locally sourced and manufactured goods and services required for their day to day operations, and to educate consumers on labels of origin and their role in contributing to job creation by making buy local choices. In addition, the event creates access to market opportunities for member companies and enterprise and supplier development beneficiaries of our sponsors and large member companies, and promotes locally made products and services through the exhibition.



Summit sessions, 14-15 March

A dynamic programme of panel discussions and individual presentations with a total of 101 speakers covered a range of topics over two days. Subjects included the role of SEZs in promoting access to market opportunities for SMMEs, a discussion amongst family members who have gone into business together to create local iconic brands and a lively debate on the imperative of localisation as a tool for economic growth and job creation. A total of 14 sessions attracted 852 viewers on Day 1 and 731 on Day 2. Amongst the most popular sessions was one on the fourth industrial revolution and its impact on job creation on day one, as well as the president's address on the second day.





Expo

With 220 exhibitors, this year's virtual Expo was significantly more successful as an access to market platform than last year. With more interactivity and a buyers' matchmaking programme, exhibitors recorded 961 meetings, 686 booth visits, 951 match up table meetings and 1014 handouts were downloaded.

Testimonials from exhibitors and buyers indicate that many linkages and introductions were made and new suppliers were found. Post event, all exhibitors were sent a detailed contact list of interested buyers and buyers were referred to the online exhibitor directory.



Workshops

A series of five workshops ran on 15 March on the Expo platform, increasing the flow of visitors to this part of the overall site. All sessions were facilitated by Rams Mabote, entrepreneur and broadcaster and were designed to assist SMMEs across a range of topics.

Workshop 1 : Practical solutions for business challenges (1 hour)

Ms Rene Rademeyer, Senior Business Development Manager at Harambee Youth Employment Accelerator focused on showcasing Harambee’s employment service offerings for youth and SMMEs. Mr Thula Mkhwanazi, KZN Manager at SEFA spoke about financial assistance available to SMMEs through his organisation. Miles Kubheka, CEO of Wakanda Food Accelerator spoke about the importance of entrepreneurship in the food and food-tech space. In addition, Nthonyana Kitsa, Regional Manager at Black Umbrellas spoke about her organisation’s programmes for SMMEs.



Workshop 2: Registration and Compliance & Intellectual Property (1 hour)

Speakers were Amanda Lothringen, Senior Manager: Copyright and IP Enforcement at the Companies And Intellectual Property Commission (CIPC) who spoke on legal rights, compliance issues and protecting intellectual property with the CIPC, and Lindiwe Madonsela, Senior Manager: Education, Advocacy and Awareness at the B BEE commission who spoke on the application of BEE codes and how they can have a positive impact on localisation.



Workshop 3: How to create a profitable business (1 hour)

Leigh Tobin, Founder & Director at Alphabet Social took a look at ways to support small businesses and marketers in the digital era, with a case study on two businesses, giving tips and tricks on how to implement better digital strategies. Proudly South African member companies were represented by Sanath Trading and Hanley Technology.



Workshop 4: Coaching and Mentorship (1 hour)

The speakers were Elelwane Pahlana, Certified Professional Coach and Managing Director at Nyamukara Advisory Services. She spoke to the delegates about the importance of nurturing, coaching and mentorship. Ms Mahlatse Tolamo, Ecosystem Enabler at 22 on Sloane spoke on the largest start-up campus in Africa which offers disruptive start-ups and innovative SMEs a complete turnkey solution to scale, from the initial idea to commercialisation, funding opportunities and access to markets. It nurtures the entrepreneurial mindset, ensuring sustainability and the development of new industries which contribute towards job creation. Mr Lolo Ndlovu, Founder & CEO of The Sneaker Shack spoke on his journey, life and business lessons of starting the Sneaker Shack, a phenomenal local success story and a testament to passion and hard work.



Workshop 5: Mental health in the workplace (45 minutes)

The speaker was Ms Tracy Feinstein, Call Centre Manager at SADAG. Taking care of our mental health and that of our employees and colleagues is imperative for maintaining a balanced work environment. She spoke about the warning signs of declining mental health and avenues delegates could use to find help and support.

Total 645 views



Activation videos

One of the elements of this year's Buy Local Summit was two consumer edutainment videos focusing on the local automotive space in South Africa and the furniture sector, both of which offer enormous potential for growth and job creation. The videos were broadcast in between Summit sessions and during breaks.



Automotive Sector in partnership with Nissan South Africa

Partnering with Nissan South Africa to showcase the all new, locally manufactured Nissan Navara this video shed light on Nissan's investment in South Africa, which has created thousands of jobs for community members around their plant in Rosslyn.

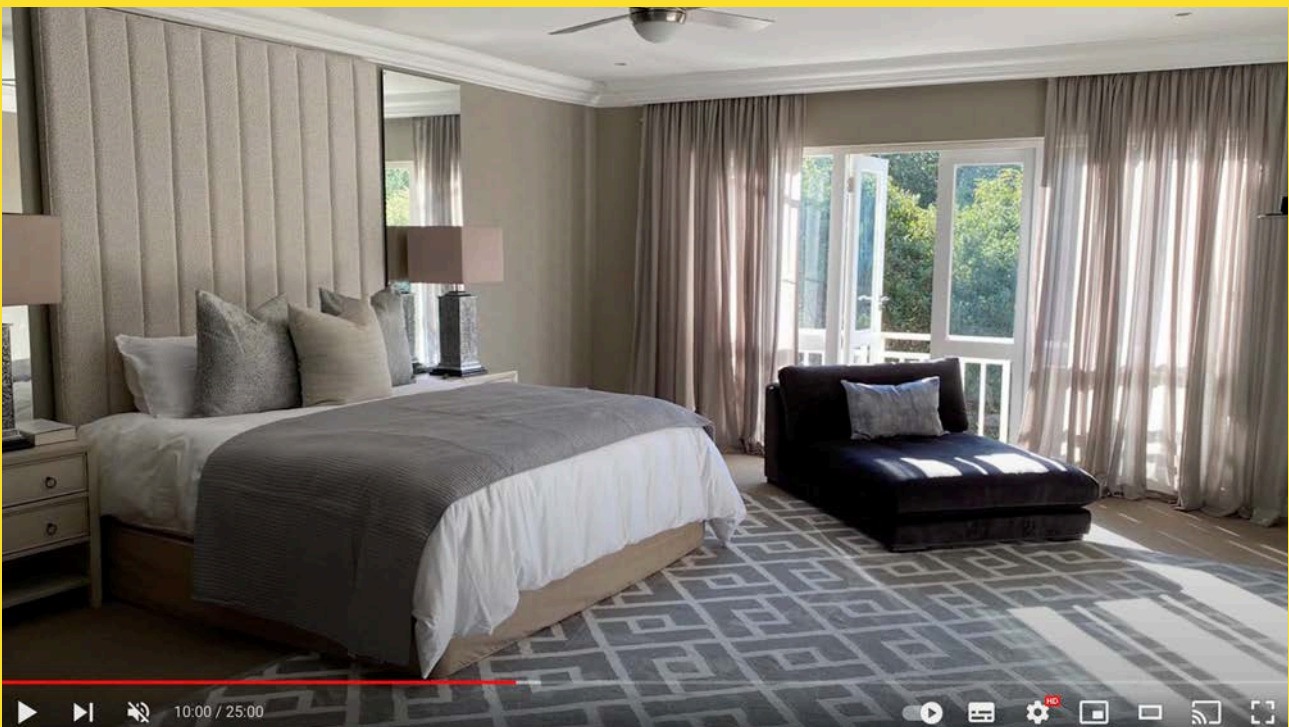
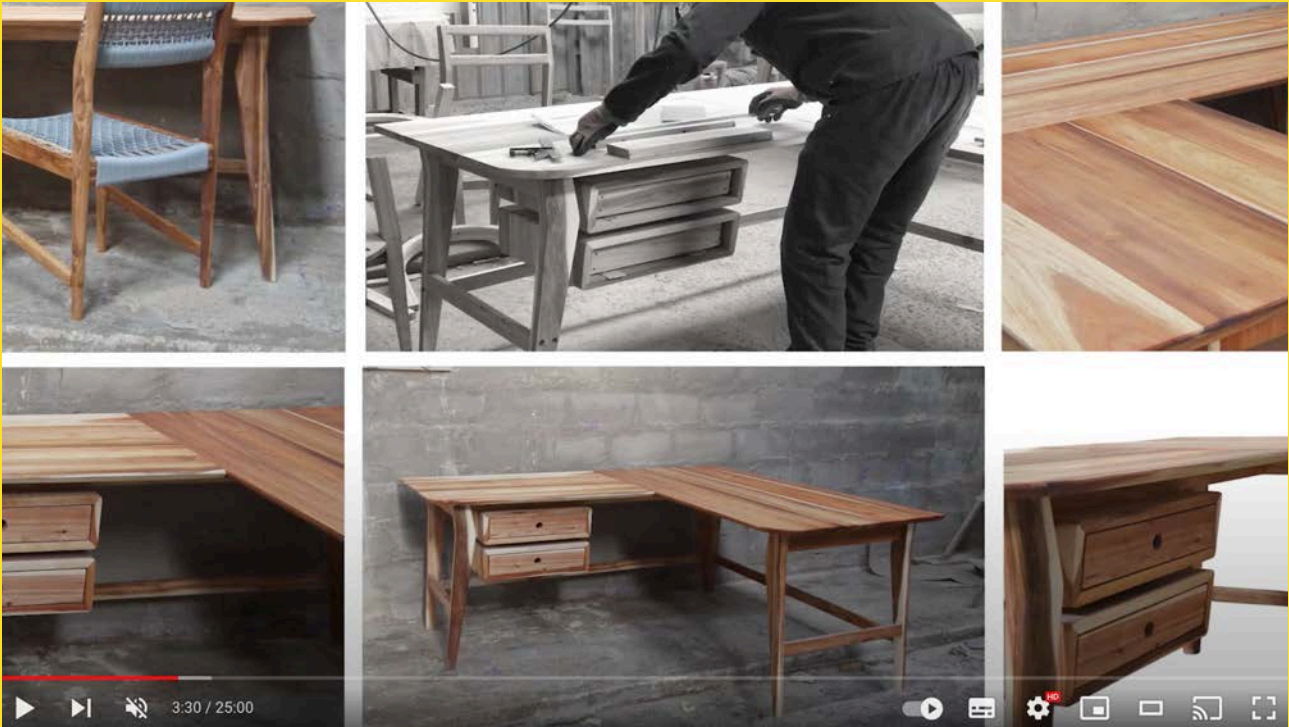
We hosted a dynamic panel at the Nissan Woodmead dealership to talk about the local automotive industry and its impact on South Africa's job creation efforts. Isobel Lamprecht, dealer principal at Bidvest McCarthy Nissan Woodmead, Clinton Carter and Sipelele Mpomane, sales manager and sales consultant at the dealership respectively were joined by broadcaster and automotive enthusiast, Sasha Martinengo. Renai Moothlal, Executive Director at NAACAM represent other industry bodies.

The activation was pre-recorded, presented by Chief Marketing Officer, Ms Happy MaKhumalo Ngidi and was played on 14 March which was Day 1 of the Summit.

Furniture Sector in partnership with Proudly SA Member Companies

A series of interviews with member companies from the sector created an engaging and compelling story of the furniture industry and its wide value chain. Participants in the recording were Bravo Brands, PG Bison, Angel Shack, Amet Furnishing Pty Ltd, Homewood Manufacturing Pty Ltd, Jacoline S Designs, Eco Furniture Design, Real Inte Rea and Pavlion 35.

The video ran prior to the dtic Furniture Competition session on 15th March, Day 2 of the Summit.



Business Solutions Hub

15 entities pre-recorded programmes and information relating to their service offering and then each had a slot to answer questions and queries live on line.

The Business Solutions Hub 2022 was hosted on a virtual platform, playing out on the Expo site. The Business Solutions Hub was supported by The Department of Small Business Development.

Fifteen different entities pre-recorded and submitted videos which were shared on the platform after which live two-way communication was invited between delegates and the entities' representatives who were online to respond to questions and queries. SARS Commissioner, Mr Edward Kieswetter, gave the introduction to the SARS video, illustrating the support the Commissioner has for the Business Solutions Hub.

Proudly SA Membership Manager, Alicia Logan provided information on how Proudly SA can assist companies with market access platforms, logo use and other benefits.

The following companies and representatives were part of the Business Solutions Hub 2022.

National Empowerment Fund (NEF)	Sizwe Dlodla, Acting Investment Principal, iMbewu Fund
Industrial Development Corporation of SA (IDC)	Mr. Ganief Bardien, Regional Manager Western Cape & Denise Reddy, Stakeholder Sponsorship Manager, Corporate Affairs
South African Revenue Service (SARS)	Tshidi Molala, Segment Lead: SMME & Mark Kingon, Head: Stakeholder Relations
Office of the Tax Ombud	Talitha Muade, Senior Manager Operations
Tshaya Mashabela Attorneys Inc	Tumelo Mashabela, Director, Patent Attorney
The Companies Tribunal	Selby Magwasha, Manager: Registry
RSA Made	Bellinda Khojane, Brand Manager
Department of Small Business Development	Mzwanele Memani
MerSETA	Siseko Sitole, Client Liaison Officer: Western Cape & Matshidiso Phala, Client Liaison Officer: Gauteng South
Harambee	René Rademeyer, Senior Business Development Manager
Maximum Profit Recovery (MaxProf)	Andiswa Matutu CA(SA), Director & Moratwe Mashao, Business Development Officer
South African Bureau of Standards (SABS)	Lungelo Ntobongwana, Divisional Head: Customer Partnering
Small Enterprise Development Agency (SEDA)	Colin Leshou, Acting Executive Manager: SEDA Technology programme
Proudly SA	Alicia Logan, Membership Manager & Tinyiko Mathebula, Membership Senior Consultant
Consumer Goods Council of South Africa (CGCSA)	Martin Kairu, Digital Marketing & Standards Lead Sue Rogers, Shared services Administrator

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations & Legal at Proudly South African gave the vote of thanks to all the stakeholders.

Reach: Audiences reached: 2369, Total sessions Likes: 328, Total sessions Held: 15, Most popular session: CGCSA

Competitions

In order to drive increased delegate engagement throughout the three days of the Buy Local Summit we ran an number of competitions whose questions related to Summit content with polls running across different sessions.

Prizes included: R5000 Mr Price voucher, 5 X RSA Made vouchers, 10 X Nestle vouchers, a weekend drive in the new Nissan Navara made in South Africa and a Hisense TV.

The number of competition participants was 150, with 17 winners from all over South Africa. Prize sponsors and winners were announced on our social media pages.

This was a successful element of the event campaign, and is something we can include in future events.

Reach: 150 participants, 17 winners

Register for the Buy Local Summit and stand a chance to win a **R5000** mr price home voucher

free registration: www.buylocalsummit.co.za

mr price home

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Nestlé Good food, Good life

Register for the Buy Local Summit and stand a chance to win a Nestle Hamper valued at **R250**

free registration: www.buylocalsummit.co.za

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Register for the Buy Local Summit and stand a chance to drive the New Nissan Navara SD for a weekend

NISSAN

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

RSA made #buy south african by South Africans

Register for the Buy Local Summit and stand a chance to win a RSA Made Voucher valued at **R300**

free registration: www.buylocalsummit.co.za

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO



4,5

PR, COMMUNICATIONS & MEDIA

4.5.1 Summary

Back to school

The quarter in review opened with our Back-to-School social media campaign, which was supported by a webinar as well as a press release on the subject of buying locally manufactured school uniform, shoes and other accessories. A consumer competition element for school aged children to design a print poster for the Buy Local Campaign yielded some creative results. Eight category winners were awarded with branded school bags and lunch boxes and a selection of local stationery with which to begin their school year. All elements gained traction in the public domain.

SONA

In February the President's annual SONA gave us an opportunity to appeal once again for the inclusion of localisation as an element of the speech, and both the throw forward and post speech analysis gave our press releases traction.

Buy Local Summit & Expo

The quarter then moved into full Buy Local Summit & Expo planning and execution. Proudly SA took on the services once again of external agency, PR Worx to supplement their own work with the media. This additional support, along with a collaboration with GCIS yielded excellent results and a high engagement with broadcast, print and online media. SABC ran a live read campaign across all stations in the immediate run up to the event, with radio generating over 10% of the responses to the survey question which asked where people had heard about the event.

Newzroom Afrika covered the event with a series of live crossings from the venue giving the campaign, its members and partners coverage on live television. The President's speech was carried by the national broadcaster as well as other stations as well as Minister of Small Business Development's speech the preceding day, which was widely carried across stations.

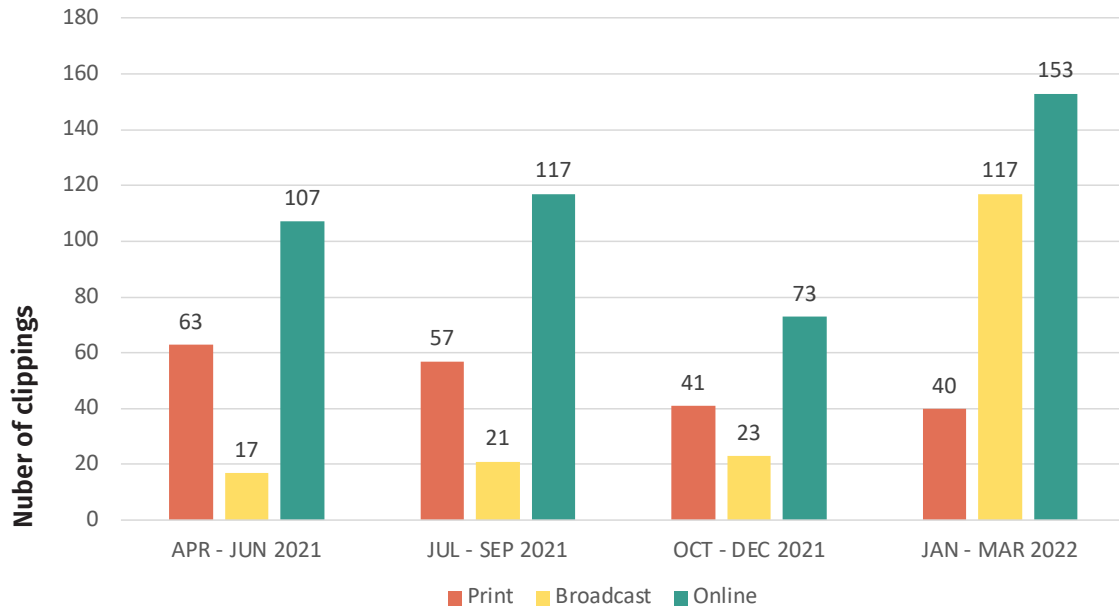
Proudly SA also partnered with Kaya FM for a series of interviews ahead of the Buy Local Summit, in which audience engagement was increased using a competition element.

PR Worx reported 23 broadcast interviews, 14 online features and 3 print pieces, 73 social media posts, and 4 vodcasts, with a total AVE of R1 760 461.60 In total, Proudly SA received a total AVE of R11 million during the quarter.

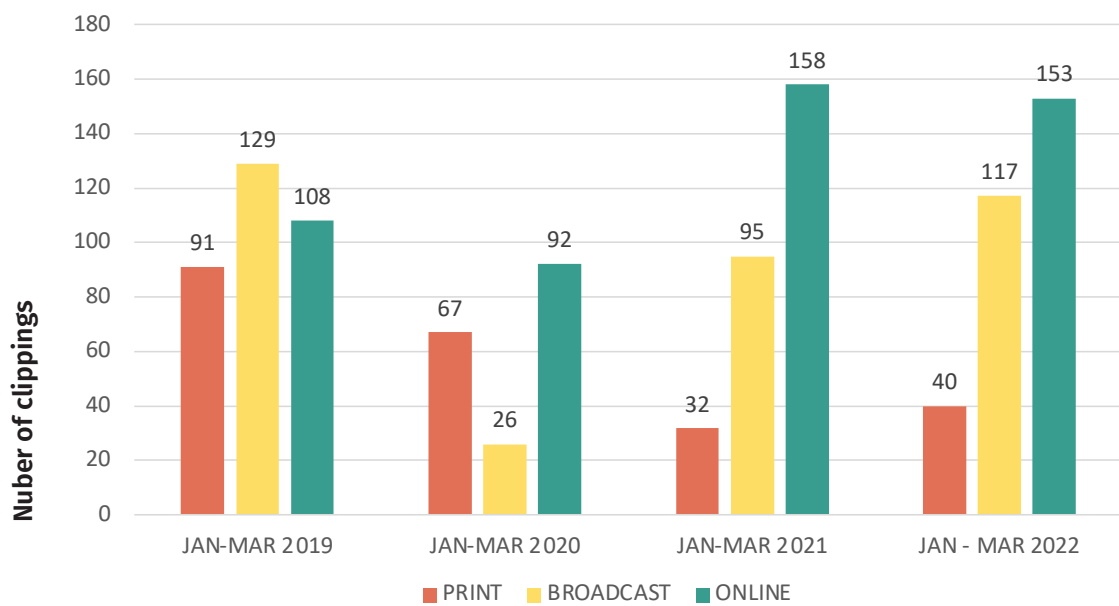
4.5.2) CLIP COUNT ANALYSIS

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 2022). Comparison is made with the same period in previous years as well as with the other quarters of the current financial year.

**CLIP COUNT COMPARISON
2021/2022 financial year**



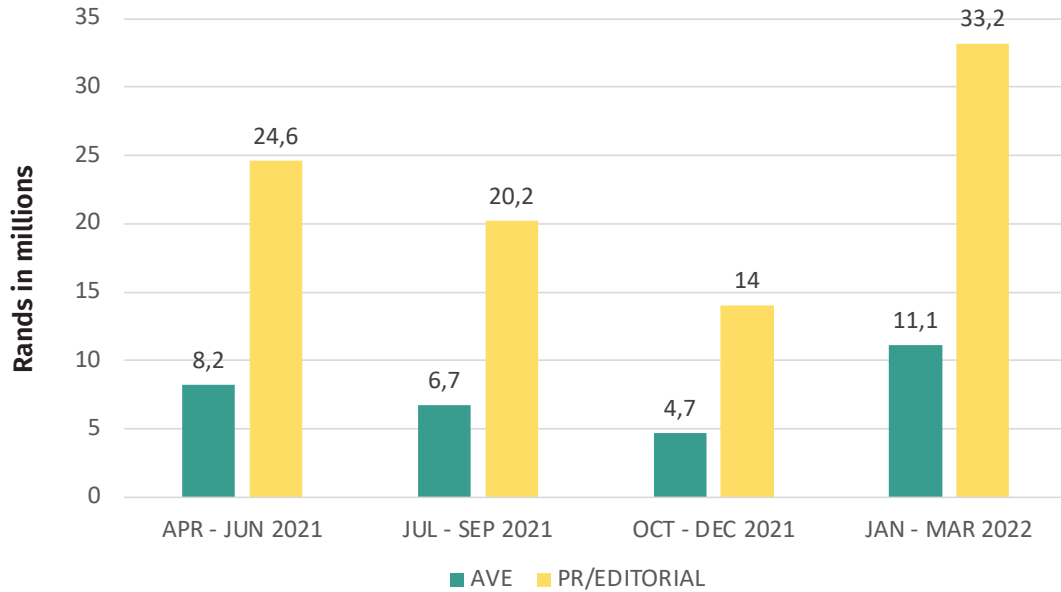
**CLIP COUNT
Q4 COMPARISON**



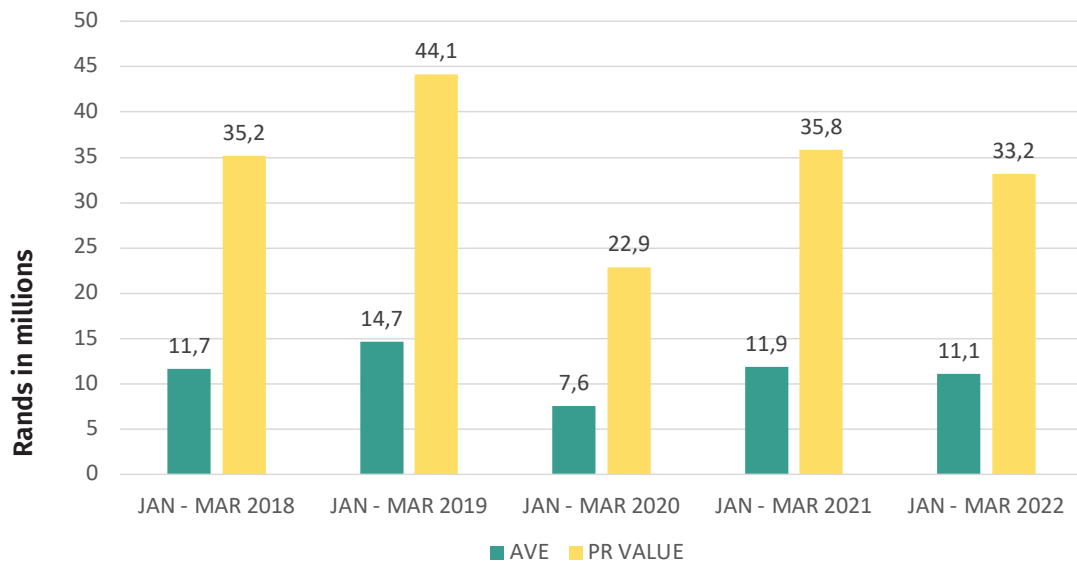
4.5.3) AVE/PR Value

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between January and March 2022 is R11,1 million and the PR/editorial value translates to R33,2 million.

AVE ANALYSIS
2021/2022 financial year



AVE ANALYSIS
Q4 COMPARISON



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between January and March 2022:

No.	Date	Release/Commission	Title
1	11 January	Press release	January is Proudly SA month at Dubai Expo
2	12 January	Press release	Back to school: Make buying local your new year's resolution
3	19 January	Press release	Job creation must be top of the agenda at the upcoming SONA
4	14 February	Press release	A very local State of the Nation Address
5	17 February	Joint press release	Lasher & Vicker Tools: Going far by going together
6	24 February	Press release	Launch of Buy Local Summit & Expo
7	04 March	Press release	Business leaders to share learnings and insights at Buy Local Summit.
8	07 March	Press release	Localisation as an economic imperative
9	08 March	Press release	Unathi Nkayi joins Proudly SA to celebrate SA fashion achievements
10	17 March	Joint press release	The best of Kimberly-Clark Professionals global quality and innovation is now proudly made in South Africa!
11	16 March	Press release	Localisation commitments
12	31 March	Business Report column	Is National Treasury serious about job creation?

4.5.5) Social Media

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

	Followers 31 Mar 2021	Followers 31 Dec 2021	Followers 31 Mar 2022	-Q growth Q4 vs Q3	Financial year growth
Facebook likes	19 442	25 587	27 222	1 635 (6.4%)	7 780 (40%)
Facebook follows	28 205	41 000	44 110	3 110 (7.6%)	15 905 (56.4%)
Instagram	7 739	13 833	15 250	1 417 (10.2%)	7 511 (97.1%)
LinkedIn	2 224	3 808	4 247	439 (11.5%)	2 023 (91%)
Twitter	177 428	178 916	180 221	1 305 (0.7%)	2 793 (1.6%)
YouTube	281	448	503	55 (12.3%)	222 (79%)
TikTok	0	32	36	4 (12.5%)	36 (N/A)
TOTALS	235 319	263 624	271 589	7 965 (3%)	36 270 (15.4%)

TWITTER SPACES

This quarter Proudly SA hosted a Twitter Space dialogue as part of Proudly South African month at the Dubai 2020 Expo. Twitter Spaces are audio-only dialogues hosted by the platforms, which gives hosts and guests opportunities to be engage with listeners. The dialogue formed part of one of the themes, Women in Business and saw Proudly SA CMO, Happy Ngidi in a dialogue with Liz Letsoalo of Masodi Organics as well as Portia Mngomezulu of Portia M.



4.5.6) Media visits/ engagements

Engagement is important to build and strengthen good working relationships with the media. We have managed to engage or interact with members of the media and/or advertising sales staff from the following media platforms (among others.)

SABC News	Newzroom Afrika
Motheo FM	JoburgToday.TV
eTV	Ligwalagwala FM
Radio Khwezi	Radio 786
Munghana Lonene	RSG
Business Report	702
Algoa FM	Channel Africa
East Coast Radio	GCIS
Kaya FM	Power FM
Lotus FM	Mafikeng FM
Radio 2000	Rise FM
SA FM	Smile FM
Thobela FM	Umhlobo Wenene
You FM	Zibonele FM

4.5.7) Media coverage summary

Publication Date	Media	Headline	AVE (Rands)
2022/01/06 00:00	Pretoria News	Parents dig deep in pockets for children	26631.54
2022/01/06 00:00	IOL	Parents dig deep in pockets for uniforms, stationery as children head back to school	39540.96
2022/01/06 00:00	IOL	Parents dig deep in pockets for uniforms, stationery as children head back to school	39540.96
2022/01/09 07:32	SAFM	Proudly SA has launched Back to school shopping	20160.00
2022/01/10 00:00	CAJ News Africa	Proudly South African call for new school year	7907.20
2022/01/10 00:00	Vaal Today	Proudly South African call for new school year	7808.36
2022/01/10 00:00	Mpumalanga Guardian	Proudly South African call for new school year	7709.52
2022/01/10 00:00	Limpopo Post	Proudly South African call for new school year	14067.90
2022/01/10 00:00	FinNews Africa	Proudly South African call for new school year	12142.05
2022/01/10 00:00	Gauteng Guardian	Proudly South African call for new school year	9513.35
2021/12/01 00:00	ASA (Accountancy SA)	JARRED NOCHE	48111.70
2022/01/11 00:00	Cape Argus	Buy local, urges Proudly South African campaign	20638.16
2022/01/11 00:00	Daily News	Consumers urged to buy locally made goods in 2022	19015.78
2022/01/10 00:00	IOL	Proudly South African urges consumers to make buying local stationery and school-wear their New Year's resolution as back-to-school spending ramps up	21295.98
2022/01/11 00:00	News24	Back to school shopping: Make buying local your New Year's resolution, says Proudly SA	31608.36
2022/01/11 18:31	East Coast Radio	Proudly South African	18183.00
2022/01/12 00:00	Media Xpose	January is Proudly SA month at Dubai Expo 2020	8860.80
2022/01/14 00:00	Regional Herald - Mopani District News	Make buying local your New Year's resolution, says Proudly SA	18846.20
2022/01/13 00:00	Daily News	Celebrate what SA has to offer and win	14463.74
2022/01/12 00:00	IOL	Proudly South African uses competition to encourage SA pupils to design posters influencing consumers to buy local goods	21234.96
2022/01/12 00:00	IOL	Proudly South African uses competition to encourage SA pupils to design posters influencing consumers to buy local goods	21234.96
2022/01/11 00:00	Rosebank Killarney Gazette	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/11 00:00	Midrand Reporter	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/10 00:00	Northcliff & Melville Times	Back to school shopping: Make buying local your New Year's resolution	11651.65
2022/01/20 00:00	My Broadband	Proudly SA gets R42 million from taxpayers – website down for a month	20432.70

Publication Date	Media	Headline	AVE (Rands)
2022/01/18 00:00	Rising Sun (Chatsworth)	Back to school shopping: Make buying local your New Year's resolution	10401.30
2022/01/19 00:00	Rising Sun (North Coast)	Back to school shopping: make buying local your New Year's resolution	23016.24
2022/01/18 04:12	Power FM	Show Line Up - Power Up	2417.33
2022/01/17 00:00	Benoni City Times	WIN: Proudly SA urges consumers to buy local	16719.84
2022/01/18 00:00	Cover	Back to school shopping: Make buying local your New Year's resolution, says Proudly SA	13705.96
2022/01/20 00:00	Good Things Guy	A South African semi-retired engineer has designed a beautiful home for his employee and then donated R100,000 to help get it built!	11564.28
2022/01/20 00:00	Business Tech Africa	Proudly SA gets R42 million cash injection from taxpayers	10514.50
2022/01/21 09:28	Channel Africa	Proudly SA urges consumers to buy local	12078.00
2021/12/01 00:00	Pharmacy Retailer	Parents dig deep in pockets for uniforms, stationery as children head back to school	8902.20
2022/01/28 00:00	Good Things Guy	A South African semi-retired engineer has designed a beautiful home for his employee and then donated R100,000 to help get it built!	17222.87
2022/01/28 00:00	East Coast Radio	Pick 'n Pay rolls out car licence disc renewal service to all stores	29495.40
2022/01/28 00:00	East Coast Radio	Massive increase in electric appliances prices expected	31326.60
2022/02/01 00:00	Careers Magazine	Careers Magazine	293302.40
2022/01/31 20:34	SAFM	Focus on creating jobs	10076.00
2022/02/01 00:00	Conferencing South Africa	About Thyme Caterers & Deli	25265.79
2022/02/01 00:00	Polity	Finalists for the Furniture Design Competition announced	29296.80
2022/02/01 00:00	South Africa Restaurants	About Thyme Caterers & Online Deli	17021.44
2022/02/01 00:00	Ima Media Africa	FINALISTS FOR THE FURNITURE DESIGN COMPETITION ANNOUNCED	3571.62
2022/01/28 00:00	East Coast Radio	PODCAST: What happened to OLX?	30476.40
2022/02/02 00:00	Business Link	Finalists for the Furniture Design Competition announced	8206.20
2022/02/03 00:00	Daily Sun	Celebrate your Valentine with the gift of bespoke local jewellery	33255.90
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/04 00:00	IOL	Next generation of TV and film production tour the set of 'The Queen'	62118.36
2022/02/07 18:38	Kaya FM 95.9	Proudly SA	156862.00
2022/02/08 00:00	East Coast Radio	SEE: Royal Canin's Reverse Vending Machine at Cornubia Mall	32340.30

Publication Date	Media	Headline	AVE (Rands)
2022/02/09 00:00	Minara Chamber of Commerce	Proudly SA - Job creation webinar	366.72
2022/02/09 00:00	Polity	Sugar Crisis: President Ramaphosa must put government's money where its mouth is on localisation	36677.34
2022/01/28 12:40	RSG	Proudly South African Jeannine van Straaten	43811.00
2022/01/06 11:37	Rainbow FM 90.7	Buying local as children go back to school	4546.67
2022/02/09 00:00	Engineering News	Sugar organisation calls on government to honour local commitments	30562.40
2022/02/09 00:00	Farming Portal	Sugar Crisis: President Ramaphosa must put government's money where its mouth is on localisation	18318.72
2022/02/09 14:30	ENCA	Sugar cane industry master plan	154000.00
2022/02/09 00:00	Politics Web	President, put govt's money where its mouth is on localization – SA Canegrowers	64289.92
2022/02/09 00:00	OFM	#OFMBusinessHour - Are Saffas buying more local goods?	6189.48
2022/02/10 00:00	Business Report (Pretoria News)	SA business unveils its economic wish list demands ahead of Sona	141825.32
2022/02/10 00:00	Business Report (Cape Times)	SA business unveils its economic wish list demands ahead of Sona	67941.12
2022/02/10 00:00	Business Report (The Mercury)	SA business unveils its economic wish list demands ahead of Sona	60965.40
2022/02/10 00:00	Business Report (The Star)	SA business unveils its economic wish list demands ahead of Sona	141825.32
2022/02/10 00:00	Maroela Media	Doen voornemens in staatsrede gestand, sê suikerbedryf	32340.60
2022/02/10 00:00	IOL	Business sector in the country unveils its economic wish list demands ahead of Sona	44056.44
2022/02/10 08:02	Fine Music Radio	Sugar cane industry master plan	886.67
2022/02/11 00:00	Mail & Guardian	Building a sustainable future by promoting eco inclusive youth entrepreneurship	122512.74
2022/02/11 00:00	Mail & Guardian	Building a sustainable future by promoting eco-inclusive youth entrepreneurship	97204.86
2022/02/11 18:18	OFM	Proudly South African says there is shift to support local brands	18069.67
2022/02/13 00:00	That Queer Mom	MY TOUR OF THE FERGUSON FILMS' 'THE QUEEN' STUDIOS	5279.48
2022/02/14 00:00	Bizcommunity	Sustained localisation focus welcomed	37623.80
2022/02/14 00:00	Bizcommunity	Sustained localisation focus welcomed	37623.80
2022/02/08 00:00	East Coast Radio	Thula ESV and Brandt BRV partner up for Electric 4x4	34335.00
2022/01/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	53051.20
2022/02/17 00:00	East Coast Radio	LISTEN: Last chance to experience Gateway's World Of Illusions	41267.40

Publication Date	Media	Headline	AVE (Rands)
2022/02/21 00:00	East Coast Radio	LISTEN: Massive stakes increases & Durban July has a new sponsor!	45616.50
2022/02/22 00:00	Arena Events	Platforms, integration, and the multi-channel approach for driving consumer spend	20720.88
2022/02/23 00:00	East Coast Radio	LISTEN: Everything you need to know about this year's Budget Speech	47513.10
2022/02/24 00:00	East Coast Radio	PODCAST: This is how the Ukraine and Russia conflict will heavily impact SA	50194.50
2022/02/25 00:00	Full View	Proudly South African shares line-up for 2022 Buy Local Summit and Expo.	15863.82
2022/02/26 18:41	Via	Proudly SA	25300.00
2022/02/27 06:41	Via	Proudly SA	16866.67
2022/02/28 00:00	Daily News	Summit to rebuild the economy	31790.86
2022/02/28 00:00	Sandton Chronicle	Opening doors for local businesses	8779.60
2022/02/28 00:00	Gauteng Online Lifestyle Magazine	Proudly South African shares line-up for 2022 Buy Local Summit and Expo	18859.49
2022/03/01 00:00	Rosebank Killarney Gazette	Opening doors for local businesses	8546.10
2022/03/01 00:00	Inflight	VAT COMPLIANCE CAN INCREASE TOUR REVENUE	33583.86
2022/03/02 00:00	Arena Events	The Future of media – energising our biggest brand by Proudly SA	24728.22
2022/03/04 00:00	Sandton Chronicle	Open doors for local businesses	11818.62
2022/03/04 09:08	Channel Africa	Proudly South African Buy Local Summit and Expo media launch	6426.00
2022/03/04 00:00	News Ghana	CAPE TOWN: South Africa should strongly consider reviving the Proudly South African campaign	48728.12
2022/03/07 14:20	SABC News	Proudly South African 2022 Buy Local Summit and Expo	61333.33
2022/02/01 00:00	Inside Mining	PROUDLY SOUTH AFRICAN Safety footwear by workers for workers	21618.22
2022/03/08 07:03	Link FM	10th Annual Buy Local Summit and Expo 2022	1504.80
2022/03/08 07:06	Radio Laeveld	10th Annual Buy Local Summit and Expo 2022	970.13
2022/03/08 15:47	Ikwewezi FM	Proudly SA 10th Annual Buy Local Summit & Expo	50799.00
2022/03/09 08:42	Power FM	Proudly South African Buy Local Summit and Expo	159264.00
2022/03/09 08:56	Power FM	Proudly SA campaign	35136.00
2022/03/09 08:11	Impact Radio	Proudly South Africa 2022 Buy Local Summit	10256.33
2022/03/09 15:20	Power FM	Proudly South African Live Read	7030.00
2022/03/09 00:00	IT-Online	Proudly South African calls for localisation	21194.36
2022/03/09 00:00	Retail Brief Africa	Proudly South African calls on South Africans to rally behind localisation	16640.32
2022/03/09 16:46	Radio 2000	Proudly South African Buy Local Summit and Expo	68432.00
2022/03/10 06:50	Lotus FM	Buy Local Summit and Expo	14484.00

Publication Date	Media	Headline	AVE (Rands)
2022/03/10 08:08	Zibonele FM	Show line up on Breakfast Show	706.27
2022/03/10 00:00	SA Wine Farms	About Thyme Caterers & Deli	4201.20
2022/03/10 12:22	Radio Khwezi	Buy Local Summit and Expo	5066.80
2022/03/10 11:21	Rise FM	Proudly SA- Buy Local Summit	16858.33
2022/03/10 15:22	Energy FM	Buy Local Summit and Expo	36666.67
2022/03/10 19:22	Power FM	Proudly South African Live Read	8880.00
2022/03/10 15:43	Thobela FM	Proudly South African to host 10th annual Buy Local Summit & Expo	160454.00
2022/03/11 00:00	The Star	Proudly SA punts localisation	87416.88
2022/03/10 00:00	Full View	Unathi Nkayi joins Proudly South African to celebrate SA fashion achievements.	16728.67
2022/03/11 00:00	Gauteng Online Lifestyle Magazine	Unathi Nkayi joins Proudly South African to celebrate SA fashion achievements	19946.94
2022/03/11 09:22	Power FM	Proudly South African Live Read	5446.67
2022/03/11 13:02	Algoa FM	Proudly South African CEO Eustace Mashimbye	8068.67
2022/03/11 11:13	Radio Khwezi	Show line up on Radio Khwezi Kwelethu Ikhaya	1912.00
2022/03/11 11:33	Radio Khwezi	Buy Local Summit and Expo	20721.30
2022/03/11 13:53	Power FM	Proudly South African Live Read	4200.00
2022/03/11 00:00	Dealer Floor	Automotive industry to play part in Proudly South African event	7445.63
2022/03/09 16:09	Radio NFM	Proudly South African	42987.10
2022/03/11 15:02	Algoa FM	Proudly SA 2022 Virtual Buy Local and Expo	7998.00
2022/03/11 00:00	We Can Change Our World	Proudly South African calls on South Africans to rally behind localisation	54619.02
2022/03/12 11:25	Newzroom Afrika	Local trade opportunities	117133.33
2022/03/12 19:31	ENCA	Proudly SA supports localization	82333.33
2022/03/12 19:31	e.TV	Proudly SA supports localization	790400.00
2022/03/13 15:15	SABC News	Proudly South African to host 10th annual Buy Local Summit & Expo	74933.33
2022/03/13 00:00	Polity	MEC TAU TO LAUNCH GAUTENG PROVINCE'S LOCAL CONTENT FRAMEWORK	13915.98
2022/03/11 17:30	Vukani Community Radio	Proudly South African Buy Local Summit & Expo	7252.00
2022/03/11 17:34	Vukani Community Radio	Continue -- 1 of 1 -- Proudly South African Buy Local Summit & Expo	20351.33
2022/03/12 15:34	Radio Khwezi	Buy Local Summitt and Expo	762.00
2022/03/14 08:38	Newzroom Afrika	Proudly South African Buy Local Summit & Expo	70233.33
2022/03/14 08:51	SAFM	Proudly South African Live Read	5589.00
2022/03/14 08:41	SABC News	2022 Proudly SA Buy Local Summit and Expo taking place in Sandton	69300.00
2022/03/14 08:48	702	Proudly South African 10th annual buy local summit and expo	206210.67

Publication Date	Media	Headline	AVE (Rands)
2022/03/14 09:17	SABC News	2022 Proudly SA Buy Local Summit and Expo taking place in Sandton	65800.00
2022/03/14 10:28	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	65700.00
2022/03/14 12:16	Newzroom Afrika	Proudly South African is kicking off the 10th Buy Local Summit today	35233.33
2022/03/14 13:11	SAFM	Proudly South African Live Read	2144.00
2022/03/14 05:37	702/Cape Talk Simulcast	Show lineup	14768.07
2022/03/14 14:10	SABC News	Charity begins at home	14533.33
2022/03/14 14:38	RSG	Buy Local Expo	4994.00
2022/03/14 14:43	RSG	Buy Local Expo	122580.00
2022/03/14 15:55	SAFM	Proudly South African CEO	50318.00
2022/03/14 15:30	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	48533.33
2022/03/14 13:46	Channel Africa	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	1350.00
2022/03/14 00:00	The Presidency of the Republic of South Africa	President endorses Proudly SA Buy Local Summit and Expo	14513.58
2022/03/14 16:07	Thobela FM	Proudly South Africa live read	6123.00
2022/03/14 18:35	Power FM	Buy Local Summit and Expo	240960.00
2022/03/14 18:07	Munghana Lonene	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	13230.00
2022/03/14 18:24	Munghana Lonene	Proudly SA- Buy Local Summit	30492.00
2022/03/14 18:24	Munghana Lonene	Proudly SA- Buy Local Summit	30492.00
2022/03/14 18:06	Ligwalagwala FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	11275.00
2022/03/14 17:40	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	84466.67
2022/03/14 00:00	East Coast Radio	Agri economist explains Russia-Ukraine war's effect on SA food prices	53987.70
2022/03/14 18:06	SABC News	Local content framework to guide Gauteng GOVT on local manufacturing	103600.00
2022/03/14 18:45	Lesedi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	26593.00
2022/03/14 18:35	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	40600.00
2022/03/14 19:06	SABC 1	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	328000.00
2022/03/14 16:41	Motsweding FM	Proudly South Africa live read	9163.00
2022/03/14 21:27	SABC News	Proudly South African is kicking off the 10th Buy Local Summit today	23733.33
2022/03/14 20:02	Newzroom Afrika	Proudly SA- Buy Local Summit	50633.33
2022/03/14 18:46	Motsweding FM	Proudly SA- Buy Local Summit	18900.00

Publication Date	Media	Headline	AVE (Rands)
2022/03/14 21:30	SABC News	Small business development Department Merging SEDA, SEFA, CBDA	118400.00
2022/03/14 18:15	Tru FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	6480.00
2022/03/14 18:15	Tru FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	6480.00
2022/03/14 15:00	Ukhozi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	31920.00
2022/03/14 18:11	Ikwekwezi FM	Proudly SA Buy Local Summit	1599.00
2022/03/14 18:37	Ukhozi FM	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	60172.00
2022/03/14 19:08	You FM	Proudly South African 10th annual Buy Local Summit	1666.67
2022/03/15 06:02	Jozi FM	President endorses Proudly SA Buy Local Summit and Expo	5928.00
2022/03/14 19:30	You FM	Proudly South African's annual Buy Local Summit & Expo	53583.33
2022/03/15 07:09	SAFM	Proudly SA Buy Local Summit	5589.00
2022/03/15 08:37	Newzroom Afrika	Day two Buy Local Summit	37566.67
2022/03/15 09:28	SABC News	Proudly SA Buy Local Summit & Expo underway	120700.00
2022/03/15 09:28	Ukhozi FM	Proudly South Africa live read	24416.00
2022/03/15 05:42	Umhlobo Wenene	Ndabeni addresses the Buy Local Summit hosted by Proudly SA	68973.00
2022/03/15 10:14	SABC News	President Cyril Ramaphosa addresses Buy Local Summit	52100.00
2022/03/15 00:00	Times Live	Buy local and help create jobs, says Ramaphosa	20624.76
2022/03/15 07:40	Channel Africa	SMMEs should be cornerstone of SA's economic recovery	2080.00
2022/03/15 11:15	SABC News	President Cyril Ramaphosa addresses Buy Local Summit	52000.00
2022/03/15 00:00	South African Government News Agency	Choose to buy local: President Ramaphosa	18927.86
2022/03/15 10:40	Ikwekwezi FM	Proudly South Africa live read	2475.00
2022/03/15 00:00	Eminetra	Ramaphosa highlights the importance of producing and purchasing local goods to boost SA's economy – SABC News	9538.06
2022/03/15 09:12	Motsweding FM	Proudly SA Buy Local Summit	12264.00
2022/03/15 12:20	Lesedi FM	President Cyril Ramaphosa addresses Buy Local Summit	93564.00
2022/03/15 00:00	Sowetan Live	Buy local and help create jobs, says Ramaphosa	22455.36
2022/03/15 00:00	The Presidency of the Republic of South Africa	President Cyril Ramaphosa's pre-recorded message to the Proudly SA Buy Local Summit and Expo	42636.78
2022/03/15 06:11	Motsweding FM	Ramaphosa will today deliver a pre-recorded message to the Proudly SA Buy Local Summit and Expo	14308.00
2022/03/15 12:19	SABC News	The 10th Annual Buy Local Summit and Expo	10666.67
2022/03/15 00:00	Jacaranda FM	Ramaphosa says pandemic revealed SA's capacity for innovation, adaptation	7717.20

Publication Date	Media	Headline	AVE (Rands)
2022/03/15 06:17	Motsweding FM	SMMEs should be cornerstone of SA's economic recovery	52852.00
2022/03/15 00:00	South African Government	Deputy Minister Nomalungelo Gina announces Furniture Design Competition winners, 15 Mar	25913.52
2022/03/15 00:00	South African Government	President Cyril Ramaphosa delivers pre-recorded message to Proudly SA Buy Local Summit and Expo, 15 Mar	15668.64
2022/03/15 11:02	Newzroom Afrika	Proudly SA Buy Local Summit and Expo	52266.67
2022/03/15 00:00	Herald Live	Buy local and help create jobs, says Ramaphosa	22028.22
2022/03/15 00:00	Full View	Ramaphosa urges corporate South Africa to use locally made goods.	19916.26
2022/03/15 00:00	Southern Africa's Freight News	Don't be a yokel, buy local	23811.90
2022/03/15 13:25	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/15 13:43	Umhlobo Wenene	Day two Buy Local Summit	7682.00
2022/03/15 13:25	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/15 00:00	Power FM	Ramaphosa urges corporate South Africa to use locally made goods and services	3700.70
2022/03/15 13:41	SABC News	The 10th Annual Buy Local Summit and Expo	10000.00
2022/03/15 14:53	Radio 2000	Proudly South Africa live read	2394.00
2022/03/15 14:19	SAFM	Proudly South Africa live read	2412.00
2022/03/15 15:37	5FM	Proudly South Africa live read	8646.00
2022/03/15 00:00	Rise FM	Buy local and help create jobs, says Ramaphosa	5213.16
2022/03/15 13:41	S3	The 10th Annual Buy Local Summit and Expo	7500.00
2022/03/15 00:00	Dispatch Live	Buy local and help create jobs, says Ramaphosa	10922.58
2022/03/15 10:46	Channel Africa	The 10th Annual Buy Local Summit and Expo	1458.00
2022/03/15 00:00	Eyewitness News (EWN)	Ramaphosa urges S.Africans to buy local as country tries to recover from COVID	15377.04
2022/03/15 00:00	News 365	Cyril Ramaphosa urges South Africans to buy local as country tries to recover from COVID	2907.84
2022/03/15 16:03	Vuma FM	Buy Local Summit	5750.00
2022/03/15 15:27	Thobela FM	Proudly South Africa live read	6594.00
2022/03/15 12:42	Channel Africa	Ramaphosa at Proudly SA Buy Local Summit and Expo	1656.00
2022/03/15 11:46	Channel Africa	The 10th Annual Buy Local Summit and Expo	1660.00
2022/03/15 16:43	SABC News	Choose to Buy Local	11333.33
2022/03/15 16:37	Newzroom Afrika	Proudly SA Buy Local Summit and Expo	27533.33
2022/03/15 16:12	Lesedi FM	Proudly South Africa live read	7854.00
2022/03/15 17:41	Lesedi FM	Proudly South Africa live read	7480.00
2022/03/15 18:43	SAFM	Nissan South Africa on Buy Local Summit	48093.00
2022/03/15 18:43	Thobela FM	Ramaphosa at Proudly SA Buy Local Summit and Expo	35178.00
2022/03/15 00:00	Free State News Online	Choose to buy local: President Ramaphosa.	16231.53

Publication Date	Media	Headline	AVE (Rands)
2022/03/15 19:43	ENCA	Proudly South African	138800.00
2022/03/15 18:21	Energy FM	Proudly South Africa live read	3960.00
2022/03/15 19:25	Kaya FM 95.9	Buy Local Summit & Expo	329117.00
2022/03/15 19:22	Rise FM	Ramaphosa at Proudly SA Buy Local Summit and Expo	6524.00
2022/03/15 00:00	Eyewitness News (EWN)	'Govt must create support for local businesses' - Ramaphosa at Proudly SA Buy Local Summit and Expo	4088.34
2022/03/15 18:13	Tru FM	Choose to Buy Local	9900.00
2022/03/16 00:00	Sowetan (Late Final)	Buy local and help create jobs, urges Ramaphosa	63925.93
2022/03/16 00:00	Daily Sun (Limpopo/Mpumalanga/North-West)	Cyril: Buy local to create jobs!	23449.50
2022/03/16 00:00	Daily Sun	Cyril: Buy local to create jobs!	18813.00
2022/03/18 00:00	Maritzburg Sun	Province targets unemployment in KZN	7369.20
2022/03/15 22:39	Newzroom Afrika	Buy Local Summit - Reset, Rebuild, Recover	55066.67
2022/03/16 00:00	Sowetan (Early Edition)	Buy local and help create jobs, urges Ramaphosa	63925.93
2022/03/16 00:00	Sowetan (Free State)	Buy local and help create jobs, urges Ramaphosa	26878.68
2022/03/16 00:00	Sowetan (KZN)	Buy local and help create jobs, urges Ramaphosa	26878.68
2022/03/18 00:00	Village Talk	PROVINCE TARGETS UNEMPLOYMENT IN KZN	5478.48
2022/03/15 15:26	Zibonele FM	Buy Local Summit & Expo	16886.35
2022/03/16 00:00	Eyewitness News (EWN)	Ramaphosa urges South Africans to buy local and support homegrown artists	15193.98
2022/03/16 08:32	SAFM	Proudly South Africa live read	5382.00
2022/03/16 08:32	SAFM	Proudly South Africa live read	5382.00
2022/02/01 00:00	International Hardware Retailer	LESCO Manufacturing Switch to a Proudly South African Product	9546.00
2022/03/16 00:00	Rising Sun (Mid South Coast)	Choose to buy local to support livelihoods: President Ramaphosa	19847.50
2022/03/16 00:00	Capital Newspapers	Province targets unemployment in KZN	7705.50
2022/03/16 00:00	94.7 (Highveld Stereo)	Ramaphosa urges South Africans to buy local and support homegrown artists	8632.80
2022/03/16 00:00	KZN Industrial & Business News	Buy local, Ramaphosa urges	26997.60
2022/03/16 07:11	Motsweding FM	Proudly South Africa live read	13140.00
2022/03/14 13:38	Newzroom Afrika	Buy Local Summit	62300.00
2022/03/16 10:20	Ikwewezi FM	Proudly South Africa live read	2475.00
2022/03/16 11:46	Ikwewezi FM	Proudly South Africa live read	2310.00
2022/03/16 13:22	Lesedi FM	Proudly South Africa live read	13651.00
2022/03/16 00:00	94.7 (Highveld Stereo)	Ramaphosa urges South Africans to buy local and support homegrown artists	8632.80

Publication Date	Media	Headline	AVE (Rands)
2022/03/16 00:00	Head Topics	Ramaphosa urges South Africans to buy local and support homegrown artists	5189.10
2022/03/16 15:11	Lesedi FM	Proudly South Africa live read	7854.00
2022/03/16 00:00	Smile 90.4 FM	SA manufacturing sector has shown a lot of resilience over the past 2 years	2896.20
2022/03/16 00:00	Smile 90.4 FM	Ramaphosa: Buying local now more important than ever	3008.83
2022/03/16 15:12	SAFM	Proudly South Africa live read	5004.00
2022/03/16 17:47	SAFM	Proudly South Africa live read	5004.00
2022/03/16 16:09	Thobela FM	Proudly South Africa live read	5495.00
2022/03/16 17:51	Lesedi FM	Proudly South Africa live read	7667.00
2022/03/16 00:00	Daily Sun	Cyril: Buy local to create ispani	13729.50
2022/03/16 07:54	Energy FM	Proudly South Africa live read	4928.00
2022/03/16 19:01	Rise FM	Taking Care of Business show line up	672.00
2022/03/16 19:10	Rise FM	Proudly South African 10th Buy Local Summit and Expo	10724.00
2022/03/16 15:41	Ligwalagwala FM	Proudly South Africa live read	4725.00
2022/03/16 16:41	Ligwalagwala FM	Proudly South Africa live read	4650.00
2022/03/16 21:40	SABC News	How can the automotive sector help with SA's economic recovery.	80400.00
2022/03/17 00:00	Daily Sun On the Go (Free State Edition)	Ramaphosa: Let's buy local to create jobs!	13092.64
2022/03/17 00:00	Daily Sun On the Go (Western Cape Edition)	Ramaphosa: Let's buy local to create jobs!	13018.25
2022/03/17 00:00	Daily Sun On the Go (Eastern Cape Edition)	Ramaphosa: Let's buy local to create jobs!	13464.59
2022/03/17 00:00	Daily Sun On the Go (Kwazulu-Natal Edition)	Ramaphosa: Let's buy local to create jobs!	13985.32
2022/03/16 00:00	Whale Tales Blog	Unique New Proudly SA Cape St Blaize launched in Mossel Bay, named after lighthouse!	4157.16
2022/03/16 00:00	Whale Tales Blog	Corona Virus: Lockdown Journey Journal, Day 167 of Level 1, 16 March 2022	5175.24
2022/03/16 00:00	Business Link	Choose to buy local: President Ramaphosa	13374.36
2022/03/18 00:00	Public Eye (KZN)	Province targets unemployment in KZN	9491.85
2022/03/14 14:37	Newzroom Afrika	Buy Local Summit	39433.33
2022/03/11 00:00	Government Communications and Information System	Government activities for the week, 20 to 26 Aug	21192.84
2022/03/17 13:23	Lotus FM	Proudly South African Buy Local Campaign	9761.00
2022/03/17 00:00	AllAfrica	South Africa: What's Happening In South African News - March 17, 2022	8846.18

Publication Date	Media	Headline	AVE (Rands)
2022/03/17 00:00	J Afriq Radio Online	South Africa: What's Happening In South African News – March 17, 2022	5422.33
2022/03/17 00:00	Whale Tales Blog	SA Lockdown extended until 15 April, new regulations introduced!	2799.72
2022/03/18 00:00	The Africa	Deputy Minister Nomalungelo Gina announces Furniture Design Competition winners, 15 Mar	12231.45
2022/03/18 00:00	The Africa	President Cyril Ramaphosa delivers pre-recorded message to Proudly SA Buy Local Summit and Expo, 15 Mar	7116.48
2022/03/18 00:00	The Africa	Choose to buy local: President Ramaphosa	18557.21
2022/03/18 00:00	Bizcommunity	'Buy local' message more important than ever - Ramaphosa	63762.44
2022/03/18 00:00	Bizcommunity	'Buy local' message more important than ever - Ramaphosa	63762.44
2022/03/22 05:24	Channel Africa	Proudly South African 10th Buy Local Summit and Expo	8160.00
2022/03/19 00:00	Times of Eswatini	Buyine: local is also cool	24203.55
2022/03/23 00:00	iAfrica	SA's COVID-19 Regulations Further Eased	6883.80
2022/03/24 10:08	SABC News	Crossing live to the fourth South African Investment Conference	72200.00
2022/03/24 10:25	SABC News	Continue -- 1 of 1 -- Crossing live to the fourth South African Investment Conference	62900.00
2022/03/15 00:00	Limitless Beliefs News	Ramaphosa urges S.Africans to purchase native as nation tries to get well from COVID	4010.79
2022/03/25 00:00	Good Things Guy	Of the R774 billion committed, around R316 billion has so far been invested. Of the 152 investment pledges, 45 projects have been completed. A further 57 are under construction.	34025.67
2022/03/17 00:00	Afro 360	South Africa: What's Happening In South African News – March 17, 2022	45960.60
2022/03/28 11:22	Mafikeng FM	Focus on African Poncho	6656.00
2022/03/10 00:00	Sunday World	Unathi scoops new gig from Proudly South African	17030.70
2022/03/30 14:42	SAFM	Profile on Lesela Fashion	27001.00
2022/03/30 00:00	HVACR Online	South African businesses commit billions towards localisation to grow the economy	41927.04
2022/03/31 00:00	Business Report (Cape Times)	Is the National Treasury serious about job creation and campaign to buy local?	43688.10
2022/03/31 00:00	Business Report (The Mercury)	Is the National Treasury serious about job creation and campaign to buy local?	40131.90
2022/03/31 00:00	Business Report (Pretoria News)	Is the National Treasury serious about job creation and campaign to buy local?	93922.92
2022/03/31 00:00	Business Report (The Star)	Is the National Treasury serious about job creation and campaign to buy local?	93922.92
2022/03/15 17:47	E.TV News	Proudly South Africa	4533.33
2022/03/10 00:00	Engineering News	PSA summit to focus on localisation as a driver of economic recovery	26312.00

Publication Date	Media	Headline	AVE (Rands)
2022/02/28 00:00	IOL	Proudly South African 2022 Buy Local Summit and Expo to rebuild the economy	30143.88
2022/03/11 08:12	Kaya FM 95.9	10th Annual Proudly SA Buy Local Summit and Expo	256727.50
2022/03/11 08:23	Kaya FM 95.9	Continue -- 1 of 1 -- 10th Annual Proudly SA Buy Local Summit and Expo	81255.50
2022/03/15 16:55	Radio 786	Proudly South African	4173.33
Total	R 11 079 109.61		



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
18 January 2022	Dubai 2022 Expo Webinar	Virtual
15 February 2022	National Hospital Networks Presentation	Virtual
24 February 2022	BLSE Launch	Virtual
25 February 2022	National Hospital Networks Presentation	Virtual
1 March 2022	Webinar: Multinationals: How they continue to create local jobs	Virtual
2 March 2022	DSBD Ministry Roadshow targeting SMMEs	Bloemfontein
14 – 15 March 2022	Buy Local Summit and Expo	Hybrid event (IDC - Sandton)
23 March 2022	NAAMSA (Automotive Association of SA)’s Localisation Committee of OEMs	Virtual
25 March 2022	Kimberly Clark Product Launch	Virtual

ABOVE THE LINE CAMPAIGNS



During this quarter in review, we focused on our flagship event, the Buy Local Summit & Expo 2022. We created the brand look and feel and artwork which was used across all platforms for promoting the event, on the website, invitations and branding at the venue.

The Branding & Design team also created content for the organisation including all design work for other events and activations that took place during this quarter. This included invitations, web and event banners, newsletters, ecards and presentations. The Department also created animation videos as well as continuous website updates to support the marketing team's campaigns. This work has elevated the quality of Proudly SA's webinars, making them look professional and with a consistent look and feel and identity across all events.

In addition, it is the branding department's role to create and send out tenders via our tender monitoring system as well as web updates.

Branding & Design 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 and creating all the collateral mentioned above.

During this quarter Proudly South African continued to run a high impact, high reach above the line campaign to promote the buy local message. Proudly South African executed this through the creation of the Living Lekker Locally advert and ran that concurrently with the Game Time commercial. These ads ran through from November 2021 to January 2022 and were placed on various channels on Multichoice, SABC, and on the eTV bouquet, reaching millions of viewers. The Multichoice TVC continued into January 2022.



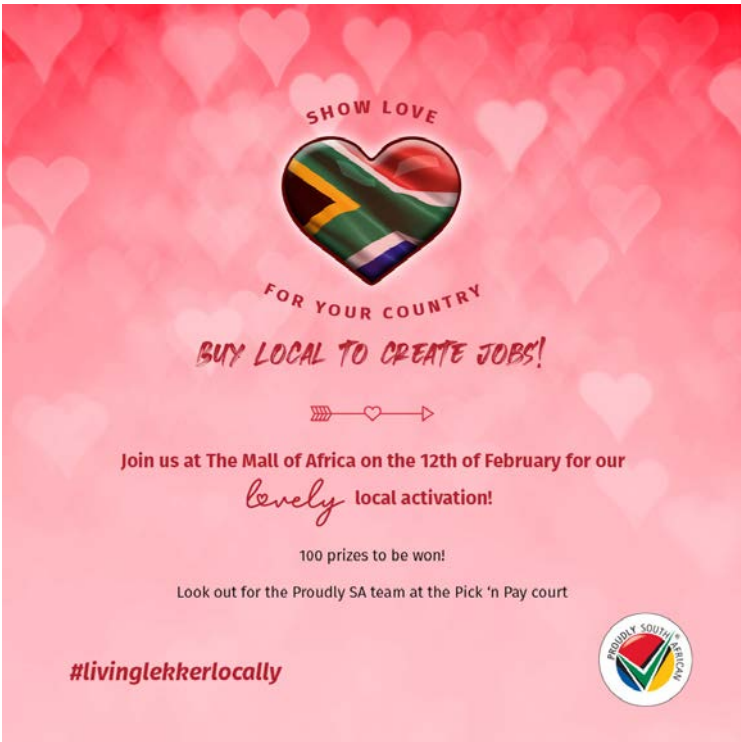
LOGO USAGE

Branding supports the Membership Department by working to encourage existing and new members to adopt the use of the Proudly SA logo on as many touch points as possible including on products, packaging, email signatures, websites etc.



VALENTINE'S DAY

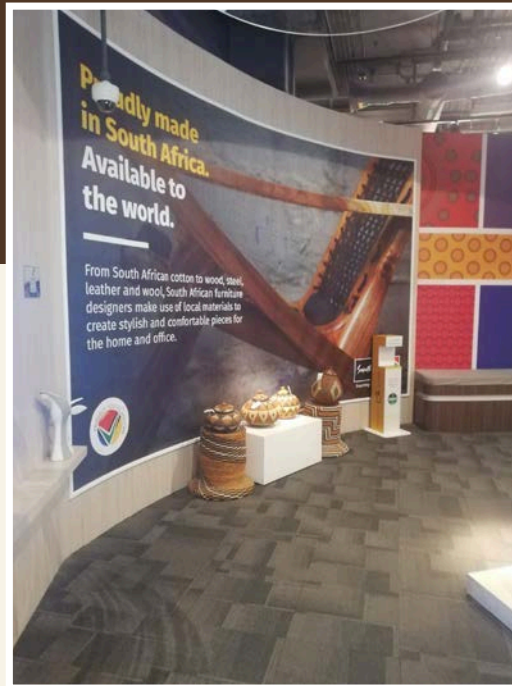
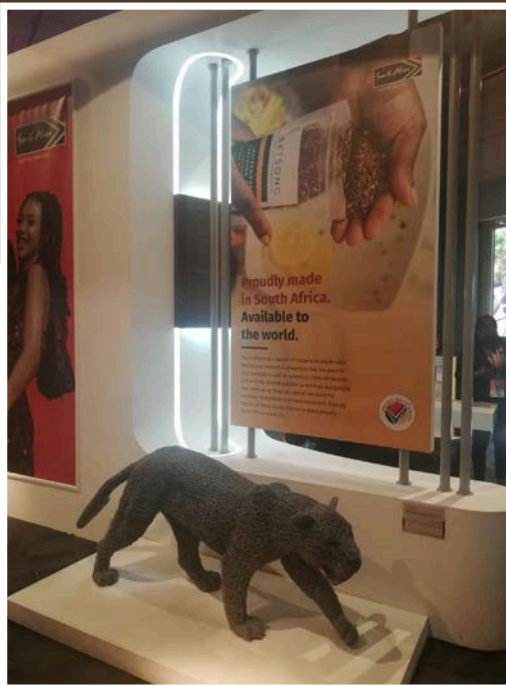
As part of our yearly Valentine's Day activation, the design team assisted the events team in the design work and branding of the event.





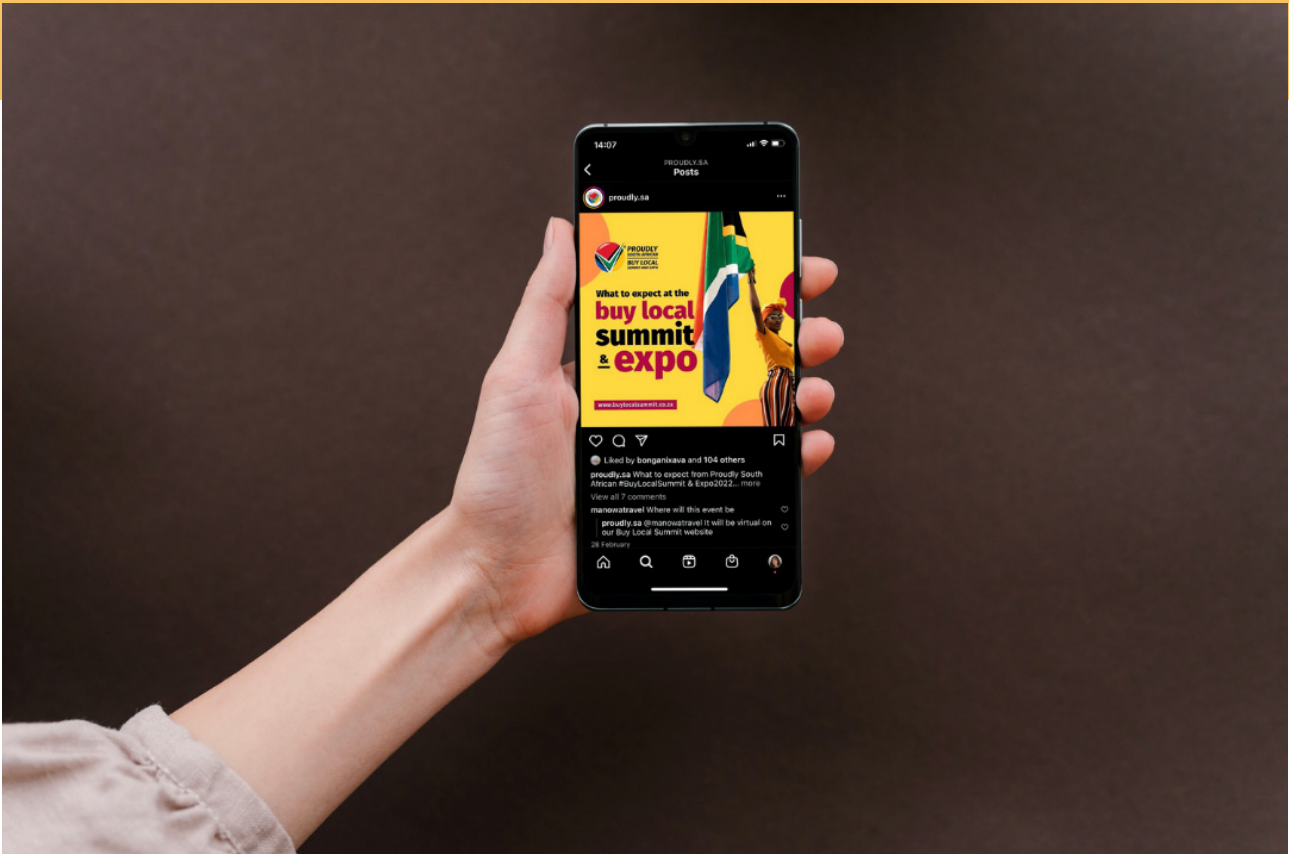
EXPO
2020
DUBAI
UAE

Design of the banners at the Dubai Expo 2020



BUY LOCAL SUMMIT & EXPO

In this quarter our main focus was the Buy Local Summit for which we created all the artwork. Proudly South African also worked with an agency to execute the digital marketing campaign to drive registration and attendance to the event. The campaign advertised on all social media platforms including Twitter, Facebook, Instagram and YouTube.



PROUDLY SOUTH AFRICAN

virtual edition

buy local summit & expo

14 - 16 March 2022

PROUDLY SOUTH AFRICAN

Become a Proudly South African Member

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

HAPPY NGIDI

SASHA MARTINENGO

South Africa's automotive industry is the largest manufacturing sector in our economy supporting approximately **457,000 jobs.**

14 March 2022 | Live online from 13:00

small business development
Department of Small Business Development
REPUBLIC OF SOUTH AFRICA

NISSAN

free registration: www.buylocalsummit.co.za

DON'T MISS!

The SA Furniture Sector

Join us for a video on the SA Furniture sector and its importance to the local economy

showing on 15th March at 10:30 & 13:00

Free registration: www.buylocalsummit.co.za

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Join us on the 15th March as we are entertained by comedian **Trevor Gumbi**, at the Buy Local Summit and Expo.

LOCAL FUNNY BUSINESS

free registration: www.buylocalsummit.co.za

PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Mzansi, are you wearing **LOCAL?**

15 March 2022 | 16h30-17h30

GAVIN RAJAH
GAVIN RAJAH ATELIER

free registration: www.buylocalsummit.co.za



PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO



What every entrepreneur and business owner should know!

15 March 2022

RAMS MABOTE
ENTREPRENEUR AND BROADCASTER

free registration: www.buylocalsummit.co.za



small business development
Department of Small Business Development
REPUBLIC OF SOUTH AFRICA

Register for the Buy Local Summit and stand a chance to win a

R5000

mr price home voucher

free registration: www.buylocalsummit.co.za





Good food, Good life



Register for the Buy Local Summit and stand a chance to win a Nestlé Hamper valued at

R250

free registration: www.buylocalsummit.co.za



Register for the Buy Local Summit and stand a chance to drive the New Nissan Navara SD for a weekend



NISSAN




#buy south african by South Africans

Register for the Buy Local Summit and stand a chance to win a RSA Made Voucher valued at

R300

free registration: www.buylocalsummit.co.za




the business solutions hub is BACK!



Part of the Buy Local Summit and Expo 2022, this free programme on 16 March will allow you access to many local entities that can assist you with compliance, regulatory and funding issues related to your business.

These entities will share what role they play in the local business ecosystem and give expert advice that can benefit your business.

Look out for more information in the coming weeks.

www.buylocalsummit.co.za

SOCIAL MEDIA E-CARDS



Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote events, special days, and honorable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand.



PRIVATE SECTOR

Proudly South African Access to Market Localisation Tools

Proudly SA is actively lobbying for localisation commitments from the public and private sectors, and there are a number of tools in place to help facilitate offtake agreements:

1. Market Access Platform (MAP)
2. Proudly SA's Portals



1. Market Access Platform (MAP) www.mapcollaboration.com

Launched in August 2021, the main goal of the platform is to create a database of reliable local manufacturers and service providers from which businesses that have undertaken to increase their uptake of local products and services can procure. Businesses (“corporate buyers”) utilising MAP will be able to rate listed suppliers, which means that the database is a source of local content and quality vetted companies. Members of Proudly SA are automatically eligible to be enlisted on MAP as “suppliers”. This is yet another tool for matching supply and demand of locally-made goods and services for Proudly SA members.

In quarter 3 of 2021/2022, Proudly SA commenced with loading all willing Proudly SA member companies on MAP whilst it is constantly exploring ways to improve MAP in order to keep it current and to support Corporate Buyers’ preferential procurement targets. In quarter 4 and throughout the next financial year, efforts are underway to invite procurement officers from Corporate South Africa to enlist as Corporate Buyers on MAP.



Benefits of MAP:

Buyers will be able to:

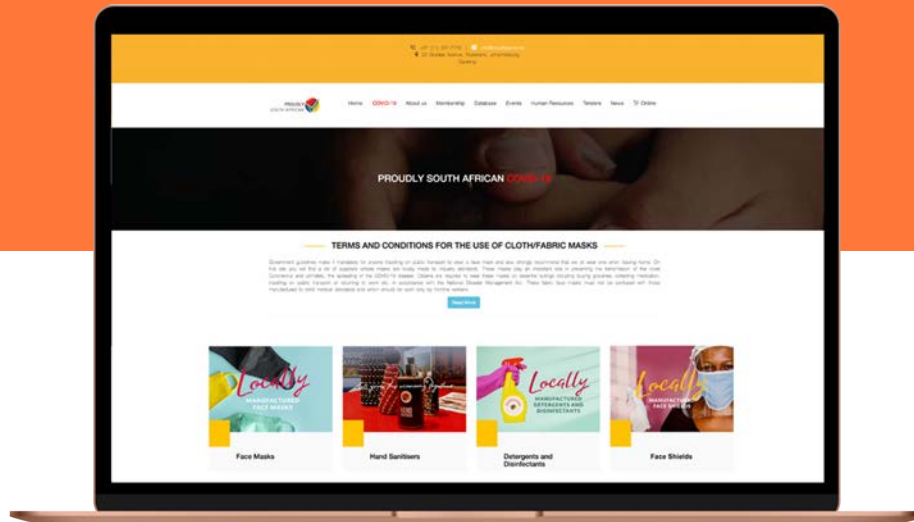
- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive
- Advertise procurement opportunities for the private sector
- Support the growth of their own high-performing suppliers
- Increase competitiveness in sourcing suppliers
- Reduce the cost of sourcing
- Rate services received from suppliers
- Record and monitor their localisation procurement commitments
- View the socioeconomic impact of their commercial activity with selected suppliers

Suppliers/member companies will be able to:

- Increase their visibility in a cross-industry marketplace – Access to Market
- Find other suppliers to procure from
- View tenders and RFQs when published for their specific industry
- Report on benefits derived from MAP



2. PROUDLY SA'S COVID-19 PORTALS (www.proudlysa.co.za)



Background and vision

In 2020, Proudly SA partnered the Department of Trade, Industry and Competition (the dtic), the South African Clothing and Textile Workers Union (SACTWU), the Bargaining Council for the Clothing Manufacturing Industry and the Manufacturing Circle to roll out a cloth face mask portal housed on Proudly SA's website to heed the demand for locally-made PPEs in the pandemic. Developing industry- and product-specific portals were also a mechanism for Proudly South African to support the Local Manufacturing Partnership that was created through the Business for South Africa Initiative by showcasing more than 60 manufacturers that were supported by this initiative to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

Purpose

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. Individuals interested in procuring local products 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 PPEs and various other products, they are also indicative of the availability of local products more broadly in the country. 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.

Current Product offerings

- face cloth mask
- face shields/visors
- sanitisers
- disinfectants and detergents
- medical PPEs vetted in accordance with the National Department of Health and SAHPRA/NRCS specifications:
 - disposable/plastic aprons
 - disposable/isolation gowns
 - surgical masks
 - FFP2 respirators
 - SAHPRA-licensed sanitisers
 - non-sterile examination, sterile and non-sterile surgical gloves
- recently added other textile PPEs that include scrubs, bonnets, boot covers, coveralls and shoe covers
- Recently added furniture

Stakeholders

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 that formed a part of the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSA) and each body's membership base; the associations that form a part of the South African Revenue Services' industry-specific forums; as well as associations and industry bodies; Labour Unions; businesses that form part of the township economy; and Government Departments and Agencies including the dtic through its sector desks, Department of Small Business Development, the Eastern Cape Development Corporation, Special Economic Zones, and the Gauteng Growth and Development Agency, and National and Provincial Government, Local Municipalities, Metros and State-owned Enterprises.

Proudly SA will strengthen its reach in terms of advocating the support of these tools 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 Mining Equipment Manufacturers of South Africa, the Agricultural Business Chamber of South Africa, the Institute of Plumbing South Africa and the National Hospital Network.

Proudly SA is participating in various activities to further drive localisation by presenting its localisation tools namely the Portals and MAP to obtain localisation commitments as the first step in securing offtake agreements:

1. Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies to make localisation commitments. Since then, Proudly SA has engaged the South African Petroleum Industry Association, Banking Association of South Africa, The National Association of Automobile Manufacturers of South Africa, National Association of Automotive Component and Allied Manufacturers, and the National Hospital Network to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders by industry to increase participation of this important and impactful initiative.

At Proudly SA's annual Buy Local Summit and Expo hosted at the Industrial Development Corporation in Gauteng 14 to 16 March 2022, localisation commitments were made by the following corporates:

- The Standard Bank
- OBC Retail
- Absa
- SAB (South African Breweries) Corporate
- TFG (The Foschini Group)
- PG Bison
- Nissan SA
- Aspen Pharmacare

On industry-level:

- NAAMSA (National Association of Automobile Manufacturers of South Africa)
- South African Canegrowers' Association

2. dtic Masterplans

Over and above Consumer Education, Proudly SA is working behind the scenes to lobby for localisation commitments from the private sector to drive demand (by securing offtake agreements).

Currently, Proudly SA is actively participating in:

- Retail-Clothing, Textiles, Footwear and Leather
- Sugar
- Poultry
- Furniture
- Creative Industries
- Steel
- Recently added Agriculture and Agro-processing

Through its partnerships, participation in the following masterplans will follow:

- Automotive through the National Association of Automobile Manufacturers of South Africa (NAAMSA)
- Plastics (through the dtic sector desk)

3. dtic CEO Initiative and Localisation Support Fund Programmes

Proudly SA's Market Access Platform has been earmarked as a procurement tool for both the dtic CEO Initiative and the Localisation Support Fund Programmes. The dtic CEO Initiative seeks to drive import replacement of 42 products, whilst the Localisation Support Fund, funded by Coca-Cola Beverages South Africa, is identifying specific products to industrialise by unblocking hurdles from a technical viewpoint. Proudly SA is playing a supporting role in both endeavours by assisting the teams to earmark pilot projects and providing introductions to interested stakeholders (including labour, the private sector – including but not limited to retail, plastics, component manufacturers, the dtic).

4. Localisation Technical Working Committee (related to the work of the dtic CEO Initiative)

Participants of the Localisation Technical working Committee include Proudly SA (who initiated the forum following the 2018 Jobs Summit), Business Unity South Africa, the Manufacturing Circle, the Consumer Goods Council of South Africa, and Business Leadership South Africa. The team initially supported Proudly SA's Market Access Platform as the procurement tool of choice for localised and transformed suppliers, and three engagements were arranged to showcase MAP in 2020/2021 to the dtic Minister, BUSA (as the Nedlac business apex body) and the nominated CEO champions as part of the dtic CEO Initiative. With the appointment of a Project Manager by Business Unity South Africa, Proudly SA will continue to support this Committee in further driving import replacement.

Ask from Industry Champions (CEOs)

- i) **Delegate:**
 - Delegate responsibility for implementation to the Procurement Teams
 - One identified point person to interact with PMO
 - Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative
- ii) **Establish Supply and Demand:**
 - PMO will share the supply and demand template with all champions
 - Champions should identify what internal / sectoral capacity they can mobilise
 - Procurement teams to populate supply and demand template
 - For each identified product, procurement teams should identify demand/supply data; manufacturing capacity/capability; opportunities; blockages; current initiatives

- iii) **Additional Support Required:**
 - Submit completed templates to the PMO
 - Direct queries to the PMO
- iv) **Complete Template:**
 - Indicate support required. For example, sourcing of vetted localised and transformed suppliers
 - **The Market Access Platform (MAP)** is available to Industry CEOs and Procurement Teams as a sourcing tool for localised and transformed suppliers

List of Products (a call for a 20% reduction of non-oil imports):

Agro-processing value chain	Health-care value-chains	Basic consumer goods
<ul style="list-style-type: none"> • Poultry • Sugar • Edible oils • Grains • Juice concentrates • Dairy products 	<ul style="list-style-type: none"> • Pharmaceuticals • Personal protective equipment • Ventilators • Other medical equipment 	<ul style="list-style-type: none"> • Clothing • Footwear • Home textiles • Televisions • Mobile phones • Other consumer electronics • Fridges, Stoves and Washing Machines • Household hardware products • Packaging material • Furniture
Capital goods	Construction-driven value-chains	Transport rolling stock
<ul style="list-style-type: none"> • Agriculture equipment • Mining equipment • Green economy inputs and components • Digital infrastructure inputs, components and equipment 	<ul style="list-style-type: none"> • Cement • Steel products • Plastic piping • Steel piping • Engineered products • Earth-moving equipment 	<ul style="list-style-type: none"> • Automobile assembly • Auto components • Rail assembly • Rail components

5. Localisation Partnerships

Proudly SA asks for Development Finance Institutions, entities/agencies such as the Special Economic Zones as well as State-Owned Enterprises to include a clause into loan/funding agreements that stipulates in some way a commitment to local procurement by the borrowing entity. Entities targeted include:

DFIs:

- Development Bank of Southern Africa
- Industrial Development Corporation
- Ithala Development Finance Corporation
- Land and Agricultural Development Bank of SA
- National Empowerment Fund
- SEFA Small Enterprise Finance Agency
- Independent Development Trust (IDT)
- Gauteng Growth and Development Agency (GGDA)
- Northern Cape Economic Development, Trade and Investment Promotion Agency (NCEDA)
- Cape Town and Western Cape Tourism, Trade and Investment Promotion Agency (Wesgro)
- Eastern Cape Development Corporation (ECDC)
- Free State Development Corporation
- Limpopo Economic Development Agency (LIEDA)
- Small Enterprise Development Agency
- Public Investment Corporation SOC Ltd
- Eastern Cape Parks and Tourism Agency (ECPTA)

SEZs (through the SEZ CEO Forum):

- Dube TradePort
- OR Tambo
- Tshwane Automotive Special Economic Zone
- East London IDZ

SOEs:

- Eskom

Proudly SA is in the process of finalising agreements with the Industrial Development Corporation, the Eastern Cape Development Corporation and the Gauteng Growth and Development Agency

6. Enterprise Supplier Development Localisation Initiative

In an effort to drive localisation, Proudly SA has become the access to market partner for various companies with ESD programmes. These partnerships seek to achieve:

- Prioritisation of local manufacturers/service providers for their ESD programmes
- Inclusion of localisation procurement commitments as a condition for beneficiaries
- Promote ESD programmes to the Proudly SA membership base
- Drive economic growth through joint localisation campaigns
- Award Proudly SA membership to qualifying beneficiaries in order for them to participate in other access to market opportunities (Proudly SA member benefits) to reduce reliance on a single corporate customer.

Companies targeted include: Pick n Pay, SAB, Sasol, TELKOM, Massmart, Heineken South Africa, ABSA, Afrisam, Anglo American, Astron Energy (formerly Chevron South Africa), Barclays Africa, Edge Growth and FNB, Exxaro, General Electric, Goodyear, Hatch, Imperial Enterprise, Investec, Macsteel, Mercedes Benz South Africa, Mr Price Group, MTN, Murray and Roberts, Nedbank, Property Point, REAP SOUTH AFRICA, SANLAM, Sappi, Shoprite, Sun International, Distell Group, Empact Group, Multichoice Group, SPAR Group Ltd, Tiger Brands, Tsogo Sun, Unilever, Volkswagen and Woolworths.

7. Department of Small Business Development (DSBD) Retail Programme

Proudly SA is supporting the DSBD in its retail programme:

- Collaboration to run joint Localisation Campaigns with DSBD, SEDA (Small Enterprise Development Agency) and SEFA (Small Enterprise Finance Agency)
- Beneficiary companies introduced to Proudly SA for membership
 - 18 out of 20 companies have taken up Proudly SA members
 - 9 companies are already listed in retail stores namely, Dischem and Clicks
- Joint Campaigns are planned for the 9 companies now in retail stores in quarter 4
 - through social media
 - through Proudly SA's Black Friday to Festive Season (social media and catalogue)
 - In-store launch of companies and their listed products
 - Others
- Department to Introduce Proudly SA to participating retailers to collaborate in terms of localisation
- Department to promote Proudly SA and its programmes, especially the Market Access Platform

8. External Stakeholder Forums

The South African Revenue Service 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, sugar and beverages, poultry, tyres, plastics, scrap metal, downstream steel, tobacco, petrol, furniture, clothing and textiles, and footwear and leather.

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 on 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 quarters two to four, Proudly SA was 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. Efforts are currently underway to meet with the members of the associations present at these forums.

Similarly, Proudly SA is cultivating relationships with Harambee Youth Employment Accelerator, the Franchise Association of South Africa, and the Gauteng Department of Economic Development to participate in its stakeholder forums or other programmes in 2022 and beyond.

9. External Stakeholder Forums

Proudly SA hosted the National Hospital Network and its members at two procurement forums for medical PPE and other consumables in February 2022 to gain support for its portals and Market Access Platform.

At the Proudly SA Buy Local Summit and Expo held at the Industrial Development Corporation 14 to 16 March 2022, Proudly SA hosted three sector-specific events in Clothing, Textile, Footwear and Leather; Furniture; and Automotive to highlight the multiplier effect and the extensive value chains these sectors offer, and the vast number of jobs created by companies in this sector – all with a view to encourage the private and public sectors as well as consumers to procure locally-made equivalents to increase demand

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities

Proudly SA is mandated to:

- advocate for the public sector to buy local in terms of the PPPFA through Designation; and
- influence for self-designation where possible.

Proudly SA is actively lobbying for localisation commitments from the public and private sectors, and it has a number of tools and activities in place to help facilitate offtake agreements:

1. 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.

The current list of products designated for local content includes:

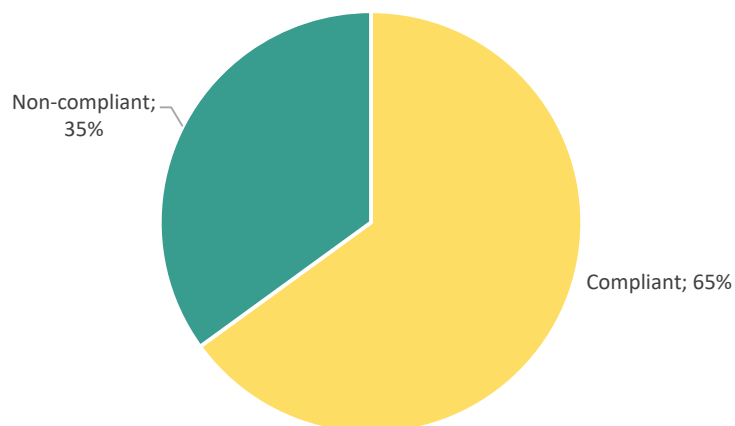
Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014
Working Vessels (Boats)	60%	01-08-2014
Residential Electricity Meters and Water Meters	90%	01-08-2014
Steel Conveyance Pipes, Pipe Fittings and Special	80-100%	28-09-2015
Transformers and Shunt Reactors	10-90%	28-09-2015
Two Way Radio Terminals	60%	30-06-2016
Solar PV Components	15-90%	30-06-2016

Designated Products	Local Content Threshold	Date
Rail Signalling Systems	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar Water Heaters	70%	19-07-2012
Fire Fighting Vehicles	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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	146	Total bids identified	181	144
Fully compliant	72 (49%)	Compliant	127 (70%)	94 (65%)
Partially compliant	18 (12%)			
Not compliant	56 (39%)	Non-compliant	54 (30%)	50 (35%)
Not clear	0			

2021/2022 Q3
COMPLIANCE LEVELS FOR BIDS FOLLOWED UP
FROM OCTOBER TO DECEMBER 2021



2. Events – Public Sector Procurement Forums (education drive):

With the dtic Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA facilitates events to educate the public sector on the importance of localisation. Events are facilitate as per follows:

- 2.1 Provincial (all 9 provinces)
- 2.2 State-owned Enterprise Procurement Forum (one annually)
- 2.3 Metros (new activity)
- 2.4 Municipalities through SALGA (new activity)
- 2.5 National in partnership with National Treasury in 2022 (new activity)

3. Updating of Specifications

Piloting office furniture, Proudly SA is working with the dtic sector desk and industry to update specifications and revise the local content thresholds in designation to match what industry can supply.

4. SABS Local Content Verification

Proudly SA is participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January to 31 March 2022) - Performance against the Annual Performance Plan targets for the quarter

Strategic objective/outcome	Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *Above-the-line campaign, i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	*Above-the-line – Buy Local/ Buy SA activism campaign reaching at least 20 million consumers	*Reach 5 million consumers during Quarter 4	*Reached more than 7 million consumers through: - The Back-to-School campaign in January 2022 - An extensive digital branding campaign for Proudly SA’s March 2022 Buy Local Summit & Expo - Utilization of external stakeholder platforms		
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities; *National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	*PR & Below the Line Activities reaching at least 10 million consumers per annum; *At least 6 Activations hosted annually	*Reach 4 million consumers during Quarter 4 *4 activations planned for Quarter 4	*Reached more than 43 million consumers through: - Internal efforts implemented by the PR department in support of the 10th annual Buy Local Summit & Expo - A robust PR presence throughout the Back-to-School Campaign and the 2022 Buy Local Summit and Expo *5 consumer activations were done namely - Valentine’s Day, - Max Pro Golf Day, - Furniture Activation at BLSE - Automotive activation at BLSE, - Ferguson Films/Multichoice visit		
	*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	*8 campaigns took place namely - Rainbow FM, - FMR, - Link FM, - Radio Laeveld, - Impact Radio, - Radio Zibonele, - Radio Khwezi, - Energy FM		

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*Consumer education campaigns targeted and hosted in tertiary institutions (in partnership with Wear SA and other organisations) and targeting basic education learners</p> <p>*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>*Increased awareness of the buy-local message in support of Heritage Month</p> <p>*Proudly SA CSI projects</p>	<p>*8x campus consumer education activations at tertiary institutions (converted to Campus Radio interviews)</p> <p>*Inclusion of Buy Local in the basic education syllabus</p> <p>*Participation in at least 4 virtual trade expos per annum;</p> <p>*Roll out of at least 1 Heritage month activity per annum</p> <p>*At least 1 CSI projects per annum</p>	<p>*2 campus consumer education activations planned per quarter</p> <p>*Initiate discussion with Department of Basic Education on this</p> <p>*Participation in one trade expo per quarter</p> <p>*Proudly SA Heritage month activity planned for Q2 only</p> <p>*No CSI activity planned for Q4</p>	<p>None done during Q4. Six were done in the 2021/2022 financial year</p> <p>*Did not take place in 2021/22.</p> <p>*Buy Local Expo 2022</p> <p>*NA</p> <p>*NA</p>	<p>*This meeting took place in April. Follow-up scheduled for later in April.</p>
<p>Increase procurement of local products and services in the public sector through increased engagements with the public sector.</p>	<p>Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*Partnership with the dtic, EDD, SALGA National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector</p>	<p>*Participation in at least 1 presentation to SOEPF per annum</p> <p>*Presentation at 1 government's SCM forum with Heads of procurement from various national and/or provincial government department</p>	<p>*No presentation to SOEPF planned for Q4</p> <p>*No presentation planned for Q4</p>	<p>*Attended and participated in SOEPF meeting in Q4</p> <p>*One presentation took place in the Eastern Cape</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>* National, provincial and local departments visits – engagement with procurement officers</p> <p>* Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>* Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district’s economic development</p> <p>* Tender Monitoring – Number of tenders/RFPs identified by Proudly SA’s system, issued for designated sectors/products by public sector entities</p> <p>* CSD Integration – an integration of the Proudly SA database with National Treasury’s CSD (Number of Proudly SA companies integrated with CSD)</p> <p>* Buy Local Summit – focusing local procurement (consumers, private and public sectors)</p> <p>* Buy Local Expo – showcasing locally made products and services</p>	<p>* At least 5 virtual Provincial Public Sector forums per annum</p> <p>* Presentation to at least 3 metropolitan council procurement forums per annum</p> <p>* At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum</p> <p>* At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>* Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2021/22)</p> <p>* At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>* At least 1 Buy Local Expo held per annum (virtual or otherwise)</p>	<p>* 1 virtual Provincial Public Sector forum planned for Q4</p> <p>* No presentation planned for Q4</p> <p>* 1 presentation planned with officials in the municipality/district for Q4</p> <p>* 300 Tenders/RFPs per quarter</p> <p>* 25 Proudly SA companies to be integrated with CSD per quarter</p> <p>* Buy Local Summit (virtual) planned for Q4</p> <p>* Buy Local Expo (virtual) planned for Q4</p>	<p>* One took place in Mangaung, Bloemfontein</p> <p>* Two took place namely Gauteng Metro & Ekurhuleni</p> <p>* One took place with eThekweni Municipality</p> <p>* 583 tenders were monitored</p> <p>* No member companies have been integrated with CSD to date</p> <p>* Buy Local Summit took place in March 2022</p> <p>* Buy Local Summit took place in March 2022</p>	<p></p> <p></p> <p></p> <p></p> <p>* Development work has been finalised for both the CSD and Proudly SA systems to synchronise. National Treasury to confirm date of integration</p>

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 private sector through engagements with Business (incl. BUSA, BBC and BLSA	<p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <ul style="list-style-type: none"> * Presentations to BUSA, BBC and BLSA members plus Business Chambers; 	<ul style="list-style-type: none"> *At least 1 presentation to Apex business organisations eg BUSA, BBC and BLSA Presentations to at least 8 business chambers, associations and/or industry events per annum *Partnerships with at least 2 major retailers/manufacturers per annum ; 	<ul style="list-style-type: none"> *1 presentation planned with any of the targeted organizations for Q4 *2 presentations planned for each quarter *No membership partnerships planned for Q4 	<ul style="list-style-type: none"> *Presented to the BUSA localisation committee monthly *Presented to two procurement forums to the members of the National Hospital Network *N/A 	<ul style="list-style-type: none"> *Membership partnership was finalised with SAPPI in April.
	<ul style="list-style-type: none"> * Local Procurement Partnerships with large retailers and /or manufacturers; 	<ul style="list-style-type: none"> *At least 1 Buy Local Summit to be held per annum (virtual or otherwise) 	<ul style="list-style-type: none"> *Buy Local Summit scheduled for Q4 (March '22) 	<ul style="list-style-type: none"> *Buy Local Summit took place in March 2022 	
	<ul style="list-style-type: none"> *Buy Local Expo – showcasing locally made products and services 	<ul style="list-style-type: none"> *At least 1 Buy Local Expo to be held per annum (virtual or otherwise) 	<ul style="list-style-type: none"> *Buy Local Expo scheduled for Q4 (March '22) 	<ul style="list-style-type: none"> *Buy Local Summit took place in March 2022 	
	<ul style="list-style-type: none"> *Sector Specific Workshops 	<ul style="list-style-type: none"> *2 x sector specific engagements per annum 	<ul style="list-style-type: none"> *No sector specific forum scheduled for Q4 	<ul style="list-style-type: none"> *However, Sector-specific workshops were hosted at the Buy Local Summit and Expo, namely, clothing, textile footwear and leather; automotive; and furniture. A forum was also hosted addressing locally-made school uniform. 	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>*Business Forums with dtic and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose</p> <p>*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>*12 business forums (Webinars) per annum, targeting at the private sector</p> <p>*Participation in at least 4 virtual trade expos per annum</p> <p>*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p> <p>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 4 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p>	<p>*3 virtual business forums scheduled per quarter</p> <p>*1 virtual trade expo scheduled per quarter</p> <p>*MAP roll out planned for Q3</p> <p>*No new industry level localisation commitments planned for Q4</p> <p>*1 new localization commitment from a major corporate planned per quarter</p> <p>*One local procurement workshop planned for Q4</p>	<p>*3 took place namely: - Clothing, Textile, Footwear and Leather webinar - SA School Uniform: Supply and Demand Dialogue - Multinationals: how they continue to create local jobs webinar *Buy Local Expo 2022</p> <p>*N/A</p> <p>*However, an industry localisation commitment was secured for the automotive industry at the Buy Local Summit and Expo by the National Association of Automobile Manufacturers.</p> <p>* Localisation commitments were secured from 8 corporates namely Standard Bank, ABSA, OBC Retail, SAB (South African Breweries) Corporate, TFG (The Foschini Group), PG Bison, Nissan SA & Aspen Pharmicare</p> <p>* Presented the Proudly SA database at two procurement forums to members of the National Hospital Network.</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*Implementation of Import Replacement in at least one key product per annum	*No import replacement implementation in any key product planned for Q4	*N/A	
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 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	* A consumer research study planned for Q4 * 3 dipstick survey planned per quarter	*N/A * 3 dipstick surveys were done namely: - Clothing, Textile, Footwear and Leather webinar - SA School Uniform: Supply and Demand Dialogue - Multinationals: how they continue to create local jobs webinar	
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 *Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	* 100% of all identified illegal users sent letters * 100% (All) members checked for compliance * Monitoring of the use of logo and phrase done illegally – 100% contact with all identified companies	* All identified irregular users were sent letters – 100% * All members contacted as part of the new and renewals membership compliance process – 100% * Monitoring done by Adams and Adams monthly – 100%	
Partnership with enforcement agencies	*To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products * Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders	*Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS	*Participation in at least 6 Customs & Excise industry stakeholder forums per quarter	* Attended 6 Customs & Excise forums	

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.	*750 new products and/or services registered	*190 new products and/or services registered for Q4	*194 new products and/or services registered	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*Promotion of database to at least 5 virtual provincial public-sector forums (engagements) *Promotion of database to at least 12 provincial business forums (webinars) targeted at the private sector per annum	*1 provincial public-sector forum planned Q4 *Promotion of database at 3 provincial business forums planned per quarter *Promotion of database at 2 workshops with business associations or chambers or industry specific events planned per quarter	*One forum took place in Mangaung, Free State *Presented at 3 business forums namely - Clothing, Textile, Footwear and Leather webinar - SA School Uniform: Supply and Demand Dialogue - Multinationals: how they continue to create local jobs webinar *Presented to - the National Association of Automobile Manufacturers of South Africa, - the National Hospital Network.	
Strengthening Media relations, PR and social media	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof * Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders) *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	*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders *Press releases At least 36 press releases and or opinion pieces per annum *Media engagement * At least 48 media engagements per annum *Media Events * At least 3 Media events/ networking sessions per annum (virtual)	*100% of Daily monitoring through Newsclip of all coverage on Proudly SA *9 press releases issued per quarter *12 media engagements per quarter *1 media event planned for Q4	*Continued daily monitoring *12 press releases issued *12 media engagements were done namely SABC, Newzroom, 702, Kaya FM, eNCA, VOW, Ligwaligwala, RSG, Motheo, Algoa, VCR, GCIS. *Buy Local Summit Media Launch @ 22 on Sloane	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
	<p>* Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p> <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>* Social Media activities daily</p> <p>* Increase following on all social media platforms by 2% per annum</p> <p>* Valentine's Day activation 1 per year on Valentine's day</p>	<p>* Daily updates on Twitter, Facebook and Instagram done</p> <p>Increase following on all social media platforms by 2% per quarter</p> <p>* This activation is scheduled to take place during Q4 (Feb '22)</p>	<p>* Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 180 000 followers and Facebook has more than 44 000 followers & Instagram has more than 15 000 followers</p> <p>* Following grew by 3% for the quarter and by 15,4% for the 2021/22 financial year.</p> <p>* Valentine's Day activation hosted at Mall of Africa</p>	
Retention and Recruitment Members	Number of members recruited and retained	<p>* Recruit at least 300 new members for the year</p> <p>* Retain at least 80% of all members due for renewal for the year</p>	<p>* 75 new members recruited during the quarter</p> <p>* 80% of all members due for renewal renewed membership</p>	<p>* 97 new fully paid-up members recruited</p> <p>* 82% of all members due for renewal, renewed their membership</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 2020/21 financial year end audit – Annual Financial Statements	* 100% accurate and correct processing of all financial transactions during each quarter	* Obtained unqualified audit report for 2020/21 All financial transactions correctly and accurately processed during Q2	
Risk Management	Approved annual strategic risk register and quarterly risk management reports	100% compliance	100% compliance	Risk Register finalized and updated for the quarter	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually	*20 % growth in number of products and/or services registered on the platform per annum	5% growth per quarter	*10,4% quarter on quarter increase	
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	*Growth in sales of products on the online shopping platform (RSA Made)	*20% growth in sales on the RSA Made platform year on year	5% growth per quarter	*53,8% quarter on quarter decline	Decline in sales due to increased buying in the previous quarter linked to the festive season
*Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	* Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	* Implementation activities in support of at least 1 sectoral masterplan per quarter	*Supported clothing, textiles, footwear and leather masterplan, as well as poultry, sugar, furniture and automotive. *N/A	
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries	*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries	*No participation planned in any programme aimed at securing markets for SA made products for Q4		
	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	*One (1) partnership planned for any SEZ for Q4	* Approached the Saldanha Bay IDZ for a partnership – the first activation took place at the 2022 Buy Local Summit and Expo	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q4 target)	Actual Achievement (Q4)	Reason for Variance
Human Resources Management: Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*100% alignment of organogram to the strategy in every quarter	* Organogram fully aligned (100%) to the strategy	
Performance Management	* Percentage of critical positions filled	*All (100%) critical positions filled at all times	* All (100%) critical positions filled during the quarter	* All critical positions filled during the quarter	
Quality Management System in place	Performance management system to set and evaluate performance targets and levels every 4 months	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from August 2019 to July 2020.	100% compliance	100% compliance	
Compliance to Statutory Requirements	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100% compliance	100% compliance	
	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. 				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	N/A	No employee has committed any of the offences listed herein
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		<p>Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing:</p> <ul style="list-style-type: none"> • 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>

PFMA for Public Entities: Management of Working Capital

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.1.3 TR 29.1.6		<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
						X	
						X	
						X	
						X	
						X	
						X	
						X	
	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
						X	
						X	

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the 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

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
	65		<p>Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?</p> <p>If no, did the executive authority table an explanation in the Legislature setting out the reasons why the annual report and financial statements were not tabled?</p> <p>Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference</p>	X		X	<p>The Executive Authority is not obliged to table this as Proudly SA is not a public entity, however the Annual report is submitted to the dtic to enable the Minister to table this if the need arises</p>
	TR 27.1.7			X			This disclosure was included in the Governance section in the Annual Report as the audit committee has an approved set of Terms of references
	TR 27.1.10		Did the audit committee comment on its evaluation of the public entity's financial statements?	X			The Audit committee does comment on the public entity's financial statements in the AFS contained in the Annual Report

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 28.1.1		Does the financial statement include a report by the accounting authority that discloses the emoluments of all directors and executive members of the public entity and its subsidiaries?	X			
	TR 28.1.2		<p>If yes, to above, does the disclosure include?</p> <ul style="list-style-type: none"> • 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 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 2022

Strategic Objective(s) affected		High level definition	Ref	Contributory Factor (s)	Consequence(s)	Inherent Risk Rating	Existing Controls	Residual Risk Rating	STRATEGIC RISK REGISTER - 2021/22	Risk Owner	Treatment Owner	Due Date
				Detailed Risk Description	Effect(s) or impact	Inherent Risk	Control description	Residual risk	Initiatives or planned strategies to enhance control adequacy	Person responsible for assurance on the holistic risk	Person executing planned activities	
Sustainability of the campaign	Over-dependence 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 (DTIC). This poses a risk as there is no diverse income streams and this reliance is placed on a single funder.	If the DTIC were to decrease or stop funding Proudly South African, the organisation would lose its primary source of income and going concern risk would significantly hamper the entity's ability to achieve its strategic objectives.	12	There is an existing agreement with the DTIC 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 DTIC in order to ensure the DTIC is aware of the organisation's Strategy in place. Strict meeting of deliverables in the MoU by Proudly SA. Financially distressed members offered favourable payments terms. Customised the current prospectus to suit the current sponsorship revenue.	12	Proudly South African should explore other funding sources within the Public Sector (e.g. government departments, agencies). Development of a Membership Target/Hit-list of high value value leads across all sectors, supported by a stronger value proposition. Diversification of income streams (membership fees, trade exchanges and partnerships/sponsorships) Exploring donor funding/enterprise development programmes.	CEO/CEO/CMO/ Strategy Exec	CEO/CEO/CMO/ Strategy Exec	31-Mar-22	
	Resistance to change in buying behaviour	2	One of the key pillars of Proudly South African is to ensure that there is an increase in local production and sales of locally made products. In achieving this, the end-users play a critical role as a total change in mindset is required in order to alter the buying behaviour.	This would result in Proudly South African not achieving the impact desired.	16	Public Sector: Tender Monitoring system Public Sector Road shows Private Sector: Participation at expos Buy-local expo Import replacement Local production incentives Retailer Readnow (FMCG) Consumer Education Campaigns (Game Time) and industry specific campaigns such as CFL, Poultry and Hospitality participation in BASA work streams aimed at driving localisation	12	Public Sector: MECs targeting public sector procurement officials SDEPF participation Integration of Proudly SA membership database with CSD Private Sector: Source and grow Local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society) Grow membership of the campaign and base of localisation driven companies. Localisation/ Localisation/SCM platform: MAP, Market Access Platform) Support the Masterplan commitments linked to driving demand and off-takes Consumers/Drive end-user demand through Masterplans (various initiatives) Intensify labour programme (Shop-stewards involvement) Base of localisation: Increase of the campaign in partnership with civil society and faith-based organisations (Incentives for participation) (Game Time/Living Ladder Locally and partnership campaigns with Presidency). Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus	CEO	CEO	31-Mar-22	
	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 if there are not enough products available. Lost opportunities, 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. Drive, underpinned by industry specific strategies.	12	Introduction of Retail specific strategies - FMCG, Luggage, CFL, to grow levels of local production and targeted as part of the membership target/Hitlist. Partnership with CGCSA to help us reach retailers and wholesalers (formal and independent), as well as manufacturers. Drive a member education programme to encourage members to use the logo on their products. Implementation of a private sector focused procurement module, Market Access Platform (MAP)	CEO/Executive Manager: Strategy, Stakeholder Relations & Legal	CEO/Executive Manager: Stakeholder Relations & Legal	31-Mar-22	
	Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	4	The impact of work conducted can only be reliably measured if there are tools in place that can gauge whether Proudly South African is effective in achieving its mandate.	- Reputational damage. - Impaired stakeholder relations. - Strategy not informed and/or supported by real data	15	Annual consumer targeted research (MasSmart) Dipstick surveys post most activities	12	Annual MasSmart consumer survey to be expanded to include additional elements. To improve on questions utilised for the event specific dipstick surveys. Appointment of an entity to conduct a study to measure the impact of the campaign and its programmes	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-22	
	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 membership with 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 -Participation in industry master plans and hosting of industry forums. Discounts and payment terms offered to distressed members, where required	9	-Messaging unpacking the value of Proudly South African ->Sustained brand visibility through partnerships ->Linking localisation to BEE Scorecard ->Development of industry specific strategies and partnerships with industry bodies and public sector desks. Development of a sector specific hitlist, as well as reliance on industry bodies, bargaining councils and SEZs. Roll out sector specific campaigns and member focused campaigns (Living Ladder Locally)	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-22	
	High-Level Operational Risks	6	Business Continuity.	Loss of data. - Loss of income for operational purposes	12	-Backups of core systems and cloud storage of all company data;-Antivirus software and strengthened firewall protection; >24 hour security with armed response; >Insurance; >Disaster recovery site secured at Nedac	9	Strengthening of Control Environment, including Digitization of the organisation as well as enhancing Business Continuity plans. Ability of all staff to work remotely (all staff adequately resourced)	CEO/CMO/ Strategy Exec	CEO/CMO/ Strategy Exec	31-Mar-22	
	Compliance with Statutory Requirements	The impact of the provisions of POPI and the implementation thereof on operational efficiencies and campaign programmes	7	Provisions of the POPI/ACT (as of 1 July 2021)	Impact on offerings related to membership value proposition (procurement opportunities), member specific campaigns, publishing on portals, databases, PR & Content related strategic partnerships; In-kind to dissemination or publishing of members' information)	12	Introduction of responsibility - new controls include introduction of controls and amendment of existing policies, procedures; and of forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required	9	New area of responsibility - new controls include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required	Executive Manager: Strategy, Stakeholder Relations & Legal	EXCO	01-Jul-21

PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN - 2021/22

No.	Finding	Corrective Action (Plan)	Status
1.	Amortisation of intangible assets calculated on a basis inconsistent with IFRS for SME's	Annual Financial Statements were adjusted accordingly	Completed
2.	Incorrect classification of finance costs	Annual Financial Statements were adjusted accordingly	Completed
3.	Incorrect classification of Nedbank overdraft account	Annual Financial Statements were adjusted accordingly	Completed
4.	Accuracy of leave pay provision	The Leave Policy will be updated to reflect that all exceptions will be as approved by the Board	Completed
5.	Error identified in the VAT receivable balance recognized at year end	We lodged a dispute with SARS for long outstanding vat refunds via the office of the SARS Commissioner. This minor vat discrepancy will be resolved once we get resolution on the long outstanding vat refunds	Completed
6.	Accrual adjustment – restatement of AFS (completeness of accruals)	Annual Financial Statements were adjusted during the audit as management had identified this omission	Completed
7.	Completeness of related party disclosures and compensation paid to key management personnel	Annual Financial Statements were adjusted accordingly	Completed
8.	Composition of Audit and Remuneration Committee	The Charter/TOR for the ARC was amended to reflect the two (2) Executive Directors as permanent invitees to ARC and not as members of the committee.	Completed
9.	Bid specification issues identified relative Local Summit Expo/Conference tender	An objective matrix has been developed to score the functionality criteria	Completed
10.	No policy for payments made to board members when attending relevant board meeting held during the year	A policy will be developed for submission to the HR/REMCO for consideration	Completed
11.	Quality of governance documents submitted for audit	Governance documents will be signed off timeously going forward	Completed

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 4 – 1 January to 31 March 2022)

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 2022) Rands	YTD Variance (31 March 2022) Rands
INCOME								
Membership Fees	1,310,500	701,932	(608,568)	(46%)	Various leads are being followed up, more smaller value members were recruited	5,242,000	3,442,533	(1,799,467)
Grant – the dtic	0	0	0	0%		40,574,000	40,574,000	0
Grant – Dubai 2020 Expo	0	0	0	0%		3,591,382	3,591,382	0
Sponsorship	7,900,000	2,500,000	(5,400,000)	(68%)	Marketing activities curtailed in line with sponsorship secured	10,000,000	3,237,391	(6,762,609)
Other Income	0	290,061	290,061	100%	Interest income & sale of promotional items	0	926,367	926,367
Total Income	9,210,500	3,491,994	(5,718,506)	(62%)		59,407,382	51,771,673	(7,635,709)
EXPENDITURE								
HR and Staffing costs	6,248,300	6,086,057	162,243	3%	Timing nature of certain cost elements	25,473,200	24,914,866	558,333
Administrative costs	2,010,269	1,150,166	860,103	43%	Timing nature of certain cost elements & cost cutting	6,725,446	5,101,206	1,624,241
Membership costs	262,150	6,570	255,580	97%	Cost cutting exercise undertaken,	456,895	26,415	430,480
Marketing costs	15,859,248	6,779,348	9,079,899	57%	Timing nature of certain cost element & marketing activities curtailed in line with sponsorship secured	22,640,584	13,175,661	9,464,922
Capital Expenditure & IT	1,657,073	1,292,321	364,751	22%	Timing nature of certain cost elements	4,111,257	3,744,123	367,134
Total Expenditure	26,037,039	15,314,463	10,722,575	41%		59,407,382	46,962,271	12,445,110

*PROUDLY
SOUTH AFRICAN*



Be Proudly South African. Buy Local to create jobs.



www.proudlysa.co.za | [@ProudlySA](https://www.instagram.com/ProudlySA)