

QUARTERLY REPORT

1 JULY - 30 SEPTEMBER 2023

*Quarter 2
2023/24 Financial Year*





PROUDLY SOUTH AFRICAN
 Quarterly Report for Q2 (1 July to 30 September 2023/2024)

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: ___/___/2023	Rank: Chairperson	Date: ___/___/2023

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ACRONYMS

The following are definitions of the acronyms used in the report

Accord	The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020.
APP	Annual Performance Plan.
Brand SA	Brand South Africa, an agency of the government of the Republic of South Africa whose objective it is to market South Africa as a foreign investment destination.
CGCSA	Consumer Goods Council of South Africa
COIDA	The Compensation for Occupational Injuries and Diseases
CPO	Chief Procurement Officer.
CIPC	Companies Intellectual Property Commission.
COTII	Council of Trade and Industry Institutions.
CSI	Corporate Social Investment.
EDD	Economic Development Department, a national government department in the Republic of South Africa.
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 July – 30 September 2023 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- In 2023-Q2, GDP growth slightly exceeded analysts' expectations at 1.6% year-on-year (0.6% quarter-on-quarter), driven by the agriculture and manufacturing industries. However, the electricity and wholesale industries weighed on growth.
- The number of individuals employed in metropolitan municipalities exceeded pre-Covid levels in 2023Q2, while non-metros remained below. There has been less of a recovery in non-metro areas. Between 2019-Q2 and 2023-Q2, the City of Tshwane had the highest percentage point increase in unemployment, higher than South Africa's overall change in unemployment.
- The Western Cape has had the fastest consumer price inflation since 2010. In terms of municipal services, there was a notable 15.3% increase in electricity tariffs across all urban areas in 2023, while property rates increased by 8.4%. Interestingly, Cape Town has been the only metro with substantial increases in real house prices since 2010.
- The economy has fallen short of National Treasury's growth expectations, with reduced corporate income tax revenues pointing to a high likelihood of a meaningful revenue shortfall.
- China is a significant trading partner for South Africa. Given the decline in South Africa's economic growth, a weakening Chinese economy will further constrain South Africa's economic growth.
- Investment and Research and Development (R&D) are key drivers of productivity and therefore long-term living standards. Data from Stats SA shows that there has been very low growth of the capital stock and declining investment in the South African economy since 2010. There is a lot of heterogeneity across industries, with the capital stock growing rapidly in the electricity and water industry but declining rapidly in business services. Capital expenditure has been declining in many industries, notably electricity and water, mining and quarrying, and business services.
- Regarding manufacturing, since 2011 concentration has declined in most subdivisions, except for wood products, electrical, and telecommunications products. The motor vehicle, parts and accessories, and food and beverage sub-sectors have had the fastest growth since 2010. Several sub-sectors have seen production volumes fall since 2010, such as textiles and footwear, metal products and furniture. Over 2023, the motor vehicles sub-sector has seen the fastest value and volume growth.
- According to data from Stats SA, the manufacturing industry shed over 200 000 jobs between 2011 and 2021, with declines across all divisions of the industry, except for food products and beverages. The food and beverage, and metals and machinery subsectors both contributed about 44% of total employment in 2021.

"Economic and Employment Trends in South Africa | October 2023"



The Buy Local campaign and its role in driving economic growth, in response to the above overview:

Proudly SA continues to have a meaningful role in growing the economy through its role of promoting the buying of locally made products and services, to stimulate demand for these products and services, by all sectors of society, such that existing jobs can be retained, and new job opportunities can be created.

To achieve this, the campaign has the following key focus areas, and these are to:

- Educate consumers on the importance of country-of-origin labels and the economy wide benefits of buying locally made products and services.
- Influence both the public and the private sector(s) to increase their respective levels of local procurement.
- Increase the accessibility of locally made products and services.

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the organisational strategic plan and the details contained in this report outlines the progress made during Quarter 2 of the 2023/24 financial year.

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 24 August 2023 and considered the following:

- The Board approved the Quarterly Report for submission to **the dtic**.
- The Board reviewed and accepted the Membership Target List and progress made to date in recruiting high end members.
- The Board reviewed and accepted the list of members who received Membership Fee Discounts
- The Board extensively deliberated over the update given on the e-Commerce Project and agreed that the project should go live in November 2023.
- The Board approved the Ethical Donor Funding Policy.
- The Board received the reports from the Subcommittees.
- The Board approved the Annual Financial Statements as well as the noted that the year-end external audit was unqualified.
- The Board accepted the Management Accounts and Cash Flow.
- The Board considered the contents of the Annual Report and would approve it by round robin after the meeting.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 10 August 2023 and the meeting considered the following:

- The External Auditors provided and presented a summarised version of the Audit Report. The Audit opinion was unqualified and with no findings.
- The Committee agreed to recommend the adoption of the Draft Annual Financial Statements to the Board.
- The Committee suggested that the procurement of a building for use as permanent office space be placed on the agenda of either the Board or the Board Strategic Session.
- The Internal Audit Report on Information Technology.
- The Internal Audit Plan for the remaining audits with costs and timelines was presented and accepted by the Committee.
- The Risk Register was presented and noted by the Committee. It would be reviewed at the Board Strategic Session.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 10 August 2023 and the meeting considered the following:

- The Committee received and noted the Audited Financial Statements and the unqualified audit report.
- The Committee noted the membership leads report together with the projected income from both potential and current members. The report was recommended to the Board.
- The Committee noted the discounts and extended payment terms offered and accepted by Grainfield Chickens who had renewed for 2 years. A discount was also granted to PPC Cement for renewal of their membership for a 2-year period.
- The Committee noted the Management Accounts and Cash flow projections report and recommended them for tabling to the Board. The organisation was reflecting a positive surplus by spending less without compromising on service delivery.
- The Committee noted the project-based financial report for the Wine Expo.
- The Finco agreed with the recommendation from the Audit and Risk Committee to consider procuring permanent office space.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 15 August 2023 and the meeting considered the following:

- 72 Members were recruited during the period under review and the renewal rate was 85%. 1 145 New Products were added to the database of locally made products and services.
- The Committee noted the extended payment terms and discounts offered to Grainfield Chickens and PPC who had taken up 2-year membership.
- The list of members being pursued was presented with the focus being on Diamond members who would pay R100 000.00.
- The report on Marketing Activities which included the COSATU Western Cape Buy Local Conference.
- The new Commercial was launched and had been flighted on Multichoice and SABC.
- The Calendar of Events was presented.
- The Committee looked extensively into the e-Commerce project and the building of the in-house online store which was expected to be complete by November 2023.
- The Committee noted the Tender Monitoring Report and that 30% of public sector bids were compliant with previous local content regulations but not after 16 January 2023. 46% of bids were non-compliant before and after 16 January 2023.
- Management was working with South Coast Tourism Investment, Gauteng Department of Economic Development as well eThekweni Metro to develop localisation strategies.
- The edited but not designed Annual Report was tabled for consideration and input by the Committee.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 11 August 2023 and the meeting considered the following:

- The organogram was presented with a vacancy for a Senior Events Coordinator.
- The Committee received and noted the reports on Staff Profile and Movements, Training and Development, Performance Management and Staff Welfare.
- The performance scores for the quarter under review were tabled to the Committee and were noted.
- A report on Staff Wellness was presented and included usage of the Employee Assistance Programme.

3.6. Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 4 August 2023 and the meeting considered the following:

- The tax implications related to donor funding received by the organisation and it was concluded that since Proudly SA is an income tax exempt organisation, any donor funds received would be submitted in the Annual Tax Return.
- The Committee recommended approval of the Draft Donor Funding Policy to the Board.
- The POPI checklist and update was noted by the Committee.
- The Social and Ethics Compliance Checklist was noted by the Committee.

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 2023/24 financial year.

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

- The above-the-line campaign(s) as part of the strategic objective of educating consumers on the importance of buying local was able to reach in excess of 10 million targeted consumers through the launch and flighting of the 2nd Half Campaign Launch on Multichoice TV channels.
- The below-the-line activities were able to surpass the 2,5 million targeted consumers by leveraging both traditional and various social media.
- 8 more Campus/Community targeted competitions / or advertising campaigns were rolled out against the planned 2 during the second quarter as part of targeted consumer education engagements.
- As a follow up to the labour-drive for the financial year, as started in the first quarter, Proudly SA participated in the POPCRU conference and presented to the leadership and the national office bearers of the union, with more presentations lined up for the next quarter with other unions and federations.
- 892 tenders issued for designated sectors/products by the public sector were identified through the monitoring systems against the planned target of 300.
- Proudly SA can report a membership retention rate of 90% for the period under review, whilst recruiting 97 new companies against the set target of 80 during the same period.
- It is also worth noting that there has been an increase in the database of South African made products/or services with a total of 780 new products registered against a target of 190 for the period under review.
- The number of partnerships concluded with established 3rd party online stores and the listing of member products on each of those stores continues to grow with a total of 1 857 member products listed and being sold on those platforms.
- Our PR efforts were intensified during the quarter with 14 press releases issued, 5 media events hosted, 17 media engagements with editors, producers and journalists, as well as a partnership with SA FM where members are profiled on a weekly basis.
- Social media growth continues to gain traction by registering commendable positive trajectory across different forms (i.e., Facebook, Twitter, etc); and
- The organisation remains compliant with its financial and human resources reporting obligations.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve a few of its targets as contained in the Annual Performance Plan (APP) of the 2023/24 financial year, and below are some of the areas where the campaign fell short for the quarter:

- Furthermore, a target of securing a partnership with a Major Retailer as part of advocacy to increase the uptake of locally made products by consumers was not achieved as planned;
- No member companies have been integrated with the CSD to date however development work has been finalised for both the CSD and Proudly SA systems to synchronise. The CSD team is rolling out the project in phases. Phase 1 has been done (declaration/inclusion of local content for companies). Phase 2 – the actual integration: will be rolled out later in 2023 as soon as NT has tested their development work, and it is to their satisfaction; however
- There are already plans underway for the ensuing quarter(s) to improve performance in-order to make good those areas which have not been fully covered to date. Proudly SA is continuing to monitor, update/or revise its operational plans to ensure it meets its total delivery commitments as per the annual performance plan.



4.3) Membership Report for Q2 - 2022/23

4.3.1) Quarter 2 Highlights

Membership Base	
As of Q2 2023/2024	2,785
New Members	
Target	80
Achievement	97
Renewal Rate	
Target	80%
Achievement	90%
Database of Local Products and Services	
Target	190
Achievement	782
Previous Quarter: Q1 2023/2024	22,920
Current Quarter: Q2 2023/2024	23,702

4.3.2) Overview

The Proudly South African membership base is growing at a steady pace with 2,785 companies currently registered as members of the campaign.

In quarter two of 2023/2024, a total of 97 new members were recruited against the target of 80. In Q1 it was confirmed that the manufacturing sector remained the strongest contributing sector in both new and renewing members. We also confirmed that entrepreneurs and SMEs are now manufacturing products that were previously only manufactured and distributed by large FMCG and consumer electronic companies. We see the exact same trend continuing into Q2 and possibly beyond. In the 782 products added for the quarter, at least 80% of the products are detergents, beverages, cereals, sauces, skin care, clothing, and electronics.

The SMEs are using their membership with Proudly South African to gain access to their desired markets especially through e-commerce and retail platforms. They are leveraging the opportunity to list their products on various online stores that Proudly SA has partnered with for the benefits of its members, including but not limited to Makro's Marketplace, Zulzi, Bob Shop, One Day Only, Loot and Made by Artisans. The highly anticipated Local Wines Expo contributed to a greater number of beverage manufacturers joining the campaign in July this year. Wine member companies view this event as one of their greatest access to market opportunities, as it offers them a threefold benefit: of showcasing their product to media, retail and hospitality buyers as well as to discerning consumers attending the event during the 3 day period. The Local Wines expo not only celebrated the diverse flavors of local wines but also played an important part in promoting emerging wine brands (members), thus emphasizing the significance of fostering innovation in an industry that has a profound impact on job creation through its extensive value chain.

The renewal of member companies was especially positive during this quarter, due to the DSTV Delicious Food and Music Festival. Member companies have a thread of success stories to tell based on their participation at the 10th edition of this International Food and Music festival. Proudly South African's database of locally made products and services grew by 782 new products and services, exceeding the target of 190.

4.3.3) Terms utilised in the tables, graphs & charts in the 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

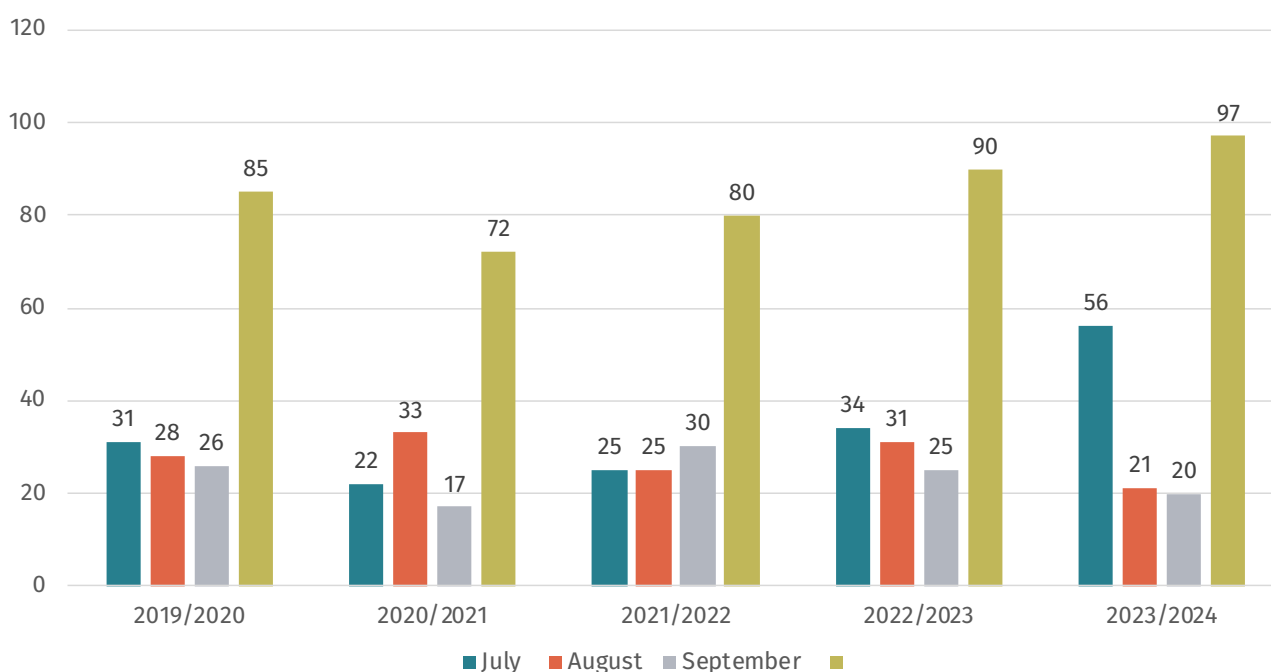
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation 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 COMPARISON: 2018/2019 to 2023/2024

MONTH	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024
July	31	22	25	34	56
August	28	33	25	31	21
September	26	17	30	25	20
	85	72	80	90	97

Graphical Representation YOY Comparison 2019/2020 to 2023/2024



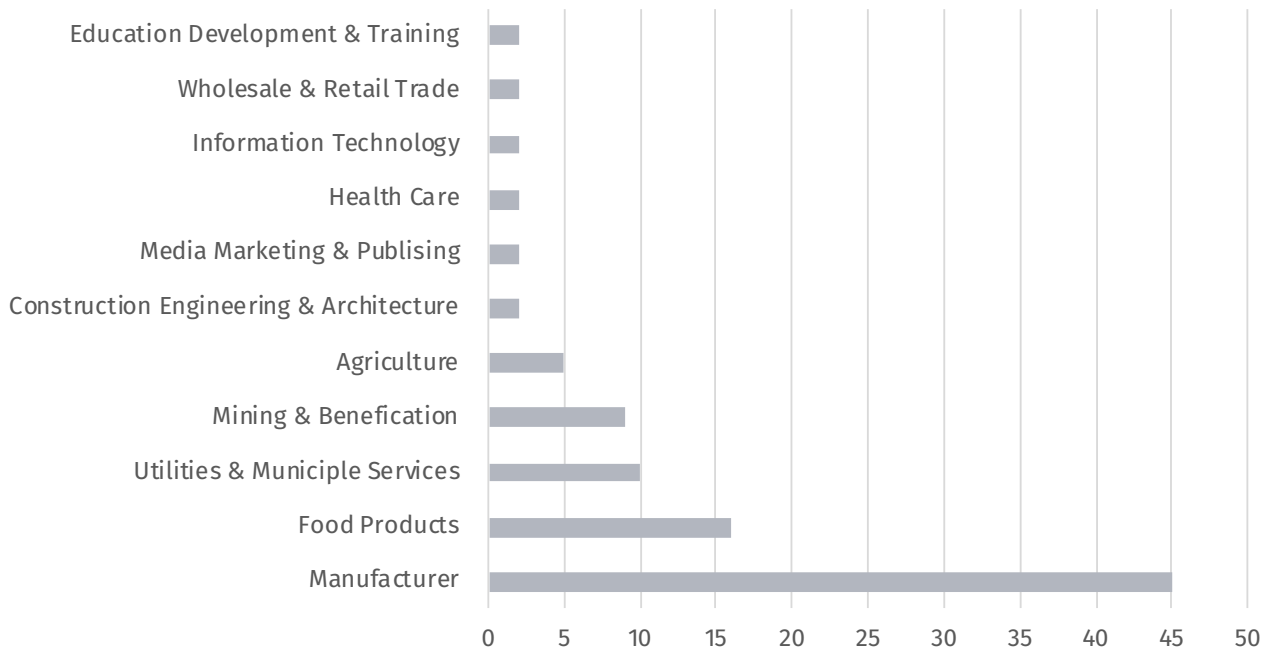
2023/2024 Q2 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
JULY				
Ahang FJ	Mining and Beneficiation	Gauteng	SMME	Referral
Airbuy SA	Information Technology	Gauteng	SMME	Self-Generated
Auganic	Food Products	Gauteng	SMME	Self-Generated
Bakubung Enterprise	Food Products	Gauteng	SMME	Self-Generated
Batawana PN	Mining & Beneficiation	Gauteng	SMME	Referral
Bogaret Projects	Manufacturer	Northwest	SMME	Self-Generated
Borman Holdings (Pty) Ltd	Real Estate	Gauteng	SMME	Referral
Bothhale Media	Media Marketing and Publishing	Gauteng	SMME	Referral
Ditsibi Leatherworks	Manufacturer	Gauteng	SMME	Referral
Education Growing Online	Education Development and Training	KwaZulu-Natal	SMME	Referral
EJC Consulting (Pty) Ltd	Professional Services	Western Cape	SMME	Referral
Elegant Line Trading	Food Products	KwaZulu-Natal	SMME	Self-Generated
Farm Central Pty Ltd	Agriculture	KwaZulu-Natal	SMME	Self-Generated
House of Azari	Agriculture	Gauteng	SMME	Referral
Impilo Leather Craft	Manufacturer	Gauteng	SMME	Self-Generated
IntelliFarm (Pty) Ltd	Agriculture	Gauteng	SMME	Self-Generated
Karleigh King	Mining & Beneficiation	Gauteng	SMME	Referral
Khaya Couture (Pty) Ltd	Manufacturer	Free State	SMME	Referral
Khutso Fine Jewellers	Mining & Beneficiation	Gauteng	SMME	Referral
Laphezulu Catering	Food Services	Gauteng	SMME	Self-Generated
Life Maize Meal	Food Products	Gauteng	SMME	Self-Generated
Life Grains	Food Products	Western Cape	SMME	Self-Generated
Lunar Straps (Pty) Ltd	Manufacturer	Western Cape	SMME	Self-Generated
Mafiswane Trading 47	Construction Engineering & Architecture	Gauteng	SMME	Referral
Maggz Zeneta	Manufacturer	Gauteng	SMME	Self-Generated
Masango Jewellery	Mining and Beneficiation	Gauteng	SMME	Referral
MB Coffee	Food Products	KwaZulu-Natal	SMME	Self-Generated
Mmako Designs	Mining and Beneficiation	Gauteng	SMME	Referral
Modern Centric Holdings	Manufacturer	Gauteng	SMME	Referral
MT Jewellers Academy	Mining and Beneficiation	Gauteng	SMME	Referral
Ndu`s Designs	Manufacturer	Gauteng	SMME	Referral

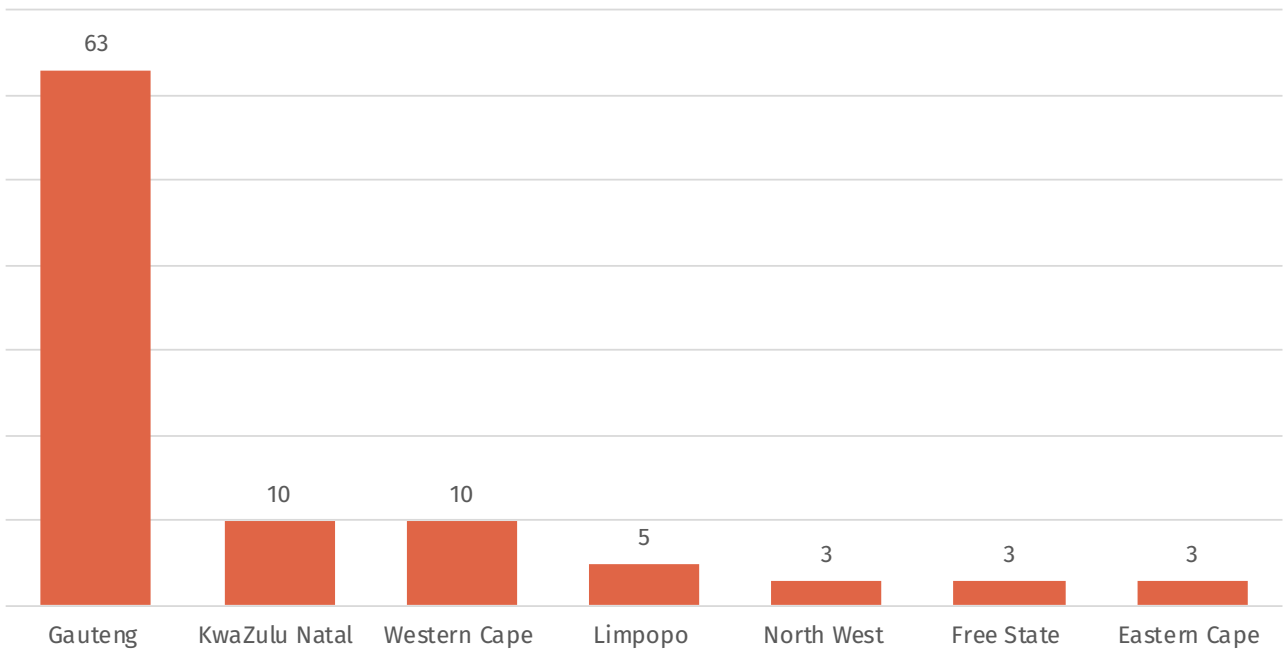
Company	Sector	Province	Classification	Lead Origin
JULY CONTINUED...				
Nosthera (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Nsuku Organics (Pty) Ltd	Manufacturer	Gauteng	SMME	Self-Generated
Nutrivita (Pty) Ltd	Food Products	KwaZulu-Natal	SMME	Referral
Otiabella	Mining and Beneficiation	Gauteng	SMME	Referral
OZ Jeweller	Mining and Beneficiation	Gauteng	SMME	Referral
PeopleSmart Consulting CC	Professional Services	KwaZulu-Natal	SMME	Referral
Regardless Couture	Manufacturer	Free State	SMME	Referral
Rockbelt Ridge Wines	Agriculture	Gauteng	SMME	Referral
Sbhiva	Wholesale & Trade	Gauteng	SMME	Referral
Selo Setsha (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
SM Xulu Advisory Services (Pty) Ltd	Professional Services	Gauteng	SMME	Direct
Softlife Manufacturing	Manufacturer	Gauteng	SMME	Direct
Solis Prop (Pty) Ltd	Property and Real Estate	Western Cape	SMME	Direct
Songo Chartered Accountants	Professional Services	Eastern Cape	SMME	Referral
The Piping Bag Company South Africa (Pty) Ltd	Manufacturer	North West	SMME	Referral
Tiger Lily	Manufacturer	Western Cape	SMME	Referral
TM Innovations (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Ultra Space	Professional Services	Western Cape	SMME	Direct
Unoshea Cosmetics and Accessories (Pty) Ltd	Manufacturer	Gauteng	SMME	Self-Generated
Water Pump Group cc	Industrial Manufacturing	Gauteng	Bronze	Referral
Wilson's Food - The Oil People (Pty) Ltd	Food Products	Western Cape	SMME	Direct
AUGUST				
Allure Z Organic Skincare	Manufacturer	Gauteng	SMME	Self-generated
Antares Co	Manufacturer	Gauteng	SMME	Self-generated
Commercial Transport Academy	Education Training and Development	Gauteng	SMME	Referral
First Light Foundation	Manufacturer	Gauteng	SMME	Direct
FLI HI TRAINING (Pty) Ltd t/a SIBA APPAREL	Manufacturer	KwaZulu-Natal	SMME	Direct
HOD Design & Consultants CC	Food Products	Gauteng	SMME	Direct
Kiba Bam Consultancy	Manufacturer	Western Cape	SMME	Direct
Ladlamini Foundation	Foundation	North West	NGO	Direct
Manics Group (Pty) Ltd	Food Products	Gauteng	SMME	Self-Generated

Company	Sector	Province	Classification	Lead Origin
AUGUST CONTINUED...				
Ntozimandla Holdings	Food Products	Gauteng	SMME	Referral
Nyakatho Trading (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Self-Generated
OFHY (Pty) Ltd	Food Products	Limpopo	SMME	Self-Generated
OKGH (Pty) Ltd	Information Technology and Telecommunication	Gauteng	SMME	Referral
PTKM GROUP (Pty) Ltd	Manufacturer	Gauteng	SMME	Self-Generated
Selphies & Co (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Silent Holdings (Pty) Ltd	Healthcare	Gauteng	SMME	Self-Generated
Sum More	Food Products	KwaZulu-Natal	SMME	Self-Generated
SV Wines (Pty) Ltd	Agriculture	Gauteng	SMME	Referral
Swift Cleaning Chemicals (Pty) Ltd	Manufacturer	Western Cape	SMME	Self-Generated
Unexpected Fashion House	Manufacturer	Free State	SMME	Referral
Zwide Construction Engineering	Construction Engineering & Architecture	Gauteng	SMME	Referral
SEPTEMBER				
CareConnect Health Exchange Sa NPO	Healthcare	Gauteng	SMME	Referral
Dandozest (Pty) Ltd	Wholesale & Retail Trade	Gauteng	Bronze	Self-Generated
Inside Out Mewa Enterprises	Manufacturer	Western Cape	SMME	Referral
KARMA Clothing (Pty) Ltd	Manufacturer	Gauteng	Bronze	Referral
Mahlubandile A2Z Association	Manufacturer	Gauteng	SMME	Direct
MCB MANCO (Pty) Ltd	Industrial Manufacturing	Gauteng	SMME	Direct
Mlungisi Nkosi Holdings (Pty) Ltd	Education, Development and Training	Gauteng	SMME	Direct
Skill Writer	Professional Services	Gauteng	SMME	Referral
Sprout Enterprise Development (Pty) Ltd	Professional Services	Gauteng	SMME	Self-Generated
Women in Wine (Pty)Ltd	Agriculture	Western Cape	SMME	Self-Generated
Wood Thumbs	Manufacturer	Western Cape	SMME	Referral
ZLN Mondustries	Construction Engineering & Architecture	Gauteng	SMME	Self-Generated

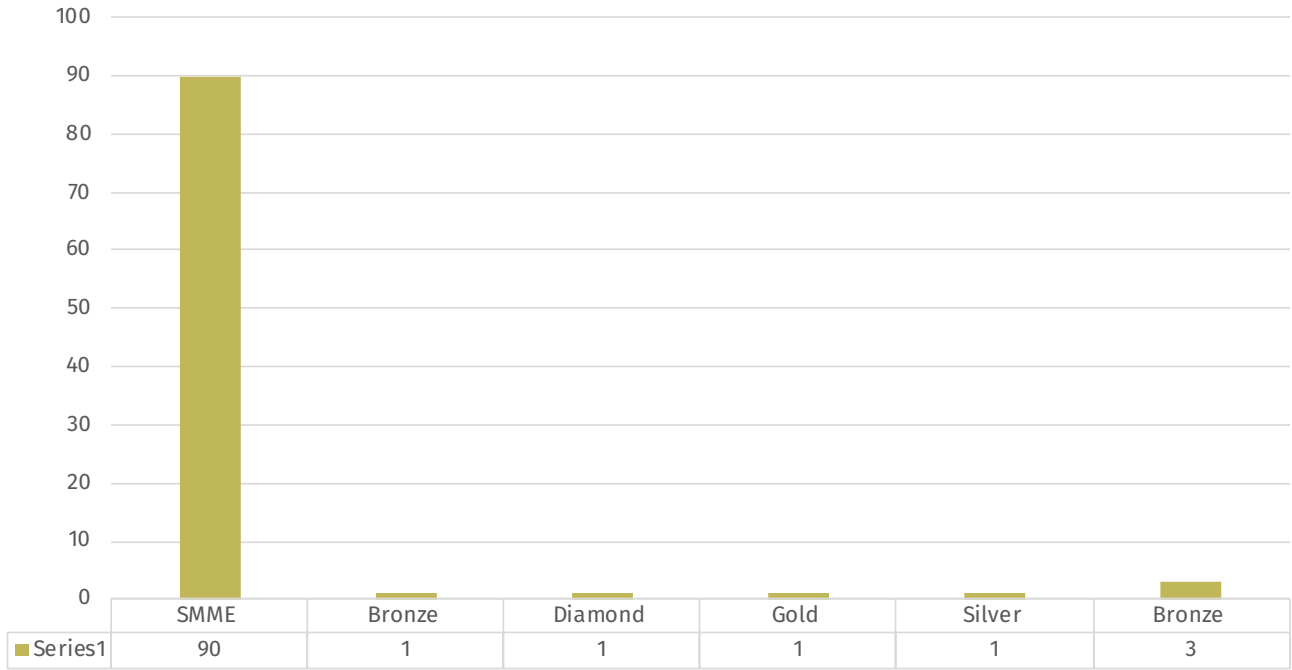
2023-2024 Q2 NEWLY RECRUITED MEMBERS BY SECTOR



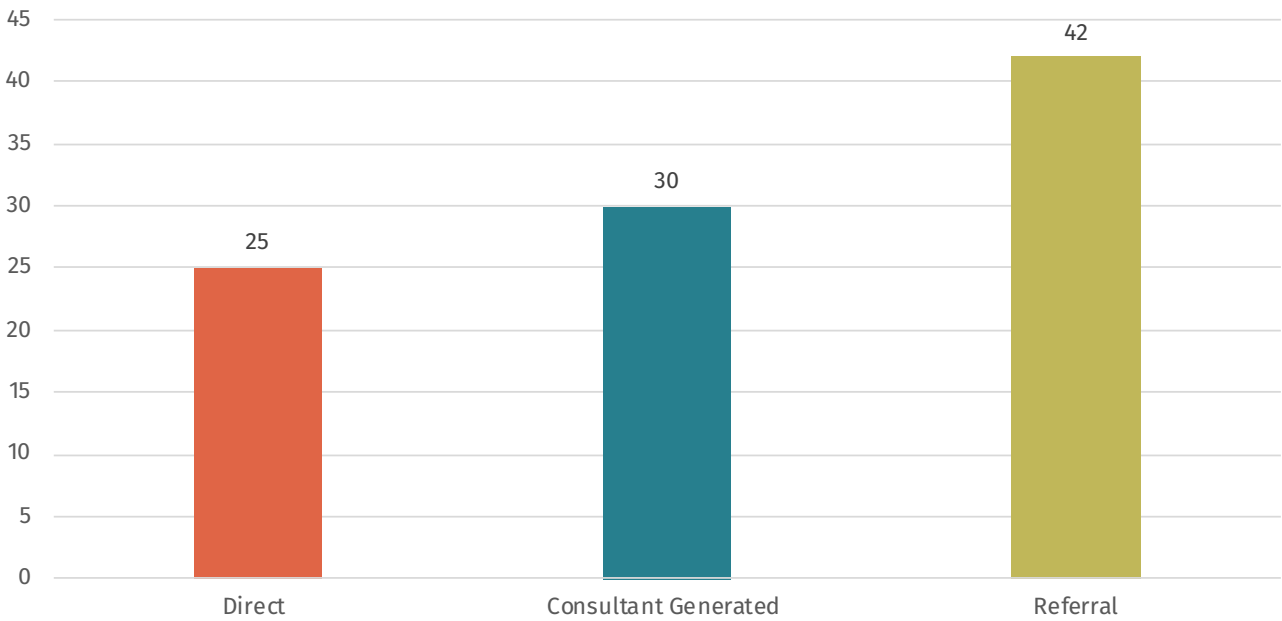
2023/2024 Q2 NEWLY RECRUITED MEMBERS BY PROVINCE



2023-2024 Q2 NEWLY RECRUITED MEMBERS BY CLASSIFICATION



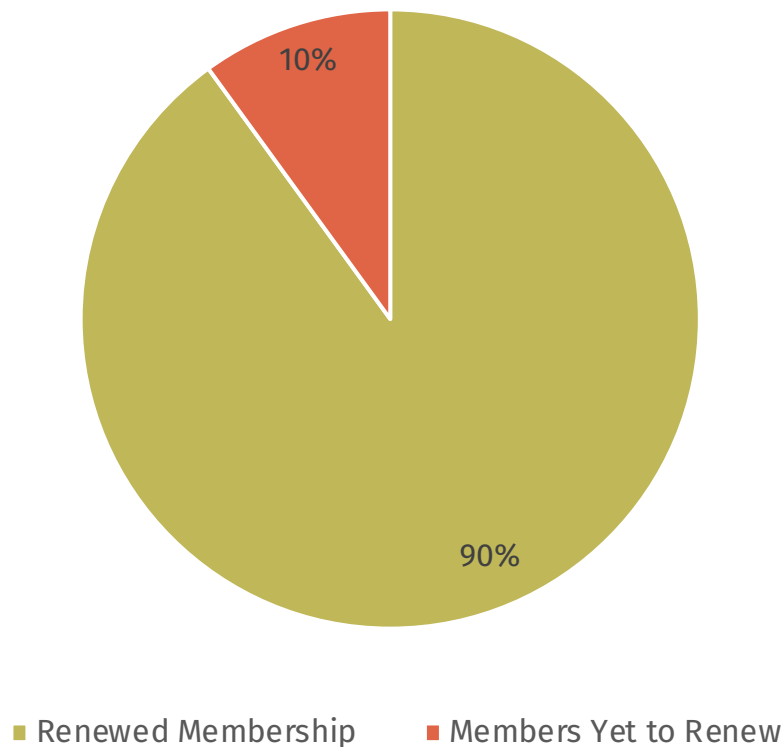
2023-2024 Q2 RECRUITED MEMBERS BY LEAD GENERATION



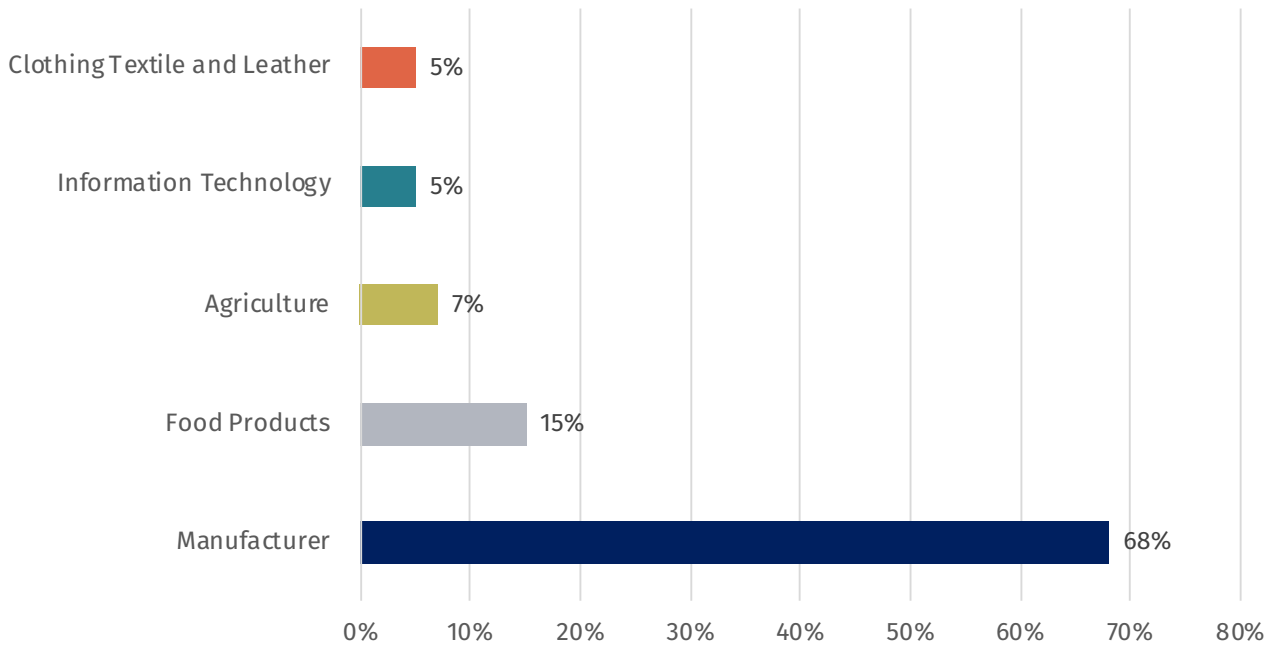
2023/2024 Q2 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	90%
Target:	80%
REASON FOR GROWTH	
<ol style="list-style-type: none">1. The Local Wines Expo in July 2023 has assisted with the renewing of members in the beverages and agro-processing sector.2. The DSTV Delicious Food and Music Festival in September 2023 has assisted with renewing of members in the food and lifestyle sector.	
Number of cancelled memberships: No member cancellations for the period	

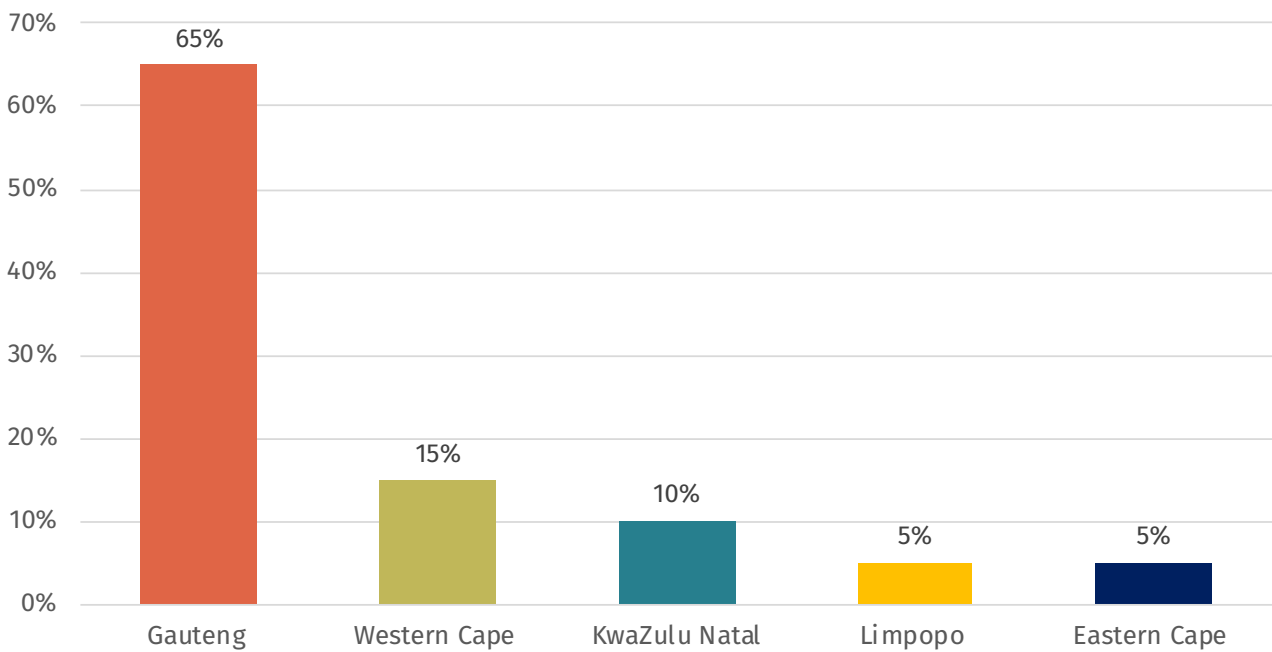
2023-2024 Q2 RENEWED MEMBERS VS YET TO RENEW



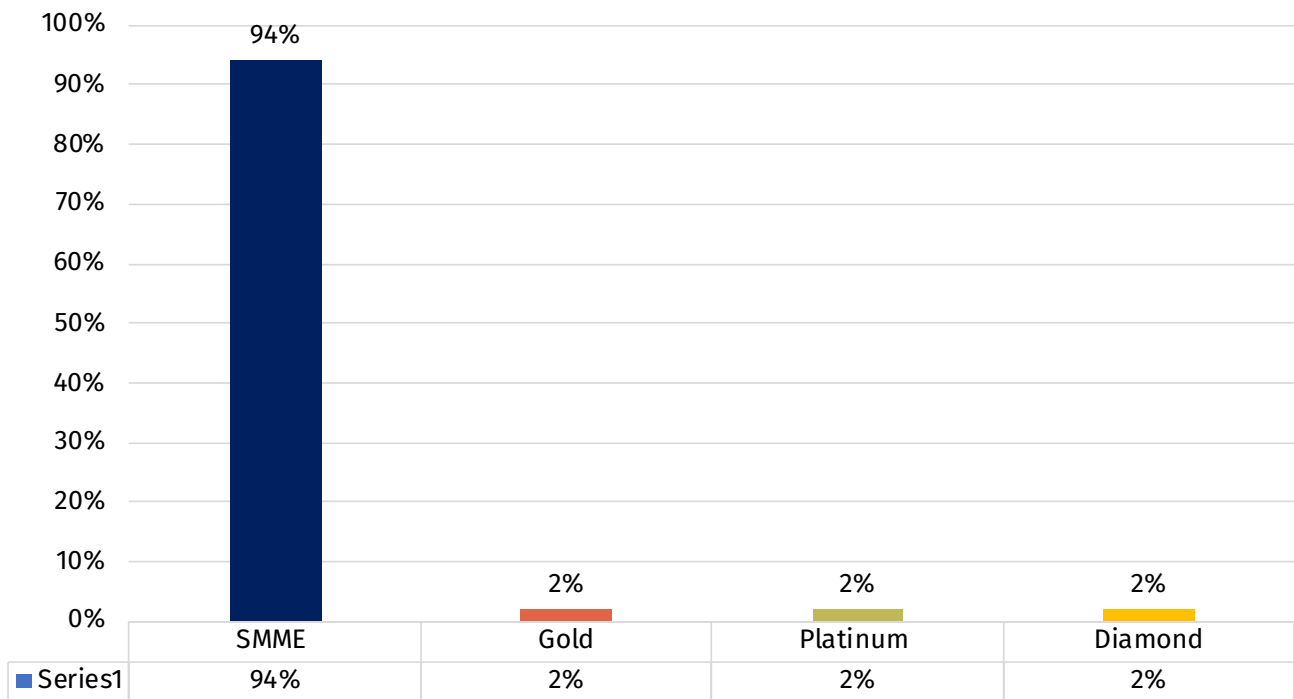
2023-2024 Q2 RENEWING MEMBERS BY SECTOR



2023-2024 RENEWING MEMBERS BY PROVINCE



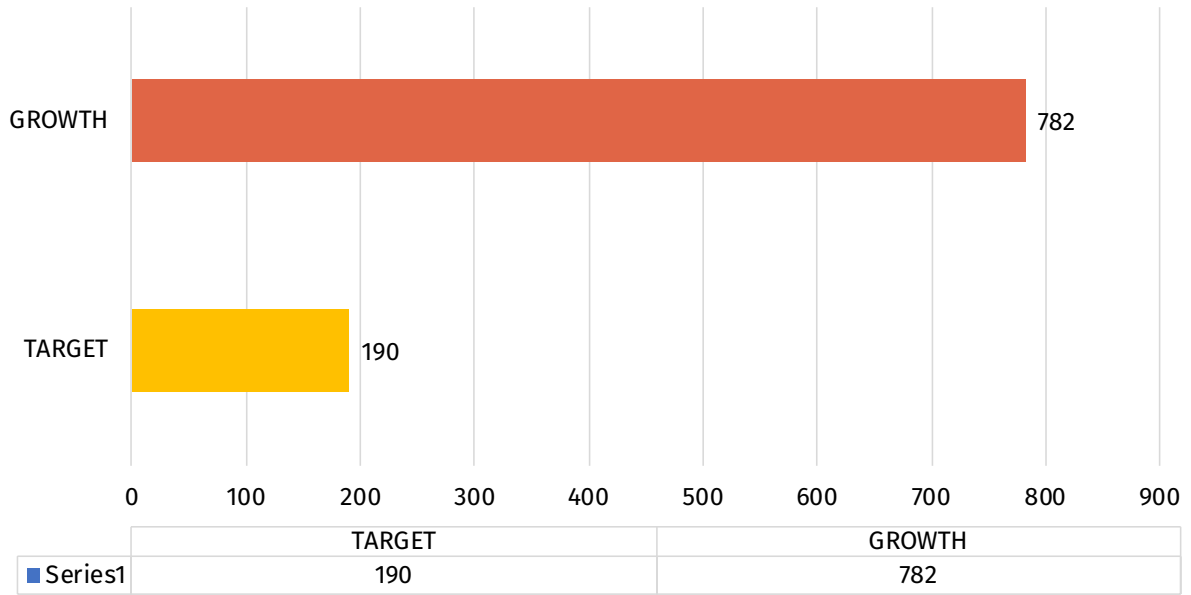
2023-2024 Q2 RENEWING MEMBERS BY CLASSIFICATION



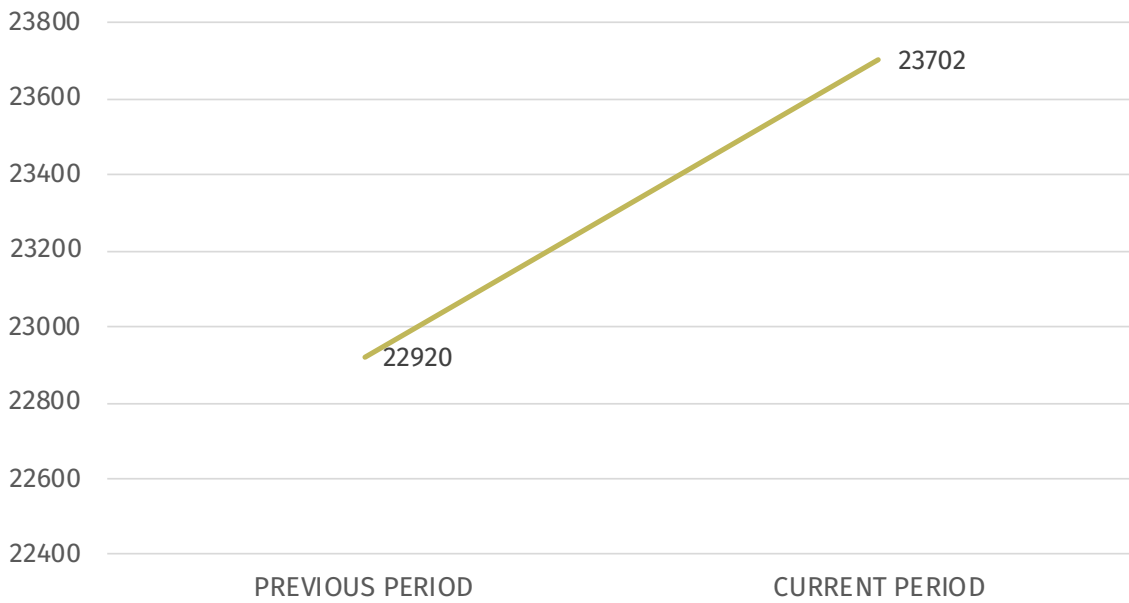
2022/2023 Q1 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q1 2023/2024	22,920
Current Quarter: Q2 2023/2024	23,702
2022/2023 Q2	
Target	190
Achievement	782
Target Exceeded: 411%	

**2023/2024 Q2 DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH**



**2023 / 2024 Q2 DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD**



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER



Proudly SA and the dtic: Access to Finance in Furniture sector webinar: 6 July 2023

Proudly SA and the dtic partnered to host a furniture - financed based webinar. Members of Proudly SA from the furniture sector and general businesses within this industry were invited to attend. This event allowed key strategic information to be shared regarding accessing funding, which will help companies to grow and will contribute to employment opportunities in the long run and add to a positive GDP of the country. The local furniture industry forms part of the master plan of the South African Furniture industry and is set to deepen localisation and contribute to the country's economy.

The webinar provided a platform where Proudly SA and the dtic shared information, on how best they can provide business assistance, and finance players such as the Small Enterprise Finance Agency (SEFA), Industrial Development Corporation (IDC), National Empowerment Fund (NEF) and Old Mutual provided different plans that can assist furniture companies.

The highlight of the webinar was that the different finance organisations invited to speak, all shared well-rounded and comprehensive information, about various aspects or elements of finance structures that can best assist organisations.

The following speakers were part of the webinar:

- Proudly SA – Jeannine van Straaten
- **the dtic** – Cebisa Nyandeni
- SEFA - Don Mashele
- IDC - Nicole Moonsamy
- NEF – Khayelihle Sibiya
- Old Mutual - Tinah Sebuse

Reach: 86

Target audience: Proudly SA members



Local Manufacturing Webinar: 11 July 2023

Manufacturing production in South Africa increased by 4.0% in March 2023 compared with February 2023. The largest contributions were made by the food and beverages sector, petroleum, chemical products, rubber, and plastic products. Following the release of this data (statistics), Proudly SA hosted a webinar discussing local manufacturing and unpacking government programmes in this industry for local SMMEs.

The discussion was also focused on how to make local prices compatible and how we can increase manufacturing output in our country. Proudly SA invited the following organisations to discuss different topics and the offerings of their respective departments:

- The dtic - Industrial Financing programmes and offerings
- Proudly SA member- SBS Tanks provided their mandate and how they benefited from Proudly SA
- NAACAM - key role on Local Manufacturing
- Production Technologies Association of SA - PTSA mandate and training programmes

The webinar was facilitated by Jeremy Maggs and Proudly SA CEO educated the audience about the campaign, the importance of buying local as well as the work that has been done to support members in the manufacturing space.

Reach: 252 on Zoom, 52 Facebook views, 24 YouTube views and 57 Twitter views

Target audience: General consumers, Manufacturing experts Entrepreneurs and Decision makers, Proudly SA members.



Proudly SA Local Wines Expo: 13 – 15 July 2023

The Proudly South African Local Wines Expo for 2023 was a resounding success, celebrating the diversity and excellence of the country's wine industry. Held at the Prison Break Market, the event provided a unique and fitting setting for this showcase of local wine craftsmanship. The Prison Break Market, known for its historical significance and vibrant atmosphere, proved to be an exceptional choice as the host venue for the Local Wines Expo.

One of the primary objectives of the expo was to offer an "access to market" opportunity for member companies within the South African wine sector. The event aimed to create a platform where these companies could network with potential buyers, distributors, and consumers.

The success of the event was amplified by the support of several partners in the wine and business industries.



The event brought together influential organisations such as the Wine Arc, the Department of Trade, Industry, and Competition (the dtic), the Consumer Goods Council of South Africa (CGCSA), the Franchise Association of South Africa (FASA), the National Liquor Traders (NLT), the Tourism Business Council of South Africa (TBCSA), and the Restaurant Association of South Africa (RASA). This collaboration showcased the dedication of various stakeholders to boosting the growth and recognition of local wine producers.

A highlight of the Local Wines Expo was the exclusive buyer's session, where member companies had the opportunity to present their finest wines to potential buyers and industry professionals. This session provided a focused and intimate environment, enabling meaningful connections between wine producers and those interested in stocking their exceptional products.

Nineteen member companies as well as ten companies that are part of our strategic partner, the Wine Arc, participated in the expo, each representing the rich and diverse tapestry of South African winemaking. From established estates to innovative boutique vineyards, attendees were treated to an impressive array of wines that showcased the true essence of the country's terroir and winemaking talent.

The Local Wines Expo offered a massive PR opportunity through digital and traditional media spheres to both the organisation and the exhibitors. This offered maximum exposure for the property and our stakeholders. Media channels such as eNCA, Morning Live, and Sunday Times are some of the media outlets that covered this expo. Social Media presence reached over 495 000 people online.

The companies that showcased their wine variatals and products are:

J9 Wine/ Wine of Colour SA	Randela Wine Pty Ltd
Khulu Fine Wine	Lavo Wines
Nandzu Wines	House of D'licacy
Luc Mo Holdings	Amile Wines
Absolute Style Wines	Nanola Wines
SIM Processing t/a Landzicht Wines	African Roots Wines Pty Ltd
Mama Afrika Wines	Sesfikile Wines
M'HUDI Wines	Lali Wines
Libby's Pride Wines	Siwela Wines
Yethu Wines	



The show had a total 3 462 online tickets booked and saw approximately 1 587 visitors attend from all over the province made up of local buyers, business owners, media, influencers as well as the public. Attendees had the opportunity to discover new favourites and engage with passionate winemakers and industry experts.

Proudly SA also took part with a stand on the exhibition floor that our membership team used as an information desk as well as an opportunity to drive membership and recruit new members to join the Buy Local Movement. 33 leads were generated from the Proudly SA stand.



“

Libby's Pride wines was well received, especially our Brut Sparkling, Sweet Rose, and the Pinotage Rose.

We took R5 500 worth of wines to the exhibition, our sales were R16 000, post the event we delivered 9 cases to Gauteng to the value of R3 000.

Thank you, Proudly SA, for the opportunity once again, our bank statement had movement after an entire year.

”

Libby's Pride Wines

“

We have seen a 35% growth in our social media following- given not every wine lover is on social media so there is a lot that is not accounted for, and we are seeing a steady growth. We made more than R25 000 over the three days in gross sales.

As Nanola Wines, we appreciate the work that Proudly SA does, Thanks to each one of you involved in the organisation and execution of the Local Wine Expo. Thank you for the exposure nationally.

”

Nanola Wines

“

Your buyer and media conference was one of the best and it has given us some exposure to other businesspeople. The attendance of the expo was amazing.

Your expo was relevant to our business interests, it gave us more courage to continue growing our brand. We were happy with the sales that we made in the past 3 days it was amazing, it was around R18 000, and we are happy with it.

”

Nandzu Wines

“

Thank you very much for the opportunity to be part of this wine event, it has been a great privilege for our company to receive much exposure since it was our first Exhibition with Proudly SA and we commend your great work for putting us SMME's up there.

We managed to sell +_ R10 000 for the duration of the show.

”

Yethu Wines



Reach: 1 587 physically attending the event and 495 000 people/interactions online

Target audience: Business owners, entrepreneurs, local buyers, media, and content curators and public.



Access to market Opportunities within the Food and Beverages Sector Webinar: 3 August 2023

Proudly SA hosted a capacity building webinar for the food and beverages sector on 3 August 2023 from 10:00 am – 12:00 pm. The webinar’s objective was to capacitate entrepreneurs and small business owners in the Food and Beverages sector with knowledge on how to access market opportunities, SETA grants and various skills development programmes, business funding as well as product compliance and accreditation. All of which will assist them in developing their enterprises. Five speakers were invited to unpack these touchpoints further, namely:

- Proudly SA: Local procurement and access to market opportunities available to support local entrepreneurs.
- FoodBev SETA: SETA Grant and various skills development programmes
- ABSA: Business funding
- SABS: Accreditation and Compliance
- Jack Rabbit Chocolate Studio: spoke about their experiences as a member of the campaign.

To create more drive and talkability, an e-card introducing our panellists was posted on all social media platforms. This resulted in approximately 420 viewers from across the country joining the webinar. The viewers were made up of small business owners, entrepreneurs, and prospective members.

At the end of the session, attendees had the opportunity to engage with the speakers in a 20-minute Q&A session during which most attendees shared their gratitude for the all -in -one webinar where they were able to reach all touchpoints they needed to get their businesses going. There were also questions regarding Proudly SA having events such as these in townships and finally a lot of interest in joining the Proudly SA Membership campaign and requirements thereof.

Reach: 1 046 registered attendees, 233 unique views and 420 total viewers

Target audience: Business owners, entrepreneurs, decision makers, companies/distributors in the food and beverage sector, small medium enterprise (SME), prospective members

Decorex Johannesburg: 3 – 6 August 2023



Decorex, South Africa's leading trade exhibition that focuses on the décor, design, planning and building sectors, returned for its 30th year. The event welcomed an audience of over 32 000 attendees over the 4 consecutive days. The target-audience included:

- Décor and interior design professionals,
- Architectural professionals,
- General members of the public with an interest in the different showcased sectors,
- Furniture manufacturers and re-sellers, and many more.

Proudly SA secured a partnership with Reed Exhibitions, who are the sole organisers of Decorex. Our partnership consisted of the following key-elements that were beneficial to both parties:

- Three discounted exhibition stands that were occupied by Proudly SA, and two of our local furniture manufacturing member companies.
- Decorex playing our campaign video on their social media channels which was said to reach over 70 000 people via the Decorex database.
- 100 complimentary general access tickets and 30 x VIP complimentary access tickets.
- A press release highlighting the importance of supporting local manufacturers, and the jobs created by Decorex and their exhibitors, was released from the office of Eustace Mashimbye, CEO of Proudly SA.





Proudly SA utilised this trade exhibition as a membership drive and as a key platform to educate visitors and fellow exhibitors on the importance of buying locally manufactured furniture. Proudly SA participated alongside 2 of our local furniture manufacturing member companies. The two member companies were Homewood Crafted Luxury and Chair Club. The three stands were located in the pavilion, opposite the Department of Small Business Development pavilion and restaurant/pause area, which we found to be a prime spot.

A key activation point at the event was the "Guess the Member" competition that the Proudly SA Public Relations team hosted on social media. Participants of the competition stood a chance at winning 1 of 5 sets of tickets which included 5 x general access tickets and 2 x VIP access tickets to Decorex Joburg 2023.

Homewood displayed their magnificent, eye-catching Imbiza Cantilever BITOU Oak Table which attracted many visitors and potential buyers. Chair Club hosted a competition from their stand where participants stood a chance at winning one of their ergonomically hand-crafted Alley Office Chairs which is valued at R5 000.00

Reach: 32 000

Target Audience: General members of the public, interior design professionals, entrepreneurs, large- and small-scale manufacturers within the décor and design sectors

Highlighting Localisation within the Hospitality Sector Webinar: 15 August 2023

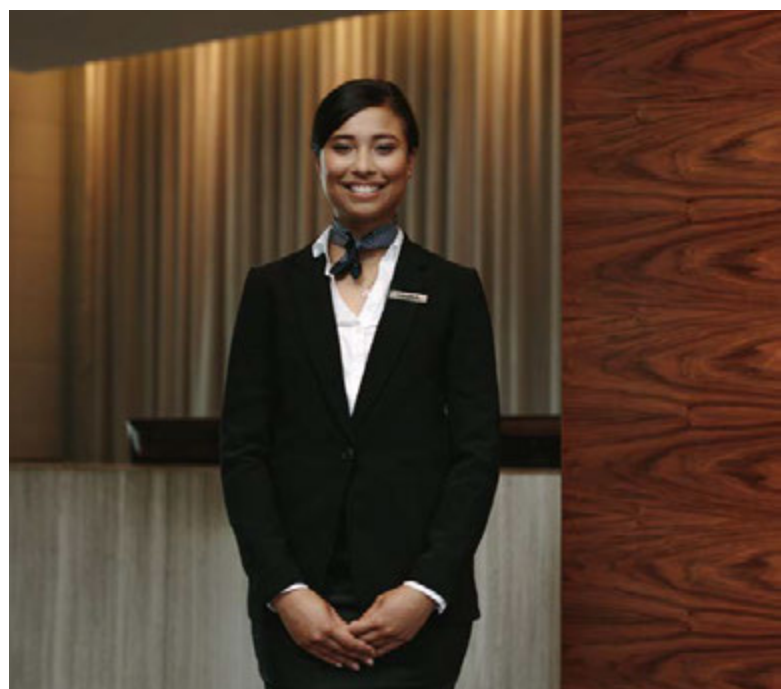
Proudly SA, in partnership with the TB2B Group and AdMakers, hosted an interactive and engaging membership acquisition webinar on 15 August 2023. The webinar was hosted in celebration of Women's Month and was directly focused on women in the hospitality sector. The webinar was exclusively open to members from the TB2B Group's membership database and the database of AdMakers.

Our key webinar speakers were:

Alicia Logan – Membership Manager at Proudly SA
 Dr. Mavis Mathura – General Manager at TB2B Group.

Our webinar session was facilitated by:

Peter Whale – Sales and Marketing Executive at AdMakers



Alicia Logan, Membership Manager of Proudly SA, presented the Proudly SA membership campaign and discussed the benefits associated with membership, to the attendees of the webinar. Alicia answered several questions around the benefits associated with being a member, the different membership tiers and how they are structured. Alicia further explained the different access to market opportunities that are linked to Proudly SA membership and mentioned that these opportunities are not membership tier-based but are offered to all members.

Our guest speaker on the webinar was the General Manager of TB2B Group, Dr. Mavis Mathura, who gave a brief overview of who TB2B are as a company and how they are associated with Proudly SA. Dr. Mathura expressed her appreciation to AdMakers and Proudly SA for allowing the TB2B members to gain insights into the Proudly South African campaign.

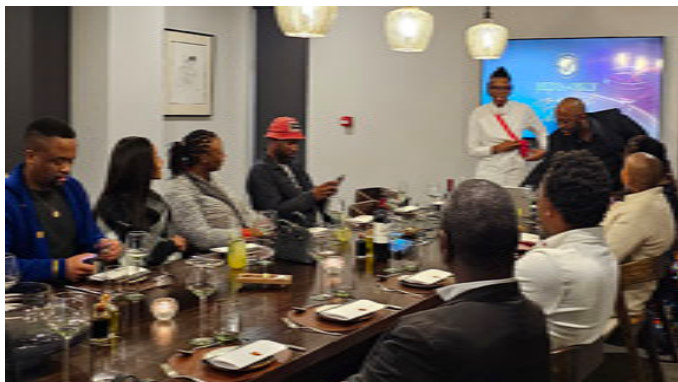
Peter Whale, Sales, and Marketing Executive at AdMakers, who facilitated the session, engaged with both Alicia and Dr. Mathura during the session and gave his own insights into both campaigns, as the session went along. He closed the session with positive remarks around the importance of hospitality in South Africa and the different sectors and sub-sectors that fall within the hospitality industry.

Reach: 25

Target audience: Exclusively hospitality members through the TB2B member database.

The Producers Dinner – “Sip & Chill”: 16 August 2023

The Producers’ Dinner was an intimate media engagement activation that aimed to build and strengthen relations with key media professionals. Through this event we sought to get buy-in of our mandate from these media industry gatekeepers, to help cultivate opportunities within their media outlets for Proudly SA related stories, events, and campaigns, to be featured at little or no cost.



The main speaker was Proudly SA CMO, Happy MaKhumalo Ngidi, who gave a concise and comprehensive talk detailing various key projects of Proudly SA with the aim of solidifying the stakeholder media matrix. The event was held at a historic and monumental venue, former President Mr Nelson Mandela's home, now known as The Mandela Sanctuary Hotel - national and international visitors deem it as an epicentre of unity. The venue tied in with the CMO's message which aimed to inspire unity and drive the Buy Local message among the producers and editors in the South African media landscape.



Reach: 12

Target audience: Members of the media, producers, editor in chiefs



Sasol Women's Event: 17 August 2023

Proudly SA was invited to a Women’s Day event by Sasol to showcase the strides taken by female leaders in entrepreneurship as well as within corporate. Hosted by Sasol EVP of Energy: Priscillah Mabelane, the event catered for women, both in the Energy Business and Energy Operations, in a hybrid format event with the live aspect being hosted at Sasol Place. Proudly SA was invited to showcase and educate the audience on the importance of increasing local production and influencing consumers to buy all things local.

The theme for 2023 was “accelerating gender equity and empowerment”. This is with the intention of celebrating and embracing the power of collective action to drive progress towards gender equity and empowerment, both within Sasol as an organisation and externally.

Proudly SA CMO, Happy MaKhumalo Ngidi was provided a speaking opportunity at the event where she highlighted the campaign objectives and what we do to support local businesses and specifically women owed businesses and entrepreneurs.

Two member companies representing the energy and logistics sector were also invited to showcase their companies and provided information and giveaways to the attendees, namely:

1. WOA Fuel and Oils
2. M6T Seal Cargo Services

WOA Fuel and Oils was also given the opportunity to speak at the event in a panel discussion on the overall theme of the day and provide insights into the company. Precious Zulu represented WOA Fuel and Oils.

Proudly SA provided collateral, and branding was set up at the event to create brand awareness for the campaign.

Reach: 200

Target audience: women employees of Sasol and stakeholders





Steel and Engineering Industries Federation of Southern Africa (SEIFSA) Golf Day: 18 August 2023

The Steel and Engineering Industries Federation of Southern Africa (SEIFSA) Golf Day 2023 took place on 18 August 2023. The event was organised by Marketing, Sales, and Communication (MSC) Executive, Nuraan Alli and team.

Proudly SA partnered in the event with a watering hole at the Golf Day. The activation included branding the watering hole area and providing assorted refreshments for the golfers.

This event allowed Proudly SA to gain brand exposure and our team interacted with the various stakeholders such as SEIFSA and Macsteel. Information about Proudly SA was shared in the form of z-cards and leaflets. Our logo and new ad campaign was also displayed throughout the evening of the prize giving which provided additional exposure.

The Proudly SA PR Team posted various photos of the event online to generate interest about the SEIFSA Golf Day, which is a strategic event that is attended by Corporate Decision makers, who could potentially be linked to the work of Proudly SA.

The following sponsors were involved in the event.

- Stewarts and Lloyds
- Allied Steelrode
- SEIFSA
- Unica Ireon and Steel
- Sanlam Investments
- Columbus Stainless

- Revive Electrical Transformers
- Andre Mentis
- Rand Mutual Assurance
- Mergence Investment Managers
- Global roofing solutions
- Ruenko Steel Suppliers
- Interroll
- Anton Bakker
- Marketing to the Max
- Proudly SA
- Colleus packaging
- Tomco Electrical and Mechanical Engineering
- AMC Group of Companies

Reach: 150

Target audience: sponsors, stakeholders and SEIFSA staff





Swing for Charity Golf Day: 24 August 2023

Proudly SA took part in the 1KR Koos Radebe Golf Challenge on the 24 August 2023 that was organised and spearheaded by Mr Koos Radebe, who is a reputable businessman and has wide range of contacts and has intrinsic power to galvanise various decisions-makers, in a charity golf challenge, that is aimed at raising funds for children with visual impairments in respective communities.

The other partner that was on board was Ukobona Foundation (Vision for Children) fundraising charity challenge, the Ukobona is NGO that was established a by a group of women and one of the key roles is to provide a clear vision for kids. The 1KR Gold challenge was held at Randpark Golf Club in Johannesburg.

Proudly SA sponsored a main putting green at a key strategic area, close to the clubhouse of the golf course, where all the golf patrons were able to see the Proudly SA branding. The Proudly SA branding was also displayed in the main gala dinner.

Proudly SA CMO, Happy MaKhumalo Ngidi, was a speaker at the Charity Golf Day dinner, where key decisions makers, in business and various companies were in attendance.

The talk was centred around the positive work of



Proudly SA and the Second Half advert was played after the talk. The CMO advised the audience to make decisions in favour of locally made products when they make their purchasing decisions and made mention of the children who appear on the TV advert that their future jobs will be safeguarded because of these decisions.

Proudly SA sponsored four gift hampers, filled with locally made products in an effort create warm and memorable local additions to the charity golf challenge dinner.

Some of the corporate four-ball sponsors included M. Maponyane Consulting, ATA Consulting, Jake Nakedi Financial services, Endaweni Productions and many more.

Reach: 100

Target audience: sponsors, stakeholders, and golf enthusiasts





John Kani 80th Birthday Celebration: 30 August 2023

Dr John Kani a cultural veteran of the struggle and one of the country's most celebrated actors, playwrights and directors celebrated his 80th birthday. To mark this milestone the Market Theatre hosted a celebration on 30 August. The Artistic Director of the Market Theatre created a special Performance Piece around the life and work of John Kani. The lead role was played by his son, Atandwa Kani, who flew out from New York for the occasion. Atandwa was supported by other well-known actors who portrayed various roles made famous on stage by John Kani. There was also music and archival projections that were added to the performance piece.

John Kani is a long-time friend of the Proudly South African campaign and to celebrate his milestone and what he has done for South Africa. Proudly SA participated in the birthday celebration honouring his work while showcasing the work he has done with Proudly SA, over the past 2 decades. We provided branding on the evening and our Executive CMO Happy MaKhumalo Ngidi provided a special message of well wishes. Proudly SA was the only organisation permitted to record a hard-hitting message of celebrating this icon, but also highlighting just how Dr Kani has assisted Proudly SA in spreading the Buy Local narrative over the years, particularly on mainstream media. Media, honourable guests, and sponsors were invited to the celebration which will highlight our partnership with the icon. Key guests who attended were Premier Panyaza Lesufi and Minister of Sports, Arts and Culture, Mr Zizi Kodwa who gave a keynote address and mentioned the key project that they launched to celebrate various legends, Van Toeka AF Living Legends recognition project. Other prominent leaders and influential people also attended the event, including former President Thabo Mbeki and his Wife Mrs Zanele Mbeki.

The event is a conducive brand awareness and consumer education platform for the campaign, in light of the audience (markets segment) in attendance plus the media coverage derived from our participation.

Reach: 200

Target audience: media, people of influence, government and presidential delegates and sponsors

Evolution of Women in Leadership Event: 29 August 2023

The Wear Your Brand Foundation (NPC) hosted a conference at the ICC in Durban in celebration of Women's month. The conference's aim was in support and promotion of Activism Against Gender- based violence and femicide. The Wear Your Brand Foundation is a non-profit company with a Public Benefits Status (PBO) that was established in year 2020. Its composition comprises of 40% women directorship, and 65% women membership. Its main objective is to educate and promote branding awareness and visibility in SMME's through brand identity and structural support.

The conference hosted various key speakers and was attended by the Premier of Kwa Zulu Natal Nomusa Dube Ncube, and the mayor Thomas Mxolisi Kaunda.

Proudly SA CMO, Happy MaKhumalo Ngidi co-hosted the day and was able to provide the audience with insight into the Buy Local Campaign and educating the women in attendance on the importance of supporting local and importantly women owed businesses. The event provided a platform for us to play our new ad campaign and provided awareness through branding which was put up at the event.



The Conference objectives were:

- Educate and empower women leaders to promote understanding of the nature and depth of this pandemic.
- Facilitate the exchange of perspectives and best practices.
- Formulate innovative ideas and programs to combat this devastating plague.
- Promote social responsibility and activism to foster essential social change.
- Establish women leaders and organisations as Ambassadors of Impactful Change.
- Synergise existing initiatives to create safe environments and eradication of this menace.

The Conference will be excellent platform where the Power of Network and Collaboration can be leveraged further towards fostering positive change.

Reach: 200

Target audience: women in business, stakeholders, and government dignitaries





NAACAM Show 2023 (National Association of Automotive Component and Allied Manufacturers: 20-21 August 2023)

Proudly SA secured a stand on the NAACAM Forum and Exhibition which was utilised as a membership acquisition drive to seek new local information and trends within the South African Automotive Industry. The NAACAM Show is a forum that focuses on the capabilities of the domestic automotive components manufacturing sector.

Proudly SA's main objective of participating in this exhibition, was to further educate consumers and manufacturers on the importance of supporting locally manufactured automotive goods (especially components) and services. The automotive sector is one of the key-sectors that we are looking to grow awareness and localisation around. The Proudly SA membership drive was a great success. Membership Consultant Portia Gqamane was able to acquire 25 promising membership leads from both visitors, and exhibitors at the exhibition.

Proudly SA CEO, Eustace Mashimbye, joined in on a panel discussion with fellow key automotive-sector speakers on the second day of the show. The panel-discussion was informative, engaging, and impactful. The topic of discussion was:

“The Role of Black Industrialists and Incubation in Shaping the South African Automotive Component Manufacturing Industry.”

The conference was very well attended by over 500 attendees. These attendees ranged from members in the automotive industry, media professionals, government-officials – particularly those of the Department of Trade, Industry and Competition, and top decision makers in the different segments of this automotive sector.

Reach: 3000 made of exhibitors, delegates, and visitors

Target audience: Members from the automotive sector, general consumers, Industry-leaders within the automotive and mechanical engineering sectors, conference delegates.

How can Proudly SA support your access to market webinar: 31 August 2023



In partnership with Smart Procurement World, Proudly SA hosted a webinar for SMMEs on 31 August 2023. The objective of the webinar was to help business owners succeed. It was an insightful, virtual masterclass where attendees learnt about the Proudly SA Buy Local Campaign and how Proudly SA supports and drives local businesses. It offered and unpacked practical insights about membership benefits and the access to market opportunities available.

Invitees included the public, entrepreneurs, and small businesses, keen to grow their business and access the necessary skills and information to do so.

Alicia Logan, Head of the Membership Department at Proudly SA, headed the conversation and unpacked this topic further.

The masterclass had approximately 100 viewers from all over the country joining in. Viewers were made up of small business owners, entrepreneurs, and prospective members. At the end of the session, attendees had the opportunity to engage with the Head of Membership through a 20-minute Q and A, where most attendees shared their gratitude for an insightful masterclass. There were also a lot of questions regarding membership which Alicia gave in-depth explanations to and finally a lot of interest in joining the Proudly SA Membership campaign and requirements thereof.

Reach: 100

Target audience: Business owners, entrepreneurs, small medium enterprise (SME) and prospective members

Local Fashion Police – Workshop (Journey to retail): 1 September 2023

The Local Fashion Police is Proudly SA’s annual consumer competition that aims to promote South Africa’s local clothing and fashion industry, a labour-intensive sector with the potential to create many jobs in our country. Consumers are encouraged to showcase their local fashion or everyday wear on social media platforms using the relevant hashtags for a chance to win. Now in its third year, the competition sees four judges who are established designers, sift through entries to each choose a winner of their own, who will each walk away with R20 000 worth of fashion and strut their stuff at the Fashion Show finale in November 2023.

Proudly South African has kicked off the third annual Local Fashion Police competition, a consumer campaign aimed at promoting the local Clothing, Textile, Footwear and Leather (CTFL) sector. This year, a new element in the form of a workshop was added to LFP, with the theme, Journey to Retail, which aimed to expose young student designers to what it takes to get their brands ready for retail.

The Journey to Retail workshop was held on Friday, 1 September 2023 at FEDISA - The Fashion school. The event was held to try and influence the fashion student perception, and have a clear-cut personal master plan, in preparing and creating a fashion career that is built on patience and a resolute nature. The emphasis was on creating a clothing brand that would have lasting power. The use of digital platforms was stressed, by one of the industry leaders, Ouma Tema, who gave a futuristic talk that will help the students step- ahead in the manner they approach the fashion sphere.

The panel was facilitated by Proudly SA CMO, Happy MaKhumalo Ngidi and the Panellists were:

- Department Small Business Development – Sapho Samuel Raganya – Assistant Director
- Feather Awards – Thami Dish (Founder & Owner)
- FEDISA (TBCSA) – Janine Starkey (Sandton Campus Manager)
- African Fashion International (AFI) - Khwaza Tshisela (Brand and Designer Liaison Manager)
- Leonardo Snyman – Head of Campus (STADIO - Randburg)
- Ouma Tema – Plus Fab

Reach: 90

Target audience: Fashion students, media, and people of influence





Inaugural Inter-Africa Pop-Up Trade Fair: 31 August – 2 September 2023

Proudly SA partnered with B-Leisure in their Inaugural Inter-Africa Pop-Up Trade Fair and Conference. The event offered a platform for SMME's to network and engage with one another to form strategic relationships and partnerships through their products value-chain. The platform enabled buyers and distributors to access local SMME products and services.

The event consisted of a variety of vendors showcasing their products and services, an interactive networking conference session and activities that were suited for entrepreneurs and buyers who chose to bring their families and children along.

Proudly SA, along with 4 member companies occupied prime-exhibition space within the event. Our participating members were:

- Memuka Mats;
- Lavo Wines;
- Ubathandwa; and
- Yamama Gemmer

The event also comprised of an interactive conference session that had a variety of industry-related talks and presentations.

The Proudly SA CMO, Happy MaKhumalo Ngidi delivered a keynote address on the SME's Development Support Programme and provided great insight into our membership campaign and the types of access to market opportunities we offer and create for our members.

Reach: 80

Target audience: General consumers, SME's, wine makers and distributors, Business Development Agencies, financiers, and government Entities



Handmade Contemporary Fair: 1-3 September 2023

Proudly SA participated in the Handmade Contemporary Fair at Melrose Arch. The fair aimed to showcase the growing luxury artisanal and crafts community of brands and businesses and to inspire, enable and cast spotlight on the African creative community by connecting it to the luxury economy.

5 members were invited to showcase their brands, namely:

- Vermont Leathercraft Manufactures;
- Absolutely Coffee;
- Yococo;
- The Native Nosi; and
- R.A. Vuthela Creations

To create more drive and talkability, an e-card announcing Proudly SA and its members' participation was posted on all social media platforms. This resulted in interest to meet and support the members but also exposure for our member companies. One of the comments from the posts was "love to see you booked and busy @ Native Nosi."

Furthermore, Proudly SA took part in the VIP event and exhibitor briefing prior to the event, and this provided our membership team with an opportunity to access not only buyers but prospective members. At the end of the session, they had engaged with approximately 20 prospective members, where most attendees shared their gratitude as they were able to reach us after having expressed interest in becoming a member. One person commented, "I literally texted my PA this morning asking them to find out more about Proudly SA and becoming a member, I'm very happy to see you here."

Reach: 1000 visitors over three days

Target audience: General public, artisanal and crafts enthusiasts, consumers, and youth





Step Up 2A Start Up Launch: 5 September 2023

The STEP UP 2A GREEN START UP campaign aims to help South African youth identify opportunities in the green economy by harnessing technology and entrepreneurship. The purpose is to assist in growing much much-needed entrepreneurial skills base amongst youth, thereby reducing the elevated levels of youth unemployment in South Africa.

The campaign speaks to Proudly SA's mandate to buy local, create jobs, and reduce unemployment; but it also correlates with our environmental standards criteria with a focus on enabling green businesses. The program aims to help young people shift from a fixed mindset (job seeker) to a growth mind-set (job creator) and encourage them to see environmental challenges as new business opportunities.

The program implementation consists of the following:

- The Edutainment Content - Cinema screenings across all 9 provinces of our edutainment film that inspires a culture of entrepreneurship, creates excitement around being green and socially aware, introduces key lessons to learners and prepare learners for entry into the national competition.
- The Ecopreneurs Toolkit (booklet) – The toolkit provided a practical step-by-step guide including lessons on how to make positive social and environmental changes in their communities as well foster entrepreneurial solutions. It also provided details about the National Green Entrepreneurs Competition, Boot Camp and Awards.
- Multi-platform Implementations – Apart from Cinema implementation, they also take the cinema into schools that are too far from a cinema complex. Additionally, all content is extended over our online platform (zero-rated by Cell C), and their WhatsApp Platform.
- National Green Entrepreneurship Competition
 - Provides a practical vehicle through which students can apply their skills and stand a chance of bringing their entrepreneurial and environmental flair to life.
 - Entrants (in teams of 3 or 4, including a teacher) are required to identify an environmental or social issue in their community/school that can be solved by making a product or developing a service.
 - Entrants submit a business model canvass of their product/service and propose how it solves the problem they have identified, and how they can scale it (making use of the booklet as a guide)
 - All entries are adjudicated by a panel of judges representing the sponsors and industry experts at the boot camp and then winners are announced at the award ceremony.

Proudly South African have partnered in the campaign for the second year running, which launched on 5 September. CMO, Happy MaKhumalo Ngidi did the official handover of the membership certificate to Prime-stars, who are a member company and who own this property.

Our logo was visibly seen on all collateral at the event and on screen and we were also provided with an opportunity to play our new ad campaign. This campaign specifically speaks to the younger generation, which is what this campaign is about.

Reach: 150

Target audience: media, stakeholders, and sponsors



Access to Support and Industry-Focused Research within the Local Manufacturing Sector webinar: 5 September 2023

Proudly SA collaborated with the Localisation Support Fund to deliver an insightful and informative webinar that focused on the Local Manufacturing Sector. The webinar was hosted to promote the services offered by the Localisation Fund, and for attendees to learn and gain insights into the Proudly SA Campaign.

The key-note speakers of the session were:

- Eustace Mashimbye – Chief Executive Officer of Proudly SA
- Thami Moatshe – Chief Executive Officer of LSF – Localisation Support Fund

The webinar session was facilitated by:

- Jeannine van Straaten – Proudly SA Executive – Strategy, Stakeholder Relations and Legal

Eustace Mashimbye delivered an extensive and informative address on the Proudly SA campaign, and the benefits aligned to Proudly SA membership. He also provided insights and statistics into the unemployment rate in South Africa in Quarter 2, and further explained how buying and supporting locally manufactured products can decrease the unemployment rate in South Africa.

One of the major industries, mentioned by Eustace, who are significantly impacted by unemployment, is the furniture Sector which is due to the importing of materials used to manufacture furniture products. He stressed that the Proudly SA campaign's main goal and objective is to reduce this rate by promoting and encouraging more and more people to buy local, to create and sustain jobs.

Eustace concluded his presentation with the introduction of MAP (Member Access Platform), which is a newly added benefit to the Proudly SA membership campaign. MAP enables buyers and members to find reliable, vetted, localised, and transformed suppliers and will enable our members to record and monitor their localisation procurement

commitments. These are among the many benefits associated with this membership offering.

Our second and final speaker, Thami Moatshe, provided an in-depth overview of the Localisation Support Fund's mandate. The Localisation Support Fund is a Non-Profit Company (NPC) which is privately funded. The primary function of the LSF is to serve as a catalyst to promote localisation within the manufacturing sector of South Africa.

Thami discussed the services that LSF offers, which include the following:

- Promoting strategic localisation in relation to manufacturing which is primarily done through industry research and deploying technical resources and expertise to unblock and unlock localisation.
- Partnerships with other localisation bodies to deliver tangible results.
- Orchestrate connections between stakeholders and resources.
- Augment existing localisation projects and programs.

Thami further explained that the LSF is not a funding manager, but that they also assist you with a service provider best fitted to assist with challenges members may experience in the manufacturing sector.

The webinar concluded with both Eustace and Thami accepting and answering several questions from the attendees.

Reach: 39

Target audience: local manufacturers



Sunday Times Generation Next Interactive Showcase: 7 September 2023

Proudly SA was part of the Sunday Times Generation Next Interactive showcase on 7 September 2023, which was targeted at 8- to 24-year-old youth. This event took place at Times Media group conference and venue area at the Hill on Empire, Parktown. The partnership provided us with an opportunity to have a stand to interact with the youth and 10-minute performance on stage to directly speak to our target audience. This is a youth driven initiative that aims to bring in a plethora of company brands such as McDonalds SA, MTN Pulse, Doritos, Niknaks, African Bank and Proudly SA to create a positive key learning, and as an entertainment platform for youth.

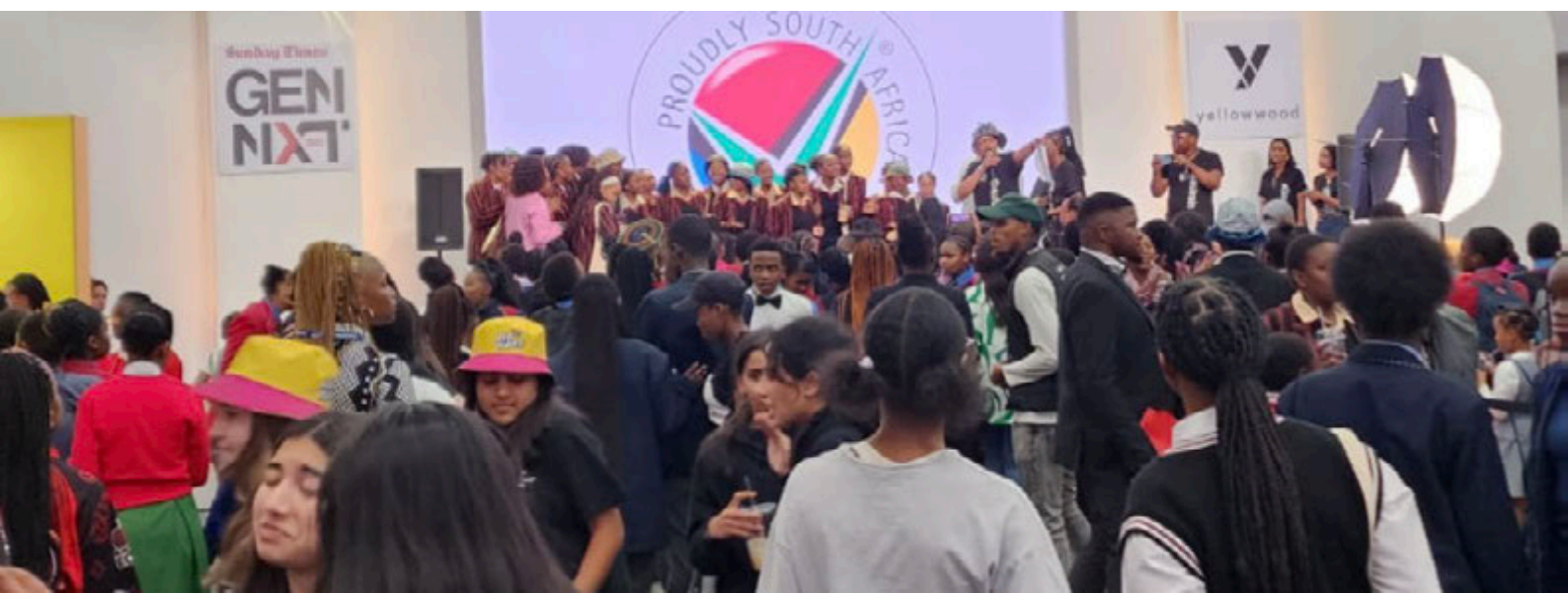
To generate interest and draw the children to the Proudly SA exhibition stands, we included, a fun and interactive photobooth which printed photos, a slush machine and we had our Proudly SA mascot interacting with the children. Our 10-minute stage presentation allowed us to ensure the message of the Proudly SA campaign was known. Our mascot danced to our favourite "Local is Lekker" song with much enthusiasm from the crowd and we gave away 2 x Mr Price vouchers to those who could dance with our mascot.

The event was heavily attended by learners from different schools throughout Johannesburg. This was an excellent opportunity to educate and create awareness for the Buy Local campaign to a youth audience.

In addition, the Proudly SA Managers attended the Sunday Times Generation next awards at Melrose Arch on 20 September 2023. The Proudly SA and Sunday Times GenNext collaboration is a formidable stakeholder relation, which proves overtime to be fruitful and is of an educational nature to the younger audience.

Reach: 400

Target audience: youth from ages 8- to 24-year-old





Step-Up 2A Start-Up Campaign Cinema Screening: 9 September 2023

Proudly SA hosted an interactive activation at the Ster-Kinekor in The Zone @ Rosebank. The activation was in support of and in partnership with Primestars who had launched their 2023 campaign – Step-Up 2A Start-Up.

Primestars, who for 17 years, has educated over 1 million high school learners, utilise movie cinema theatres to educate learners from under-resourced communities across South Africa in mathematics and science, financial literacy, career guidance and entrepreneurship.

Primestars, who are dedicated supporters of the Proudly South African mandate and campaign, hosted learners from 4 different schools and allowed them to gain insights into their Step-Up 2A Start-Up Campaign movie and presentation.

Proudly SA's activation consisted of a social interaction with the Proudly SA mascot as well as a sweet giveaway to each learner. CMO, Happy MaKhumalo Ngidi, addressed the children on the importance of localisation and what it means for their future. Happy further explained that the learners should look at creating their own legacies and empires in South Africa when they graduate from High School and that they should become entrepreneurs.

The Proudly SA advert, Second Half, was played once Happy concluded her address. We found that the advert resonated with the children and gave them a greater understanding of localisation and what it means for them and our country.

Reach: 240

Target audience: Learners/Students aged between 13 and 19.



SMME Focused Workshop Webinar: 12 September 2023

Proudly SA, in partnership with The Innovation Hub and the Companies and Intellectual Property Commission, delivered an insightful and informative workshop that was shaped around access to market and business development services and opportunities for SMME's.

The webinar unpacked the services offered by both the CIPC and the Innovation Hub for the attendees, as well as for them to learn and tap into the Proudly SA Membership Campaign.

Our keynote speakers of the session were:

- Alicia Logan – Membership Manager for Proudly South African
- Buti Makama – Program Manager for Ekasi-Lab Ga-Ranukwa
- Shanee Kelly – Education Specialist for CIPC (Companies and Intellectual Property Commission).

Our session facilitator was Mrs. Bonakele Kunene, Business Development Officer for The Innovation Hub in Sebokeng.

The session was opened by Mrs. Bonakele who welcomed the panellist's and attendees of the webinar and went on to explain the importance of SMME focused webinars and workshops and how the attendees benefit holistically from the information relayed in the webinar.

The first speaker of the session was Alicia Logan who gave insights and detail around the Proudly SA mandate and campaign. Alicia's presentation unpacked the importance of localisation and how Proudly SA supports and uplifts local manufacturers, local businesses and SMME's. Alicia further explained and presented the Proudly SA membership campaign and how the attendees could tap into the benefits associated with the membership.

The second speaker of the session was Buti Makama from the Innovation Hub. Buti's presentation covered the Innovation Hub's mandate and the services offered by Ekasi-Labs to SMME's. These services include, but are not limited to:

- Business development support
- Mentoring (both technical and non-technical)
- Commercialisation and market development support
- Value added services such as Intellectual Property and other legal service advisories.
- Co-creation facilities, including hotdesking, training facilities and boardroom facilities open to entrepreneurs.
- Access to financial support
- Access to fabrication laboratory that can be used for prototyping and development of various applicable products for entrepreneurs.

Shanee Kelly Education Specialist at the CIPC was the third and final speaker of the session. Shanee's presentation focused on the objectives and business registration benefits available to SMME's through the CIPC. The CIPC was established as a juristic person meant to function as an organ of state within the public sector.

The main objectives and mandate of the CIPC that were outlined by Shanee are as follows:

- Assist in the registration of companies, co-operatives and intellectual property rights and the maintenance thereof.
- Licensing of business rescue practitioners
- Report, research and advise the Minister on matters relating to company and intellectual property law.

In conclusion, the webinar was well attended by members from the Innovation Hub and Companies and Intellectual Property Commission's databases, as well as members from the Proudly SA internal databases.

The session was concluded with a special vote of thanks by Bonakele Kunene who acknowledged and extended a heartfelt thanks to Proudly SA, and the panellists who presented in the session.

Reach: unique viewers 101 and total viewers 178

Target audience: SMME's and Entrepreneurs

Youth Opportunities within the Tourism Sector Panel Discussion: 12 September 2023

Proudly SA hosted a capacity building panel discussion for the Tourism industry students on 12 September 2023 from 2:00 AM – 4:00 PM.

The panel discussion focused on and addressed the needs of the youth, student entrepreneurs, and students in the Tourism Sector. It recognised and addressed challenges the youth in the tourism sector are facing and provided insights into the sector, as well as information on training and support services, career opportunities and various entrepreneurship and small business development programmes available to empower young talent at all levels in the sector.



Five speakers were invited to unpack these touchpoints further, namely:

1. Proudly SA: Market opportunities available to support local entrepreneurs.
2. Johannesburg Tourism: Various skills development programmes
3. Southern Sun Hotels: Internships and Inservice trainings
4. National Youth Development Agency: training and support services

To create more drive and talkability, an e-card introducing our panellist was sent to all the students, which resulted in approximately 214 attendees from the tourism department of Tshwane University of Technology. At the end of the session, attendees had the opportunity to engage with the speakers through a 20-minute Q&A, where questions most students asked were regarding training and opportunities available for them, post their studies. They also requested information on support services for entrepreneurs.

Reach: 214

Target audience: Students doing the below courses:

- Travel and Tourism Management
- Events Management
- Hospitality Management
- Project Management



Smart Procurement World Indaba 2023: 12-13 September 2023

The Annual Smart Procurement World Indaba was a two-day event that took place on 12 – 13 September 2023 in Midrand, Gauteng. This expo gave Proudly SA an opportunity to network and engage with senior executive audiences on the importance of localisation in procurement and supply chain as a solution. The targeted audience was:

- Sourcing and Supply Chain Professionals
- Public and private sector procurement professionals
- Decision makers
- Entrepreneurs
- Small business owners

Proudly SA partnered with Smart Procurement, who are the owners and organisers of the show. Through the partnership Proudly SA was able to secure a speaking slot in a panel discussion for the CEO, Mr Eustace Mashimbye, to speak on the topic, Take a Chance on Me: Navigating Risk and Uncertainty in Business by Partnering with SMMEs.

The speaker panel consisted of the following key-note speakers:

- Eustace Mashimbye, Chief Executive Officer, Proudly South African
- Matlhogonolo Ledwaba, Founder and Managing Director, The Bread Box Bakery
- Primrose Mathe, Director, Nicasia Holdings
- Rita Nkuhlu, Executive Management Representative, Siemens
- Kgalaletso Tlhoale, Head: Enterprise Development, Absa Group

Proudly SA had a platform to exhibit, taking 2 stands, one at the Corporate Expo and the other at the ESD Event where we engaged procurement professionals and educated consumers on the Buy Local campaign and recruited new members through the ESD Event that took place on Day 1, 12 September 2023, which resulted in 40 leads.

Reach:

- 1 598 Total Attendees over the 3 days
- 807 Buyers
- 380 SMMEs
- 98 Speakers

Target audience: Sourcing and supply chain professionals, public and private sector procurement professionals, decision makers, entrepreneurs, small business owners



Restaurants Association of South Africa (RASA) Supplier Day: 19 – 20 September 2023

The Restaurant Association of South Africa (RASA) hosted a supplier carousel event on 19 and 20 of September at their venue in Fourways.

The event was an access to market opportunity for Proudly SA members within the restaurant and hospitality industry, to showcase their products at the Supplier Product/Trade Day and to have an opportunity to meet and greet the restaurants who visited the Trade Day in search of new products, innovation.

There were several other hospitality suppliers who also exhibited at the event over the two-day period whom our members got to meet and engage with. Members provided feedback that some good networking took place amongst themselves and the other exhibitors at the event.

Proudly SA invited 14 members to the event to showcase their businesses and offerings, namely:

- Sanath Trading: Clothing and textiles
- Tolokazi Beer (Pty) Ltd: Beer
- Ground One Coffee: Coffee
- Continental China: Ceramic vitrified tableware
- Tosh Detergents: Cleaning detergents
- Zee's Flava Fusion: Chillie sauces
- The Bread Box Bakery: Baked goodies
- Mr Spices: Spices and sauces
- Nandzu Wine (Pty) Ltd: Wine
- Native Nosi: Honey
- Sakisa Energy and Technology Group: Solar and battery backup installations
- Minnies: Condiments
- Switch Drinks: Switch Energy
- Nairsons: Dairy mix concentrates, tropicana lolly mix powders and long-life diary juice manufacturer, Drift energy drink.

This was also a recruitment opportunity for the Proudly SA Membership team to find new leads and sign-up new members for which we also had a stand at the event. Membership received 6 new leads from the event. The venue was fully branded with our Proudly SA branding from the entrance up to the exhibition area. Each exhibiting stand counter displayed the Proudly SA and member logo.

Reach: 50 restaurants/hospitality industry attendees over two days

Target audience: restaurant owners, franchisees, and hospitality representatives

The role of steel and construction in South Africa webinar: 21 September 2023

The Construction and Steel industry plays an important role in creating an environment in which the economy can flourish, which in turn helps address South Africa's triple challenges of poverty, unemployment, and inequality. This industry is also critical in creating an improved and quality infrastructure in the country that enables a harmonious environment for society. The positive role played by the steel and construction industry allows the economy to grow and has a positive impact on the country's gross domestic product (GDP). Proper regulations of this industry are critical in securing local investments and foreign direct investment (FDI).

A Zoom webinar was held in this regard and attended by both private and public companies - these were national organisations. The 51 delegates that attended were consistently online and this was positive.



The key industry players were **Proudly SA**, the **SASSDA**, **PPC Cement SA (PTY) Ltd** and **Johannesburg Development**.

The event was also restreamed on YouTube, Twitter, and Facebook -in an effort for the event to reach a wider audience.

The speakers provided a comprehensive outlook of their various organisations' focus and work. It illustrated their critical presence in the overall, steel and construction front and further provided a bird's eye-view, on how JDA, PPC cement (Pty) Ltd play a pivotal part in tackling the triple challenge (poverty, unemployment, and inequality), that pose a threat in the socio-economic framework of South Africa.

Nzinga Qunta who facilitated the webinar, did an exceptional job, and asked thought-provoking questions, which allowed the different speakers a chance to fully express and tackle the hard questions. She provided a balanced focus to all the speakers. Her experience of handling major events provided a sheer wealth of experience, which was then incorporated into the webinar.

Reach: 51

Target audience: Proudly SA Members, non-members, industry leaders, professional experts, consumers, business owners, small medium enterprise (SME), steel companies and construction companies



The Franchise Association South Africa (FASA) Golf Day 2023: 22 September 2023

Proudly South African participated at The FASA Golf Day 2023 which is an annual social and networking event enjoyed and attended by FASA members, partners, and associates. It brings together everyone from the franchise family – from established franchisors, new entrants to the industry, staff, suppliers, and service providers to network and spend some enjoyable time.

Proudly SA partnered in the event, which the organisation used as a networking platform with golfers, franchisors, franchisees, and suppliers in the industry, as well to spotlight the membership campaign and drive membership.

Proudly SA had a watering hole at the golf day for prime visibility and branded the hole with the below for more traction:

- Gazebo
- Pop up banners
- Tear drop branding.
- Paraphernalia (Z-cards and pamphlets)

Furthermore, Proudly SA offered locally made food goodies, such as Nestle chocolates, Simba chips, Azure water, biltong, and soft drinks to golfers, to enjoy a light snack when visiting the hole.

To make the Proudly SA stand interactive and exciting, we ran a competition whereby the attendees were asked the following question: How old is Proudly SA turning in 2023?

The first two winners who gave the correct answer won a hamper full of proudly local goodies, this addition was a buzz and many golfers participated creating a lot of attention at the Proudly SA stand.

Reach: 150

Target audience: sponsors, stakeholders, FASA members, partners, and associates



DStv Delicious Food and Music Festival

23-24 September 2023



DSTV Delicious Festival, Africa's largest food and music festival returned in its 10th year at Kyalami Grand Prix Circuit. The 10th edition was enhanced by a wider, more improved food and music customer experience. The festival took place over "Heritage Weekend" which allowed the festival goers to dress in their heritage attire. This spoke to the very purpose of our participation in the festival as this element highlighted the different heritages South Africa has to offer.

Proudly SA's overall investment in the DSTV Delicious Festival was of high value and importance to the brand reputation and brand awareness we strive to create.

This year we were provided the opportunity to own and have naming rights of the food mile which was named the Proudly South African Food Mile. The value and ROI linked to the naming rights that Proudly SA acquired at the festival, was approximately R15 million.

Proudly SA supports and promotes the importance of the jobs and employment opportunities created from and by this festival, namely security, cleaning services, ticketing service providers, infrastructure suppliers, technical suppliers, to name a few.

Proudly SA identified the DSTV Delicious Festival as a prime access to market opportunity for our food and lifestyle members. Our participation spanned over what was called "The Proudly South African Food Mile." The Food Mile comprised of 8 Proudly SA food vendors- along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities.



The Proudly South African Food Members were:

- Kota King
- Sumting Fresh
- 2Selai and a Butter
- Yamama Gemmer
- Vegan Chef
- TM Innovations
- Cosmo Dumpling
- Corner Dladla Pizzeria

The Proudly South African Lifestyle Members were:

- African Mama's Crafts
- Afrikan Passion Designs
- Chepa Streetwear
- Memuka Mats
- Township Luxury
- 100KM Icon's Merchandise



In addition to our food and lifestyle member participation, the DSTV Delicious Festival organisers, through the guidance and support of Proudly SA Membership, procured detergents and general ablution items from two Proudly SA members for the festival. The ablution items were ordered and paid for in support and appreciation of localisation. The 2 identified and selected members who were given this opportunity were Tosh Detergents and Extremely Soft. Both members secured substantial sales deals through the organisers, which have been outlined below:

Tosh Detergents:

- Tosh Multi-Purpose Cleaning Liquid – 5 x 5L Containers @ R95,65 per container. Total value of R549.99
- Tosh Pine Gel – 5 x 5L Containers @ R130,43 per container. Total value of R749.97
- Tosh Gloves – 30 x 100 in a pack @ R130,43 per pack. Total value of R4 499.84
- Tosh Air freshener – 30 x 100ml Tins @ R43.48 per tin. Total value of R1 500.06
- Tosh Hand Soap – 5 x 5L Containers @ R107.83 per container. Total value of R620.02

Extremely Soft:

- 1 Ply Toilet Paper – 35 Packs @ R219.00 per pack. Total value of R7 665.00
- 2 Ply Toilet Paper – 20 Packs @ R335.00 per pack. Total value of R6 700.00
- 1 Ply Hand Towels – 18 Packs @ R415.00 per pack. Total value of R7 470.00
- 1 Ply C-Fold Towels – 8 Packs @ R500.00 per pack. Total value of R4 000.00



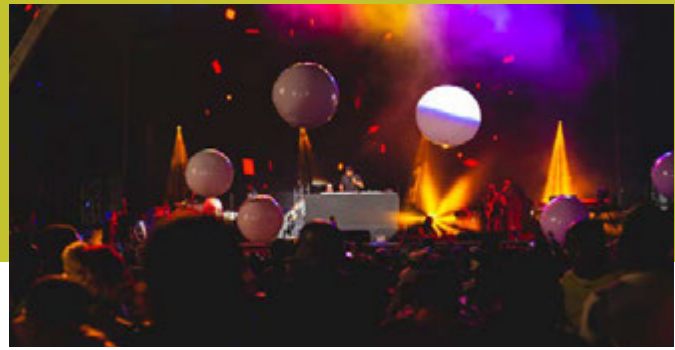


Through the partnership of the Proudly SA food mile, our branding was prominent throughout the festival. The branding was seen from the main entry point of the festival with fence wraps, to bright, catching telescopic banners that were strategically placed from the entrance of the food mile to the end. A branded arch was included at the entrance which provided our messaging and naming of the food mile which consisted of key Proudly SA messaging festival-inspired images that spoke to the overall purpose of our participation. Our key messaging was also displayed on the screens in the main festival area through the day and a large, printed banner was positioned on the embankment of the festival grounds which could be seen from an aerial view and from the road entering the festival.

Our activation objective at the festival was to educate and create awareness. This took place within the Lifestyle area and included a Spin and Win activation. The activation was hosted on both festival days, with visitors who entered the Lifestyle

Area and supported our Lifestyle members. One of our key drivers of the activation was that the visitors may “spin to win” after they had purchased an item from one of our members. The Lifestyle members found this activation to be very engaging and developed a catchphrase “buy and spin” when interacting with visitors. A few of the prizes linked to the “you’re a winner segment on the spin-to win wheel were Proudly SA local goodies such as branded caps, bags and member items like t-shirts and caps and food vouchers that could be redeemed at any of our food members stands. A grand prize draw was hosted on each festival day whereby visitors who landed on the “grand prize” segment of the spin-to-win wheel were entered into a draw to win flights with Lift airline, transfers, and accommodation at a Southern Sun hotel in either Durban or Cape Town. This was such a great feature and prize to include in the activation and was quite a likeable attraction to visitors. The grand prizes were drawn and awarded to the winners at the festival, on the same day they entered which created an even bigger hype.





Our other activation and branding element included large, branded beach balls which were thrown into the crowd during the main acts of the festival. The beach balls were co-branded with the festival logo and created excitement among the festival goers as they threw them into the air and took home following the event.

We purchased 40 General Access tickets to the festival over hospitality tickets this year. These were used for prize giveaways and for stakeholders of the organisation and most of these were awarded to followers of the campaign through competitions that were run on various radio stations as well as our social media platforms. The Proudly SA Public Relations Team hosted live, interactive General Access Ticket giveaways on Facebook, Instagram, and Twitter. Proudly SA CMO, Happy MaKhumalo Ngidi, was the host for each of the live interactions. The interactions consisted of Happy posing a question to the listeners which ranged from “name one of our participating food members at the DSTV Delicious Festival” and “what is the name of our drinks member.” The listener won a set of double tickets, upon guessing/answering correctly. These interactions created further awareness and engagement on our platforms and for the festival solidifying our relationship and partnership to the festival. This gave our members the opportunity to inform followers about their businesses and let them know to visit them at the festival.

MEMBERS FEEDBACK	
Chepa Streetwear	"The festival was a great experience. Dumisani, Founder of Chepa stated that they managed to connect with their long, existing customers and engaged with new, corporate clients. R22 000,00 in sales of various clothing items was made over the two days.
Corner Dladla Pizzeria	"A kind, heartfelt thanks was given to the entire Proudly South African team for providing them this access to market experience. To quote Kgomotso:" Your commitment to empowering businesses like ours is commendable, and we look forward to continuing our partnership in future events with Proudly South African.



MEMBERS FEEDBACK

100KM Icon's Merchandise	"Thank you Proudly South African for the opportunity, may you guys continue to support our emerging local brands." 30 Sales that accumulated to R10 000,00 of various clothing items was made over the two days."
Memuka Mats	"This was the brands first time participating in the DSTV Delicious Festival and Phillip stated that the staff thoroughly enjoyed it, and they found their brand to be very well received by the festival visitors. Memuka made 34 sales that accumulated to R11 300,00 in of various sized handmade mats."
Township Luxury	"We would like to express our deepest gratitude to the Proudly South African team for the phenomenal access to market opportunity. We look forward to collaborating on more events with the team." 12 sales that accumulated to R4 200,00 of their popular, flagship product – The Kas "Lam T-Shirt."
Afrikan Passion Designs	"Thank you to the Proudly South African team for this wonderful access to market opportunity." Afrikan Passion Designs made a total of R12 000,00 from the festival which consisted of R7 000,00 in sales and R5 000,00 in pre-orders."
TM Innovations	"For a First timer, we did very well. We got a lot of positive reviews and feedback and showcased our true talent and passion for food." A total of 750 portions were sold at the festival that accumulated to R69 400."

Reach: 20 000 visitors per day

Target audience: general consumers both local and international, stakeholders and sponsors



Highlighting the Importance of Commercial Transport in South Africa Webinar: 27 September 2023

Proudly SA, in partnership with the Commercial Transport Academy and AdMakers, delivered an insightful and informative webinar that focused on the Proudly SA membership campaign and mandate. The webinar was used as a membership acquisition drive within the Commercial Transport sector.

Alicia Logan, Membership Manager for Proudly SA, was the keynote speaker of the session. Alicia's presentation was focused on the Proudly SA campaign and how the Commercial Transport Professionals can tap into the campaign and benefits associated with a Proudly SA membership.

The session was facilitated by Kas Govender who heads up the HR and Compliance division at the Commercial Transport Academy.

A special vote of thanks was given by Nicci Scott, Chief Executive Officer for Commercial Transport Academy. Nicci highlighted the importance of a Proudly SA membership, and the difference it would make to their sector/industry. Nicci further alluded to the fact that the Commercial Transport Academy have recently joined as a Proudly SA member and have already started experiencing and tapping into a few of the benefits.

The webinar concluded with a brief Q and A Session that was facilitated by Peter Whale from AdMakers and Nicci Scott.

Reach: unique viewers 48 and total viewers 89

Target audience: Commercial Transport Professionals through the database of the Commercial Transport Academy.

Joy of Jazz Festival: 29 and 30 September 2023

The Standard Bank Joy of Jazz is Africa's premier jazz festival which was a 2-day event, and it took place on 29 - 30 September 2023 at the Sandton Convention Centre. The festival brought together over 28 local and international artists, attracting over 30 000 attendees, over the 2 days, across 4 stages. Proudly SA secured a media room partnership for 2023 which included the below elements:





Media Room and Branding

- Ownership of the Main Media Room
- Digital content presence
- Proudly SA logo shown on the main stage screen.

Branding opportunities outside the Media Room

- Escalators leading to the venue.
- Welcome signage at Entrance to festival.
- Signage to entrance of media room, welcome board, and desk
- Expo 1 foyer area signage
- Balustrade balconies on level 2 and 5
- Logo on media invitations
- Social media presence on the JOJ platforms

PR and social media

- Partnership mention on the official press release
- Social media support from us and JOJ – leveraging on each other's platforms.
- Access for our own photo and video crew to talent for interview opportunities and social media content curation on the days of the event

Media – Meet and Greet.

- Invitation to The Music Workshop, GP Welcome and the Media Junket
- All access accreditation for two PR personnel to run social media for duration of festival.
- Two double tickets for executives to the hospitality area



Proudly SA activated within the media room, bringing in local sweets and snacks (ama Kip Kip) – this acted as an additional add on value to media and to bring about the feeling of home and local. The room was beautifully set out with stylish seating and arrangements bringing in our corporate colours. Branded cushions and other branding items were displayed in the room to leverage on our partnership.

Sponsors of the event included Standard Bank, SAA, 702, Southern Sun, Sampra, Sports Arts and Culture, Renault, Sowetan, TimesLive, MNS and Gauteng Tourism.

Reach: 20 000 over the two-day event

Target audience: general consumers, stakeholders, and sponsors



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The July to September 2023 period was an excitingly busy time for the PR division. Not only did the PR team ensure that consumers were kept abreast of all the key activities around the Buy Local campaign, but the main principles were also placed on various media platforms where they cascaded the Buy Local to create jobs narrative on a national reach perspective.

During this period, Proudly SA saw the Local Wines Expo making waves in the media and consumer space. From Gauteng, Free State, and KZN, to Cape Town, the news around the second annual Local Wines Expo spread across social media channels and through interviews with Proudly SA's CMO, CEO, and member organisations. In August, the launch of the Local Fashion Police kicked off by calling on all the consumers who support the clothing, textile, footwear, and leather sector to rise to the occasion by sharing their locally made designs from local designers from all walks of life. The inaugural event for the Local Fashion Police introduced aspiring young fashion designers to a skills development workshop. The Journey to Retail workshop took place at the FEDISA Fashion School in Sandton on Friday, September 1, 2023, and provided students with insights into the fashion industry, aligning with Proudly SA's objectives to promote localisation, job creation, and economic growth.

To ensure that the youth recruitment and buy local educational drive continued, Proudly SA ensured to highlight to the young minds their impact in reshaping the economy from grassroots levels by taking a stand for locally made produce and services. Furthermore, Proudly SA elevated its strategic partnership with

Primestars for their 'Step Up 2A Start Up' initiative that focuses on scholars. Additionally, Proudly SA continued the drive to educate young minds about the buy local to create jobs movement by leveraging the Sunday Times GenNext an awards mechanic that delves into the minds of the youth in a quest to find the 'coolest brands' where Proudly SA executed a competition for the scholars to inform us what the name of the Proudly SA Mascot is to win locally inspired prizes.

Consumer support is crucial for any business to succeed. Therefore, in support of the partnership between Proudly SA and the DStv Delicious Food and Music Festival, PR made sure that the media was informed about the rationale behind this strategic collaboration. PR invited media to have a face-to-face interaction with our member companies telling the "local is lekker" story far and wide.

PR hosted a producers' dinner which consisted of 16 media personnel for an evening of a media sip and chill session. Through the media session, Proudly SA ensured that the media were kept abreast of what the buy local mandate entails and further enrolled into upcoming activities that were to be executed by Proudly SA for the rest of the year.

The AVE garnered for this period is R7 701 274.20 and reached 50 756 914 consumers through traditional media houses. Interview opportunities during this period lived on the likes of SABC News, eNCA, 702, SAFM, OFM, Radio 2000, Times Live, Business Live, and IOL to name a few garnering a total of 157 stories across broadcast, print, and online platforms.

4.5.2) Press Releases/Op Eds/ Media Articles

The following were issued between July to September 2023

No.	Date	Type	Title
1	06 Jul '23	Press Release	70% Women-Owned Wine Brands To Dominate The Local Wine Expo
2	06 Jul '23	Media Advisory	Proudly South African To Unpack Local Manufacturing In Upcoming Webinar
3	17 Jul '23	Opinion Piece	The Localisation Ecosystem Is A Sum Of All Its Parts
4	17 Jul '23	Press Release	Proudly Sa Local Wine Expo Delivers Unparalleled Success
5	18 Jul '23	Press Release	Nestlé's R79m Tshwane Investment Aims To Boost Localisation
6	19 Jul '23	Press Release	Proudly Sa Lauds Local Production, Shaka Ilembe For Impact On Job Creation In The Industry
7	03 Aug '23	Press Release	Lights, Camera, Fashion!
8	14 Aug '23	Opinion Piece	Localisation: Public-Private Partnerships Play Vital Role
9	04 Sep '23	Press Release	'Journey To Retail' Workshop Unpacks The Business Side Of Fashion And Importance Of Supporting Local Designers
10	05 Sep '23	Press Release	Green Entrepreneurship Programme Gives Learners A 'Step Up'
11	07 Sep '23	Press Release	DStv Delicious Festival Powered By Lottostar Is More Than Just A Good Time, It's A Vehicle For Job Creation
12	12 Sep '23	Press Release	Mzansi Shows Us How They Are Fashionably Local
13	19 Sep '23	Press Release	Road To DStv Delicious: What To Bring, Who To See And Where To Have The Best Experiences To Make It A Festival To Remember
14	23 Sep '24	Press Release	Chepa Streetwear, Sumting Fresh, Kota King, Afrikan Passion Designs Are Among The SMMEs Showcased At This Year's DStv Delicious International Food And Music Festival Powered By Lottostar

4.5.3) Media Engagements

The following media engagements took place between April and June 2023:

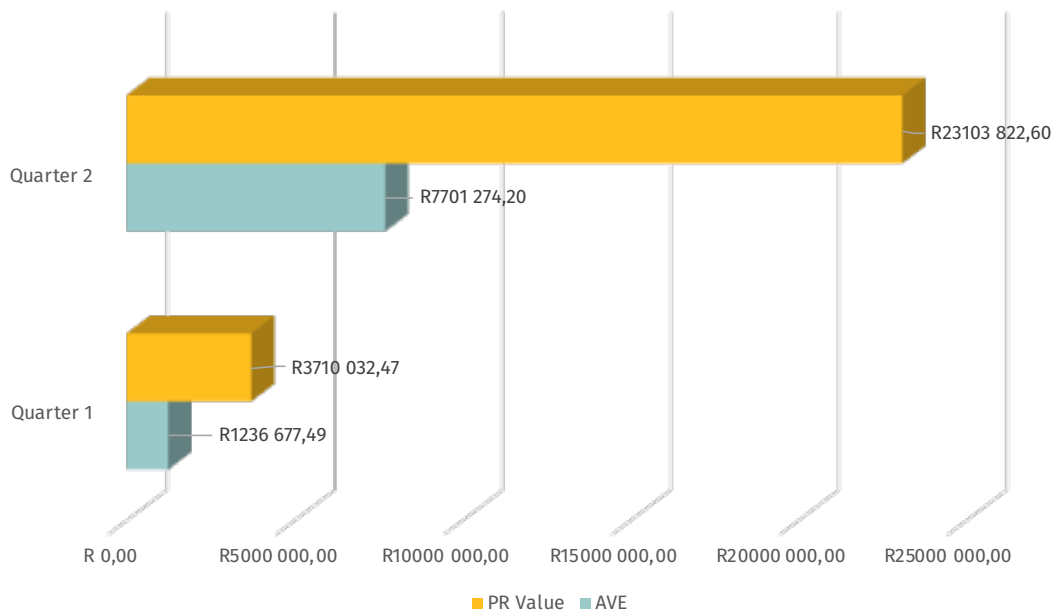
No.	Date	Media Engagement
1	13 Jul '23	Wine Expo – Buyers & Media Session
2	13 Jul '23	Wine Expo Main event
3	14 Jul '23	Wine Expo Main event
4	15 Jul '23	Wine Expo Main event
5	20 Jul '23	Breakfast with Aspasia Karas – Sunday Times
6	18 Jul '23	Nestle Localisation Factory Visit and Media Engagement
7	20 Jul '23	Breakfast with Aspasia Karas – Sunday Times
8	11 Aug '23	#987Woman Take Over
9	16 Aug '23	Producers Dinner
10	01 Sep '23	Local Fashion Police Young Designer Workshop

No.	Date	Media Engagement
11	05 Sep '23	Primestars Launch
12	07 Sep '23	Sunday Times GenNxt Activation
13	22 Sep '23	Delicious Festival Media walkabout
14	23 Sep '23	Delicious Festival Main event
15	24 Sep '23	Delicious Festival Main event
16	29 Sep '23	Joy Of Jazz Main event
17	30 Sep '23	Joy Of Jazz Main event

4.5.4) 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 April and June 2023 is R11 263 886,51 and the PR/editorial value translates to R33 791 659,53. It is worth noting that this has been a significant improvement in Q1 coverage over the years.

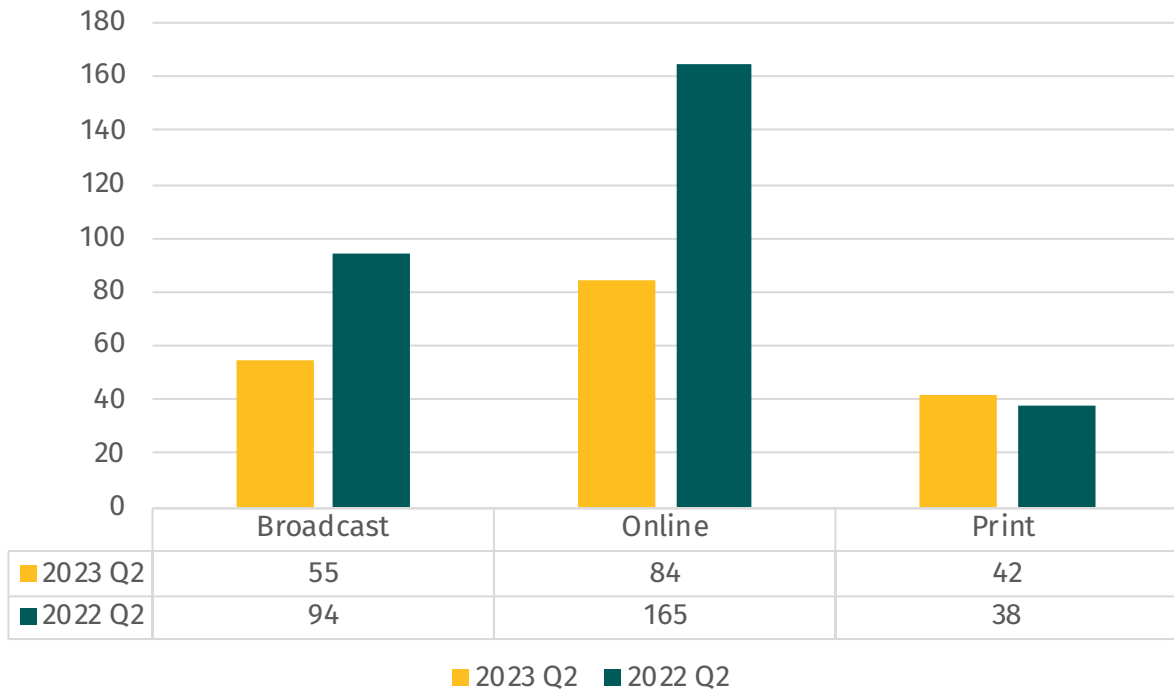
2023 Q1 vs Q2 comparison



4.5.5) Clip Count Analysis

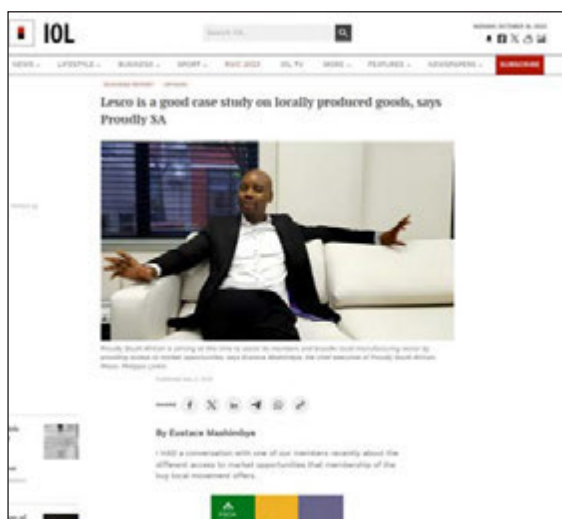
The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Jul – Sep 2023). A comparison is made between Q2 analysis for 2022 vs 2023.

Clip Count Analysis Q2 2023 vs 2022

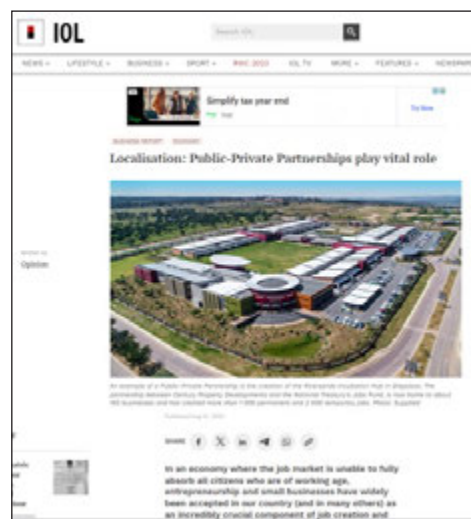


COVERAGE HIGHLIGHTS

Lesco Op-Ed



SAB Isanti Glass Op-Ed



Local Wine Expo



MAHIKENG FM 96.7
SEIKOKOTLELO SA LOAGO



Nestlé aims to boost localisation with R79m investment

Michelle Gwanda

Food and beverage conglomerate Nestlé has invested R79m into establishing a manufacturing plant in Tlokweng to produce for usage in the region and serve as a platform to export from the region.

Despite the cost of doing business in SA increasing exponentially due to issues such as unstable power and water supply, Nestlé SA says the country remains a gateway for trade with the rest of Africa.

Addressing investors, the media and local government representatives, Nestlé's local communications officer for coffee and beverages, Carl Khanyo, said the launch of the factory would bring production of the widely consumed product closer to its larger market in Africa and give the group flexibility to meet the evolving needs of the SA consumer.

"By utilising our own facilities, Nestlé factories around the world," Khanyo said,

"A big chunk of the raw materials are locally sourced, though some raws will import from different countries around the world, but gradually we will push forward for more local products, but not everything can happen at the same time."

The bulk of the financing has gone towards acquiring machinery and equipment, making workers and conducting product trials in preparation for the opening of the Harare-based plant.

About 90% of the expected 3,000 to 7,000 tonnes of product produced per year will be for SA consumption, with the balance exported.

Additionally, local service providers from the region have been contracted to support the plant that will produce a range of coffee mixes including the Nescafé Gold range and Nestlé 3 in 1.

One of the challenges and one of the best of the recent election outcome that killed at least 25 people.

The political head for economic development in the region, Isaac Gwete, lauded the investment, saying despite the array of challenges facing Zimbabwe, including increasing levels of crime, red tape and bureaucracy, electricity, poor levels of service delivery and weak relations between industry and the community, Nestlé had continued to

be a strategic foreign direct investor contributing to the economic growth of the city.

Private, the owner of brands such as Kit Kat, Muggi and Popsicles, first opened its operations and several plants in the area, employing 200 people in 2011.

The new plant, fitted with state-of-the-art machinery, will employ 27 people, mainly from surrounding areas.

Local companies needed to work towards being export-ready to benefit from the African Continental Free Trade Area.

Local companies needed to work towards being export-ready to benefit from the African Continental Free Trade Area.

Local companies needed to work towards being export-ready to benefit from the African Continental Free Trade Area.

"We have today what I think is the best economic activity. Municipal infrastructure will also need to be evolved. Tlokweng has already been blessed to carry this out, according to the committee. Calling on other corporates with the financial muscle to invest in local industries. Privately SA CEO Isaac Mafurisa said local corporates needed to work towards being export-ready to benefit from the African Continental Free Trade Area.

"We are calling on all our members to gear themselves up as best as possible to be export-ready." — *Business247*

HAMVANSKUAL FACTORY



Local expertise: Nestlé's beverage group South Africa opened R79m investment in a new manufacturing plant in Tlokweng to produce for usage in the region and export.

Nestlé's investment aims to boost localisation

Michelle Gwanda

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Shaka iLembe



Reading Time: 2 minutes

Proudly South African has lauded the success of one of South Africa's latest television productions, Shaka iLembe citing the enormous impact it's already had and is yet to make on the uptake and support of local content as well as on the creation and retention of jobs in the creative arts industry.

Having already broken records during its first month of airing, pulling over 3,6 million viewers for its first episode alone, the MultiChoice production has contributed immensely to our economy having created over 10 000 job opportunities in the form of cast, crew, actors, and administration.

Proudly SA's chief marketing officer, Happy MaKhumalo Ngidi says, "This ever-growing success story is yet another example of why it is so important to support and to buy South African. The labour intensive industry is one that is essential in the local jobs ecosystem. The value chain framework is so vast, ranging from pre-production to post-production and everything in between, productions such as these require a range of professionals with diverse skill sets, resulting significant employment opportunities.

#987 Power FM Takeover

987 / PTA - 98.7 FM SOWETO - 103.8 FM EKURHULENI - 107.2 FM VAAL - 104.4 FM 086 198 7000 011 014 9200 083

303 7093

POWER 98.7

987 WOMAN FETURED

#987WOAM: REVITALIZING THE SOUTH AFRICAN MANUFACTURING SECTOR

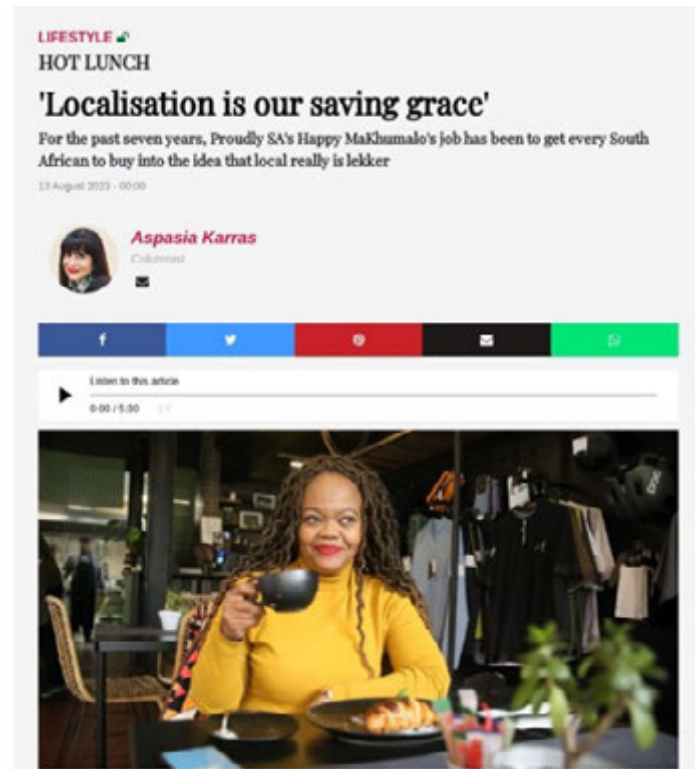
WRITTEN BY STAFF REPORTER ON 11 AUG 2023 10:12

Supporting local brands is crucial for job creation in South Africa.

This is the sentiment of Dr Iraj Abedian, founder and Chief Executive of Pan-African Investment and Research Services (Pty) Ltd and Chairman of Pan-African Capital Holdings (Pty) Ltd.

Abedian was speaking on the #987Woman edition of the POWER Breakfast hosted by Chief Marketing Officer at Proudly SA, Happy MaKhumalo Ngidi and Catherine Constantinides, Executive Director of the Miss Earth South Africa Leadership Development Programme.

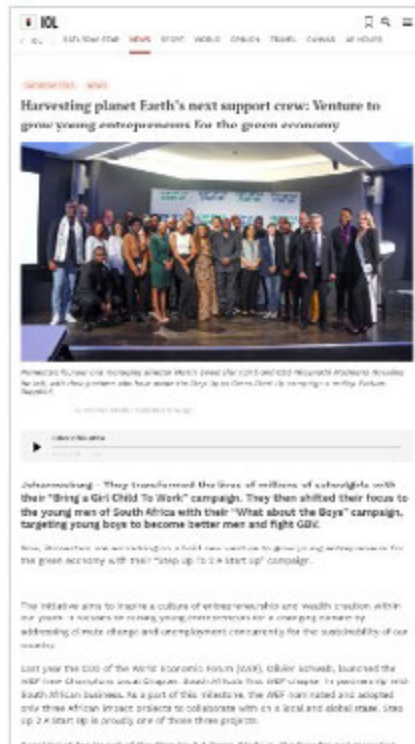
Hot Lunch with Aspasia



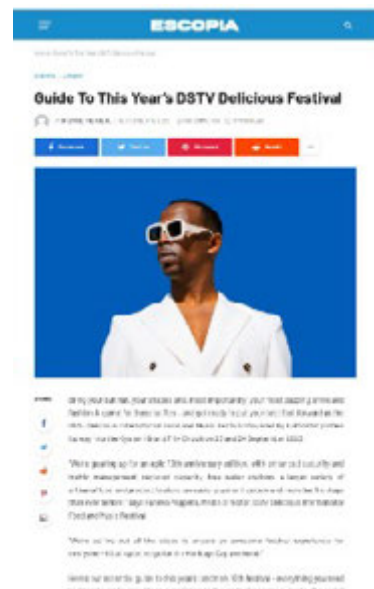
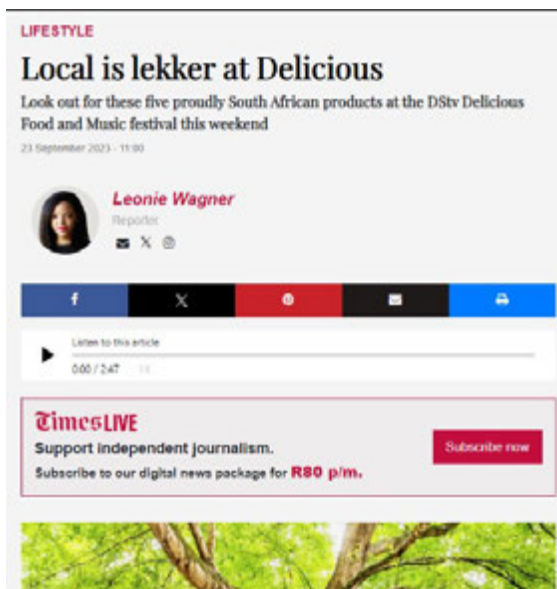
Local Fashion Police



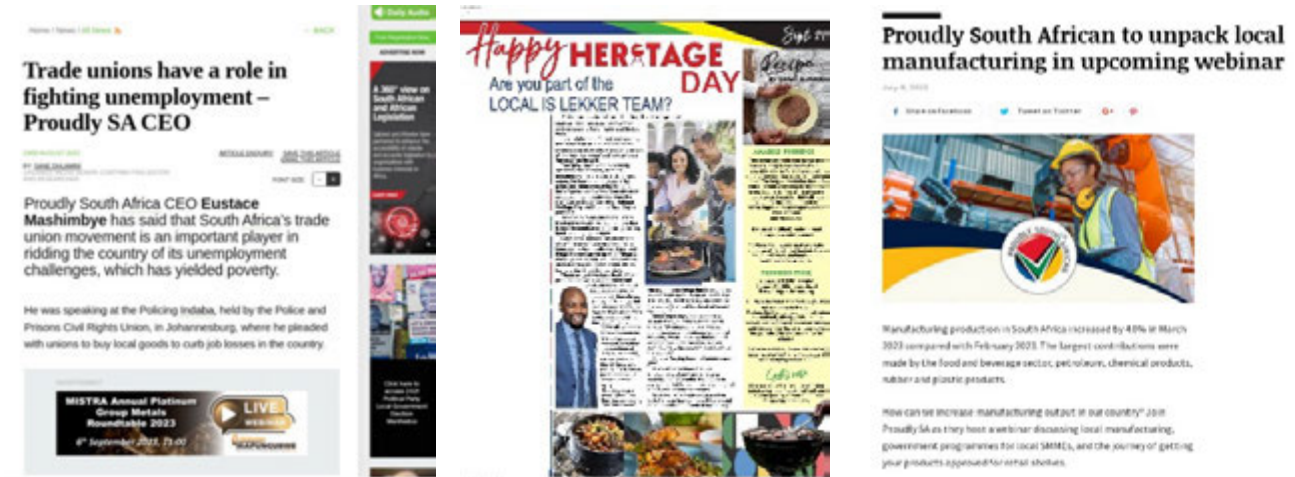
Primestars



DStv Delicious International Food and Music Festival



Proudly South African organic coverage



4.5.6) Social Media Snapshot

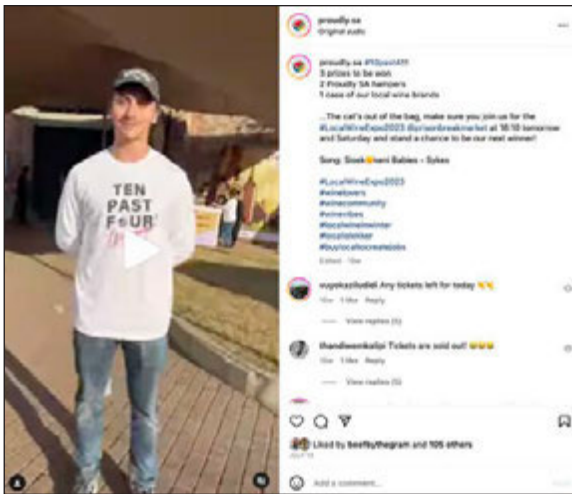
Proudly SA's goldmine exists within our owned platforms, especially, our social media channels. The amount of interest and engagement we have been receiving over the quarter has been exceptionally. Social Media presence is our foundation, and our strategy means to reach a wider audience and consumer base.

Below is a table which illustrates Proudly South African's following on social media platforms for July to September 2023.

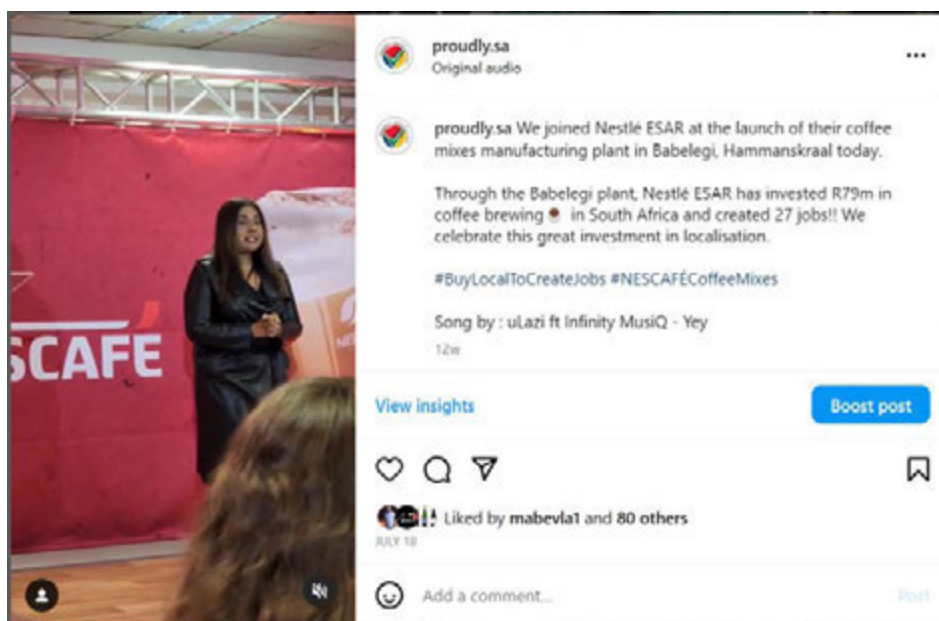
	Followers 1 Apr - 30 Jun 23	Followers 1 Jul – 30 Sep 23	Q1-Q4 growth	Q/Q growth (%)
Facebook likes	35 307	36 485	1 178	3.33%
Facebook follows	58 234	60 285	2 051	3.52%
Instagram	20 538	22 618	2 080	10.12%
LinkedIn	6 330	6 795	465	7.35%
Twitter	186 327	186 639	312	0.17%
YouTube	680	719	39	6%
TikTok	535	694	159	28%
TOTALS	307 951	314 235	6 284	2%

On the socials

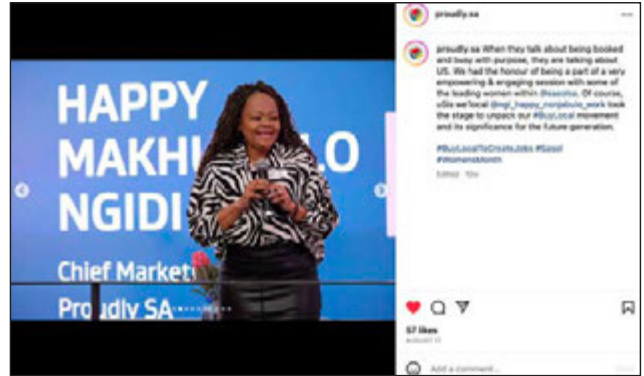
Local Wine Expo



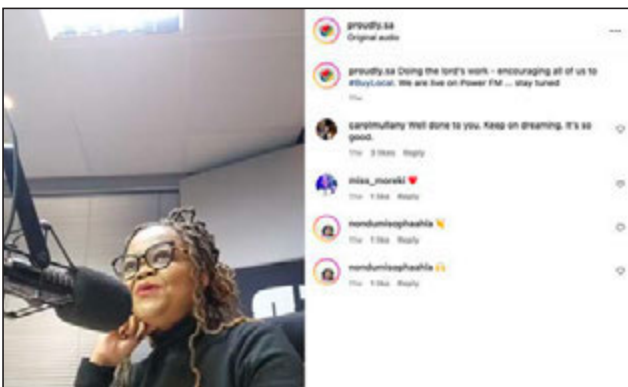
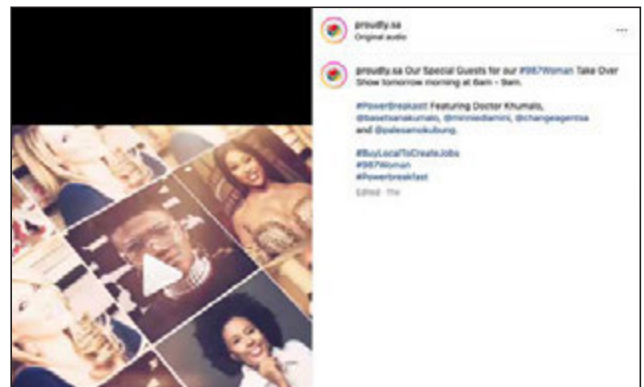
Nestle Nescafe Localisation Launch



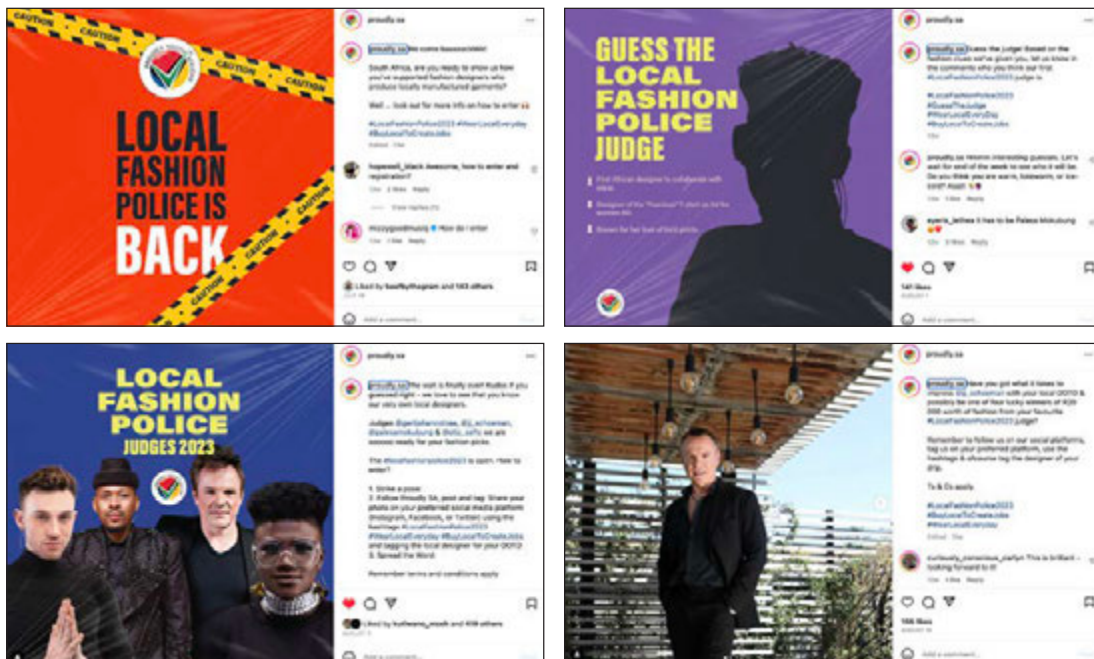
Sasol Celebrating Women in Energy



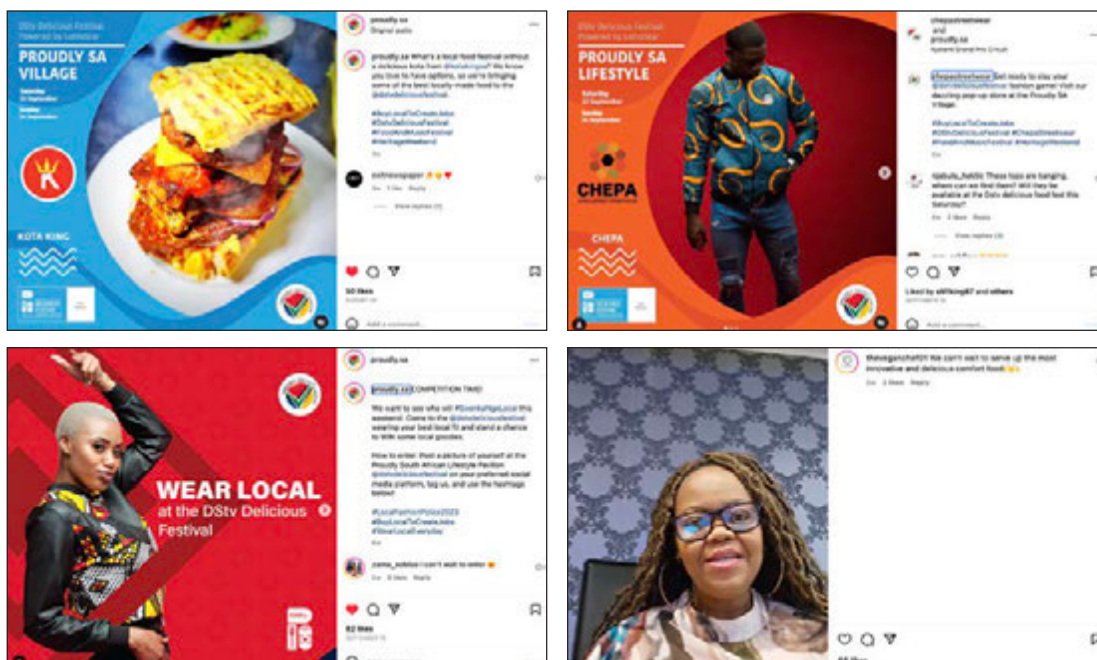
987Woman



Local Fashion Police



DStv Delicious International Food and Music Festival



4.5.7) Conclusion

Overall, the PR division has ensured that the buy local mandate has reached consumers across South Africa by enhancing PR efforts within the Marketing department and ensuring that Social Media channels are informative and the traditional media platforms are kept abreast of all activities to update their consumers accordingly.



4.6) PRESENTATIONS

The Proudly SA CEO, Eustace Mashimbye made CEO-led presentations at various events and various media interviews. These presentations aim to create awareness and 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
6 July 2023	Productivity SA Engaging Stakeholders	UNISA School of Business
11 July 2023	Proudly SA Local Manufacturing Webinar	Virtual
13 July 2023	Wine Expo Opening	Prison Break Market
18 July 2023	NESCAFE factory opening	Hammanskraal
21 July 2023	XA Global Trade Advisors webinar on Localisation	Virtual
3 August 2023	FoodBev Seta webinar on Localisation	Virtual
23 August 2023	POPCRU Conference – presentation on the role of unions in driving Local procurement in the public sector	Birchwood
31 August 2023	NAACAM Panel Discussion	Menlyn
5 September 2023	Access to Support and Industry-Focused Research within the Local Manufacturing Sector Webinar (Partnership with LSF)	Webinar
8 September 2023	TBCSA Tourism Leadership Conference (Spotlight on Buy Local for the Tourism Industry)	Sun City
12 September 2023	Smart Procurement Indaba	Midrand
21 September 2023	Steel & Construction Webinar	Webinar

BRAND MANAGEMENT



Our team continues to support the Marketing Department and the company in a variety of ways. This includes creating presentations for client meetings, designing ecards, invitations, and web services for various company initiatives.

This quarter, our team created artwork to support the sports industry, specifically for Banyana Banyana.

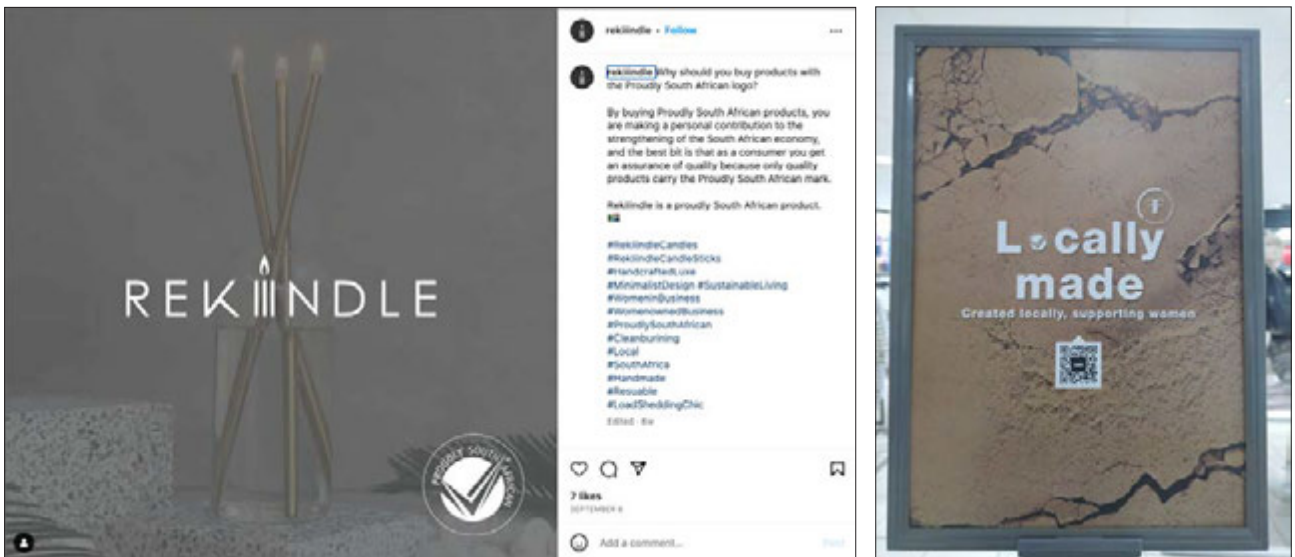
Proudly South African recently participated in the DStv Delicious Food and Music Festival. Our branding was featured on stage, throughout the food mile, and around the venue. Additionally, we seized branding opportunities at the Joy of Jazz event, further amplifying our visibility and engagement with our audience.

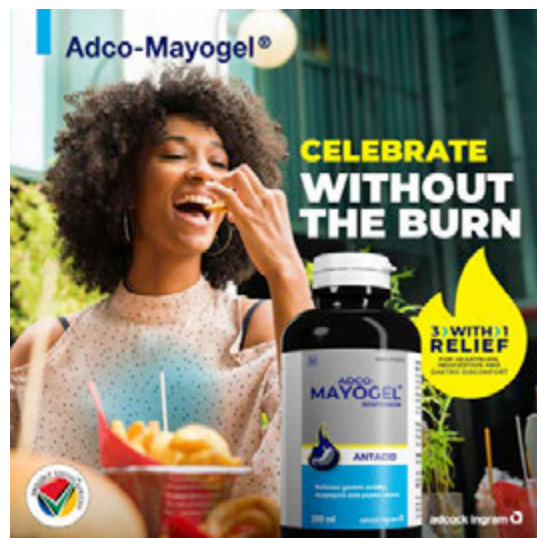
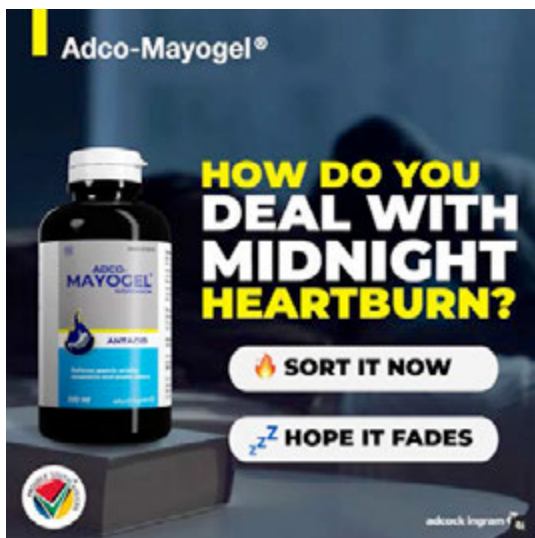
We remain committed to promoting the importance of supporting local businesses. To that end, our 2nd Half Ad Campaign was aired on SABC and DStv channels this quarter to raise further awareness about the negative impact of not buying locally. Through this campaign, we aimed to educate consumers about the benefits of choosing local businesses, such as boosting the economy and creating job opportunities within our communities. By highlighting the detrimental effects of not buying locally, we hope to encourage individuals to make more conscious purchasing decisions and contribute to the growth and sustainability of our local economy.

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 products, packaging, email signatures, websites etc.

This helps to increase brand visibility and awareness, as well as promote the values of Proudly SA to a wider audience. By showcasing the logo on various platforms, members can also demonstrate their commitment to supporting local businesses and products.







Huletts®

Making Every Day Sweeter

Huletts
#MADEWITHKINDNESS

You could **WIN**
1 of 5 Game Reserve Experiences worth over **R20 000**
or 1 of 10 R1000 cash prizes!

A little Huletts sweetness goes a long way

Share a heartwarming food memory with us between 28 Aug & 30 Sep

A little Huletts sweetness goes a long way

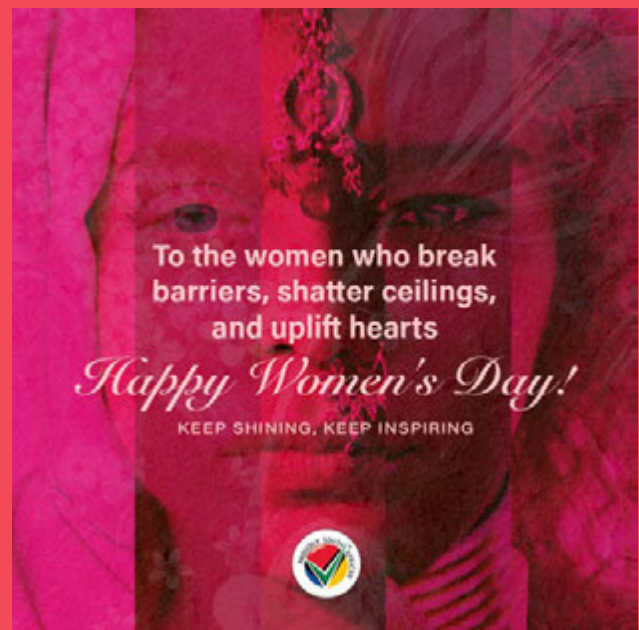
Tag us in your pics or comment on our posts using **#MadeWithKindness** and you could **WIN!**

A little Huletts sweetness goes a long way

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, competitions, special days, or honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand.



2nd Half Campaign

In effort to continuously promote the significant impact that consumers have on the future of South Africa's children and youth, we ran the 2nd Half TVC on Multichoice channels. Additionally, a PSA was conducted by SABC to further promote this important cause.. The TVC aims to encourage consumers to make conscious choices when purchasing products and services, as these choices can contribute to creating a better future for the country's younger generation. By highlighting the importance of consumer behaviour, we hope to inspire positive change and empower individuals to take action towards a brighter future.



Multichoice	5 July - 5 August 2023
Reach	10,1 million consumers
Spots	334
Viewers	20 788 216
Reach	51% Reach

Local Wine Expo

The branding elements at the Wine Expo not only unified the event's visual identity but also provided an immersive and visually pleasing experience for attendees.

We strategically placed teardrop banners that guided visitors through to the Expo.

Adding a playful touch, the pathway to the Expo was marked with footstep decals that featured clever wine-related messaging. Guests were led by these whimsical footsteps which made the journey to the expo enjoyable and memorable.





Throughout the expo grounds, benches featured fun messaging and subtle branding elements. These tasteful accents not only offered attendees a comfortable spot to rest and savour their wine samples but also reinforced the visual identity of the event.



Each member company's stand was thoughtfully designed to reflect the wine industry. The backdrops displayed vineyard landscapes with red and white wine and the backdrops were strategically distributed across stands, alternating between the red and white wine.





Outdoor branding featured pop-up banners, teardrops, branding on the registration desk, and wall banners on the exterior walls of the venue



Delicious Festival

Proudly South African seized a multitude of branding opportunities at the DStv Delicious Festival, creating a captivating presence that left a lasting impression.



Main stage screen:

Proudly South African's branding on the festival's main stage screen was a focal point, capturing the attention of thousands of festival attendees.

Lower embankment banner:

The lower embankment banner presented another significant opportunity for Proudly South African. It allowed the brand to be prominently displayed, ensuring that festival-goers in the vicinity were constantly reminded of their commitment to supporting local products.



Teardrop Banners and Info Towers

We placed teardrop banners strategically along the food mile and Lifestyle Area. Additionally, the info towers provided information that enticed festival-goers to visit our stand.

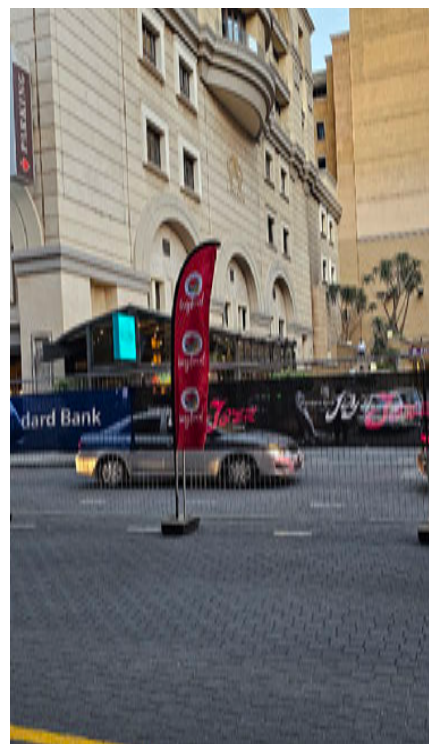
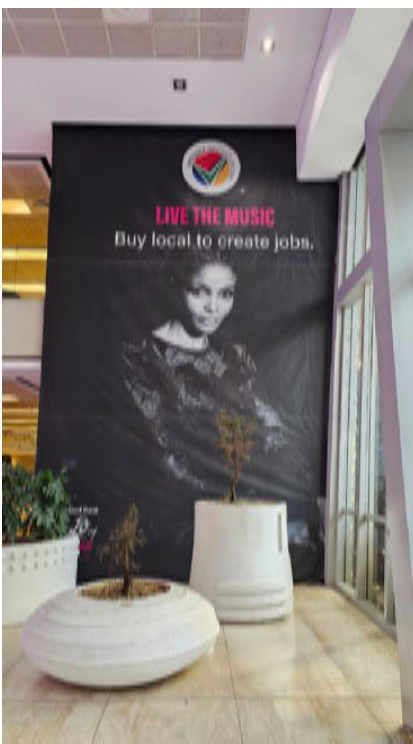
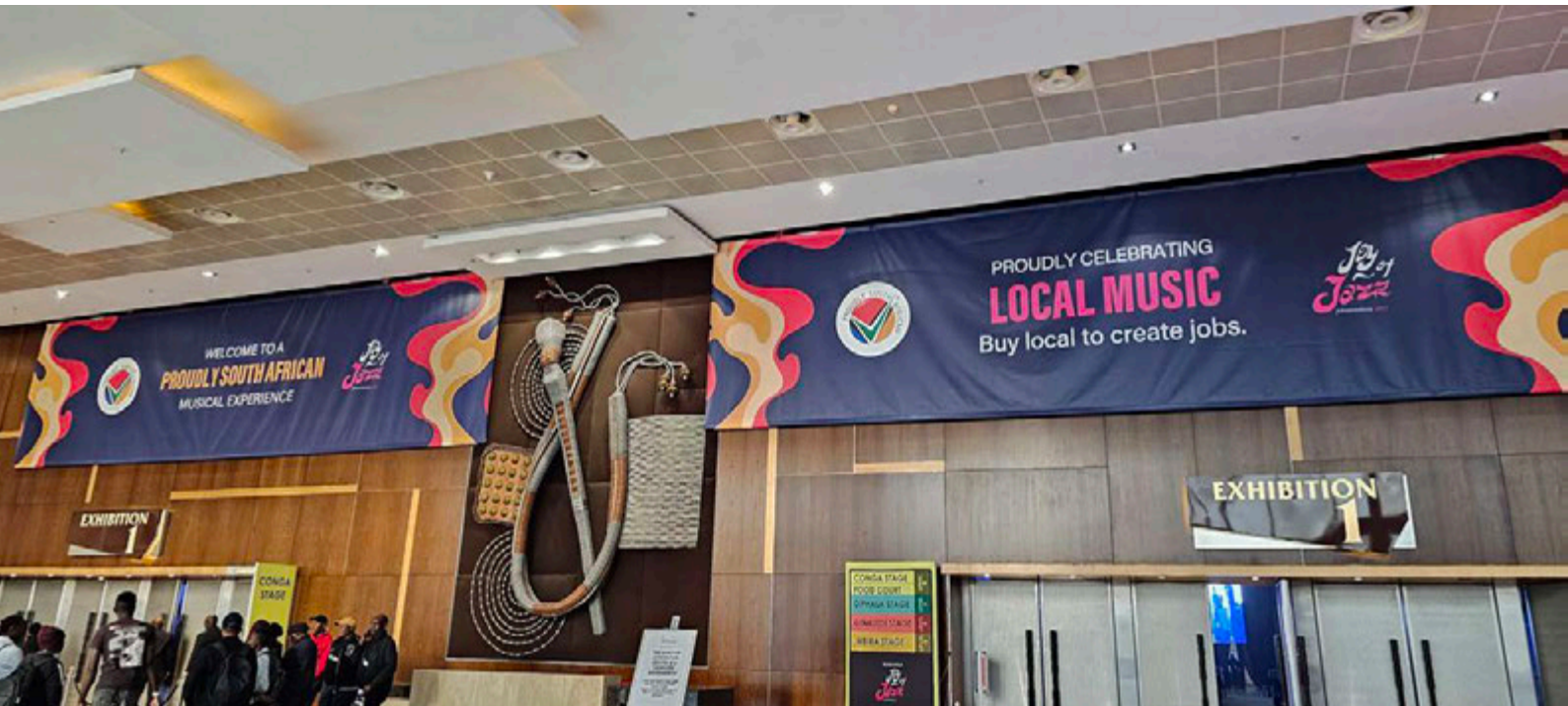


The journey through the Food Mile was carefully crafted, marked by Footprints leading up to the food and lifestyle village. In the village, we showcased visually striking branding elements that represented our values and commitment to local businesses. The vibrant colors and captivating designs were a hit with festival goers, who were drawn to our area. Our branding not only highlighted our support for local businesses but also generated a sense of excitement and curiosity among attendees.



Joy of Jazz

This quarter, Proudly South African made a significant impact at the Joy of Jazz event with outstanding branding opportunities. Our branding was noticeable right from the entrance where teardrop banners were strategically placed. We also incorporated branding on the escalators, welcome wall at the entrance, media room, stage, granite walls, and balustrades. Our presence was felt throughout the entire venue, ensuring maximum exposure for our brand.





LOCALISATION – PRIVATE AND PUBLIC SECTOR

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

(i) PRIVATE SECTOR



Localisation Commitment Pledges:

Localisation is one of the levers identified for driving economic recovery and growth, and Proudly SA is asking individual corporates to support the buy local campaign, taking into consideration imperatives such as competitiveness and security of supply. Proudly SA is asking individual companies to participate in this initiative through the following mechanisms:

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains, by favoring locally made products over imported products, as best as possible.
- Increasing levels of local content in raw materials and/or components utilised in production processes and in their respective value chains.
- For retailers (physical and online) it could be to give more “shelf space” and/or to “target more” local manufacturers, as possible suppliers.
- For Enterprise/Supplier Development Programmes, this can be in the form of including localisation conditions for companies that are benefitting from companies’ ESD programmes.

In quarter 4 of 2022/2023 at the Buy Local Summit and Expo, Proudly SA obtained localisation commitments from its membership base and stakeholders, namely:

1. Aspen Pharmacare
2. Absa Group
3. Twizza
4. Mr Price Group
5. OBC Group
6. The South African Breweries
7. Macsteel
8. Zulzi
9. Sizwe IT Group
10. PG Bison
11. Restonic
12. Safripol
13. OneDayOnly
14. MaxProf
15. Olympic Paints
16. Adcock Ingram
17. PPC
18. Bizzmed
19. Medical Device Manufacturers of South Africa
20. South African Furniture Initiative
21. Harambee Youth Employment Accelerator
22. National Hospital Network
23. Franchise Association of South Africa
24. South African Chamber of Commerce and Industry
25. Tourism Business Council of South Africa

For the duration of 2023/2024, Proudly SA is following up with the organisations to report on the progress of their respective localisation commitment pledges in order to measure impact in terms of investment made in the country, change in procurement practices to favour local products and/services, and jobs retained and/or created. In addition to the list of 25 commitments, Proudly SA is also following up with other member companies to participate in this drive to commit to localisation. One such member, namely, Adcock Ingram, has significantly expanded on its list of products manufactured locally.

To support the private sector with their localisation commitment pledges, Proudly SA has launched and participates in various initiatives to showcase its membership base and facilitate business-to-business procurement, namely:

1. Proudly SA eCommerce Partnerships
2. Sectoral Masterplans (as initiated by various Government Departments)
3. Market Access Platform (MAP)
4. Proudly SA's Portals
5. Other Localisation Initiatives

1. Proudly SA eCommerce Partnerships

Proudly SA is partnering third-party eCommerce platforms for market access opportunities for its members. Our ask:

- Preferential rates for members (listing fees and/or commission or succession fees on products sold)
- Use of the logo and/or phrase on members' products and/or product descriptions
- Group member companies together, e.g. a Proudly SA tab
- Promote the partnership to its vendors for them to become Proudly SA members

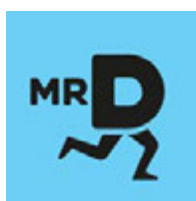
- Participate jointly with Proudly SA in a PR and Communications drive to promote localisation on platforms' landing pages
- Promote Proudly SA members enlisted on the platforms on the platform's marketing collateral (including promotions, eCards, brochures, newsletters, etc.)

Due to this initiative, Proudly SA member products are enlisted on the following platforms:

eCommerce Partners	Number of Member Companies enlisted on Platforms		Number of Member Products enlisted on Platforms	
	Q1	Q2	Q1	Q2
Bizzmed	6	0	67	0
Bobshop	2	4	880	1,216
Loot	10	4	125	41
Made by Artisans	19	0	155	3
Makro Marketplace	44	7	88	552
OneDayOny	2	11	18	35
Zulzi	22	1	68	10
Sub-total (Quarterly)	105	27	Q4 2022/2023: 411 Q1 2023/2024: 1,401	Q2 2023/2024: 1,857
GRAND TOTAL	132 companies enlisted across all Platforms		3,669 products enlisted across all Platforms Target of 5% increase per quarter has been exceeded by 98% for Q2.	

New eCommerce Partnerships secured in quarter 2 of 2023/2024 (listings will be reported on in the next quarter):

New Partnerships Secured in quarter 2 of 2023/2024:



2. Sectoral Masterplans (as initiated by various Government Departments)

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

Currently, Proudly SA is supporting the following masterplans:
Retail-Clothing, Textile, Footwear and Leather (facilitated by the dtic)
Sugar (facilitated by the dtic)
Poultry (facilitated by the dtic)
Creative Industries (facilitated by the Department of Small Business Development)
Furniture (facilitated by the dtic)
Agriculture and Agro-processing (facilitated by the Department of Agriculture, Land Reform and Rural Development)
Steel (facilitated by the dtic)
Automotive through the National Association of Automobile Manufacturers of South Africa (facilitated by the dtic)
Plastics (facilitated by the dtic)
Renewable Energy (facilitated by the Departments of Mineral Resources and Energy, and Science and Innovation, and the dtic)

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

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. Procurement officials from corporates (“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.

During quarters 1 and 2 of 2023/2024, Proudly SA updated the platform to include elements of preferential procurement such as B-BBEE designation and youth-owned businesses. Proudly SA’s membership base is also assisted to ensure the organisations’ member profiles are updated and activated on the platform as Proudly SA is planning a roadshow to encourage corporate buyers to enlist on the platform in order to buy from Proudly SA’s membership base in quarters three and four of 2023/2024.

4. Proudly SA's Portals (www.proudlysa.co.za)

The Proudly SA 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. Buyers 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.

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
 - other textile PPEs that include scrubs, bonnets, boot covers, coveralls and shoe covers
- furniture (in partnership with **the dtic**)

5. Other Localisation Initiatives Currently supported by Proudly SA:

Proudly SA's Localisation Partners in Q1 2023/2024

Private Sector:

1. Absa
2. Adcock Ingram
3. EY
4. Macsteel
5. MultiChoice
6. SAPPI
7. Sasol
8. South African Breweries
9. Southern Sun

Industry Bodies:

1. Apparel Manufacturers of SA
2. Business Leadership of South Africa
3. Cement SA
4. Centre for Development and Enterprise
5. Conscious Companies
6. Fresh Produce Association
7. Informal Economy Development Programme
8. Medical Device Manufacturers of South Africa
9. Mining Equipment Manufacturers of SA
10. South African Furniture Initiative
11. Southern African Energy Efficiency Confederation
12. Quarter 2 addition - Italian Business Chamber
13. Quarter 2 addition - National Association of Automotive Component and Allied Manufacturers (NAACAM)
14. Quarter 2 addition - National Association of Automobile Manufacturers of South Africa (NAAMSA)
15. Quarter 2 addition - Franchise Association of South Africa (FASA)
16. Quarter 2 addition - Tourism Business Council of Southern Africa (TBCSA)
17. Quarter 2 addition - Taverners Association
18. Quarter 2 addition - Restaurant Association
19. Quarter 2 addition - Consumer Goods Council of South Africa
20. Quarter 2 addition - UCanGrow

Programmes:

1. BUSA Localisation Committee
2. Localisation Support Fund
3. Harambee Youth Employment Accelerator
4. SA Food Alliance
5. Quarter 2 addition - Annual Local Timber Summit

Public Sector:

1. Companies and Intellectual Property Commission with BizPortal
2. Council for Scientific and Industrial Research
3. Department of Small Business Development (Small Enterprise Development Agency (SEDA) & Small Enterprise Finance Agency (SEFA))
4. eThekweni Metropolitan Municipality
5. Gauteng Department of Economic Development
6. Government Communication and Information System (GCIS)
7. International Trade Administration Commission (ITAC)
8. Import and Export Control
9. National Treasury with the Central Supplier Database
10. State-owned Enterprise Procurement Forum
11. South African Revenue Service (SARS) Industry Stakeholder Forums (Clothing and Textile & Furniture)
12. South Coast Tourism
13. Trade & Investment KwaZulu-Natal (TIKZN)
14. Quarter 2 addition - Wine Transformation Unit (WITU)
15. Quarter 2 addition - Dube TradePort
16. Quarter 2 addition - Richards Bay Industrial Development Zone
17. Quarter 2 addition - Gauteng Tourism
18. Quarter 2 addition - National Consumer Commission
19. Quarter 2 addition - National Lotteries Commission

(ii) PUBLIC SECTOR

Proudly SA is mandated to:

- advocate for the public sector to buy local by including local content provisions in their Supply Chain Management policies utilising the 28 items previously designated for local content; and
- influence for self-designation where possible.

It seeks to achieve these goals through the following initiatives driven by Proudly SA:

1) Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation prior to 16th January 2023, Proudly SA launched the Tender Monitoring Function in April 2017 which searches through 815 government and SOE websites for tenders that were previously required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that can fulfil the tenders and are flagged and sent to **the dtic** to monitor whether entities still comply.

In Q2 of 2023/2024, the Proudly SA tender monitoring function picked up 892 tenders (against the target of 300) related to the 28 products previously designated for local content.

The former 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 Electrivity 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
Rail Signalling System	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

Designated Products	Local Content Threshold	Date
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

The tender adverts extracted from the system are flagged and sent to **the dtic** via email for monitoring of local content levels by **the dtic's** industrial procurement unit.

the dtic categorises bids in terms of compliance with local content requirements into four categories, namely:

- Whether bids were compliant prior to 16 January 2023 and **remain** compliant,
- Whether bids were compliant prior to 16 January 2023 and **no longer** comply,
- Whether bids were always non-compliant, and
- Whether the local content is unclear.

the dtic will report on compliance levels from 1 July 2023 in quarter 3 of 2023/2024.

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 intended to host an event at the 2023 Buy Local Summit and Expo to educate the public sector on the importance of localisation and how best they can contribute (i.e. include local content provisions in their SCM policies). However, due to the lack of interest, the event was cancelled.

Both National Treasury and the dtic are developing guideline documents to assist procurement officers in adhering to the amended regulations. Both departments will be embarking on roadshows, and Proudly SA has been invited to join the departments in order to lobby for the inclusion of local content provisions in entities' Supply Chain Management Policies. In this way, the Auditor-General of South Africa can enforce local content provisions in as much as each procuring entity's policy allows.

In December 2023 and March 2024, Proudly SA will join National Treasury on its roadshow to inform the public sector about the new procurement regulations, and Proudly SA will again emphasise the importance of including local content provisions in the public entities' respective Supply Chain Management Policies.

3) Updating of Specifications

Piloting office furniture, Proudly SA is working with **the dtic** sector desk and industry to update specifications 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. The partnership will be reviewed in quarter three of 2023/2024 to further drive and support the respective parties' localisation initiatives.

5) Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations have been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place in quarters 3 and 4 of 2023/2024.

6) State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

7) Other

7.1 Draft Regulations relating to the Labelling and Advertising of Foods, R3337 ("the regulations") in Government Gazette No. 48460, acting in terms of section 15 of the Foodstuffs, Cosmetics and Disinfectants Act, 54 of 1972, the Minister of Health published for public comment.

On 21 September 2023, Proudly SA submitted that R3337 should be withdrawn in its pre its present form so that the draft regulations can be reformulated. It was also requested that Proudly SA and the industry be consulted further in this regard.

Here is a summary of the conclusion as submitted by Proudly SA:

As Proudly SA has intended to demonstrate by its submissions, it supports the laudable goal of regulations being adopted that require the industry to disclose important information so that consumers can make healthy and informed choices.

The regulations, unfortunately, fail to live up to this laudable goal:

1. Many of the regulations are not capable of achieving what Proudly SA understands is the intended purpose thereof.
2. In many instances, regulations are ultra vires the empowering legislation in terms of which they are proposed to be enacted or are impermissibly vague.
3. Certain labelling requirements will interfere with and violate property rights in an arbitrary fashion:
 - a) The many changes to labelling requirements will cumulatively increase costs and result in an increase in the price of healthy staple foods without proper justification.
 - b) The Proudly SA business model is under threat, and its capacity to further generate revenue will be directly compromised.
 - c) Finally, there is a mismatch between many of the regulations and what is recommended in the standards and guidelines set out in The Codex Alimentarius (a collection of internationally recognised standards, codes of practice, guidelines, and other recommendations relating to foods, food production, and food safety. Among other functions, it is responsible for setting international standards for safety and hygiene) of which South Africa is a member.

7.2 Proudly SA's submissions on the publication of the Public Procurement Bill ("the Bill") on 11 September 2023

Proudly SA's core mandate is to promote the procurement of local products and services across all industries to all spheres of society including but not limited to the State including government departments on all levels, public entities and state-owned enterprises. It was expected that the Bill would address the key challenges faced in public procurement, namely preferential procurement of locally-produced products to explicitly stated rather than just merely implied or suggested. Therefore, Proudly SA is of the view that the Bill requires serious reconsideration of Chapter 4 (Preferential Procurement).

It is of the utmost importance that the Bill creates a transparent procurement system that is developed first and foremost to promote goods manufactured in the Republic without discarding other preferential factors including categories of person, business and sectors. More specifically, the Bill must ensure that local manufacturers and local content are at the heart of every procurement decision made by the public sector. This was previously requested, but seems to have been ignored.

Other matters that also require addressing include transparency and anti-corruption measures, and ways to ensure there is uniformity and predictability in the tender space. In Proudly SA's opinion, failure to address these issues in the Bill will nullify, prove meaningless, and undo all the efforts of the State through the President's programmes including the Economic Reconstruction and Recovery Plan (ERRP) to promote industrialisation in the country and the various Governmental Departments that have initiated sectoral masterplans, and the localisation investment and procurement pledges of the Private Sector. In essence, it is Proudly SA's view, that if the Bill does not enforce local content, it will destroy the private sector's confidence in the State to act in the country's best interest in terms of industrialisation, economic growth and job creation.

Proudly SA's comments are divided into two parts: In Part 1, the organisation shares their general and specific observations about Chapter 4 of the Bill. In Part 2, Proudly SA provide comments on measures to promote transparency and anti-corruption practices of the Bill.

Part 1: General observations of Chapter 4 of the Bill, and comments in relation to Chapter 4

The Bill itself must contain a proper framework for preferential procurement. This is currently lacking.

Whilst it is commendable that the Object of the Act includes the promotion of local goods and services 2(2)(d)(i), it does not make any other reference to local production/services anywhere in the Bill, with the exception of 17(2)(b)(ii) and (iii) "goods that are produced in the Republic" and "services provided in the Republic", respectively, and the Bill is not clear on how it intends on actually promoting local production (whether it be products or services).

Furthermore, Chapter 4 of the Bill lacks defining a system of preferential procurement including what has been understood previously as designation of certain products and sectors to include local content levels, thereby negating its implementation as it is not presented within a clearly defined legislative framework to ensure its legal validity.

Proudly SA therefore recommends that the framework for local procurement should be contained in the Bill itself.

Proudly SA further recommends that the starting point be that preference should be given to locally-made goods over and above what has previously been designated products and sectors by including certain commitments made by the public sector in the Local Procurement Accord (agreement signed on 31 October 2011 by representatives of labour, government, communities and business to promote local procurement in the country in support of the New Growth Path) in the Bill: namely,

1. The public sector to commit to actively expanding the list of (national) products (it was envisaged that the Regulations on certain items will be included in the Bill) by at least five products per annum. The list of items must be in consultation with all social partners.
2. The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Bill, but not publishing the required information) (see below for further discussion).
3. Centralised purchasing of all (national) designated items through commercialising local technology as per Section 24. Proudly SA is of the view that a central point will advance local procurement to ensure aggregated spend, with advantages for economies of scale.
4. To further advance centralised purchasing, procurement officials must have access to product specifications in line with the needs of the Republic and the capabilities of local manufacturers. Therefore, product specifications must be revised and published in one central point to alleviate any confusion from the public sector in order to invite local companies to bid accordingly. Should procurement officials have a need for a product not yet made locally, the contract period should be shortened to ensure local manufacturers seek support from government and/or social partners to build capacity to start manufacturing locally.
5. Development of resources, including people and IT structures, is of utmost importance to ensure that the objectives of the Bill are met.

Object of the Act in 2(2)(c) and 2(2)(d) highlights the need for (c) “advance transformation, beneficiation and industrialisation” and (d) “stimulate economic development by supporting (i) goods that are produced and services provided in the Republic”. Historically, these systemic practices placed a focus on the category of person rather than the origin of the goods procured by the category of person. Placing focus on the latter suggestion, public procurement will be centred around procurement of locally-manufactured goods whether directly from the manufacturer or by a “supplier” defined by preferential factors including the category of person identified in the Bill as previously disadvantaged by unfair discrimination and other determining factors such as the Broad-based Black Economic Empowerment Act etc. (Should manufacturers not be able to fulfil the bids themselves for whatever reason), to ensure these “suppliers” procure from local manufacturers, Proudly SA recommends that a full list of qualifying local manufacturers be made available in each bid as well as in a centralised point (online). This list may also be updated regularly and published alongside the product specifications as detailed above.

The awarding of tenders and contracts should be done in a way that further advances industrialisation through promoting investment in the Republic. Therefore, as an incentive to investors, the public sector should conclude longer term (minimum five-year) procurement agreements, which will serve as off-take agreements in order to introduce a new locally-manufactured product or manufacturer, or to capacitate existing manufacturers who wish to manufacture to scale in order to meet the procurement needs (in terms of volume) of the public sector.

17(2)(a) The section stipulated a concept of a preference point system and applicable thresholds. As iterated above, preferences should be given to local manufacturers, or locally-made products procured by local suppliers. An entity may, for instance, give preference to bidders from a particular locality even if the bidder is not considered a top-ranking bidder. Reasonable flexibility must be given to price determination factored as a preference point when considering local manufacturers.

Proudly SA would like to re-iterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise). Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation.

Part 2:

1. Addressing Non-compliance with the Bill

To ensure the fluid implementation of the Bill and its integrity be upheld, consequences for non-compliance must also be addressed. It is recommended that the Public Procurement Officer works closely with the Office of the Auditor-General of South Africa to ensure procurement Regulations including preferential procurement of locally-made products be implemented accordingly. Should any party be found guilty of non-compliance, immediate action should be taken against the party, whether criminal or other, and that such culprit be held liable in their personal capacity (as per the latest amendments to the Public Audit Act). A whistle-blower telephone line/email address may be used to report non-complying parties anonymously. Transgressors and transgressing entities as well as their transgressions must be publicised so to make an example of non-compliance of the Bill.

2. Centralising Power to Shape Policies

There is no successful organisation that is run on the basis of contradictory policies. In order for any organisation to achieve its overall objectives, it needs to align the objectives of each of its divisions and units. With that said, the Public Procurement Bill seems to be taking a different approach. It is enabling a whole raft of preferential procurement options. None of these options are objectionable. It is not clear that they will be pursued and implemented in a uniform and standardised way across the State. In Proudly SA's experience, one is more likely to see these objectives implemented erratically, piecemeal and inconsistently.

One way to overcome this is to ensure that a proper framework be created by including a brief enabling provision in Section 17 of the Bill that gives the national Minister the power to create Regulations to shape and frame procurement policies.

PROUDLY SA SUCCESS STORIES

In-line with Proudly SA's mandate to support member companies through its various programmes and initiatives, Proudly SA has collated a number of successes achieved during the first two quarters of 2023/2024. In this report, reference is made to:

1. PR opportunities afforded to members where members were introduced to the public at large as part of Proudly SA's consumer education initiatives, and
2. participation at events and exhibitions and/or inclusion in platforms and programmes where members were introduced to buyers that translated into sales (directly contributing to sustaining the operations or securing the growth of the business and creating and/or retaining jobs).

Detail regarding the companies as well as the opportunities afforded to them are also briefly included in the report.

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Memuka Plastic Mats – Access to Market (YFM Youth Event): 24 June 2023

Proudly SA intervention

YFM hosted a youth-focused campaign which took place over a 4-week period that culminated in an event at the Atlas Studios in Johannesburg on the 24th of June. The event targeted young adults who are interested in finding out how to go about making their ideas more financially viable and to help them grow in this digital environment.

Proudly SA seized the opportunity to expose the organisation to South African youth by trying to instil the localisation mindset in their young minds. To achieve this, Proudly SA placed three youth-owned members at the forefront where they displayed their products for sale, and engaged with other young entrepreneurs who were in attendance.

Impact

- Memuka sold 40% of their stock.
- They managed to get a number of leads from buyers; specifically, from Grynd (a sports nutrition product manufacturer) for a potential business deal, as well as Township Luxury for a potential collaboration.

Long-term effect

- Brand awareness.
- Through intervention from Proudly SA, Memuka Plastic Mats has been able to not only retain all 6 jobs, but also create 2 more jobs due to their participation at this event. There are now 8 people employed at Memuka Plastic Mats.



Ledikana – Access to Market (Multichoice): 28-29 June 2023

Clothing and Textile Accessory Designer/Manufacturer

Proudly SA intervention

Proudly SA partnered one of its member companies, Multichoice, to host a Lifestyle Market Exhibition at their head office in Randburg. The event allowed members to showcase, promote and sell their locally-produced products to potentially over 10,000 Multichoice employees; it also gave Proudly SA an opportunity to educate the Multichoice employees about its mandate, and to lobby for Multichoice employees to ensure that buying local remains top of mind when making purchasing decisions.

Ten Proudly SA members received a customised stand for the two consecutive days.

The Market was well attended by over 1,000 Multichoice staff over the two-day period; with excellent feedback received by those who visited the Market. The Multichoice employees vocally expressed their support of the Proudly SA Campaign, with the mandate well understood.

Impact

- Total sales over the two-day period accumulated to R8,000-R10,000.
- Ledikana further made a sale off-site following the conclusion of the event.

Long-term effect

- Brand awareness and recognition.
- Sales lead to retaining jobs and growing the business further to create jobs in the near future.



Khoi Tech – Access to Market (Multichoice): 28-29 June 2023
Designs and assembles smart watches locally

Proudly SA intervention

Proudly SA partnered one of its member companies, Multichoice, to host a Lifestyle Market Exhibition at their head office in Randburg. The event allowed members to showcase, promote and sell their locally-produced products to potentially over 10,000 Multichoice employees; it also gave Proudly SA an opportunity to educate the Multichoice employees about its mandate, and to lobby for Multichoice employees to ensure that buying local remains top of mind when making purchasing decisions. Ten Proudly SA members received a customised stand for the two consecutive days.

The Market was well attended by over 1,000 Multichoice staff over the two-day period; with excellent feedback received by those who visited the Market. The Multichoice employees vocally expressed their support of the Proudly SA Campaign, with the mandate well understood.

Impact

- Sale of one watch is R2,500; a total of three smart watches were sold.
- Secured a meeting with Superport Schools to discuss a major partnership deal with Sports Teams in South Africa.
- Presented to the Multichoice Wellness division to purchase 5,500 devices for their staff.

Long-term effect

- Brand awareness and new access to market opportunities within the local smart watch industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.
- Opened doors for promising opportunities that hold immense potential for mutual growth and prosperity.



Afrikan Passion Designs – Access to Market (Multichoice) 28-29 June 2023
Leather Designer/Manufacturer of Footwear and Accessories

Proudly SA intervention

Proudly SA partnered one of its member companies, Multichoice, to host a Lifestyle Market Exhibition at their head office in Randburg. The event allowed members to showcase, promote and sell their locally-produced products to potentially over 10,000 Multichoice employees; it also gave Proudly SA an opportunity to educate the Multichoice employees about its mandate, and to lobby for Multichoice employees to ensure that buying local remains top of mind when making purchasing decisions. Ten Proudly SA members received a customised stand for the two consecutive days.

The Market was well attended by over 1,000 Multichoice staff over the two-day period; with excellent feedback received by those who visited the Market. The Multichoice employees vocally expressed their support of the Proudly SA Campaign, with the mandate well understood.

Impact

- Total sales accumulated to over R12,000 (25 sales).
- The stand had the most foot traffic over the two-day period.
- Secured 30 pre-orders of laptop bags, handbags and wallets.
- Seven sales were made post the event.

Long-term effect

- Online brand exposure and revenue generation.
- Through social media engagements, online sales had increased.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Lali Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

Combined sales to consumers/members of the public: R29,180.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Nanola Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

- Combined sales to consumers/members of the public: Over R25,000.
- Participation in other events and engagements such as #winewalk in Parkhurst.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Nanola Wines – PR Exposure (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Nanola Wines was also selected by Proudly SA to appear on an eNCA interview to the value of R213,600.

Impact

- Brand recognition and awareness, that lead to over R25,000 in sales to consumers/members of the public.
- 35% growth in their social media platforms.
- Exposure to 37,000 eNCA viewers which could lead to sales and brand recognition by a new audience.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Nandzu Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

Combined sales to consumers/members of the public: R18,000.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Lucmo Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

- Combined sales to consumers/members of the public: R6,000. (sold all their stock)
- Post-event sales also took place.
- Collected a database of potentially 350 new customers.
- Met a buyer from City Lodge Hotel to enlist as a supplier.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.
- Potential listing with City Lodge Hotel.



M'Hudi Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

- Combined sales to consumers/members of the public: R8,500 (8 cases). (sold all their stock)
- Listing with one upmarket liquor retailer.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Libby's Pride Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country

Impact

- Combined sales to consumers/members of the public: R16,000.
- Sold R3,000 worth of stock post the event.
- Potential deal of 2,000 units with a corporate.
- Met a trader from Limpopo to stock their product.
- Met with a chef in Johannesburg for a potential collaboration.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Lavo Wines – Access to Market (Proudly SA Wine Expo): 13-15 July 2023

Proudly SA intervention

The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.

Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.

Impact

- Combined sales to consumers/members of the public: R11,284 (18 boxes of wine).
- Met with potential buyers from Makro.

Long-term effect

- Brand awareness and new access to market opportunities within the local wine buying industry.
- Sales – ensured that the jobs were retained, and growth for the business to further create jobs.



Homewood Crafted Luxury – Access to Market (Decorex, JHB): 3-6 August 2023
Handcrafted Furniture made from Solid Wood

Proudly SA intervention

Decorex is a leading trade exhibition that focuses on the Décor, furniture, building and design sectors. Proudly SA provided two members the opportunity to exhibit at the event.

Impact

- Ananas Design + Craft showed interest in their luxury chairs.; requesting 50 items to list; offered to resell their product in Turkey.
- Engaged with local and international traders, and designers.
- Exposed to a potential 32,000 new customers (visitors to the event this year).
- Large number of request for quotations following the event.

Long-term effect

- New local and international client based was formed.
- A reported influx of walk-ins/visitors at their Kramerville show room following the event.



Freshmo Brands – Access to Market (Township Economy Expo): 20-21 June 2023
Manufacturer of Mouth Wash

Proudly SA intervention

The Township Economies Conference is a two-day event that focusses on job creation, inclusive growth, and dynamic competitive economies in a developing economy. This conference is attended by business owners, entrepreneurs, investors, and policy makers who want to learn more about Township Economy opportunities. With keynote addresses from experts in business, technology and innovation as well other township-related issues, delegates derived valuable information on how they could be part of this new trend and grow their companies and access the necessary skills to do so.

Proudly SA participated in the expo as a membership drive, and to provide an exhibition stand for three members of which Freshmo Brands was one.

Impact

- Freshmo Brands reported that their Proudly SA membership gave them credibility at the event.
- Engaged with retailers to secure current and future listings in Shoprite, Makro, Spar; online stores including Bizzmed and OneDayOnly; as well as with the corporate, the Clinix Group. This allowed the company to employ 8 people permanently, and 4 on contract.
- In discussion with potential distributors and corporate buyers due to their participation at the event.

Long-term effect

- Currently in discussion to export.



Sibeko Jewellers – Access to Market (Township Economy Expo): 20-21 June 2023
Designers and Manufacturer of Jewellery

Proudly SA intervention

The Township Economies Conference is a two-day event that focusses on job creation, inclusive growth, and dynamic competitive economies in a developing economy. This conference is attended by business owners, entrepreneurs, investors, and policy makers who want to learn more about Township Economy opportunities. With keynote addresses from experts in business, technology and innovation as well other township-related issues, delegates derived valuable information on how they could be part of this new trend and grow their companies and access the necessary skills to do so.

Proudly SA participated in the expo as a membership drive, and to provide an exhibition stand for three members of which Freshmo Brands was one.

Impact

- Received a request for quotation to train and teach jewellery design and manufacturing.
- Due to feedback received from potential clientele, the company is now listed on Google for Search Engine Optimisation.
- Added one new client to their base of clients.

Long-term effect

- Brand awareness and new access to market opportunities with B2B and B2C clients.
- Potential sales – ensure that the jobs are retained, and growth for the business to further create jobs.



Tosh Detergents – Access to Market (online): July 2023

Proudly SA intervention

An eCommerce partnership was secured with Zulzi – an app selling groceries to consumers within 15 minutes in and around Johannesburg – where Zulzi enlists Proudly SA members through the Zulzi Put Me On CSD Programme. Zulzi has over 180,000 active users. A company wishing to enlist with Zulzi has to produce positive sales for a three-month trial period in order to qualify. Tosh Detergents met the minimum criteria, and is now enlisted on the platform.

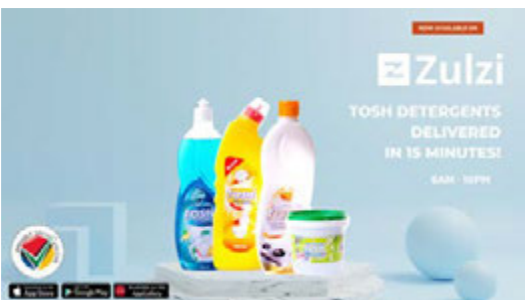
Currently, the member has five products listed on the platform.

Impact

- As of 31 July: Tosh Detergents have sold 361 units at R11,612 in total sales on Zulzi. Increasing its total sales by at least 30%.
- Due to the listing, the member has secured other listings with various national supermarket chains.
- The proven growth enabled the business to operate in a larger factory, creating more employment opportunities for people in their community.
- The company initially employed 3 people, but with this opportunity, have now grown to 9 employees.

Long-term effect

- Zulzi is going to be expanding nationally which will allow exposure of the brand to a greater national footprint.
- A benefit for those enlisted on Zulzi is the exposure to an international audience, given the global interest in Zulzi.





Matomani – Access to Market (online): July 2023

Produces Food Products using Mopani Worms

Proudly SA intervention

An eCommerce partnership was secured with Zulzi – an app selling groceries to consumers within 15 minutes in and around Johannesburg – where Zulzi enlists Proudly SA members through the Zulzi Put Me On CSD Programme. Zulzi has over 180,000 active users. A company wishing to enlist with Zulzi has to produce positive sales for a three-month trial period in order to qualify. Tosh Detergents met the minimum criteria, and is now enlisted on the platform.

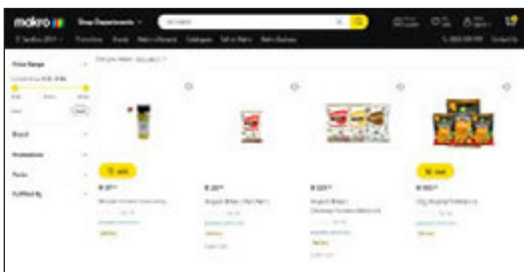
Currently, the member has two products listed on the platform.

Impact

- As of 31 July: Matomani have sold 83 units at R4,695 in total sales on Zulzi. Increasing its total sales by at least 20%.
- The company retained 24 jobs.

Long-term effect

- Zulzi is going to be expanding nationally which will allow exposure of the brand to a greater national footprint.
- A benefit for those enlisted on Zulzi is the exposure to an international audience, given the global interest in Zulzi.



Mopani Bites – Access to Market (online): July 2023

Proudly SA intervention

An eCommerce partnership was secured with Zulzi – an app selling groceries to consumers within 15 minutes in and around Johannesburg – where Zulzi enlists Proudly SA members through the Zulzi Put Me On CSD Programme. Zulzi has over 180,000 active users. A company wishing to enlist with Zulzi has to produce positive sales for a three-month trial period in order to qualify. Tosh Detergents met the minimum criteria, and is now enlisted on the platform.

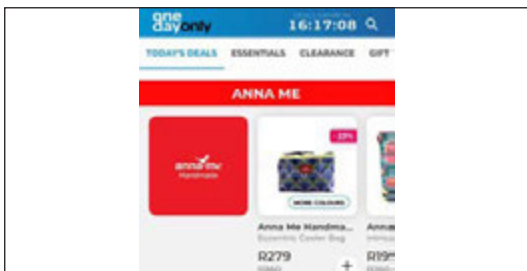
Currently, the member has three products listed on the platform.

Impact

- As of 31 July: Mopani Bites have sold 187 units at R3,840.32 in total sales on Zulzi. Increasing its total sales by 30%-40% monthly.
- The company has retained two employees and are looking to employ two more during in 2023.
- The company has seen an increase in social media following when ProudlySA/Zulzi engages with their content.

Long-term effect

- Zulzi is going to be expanding nationally which will allow exposure of the brand to a greater national footprint.
- A benefit for those enlisted on Zulzi is the exposure to an international audience, given the global interest in Zulzi.



AnneMe Handmade – Access to Market (online): August 2023
Designer and Manufacturer of Handmade Textile Accessories

Proudly SA intervention
 Proudly SA facilitated the listing of the company on the online eCommerce site, OneDayOnly.

Impact

- On the first day of listing, the company sold 180 units to the value of R35,452.00.
- The company currently employs 4 permanent staff members and 1 seasonal staff members whereas all the staff members were previously only employed seasonally.

Long-term effect

- Expansion of reach to national: This wider reach has expanded the company’s current customer base to as the company is now exposed to 920,000 unique visitors to the site, and 2 700 000 newsletter subscribers.
- Higher profit margins with the online exposure, allowing for greater reinvestment into the business and potential expansion.
- Data-driven insights into customer behaviour to expand on its appeal/ business model.
- The business has now expanded their customer base to include wholesalers due to its listing on the platform.



The Bread Box Bakery – Access to Market (online): July 2023
Designer and

Proudly SA intervention
 An eCommerce partnership was secured with Zulzi – an app selling groceries to consumers within 15 minutes in and around Johannesburg – where Zulzi enlists Proudly SA members through the Zulzi Put Me On CSD Programme. Zulzi has over 180,000 active users. A company wishing to enlist with Zulzi has to produce positive sales for a three-month trial period in order to qualify. Tosh Detergents met the minimum criteria, and is now enlisted on the platform.

Currently, the member has five products listed on the platform.

Impact

- As of 31 July: The Bread Box Bakery has sold 1,899 units at R88,192.60 in total sales on Zulzi. Increasing its total sales by 12%-15% monthly.
- The company currently employing 9 employees and 6 temporary employees. The company is currently applying for funding to expand on their operations – this will see the company employing another 15 skilled people.

Long-term effect

- Zulzi is going to be expanding nationally which will allow exposure of the brand to a greater national footprint.
- A benefit for those enlisted on Zulzi is the exposure to an international audience, given the global interest in Zulzi.

Why Cook – PR Exposure: 14 July 2023

A Services Business where Culinary Classes, Photo Shoots, Corporate Team Building Sessions may be Facilitated

Proudly SA intervention

Arranged for media exposure in the form of an interview on eNCA.

Impact

- The interview was valued at R193,000 and reached an audience of over 40,000 people which exposed the company to a new client database.
- The company could retain 5 jobs.

Long-term effect

- The company is now expanding its business to also extend services and a product range for children. This expansion will contribute to job creation and skills development for the business.



Lesco – PR Exposure: 17 July 2023
Manufacturer of Electrical Products

Proudly SA intervention

Inclusion in Proudly SA CEO's opinion piece that was published on IOL, the Business Report (including its online publications) which included Pretoria News, Cape Times, The Star and The Mercury.

Impact

- The PR exposure was valued at R405,752.00 and reached an audience of over 8,5 million people, exposing the brand to consumers (brand awareness and recognition in retail stores) as well as corporate clients.

Long-term effect

- Lesco was on the brink of closing one of their operations, but due to Proudly SA's intervention, could retain over 120 jobs.



Nestlé South Africa – PR Exposure & Investment/Expansion: 18 July 2023

Proudly SA intervention

On 18 July 2023, Nestlé South Africa inaugurated the coffee mixes manufacturing plant in Babelegi, Hammanskraal, showcasing dedication to employment creation, community upliftment and economic development.

To increase awareness of this Proudly SA member's endeavours, Proudly SA invited its member to participate in an interview on Power FM to talk about its most recent venture in further driving localisation.

Impact

- 27 new jobs were created.
- The value of the interview was R97,920, reaching an audience of over 262,000.

Long-term effect

Uplifting and improving the livelihoods of the Hammanskraal community.



NILOTIQA – PR Exposure: 11 August 2023
SMME Manufacturing Product for Natural Hair

Proudly SA intervention

Proudly SA offered this company an interview on Power FM to expose its product offering to a wider audience.

Impact

The value of the interview was R97,920, reaching an audience of over 262,000.

Long-term effect

Brand exposure and recognition of the story behind the business.

Macsteel – Investment/Expansion & PR Exposure: July 2023

Over 40 service centres, branches, franchise partnership outlets, warehouses, and staff, have established the company as the leading manufacturer, merchandiser and distributor of steel and value-added products.

Proudly SA intervention

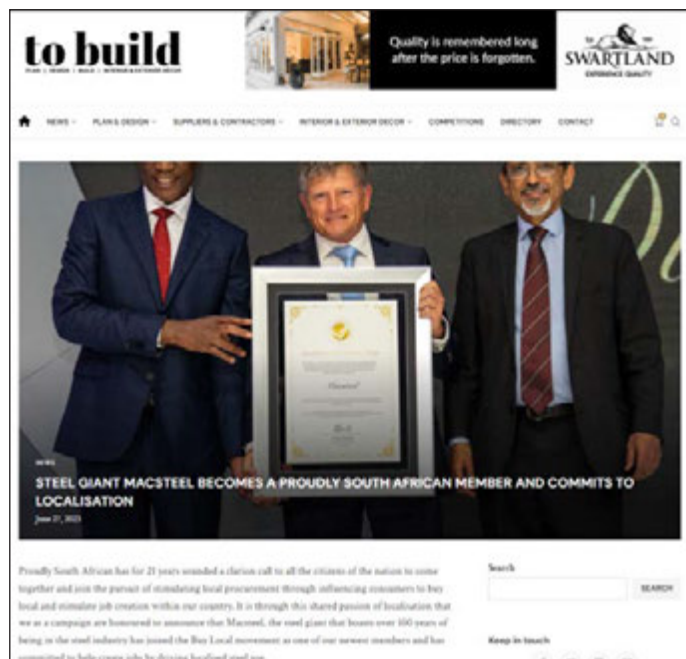
Proudly SA issued a press release unpacking Macsteel’s localisation efforts (including its expansion plans as a distributor).

Impact

The press release achieved a PR value of over R728,000, reaching an audience of over 250,000.

Long-term effect

The publicity portrayed the localisation efforts of Macsteel, its operations and the number of jobs it supports in order to relay the importance for businesses and consumers to choose local when they procure goods.





Absolutely Coffee – Access to Market (Handmade Contemporary Fair, 1-3 September 2023)

Description of member

From being the first female barista in a fast-growing coffee company, Zama Gcwensa decided to follow her passion and love for the coffee aroma by creating her own coffee company called Absolutely Coffee. Through the beans she uses to create the coffee, she seeks to create an emotive connection with the consumer from their first sip.

Proudly SA intervention

Proudly SA provided a market access platform for a member company by taking them to showcase their products at the Handmade Contemporary Fair, which took place 1-3 September 2023 at the Melrose Arch Piazza. The aim of the fair was to showcase and spotlight the growing luxury artisanal and crafts community of brands and businesses and to inspire, enable and spotlight the African creative community by connecting it to the luxury economy. The Fair was attended by over 1000 people over the 3 days, made up of retail and hospitality buyers and general consumers. On Day 1 of the event, the Proudly SA members had an opportunity to take part in the VIP event, which was exclusively held for key decision makers and buyers – the buyers walked about the stands and engaged and consumed the members' products as well as purchase the goods. Through this interaction, the members were able to network and build relationships with these key decision makers and buyers and through that experience, Absolutely Coffee received a lot of potential business from corporates wanting to buy in bulk for their offices.

Impact

Absolutely Coffee made R1,600 in sales from the event, and secured 2 big potential leads, one of which could result in sales of more than 80 bags per month.

Long-term effect

A stable cashflow and creation of jobs in the new future.



Aslina Wine (PR Exposure), 1 September 2023

Description of member

As one of South Africa's iconic winemakers, Ntsiki Biyela has forged a path to become a highly respected and widely admired name in the world of wine.

In 2016, she established Aslina Wines, inspired by the strength and determination of the biggest influence in her life, her grandmother.

Proudly SA intervention

Aslina Wines received an interview opportunity on SAfm on Friday 1 September 2023.

Impact

The member company showcased their product on a national radio platform which reached an audience of over 571 000 people (value of the interview: R35 000 which came at no cost to the member).

Long-term effect

Exposure to a new clientele to ensure sustainability and growth of the business and its employee count.





Cassie Kids Mineral Makeup (PR Exposure) on 8 September 2023

Description of member

Cassie Kids Mineral Makeup is a beauty brand that was inspired by the owner's child who enjoyed makeup. The creation was informed by the need for a good South African product, that would be affordable, and free of harmful chemicals and animal cruelty.

Through their makeup brand, they want to help children develop a strong sense of self-expression and confidence as they explore their creativity through make-up play. It also helps the little ones develop fine motor skills, hand-eye coordination, and concentration, aside from having fun making a colourful mess!

Proudly SA intervention

Cassie Kids Mineral Makeup received an interview opportunity on SAfm on Friday 8 September 2023.

Impact

Proudly SA provided the member with an opportunity on SAfm where the member showcased their product on a national radio platform which reached an audience of over 571 000 people (the cost of such an interview would be worth R35 000 to secure – which came at no cost to the member).

Long-term effect

Exposure to a new clientele to ensure sustainability and growth of the business and its employee count.



BSMS Chilli House – Permanent Supplier on Zulzi

Description of member

BSMS Chilli House is a 100% black woman owned business. BSMS Produces a variety of hot sauces, pastes and oils.

Proudly SA intervention

Proudly SA secured a partnership with its eCommerce partner, Zulzi and their SMME programme.

Impact

Since enlisting for a trial period from March 2023, the member is now permanently listed on Zulzi. Their sales increased from averaging R868 per month to R1,047 per month.

Long-term effect

- Greater awareness around the product
- Exposure to a new customer base comprising 180,000 active users.



Sheer Elegance – Permanent Supplier on Zulzi
Description of member
Clean Healthy hair care products for Dreadlocks
Proudly SA intervention
Proudly SA secured a partnership with its eCommerce partner, Zulzi and their SMME programme.
Impact
<ul style="list-style-type: none"> • Since enlisting for a trial period in January 2023, sales increased from averaging R868 per month to R3,080 per month. • Sheer Elegance continues to employ 14 people throughout this period. • Social Media following has increased by 5%.
Long-term effect
<ul style="list-style-type: none"> • Greater awareness around the product • Exposure to a new customer base comprising 180,000 active users.



Corner Dladla Pizzeria – Proudly SA Local Wine Expo, July 2023
Description of member
Corner Dladla Pizzeria is a quick service restaurant specialising in wood-fired pizzas, chicken wings and ribs.
Proudly SA intervention
The 2023 Proudly SA Local Wine Expo 2023 was a three-day event that focused on showcasing the best in South Africa’s wines. Hosted at the Prison Break Market in Lonehill, Johannesburg, brought together approximately 28 South African wine brands under one roof. These members were profiled and given a branded stand to exhibit in order to sell their goods to Corporate SA and consumers. The show saw approximately 1,500 visitors from all over the country made up of local buyers, business owners, media & people of influence as well as the general public/consumers. Attendees had the opportunity to discover new favourites and engage with passionate winemakers and industry experts. Proudly SA members in the fast food and restaurant space, were also given the opportunity to sell to the public where each member was provided an outside catering area within the venue.
Impact
Corner Dladla Pizzeria was able to generate additional income for the business and provided additional shifts for staff to contribute to business sustainability and brand awareness to new clientele.
Long-term effect
Exposure to new clientele and brand awareness.



TOSH Detergents (Social Media Exposure): 6 September 2023

Description of member

TOSH Detergents was formed as an economic business initiative to respond to the current hygiene and economic challenges. With the objective to empower young leaders through sustainable job opportunities, leveraging the potential of the women in our communities and raising awareness on the importance of good hygiene and clean spaces.

Proudly SA intervention

Proudly SA published a social media awareness post of the brand to over 90,000 new potential consumers. The awareness post was cascaded across LinkedIn, Facebook, and Instagram via Proudly SA owned platforms.

Impact

Wider brand visibility and exposure to 90,000 people.

Long-term effect

Exposure to a new clientele to ensure sustainability and growth of the business and its employee count.



Zulu Brides (Social Media Exposure): 15 September 2023

Description of member

Zulu Brides is a KZN based local business that specialises in hiring and selling traditional Zulu accessories for weddings and other special occasions.

Proudly SA intervention

As a member company, Proudly SA published an awareness social media post for the company across platforms such as Instagram, Facebook, and LinkedIn. Through this initiative, the brand was exposed to over 90 000 consumers across the platforms.

Impact

Wider brand visibility and exposure to 90,000 people.

Long-term effect

Exposure to a new clientele to ensure sustainability and growth of the business and its employee count.



Seven Sisters: Success from Proudly SA Business Forum on 22 June 2023

Description of member

Seven Sisters is a wine member owned by Vivian Kleynhans who is a self-taught wine entrepreneur. Seven Sisters is an established emerging wine brand in South Africa. Their farm is located in Stellenbosch which also includes a venue for conferencing, meetings and weddings.

Proudly SA intervention

Proudly SA embarked on national business forums across South Africa to educate and assist small businesses and SMMEs with access to market opportunities through the Campaign’s mandate and value proposition. The event took place in Stellenbosch in June this year and was hosted by the member’s conferencing facility. 120 attendees were present on the day and Vivian was provided a platform to introduce herself and the Seven Sisters brand. Attendees and speakers were given the opportunity to view the wine farm and its facilities which therefore provided future business for other events and functions.

Impact

- Additional revenue for the month where 120 people were hosted. Direct and indirect jobs were supported as a number of service providers were called in to ensure a successful event.
- Exposure to new clientele.
- Greater brand awareness.

Long-term effect

Exposure to a new clientele to ensure sustainability and growth of the business and its employee count.



Vermont Leathercraft Manufacturers – Handmade Contemporary Fair, 1-3 September 2023)

Description of member

Leather and synthetic leather goods manufacturer.

Proudly SA intervention

Proudly SA provided a market access platform for the member by taking them to showcase their products at the Handmade Contemporary Fair, which took place 1-3 September 2023 at the Melrose Arch Piazza. The aim of the fair was to showcase and spotlight the growing luxury artisanal and crafts community of brands and businesses and to inspire, enable and spotlight the African creative community by connecting it to the luxury economy. The Fair was attended by over 1,000 people over the 3 days, made up of retail and hospitality buyers and general consumers. On Day 1 of the event, the member had an opportunity to take part in the VIP event, which was exclusively held for key decision makers and buyers – the buyers walked about the stands and engaged the members. Through this interaction, the member was able to network and build relationships with these key decision makers and buyers.

Impact

Through the participation at the VIP buyers evening, the member was able to meet various new customers and the platform was great exposure for their products to both retail and business buyers for corporate gifting solutions.

Long-term effect

The platform was extremely helpful for building the member’s brand and awareness of the quality and variety of their offerings. Through the leads from the VIP session, the member could potentially secure a buyer for corporate gifts which will result in increased brand awareness as well as a stable cash flow and secure their employee count.



Southern Sun – Exposure to university students through a Tourism Sector Panel Discussion on 12 September 2023

Description of member

Southern Sun is a Proudly South African multinational hospitality company, comprising an extensive collection of hotels and resorts, a wide selection of restaurants and bars, and strategically located conference and banqueting facilities.

Proudly SA intervention

Proudly SA hosted a capacity building panel discussion for the tourism department students on the 12th of September 2023 at Tshwane University of Technology.

The panel discussion was attended by over 200 students and focused on and addressed the needs of the youth, student entrepreneurs, and students in the Tourism Sector. It recognized and addressed challenges the youth in the tourism sector are facing and provided insights into the sector, as well as information on training and support services, career opportunities and various entrepreneurship and small business development programmes available to empower young talent at all levels in the sector.

Southern Sun Hotels were invited to be speaker at this event, where they had the opportunity to meet and engage potential candidates for their internship programmes but also engage and build relationships with lecturers and Inservice training coordinators for recommendations of candidates for the programme.

Impact

Southern Sun Hotels was able to build long lasting relationships with the in-service Training Coordinator, as well as the lecturers in the Tourism and Hospitality department. This enables ease of reference when seeking candidates for their internship programmes. But also, were able to meet with, and engage potential candidates for their internship programmes and entrepreneurship programmes.

Long-term effect

Access to a database of potential candidates that have been recommended for excellence by lecturers and training coordinator. Thereby not only creating job opportunities for the youth, but also to advocate on the importance of buying local to the next generation.



WOA Fuels & Oils – Sasol Women’s Event 17 August 2023

Description of member

A leading woman owned value adding “non-refining fuel wholesaler” of petrochemicals in South Africa. WOA creates opportunities for new emerging entrants, transferring skills, mentoring and sharing information.

Proudly SA intervention

Proudly South African was invited to a Women’s event hosted at Sasol Place in Sandton on 17 August. The theme was “Accelerating gender equity & empowerment”. This was with the intention of celebrating and embracing the power of collective action to drive progress towards gender equity and empowerment within Sasol as the organisation, and externally. Proudly SA extended the invitation to WOA Fuels & Oils to showcase at the event and they were invited to be part of a panel discussion. Precious Zulu from WOA Fuels & Oils attended and represented the company in the panel.

Impact

The event hosted 200 attendees which gave the member a platform to showcase who they are and provided insight into their core business and specifically their role in gender equity and empowerment within the energy sector.

Long-term effect

- Awareness of the company to a new audience
- Brand visibility
- Potential leads from key stakeholders who attended the event to ensure sustainability in the growth of the company and job retention.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 July to 30 September 2023) - Performance against the Annual Performance Plan targets for the quarter (All)

Key focus area: Consumer Education Campaign on the economy wide benefits of buying local - “Buy Local” to Create Jobs! – ERRP
In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement
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, On-line (digital) and mall advertising campaigns;	Buy Local Game Time campaign reached more than 20 million people during 2020/21	Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum	Multichoice: 5 July – 5 August 2023: Reach: 10,1 million consumers *334 Spots *20 788 216 Viewers *51% Reach	+ (+/- 7,6m)
	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 & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities	Reached more than 10 million people during 2020/21	*PR & Below the Line Activities reaching at least 10 million consumers per annum	50 756 914 consumers on traditional media platforms 1 368 663 consumers combined social media reach across Proudly SA owned channels – ie. FB, X, LinkedIn, YouTube, TikTok, Instagram.	+ (+/- 49,5m)
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	Hosted 4 Activations during 2020/21	*At least 6 consumer activations hosted annually	2 consumer activations hosted per quarter.	+3 5x Local Wine Expo, NAACAM, Smart Procurement Indaba, Delicious Festival, Joy Of Jazz

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
	*Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)	*18 Campus/ Community and/or youth campaigns undertaken during 2020/21	*8 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (2 per quarter)	2 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per quarter	Interviews conducted below. Campus: 1x Vow FM Youth: 2x YFM Community: 4x Jozi M, Khwezi FM, Mahikeng FM, Alex FM	+8
	*Consumer education programmes targeting basic education learners	*5 Engagements/ Interviews undertaken during 2020/21	*At least one consumer education programme targeting basic education learners	One programme introduced for basic education learners.	2x Step Up to A Start Up Campaign Sunday Times GenNext	+1
	*Consumer education programmes targeting tertiary education learners	*New Activity	*At least one consumer education programme targeting tertiary education learners	One consumer education programme directed at tertiary education learners.	2x FEDISA School of Fashion TUT Forum	+1
	*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos	*Participated in 13 trade expos and events during 2019/20 (non in 2020/21)	*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	1x TUT Forum	-
	*Sector specific expo and/or activations showcasing Proudly SA products	*Wine Expo launched during 2022	*Participation in at least 8 major trade fairs / expos per annum	Participation in 2 expos / trade fairs per quarter	3x Decorex NAACAM Smart Procurement Indaba	+1
	*Proudly SA participation in 3 rd party markets for consumer education purposes	*New Activity	*Sector specific expo highlighting at least two industries/products (Agro-processing – Food and Wines)	1 sector specific expo (Wine industry)	1x Sector Specific: Local Wine Expo	-
			*Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets per quarter.	2x Handmade Contemporary Fair Inter Africa Trade Pop Up Fair	-

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		Variance	
			2023/24	Quarter 2: Performance Target		Quarter 2 Achievement
	<p>*Increased awareness of the buy-local message and/or campaign during Heritage month</p> <p>*Proudly SA CSI Projects</p> <p>*Buy Local Summit – focusing on buying local (consumer education)</p> <p>*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector</p> <p>*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders</p> <p>*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local</p> <p>*Partnership with organisations rolling out massive consumer education programmes nationally</p>	<p>*Rolled out 2 major activities promoting Buy Local during Heritage Month in 2020/21</p> <p>*Participated in 1 CSI projects in 2020/21</p> <p>*Annual Buy Local Summit held during 2020/21</p> <p>* Annual Buy Local Expo held annually, but did not take place in 2020/21</p> <p>*New activity (participated in the Nedlac community roadshows in 9 provinces during 2021/22)</p> <p>*Presentations made to Fedusa, Sactwu and NuLaw conferences and workshops during 2020/21</p> <p>*New Activity</p>	<p>*Roll out of at least 1 major Heritage month consumer targeted activity per annum</p> <p>*At least 1 CSI project per annum</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers</p> <p>*Reach at least one broad community focused group, with a national footprint per annum</p> <p>*Reach members in at least three labour federations and/or major unions, per annum</p> <p>*Partner with at least one major organisation to roll out consumer education programmes</p>	<p>1 major Buy Local consumer activity during Heritage month</p> <p>None</p> <p>None</p> <p>None</p> <p>None</p> <p>None</p> <p>One federation and/or major union reached during the quarter</p> <p>None</p>	<p>2x Delicious Food & Music Festival Joy of Jazz</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>Presented to POPCRU conference</p> <p>-</p>	<p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p>

**Key focus area: Advocacy to increase the uptake of local products by the public sector (all State organs including State Owned Entities) – ERRP
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	
			Variance			
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through: *Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum *Partnership with National Treasury on the 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 (including SOEs) to drive up local procurement within the public sector *National, provincial and local government forums – engagement with procurement practitioners in the public sectors *Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities *CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*Presentation in 1 SOEPF meeting during 2020/21 *1 presentation done at the Technical MinMEC in 2020/21 *Hosted 4 Provincial Public Sector Procurement Forums during 2020/21 *5408 tenders/RFPs were identified in 2020/21 *New Activity – introduced in 2019/20; integration did not take place in 2020/21	*Participation in at least 1 presentation to SOEPF per annum	None	-	
			*At least 1 presentation to Technical MinMEC or at 1 government's SCM forum with Heads of procurement from various national, provincial and local government, including SOEs	None	-	Plan in place to present to NT's SCM forums to provinces, SOEs and National departments
			*Participate in at least 10 existing provincial/local government led Public Sector Procurement officials' forums	Participate in at least 3 public sector procurement forums.	0	Plan in place to present to NT's SCM forums to provinces, SOEs and National departments
			*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	300 tenders/RFPs per quarter	892	+592
			*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	Integration of at least 25 member companies onto the CSD	None	The CSD team is rolling out the project in phases. Phase 1 is done (declaration/inclusion of local content for companies). Phase 2 – the actual integration – will be rolled out later in 2023 as soon as NT has tested their development work and it is to their satisfaction.

**Key focus area: Advocacy to increase the uptake of local products by the private sector - ERRP
In support of the Industrialisation and Transformation DTIC Joint Indicators/Outputs**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
Increase procurement of local products and services in the private sector through engagements with Business.	<p>National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:</p> <p>*Presentations to apex business bodies, including Business Chambers, associations and/or industry events</p>	<p>*1 x presentation made to each BLSA, BUSA & BBC in 2020/21</p> <p>*Presented to 7 Business Chambers and/or associations in 2020/21</p>	<p>*Partnerships with at least 3 apex business organisations, e.g., BUSA, BBC, BLSA and SACCI</p> <p>*Presentations to at least 8 business chambers, associations and/or industry bodies per annum</p>	<p>Presentation to at least 1 x business organisation or apex body</p> <p>Presentation to at least 2 business chambers or associations per quarter</p>	<p>1 (BUSA Localization Committee)</p> <p>15 (Medical Device Manufacturers of SA, Centre for Development and Enterprise, Cement SA, Informal Economy Development Programme, Apparel Manufacturers of SA, Gauteng Province beneficiaries of renewable energy initiatives, Southern African Energy Efficiency Confederation, participating companies of the Conscious Companies Summit, Fresh Produce Association, South African Furniture Initiative, South Coast Tourism, Mining Equipment Manufacturers of SA, Council for Scientific and Industrial Research, and vendors of eCommerce platforms Loot and OneDayOnly)</p>	<p>+13</p> <p>18</p>
	<p>*Local Procurement Partnerships with large retailers and/or manufacturers</p>	<p>*Partnerships concluded with 12 major retailers / manufacturers in 2020/21</p>	<p>*Partnerships with at least 4 major retailers / manufacturers</p>	<p>Partnerships with at least 1 major retailer / manufacturer</p>	<p>-</p>	<p>1 Major Manufacturer set to join in Q3</p>

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
			<p>*Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments</p> <p>*Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector</p> <p>*Sector Specific Workshops/Forum</p> <p>*Business Forums/ webinars with dtic and other strategic partners</p> <p>*Proudly SA Events/Exhibitions/Expos/Villages at trade expos</p> <p>*Sector specific expo showcasing Proudly SA products from at least one industry/sector</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>*Annual Buy Local Summit held in 2021/22</p> <p>*Annual Buy Local Expo held in 2020/21</p> <p>*2 x sector specific forums hosted in 2020/21</p> <p>*10 Business Forums held during 2020/21</p>	<p>*At least 1 Buy Local Summit to be held per annum – virtual or otherwise (as per 1.2 above)</p> <p>*At least 1 Buy Local Expo held per annum - virtual or otherwise (as per 1.2 above)</p> <p>*1 x sector specific engagement per annum</p> <p>*40 Business forums and/or webinars per annum, targeted at the private sector</p>	<p>None</p> <p>None</p> <p>1 Sector specific forum</p> <p>10 Business Forums and/or webinars per quarter</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>*Localization commitments were obtained from 3 retailers, 1 raw material supplier & 2 banks in 2019/20</p>	<p>*Secure new localisation commitments from at least 4 major corporates per annum</p>	<p>At least one new localisation commitment per quarter</p>	<p>1 Adcock Ingram – acquisition of new line of products)</p>	<p>-</p>	

**Key focus area: Increased uptake of Proudly SA Membership
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal				
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets	
			2023/24	Quarter 2: Performance Target Quarter 2 Achievement Variance
Retention and Recruitment of Members, as well as growth of the data base of locally made products and services for local procurement	Number of members recruited and retained	241 new members recruited during 2020/21	Recruit at least 320 new members per annum	97 +17
(The criteria for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy)		67% of all members due for renewal retained during 2020/21	Retain at least 80% of all members due for renewal per annum.	90% +10%
Growing the database of South African supplier products and services for local procurement		*Database had 5 112 registered products and services in 2020/21	760 new products and/or services registered per annum	780 +590

Key focus area: Collaboration with Enforcement Agencies to contribute to efforts made to combat illicit trade and illegal imports in support of the Industrialisation and Delivery/Capable State DTIC Joint Indicators/outputs

Strategic goal				
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets	
			2023/24	Quarter 2: Performance Target Quarter 2 Achievement Variance
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, and participation in multi-disciplinary processes with key stakeholders	*Participated in 34 industry stakeholder forums in 2020/21	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	10 (Furniture, Alcohol and Tyre SARS Forums, eThekweni Metropolitan Municipality, South Coast Tourism, Gauteng Department of Economic Development, National Consumer Commission, BizPortal, Dube TradePort, Richards Bay Industrial Development Zone) +7

**Key focus area: Brand Management, Brand Compliance and Intellectual property
In support of the Industrialisation and Delivery/Capable State DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once per annum	None	-	-
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*12 Dipstick surveys done at events during 2020/21	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	10	10	-
Effective management of Proudly SA intellectual property	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/ Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/ Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Done	-
			*Annual compliance reviews of all members	Annual compliance reviews of all members - 100%	Done	-
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Done	-

Key focus area: Media, PR & Social Media
In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
Strengthening Media and PR relations and Social Media	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Daily, weekly and monthly reporting	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Daily monitoring of media reports coverage on Proudly SA, its members, and other stakeholders. Proudly SA uses the Newsclip media monitoring services to monitor all coverage around the campaign and its member companies	-	
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders);	*49 press releases issued during 2020/21	* Press releases: At least 48 press releases and/or opinion pieces per annum	At least 12 press releases and/or opinion pieces per quarter	+2	
	*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of 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	*68 media engagements held during 2020/21	* Media engagement: 48 x Media engagements per annum	At least 4 media engagements per quarter	17 during this quarter as presented on the table above in the PR section.	+13
		*2 media meet & greets held during 2020/21	* Media Events: At least 4 media events/ networking sessions per annum (virtual)	At least 1 media event/ networking session per quarter	5 x events: Producer's Dinner, Power FM Take Over, Local Wine Expo Media session, Delicious Festival walkabout, Joy Of Jazz weekend (media room).	+4
Increased growth and awareness through Social Media platforms		*New Activity (contracts concluded with various media houses previously)	* Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	At least one partnership in either one of these mediums per quarter: TV, Print, Digital/Online and Radio	SAFM every Friday evening between 20:00 and 21:00 slot interviewing member companies and their role in job creation. These take place telephonically and are clipped by Newsclip 8 Sep: Cassie Kids Makeup brand 22 Sep: All Day Jam 29 Sep: African Mamas Crafts 6 Oct: Freshmo Brands 13 Oct: Cosmo Dumping (6) 20 Oct: Corner Dladla Pizzeria	-
	*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.	*177 428 followers on Twitter, 28 205 on Facebook and 7 739 on Instagram at the end of 2020/21	*Increase following on all social media platforms by 2% per annum	Increase following on all social media platforms by 2% per annum	2% increase for this quarter Facebook: 60 285 X: 186 639 Instagram: 22 618 LinkedIn: 6 795 TikTok: 694 YouTube: 719	

**Key focus area: Improvement of accessibility and uptake of locally made products and services through online platforms
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	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 private sector buyers wishing to buy locally made products and services)	*Grow the number of products registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	*39% growth year on year in the number of products for 2020/21	*20% growth in number of products and/or services registered on the platform(s) per annum	20% growth in number of products and/or services registered on the platform(s) per quarter	Q4 2022/2023: total number of products registered = 411 Q1 2023/2024: total number of products registered = 1402 Q2 2023/2024: total number of products registered = 1857 Growth: 98% (Participating Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot and Bob Shop)	+1 556

**Key focus area: Driving consumer demand in support of the sectoral Masterplans
In support of the Industrialisation DTIC Joint Indicator/output**

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*New Activity to be launched during 2020/21	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	Sector specific campaign/ activity in support of at least 1 sectoral masterplan per quarter	-	Sector specific campaigns to be rolled out in Q3 to support at least 3 sectoral masterplans

**Key focus area: Partnership with SEZs for promoting locally made products produced in the zones
In support of the Industrialisation and the Delivery/Capable State DTIC Joint Indicators**

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 2 Achievement Quarter 2 Performance Target	Variance
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*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	*New Activity launched during 2021/22	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	Partnership secured with at least 1 SEZ Dube TradePort and Richards Bay Industrial Development Zone	-

**Key focus area: Financial Management
In support of the Delivery/Capable State DTIC Joint Indicator/Output**

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 2 Achievement Quarter 2 Performance Target	Variance
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	Unqualified opinion received for 2020/21 AFS	*Unqualified opinion/ audit report for 2021/22 financial year end audit – Annual Financial Statements	*Unqualified opinion/ audit report for 2022/23 financial year end audit – Annual Financial Statements	-
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance	-

**Key focus area: Human Resources Management
In support of the Delivery/Capable State DTIC Joint Indicator/Output**

Strategic goal		Performance Indicator/Measure	Baseline	Performance Targets			
				2023/24	Quarter 2: Performance Target	Quarter 2 Achievement	Variance
Strategic Goal Objective/Output							
Organizational structure is always aligned to organizational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	*Organizational structure fully aligned to the strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*Organogram with positions informed by the organisational strategy and aligned completely	-100%	--	
	*Percentage of critical positions filled	*100% of all critical positions filled at all times, including within a reasonable time after they become vacant	*All (100%) critical positions always filled	*All (100%) critical positions always filled			
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	100%	-	
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	-	
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements.	Full compliance with SARS, Employment Equity, UIF and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	100%	-	

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		Does the audit committee review the following:	<p>The effectiveness of internal control systems; x</p> <p>The effectiveness of internal audit; x</p> <p>The risk areas of the entity's operations to be covered in the scope of internal and external audits x</p> <p>The adequacy, reliability and accuracy of financial information provided to management and other users of such information x</p> <p>Any accounting and auditing concerns identified as a result of internal and external audits x</p> <p>The entity's compliance with legal and regulatory provisions x</p> <p>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</p> <p>Where relevant, the independence and objectivity of the external auditors. x</p>				The Audit Committee considers and approves the Audit plans of both the outsourced Internal and External Audit functions which detail all the information referred to herein, as well as all the findings and recommendations of the auditors in respect of this
	TR 27.1.10(a)		Does the audit committee report and make recommendations to the accounting authority?	x			The Audit committee does report and make recommendations to the Board on a quarterly basis
	TR 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	x			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X X			<p>Risk Assessment is done annually, and the Risk Register is updated annually and reviewed quarterly</p> <p>The company has a Risk Management Strategy, and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy</p> <p>All staff participate in the organisational Risk Management workshops</p>
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	TR 27.2.7		<p>Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?</p> <p>Does the internal audit function report to the audit committee detailing its performance against the plan?</p> <p>Does the internal audit function evaluate the following:</p> <ul style="list-style-type: none"> The information systems environment. The reliability and integrity of financial and operational information. The effectiveness of operations. Safeguarding of assets; and Compliance with laws, regulations and controls 	X X			<p>The internal Audit plan with the new service provider has since been prepared and it is due for approval by the Audit committee. This is a rolling 3-year plan</p> <p>All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work, including tabling their quarterly progress against the approved audit plan</p> <p>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</p>

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

PFMA for Public Entities: Planning and Budgeting

NO.	SECTION	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 X • a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries. X 				<ul style="list-style-type: none"> • The budget and cash flow for the financial year were submitted to the dtic on time • The Board has approved the Strategic Plan and it was submitted to the dtic 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; X • strategic and business initiatives as embodied in business function strategies; X • key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; X • a risk management plan; X • a fraud prevention plan; • a materiality/significant framework, referred to in Treasury Regulation 28.1.5; X • a financial plan addressing – X <ul style="list-style-type: none"> • revenue, expenditure and borrowings; • asset and liability management cash flow projections; • capital expenditure programmes; and • dividend policies 				<ul style="list-style-type: none"> • The approved strategic plan and business plan has been submitted to the dtic 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>	X X X X X X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations

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

PFMA for Public Entities: Reporting

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

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> <p>Proudly SA does not have any subsidiaries</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	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.

Risk Register as at 30 September 2023

The following strategic risks were reviewed by Management during the first quarter of the 2022/23 financial year including the related planned strategies to enhance control environment:

STRATEGIC RISK REGISTER 2023/24	
High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.	<ul style="list-style-type: none"> Further identify strategic partners, platforms and activities driving policy formulation and economic activities in the country Grow media partnerships and leverage these to deepen understanding of localisation and publicise the localisation efforts of Proudly SA.
2. The erosion of the current membership base due to lack of economic growth and perceived value proposition.	<ul style="list-style-type: none"> Implementation and improvement of localisation-driven access to market programmes. Profiling localisation as well as the work of the campaign and its members. Grow the levels of the sector specific initiatives and activities aimed at giving support to the sectoral masterplans.
3. Lack of internal capacity, knowledge, experience and resources to develop, roll out, manage, maintain and market an e-commerce platform for locally made products in South Africa	<ul style="list-style-type: none"> Identify member companies and suitable third parties to work with in growing the presence and accessibility of locally made products on online shopping platforms. Appointment of a suitable fit for purpose service provider for the development and management of the envisaged in house e-commerce platform.
4. Lack of sufficient funding to roll out impactful, high reach and sustained consumer education campaigns.	<ul style="list-style-type: none"> Continue with the research measuring the impact of the campaign and its programmes on an annual basis.
5. The lack of local procurement requirements in the public sector, following the introduction of the new procurement regulations.	<ul style="list-style-type: none"> Partner with Provincial treasuries and National Treasury to utilise their existing procurement forums to lobby state entities to include local content requirements in their respective preferential procurement policies. Host a flagship Public sector procurement forum (workshop) with DTIC and SABS in partnership with NT, SOEPF and SALGA Development of a database of approved products for use by SOEs for technical or speciality products
6. Lack of procurement of locally made products and services by the private sector	<ul style="list-style-type: none"> Promoting localisation in the private sector. Continue sourcing localisation commitments Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector

Audit Findings - 2022/23

No.	Finding	Corrective Action (Plan)	Status
1.	The were no material findings by the External Auditors for the past financial year.	-	-

FINANCIAL REPORT

Financial Report - Expenditure vs Budget (Quarter 2 – 1 July - 30 September 2023)

Description of item	Budget for the quarter (Q2) Rands	Actual for the quarter (Q2) Rands	Variance for the quarters (Q2) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 Sep 2023) Rands	YTD Variance (30 Sep 2023) Rands
INCOME								
Membership Fees	1,768,156	1,075,333	(692,823)	(39,2%)	Various leads are being followed up	6,700,000	1,838,314	(4,861,686)
Grant – the dti	10,000,000	10,000,000	-	-		46,656,000	39,717,000	(6,939 000)
Trade Exchange	-	100,000	100,000	100,0%	New Trade Exchange	-	200,000	200,000
Sponsorship	884,000	100,000	(784,000)	(88,7%)	Potential sponsors are being pursued	11,200,000	100,000	(11,100,000)
Other Income	-	629,477	629,477	100,0%	Interest income & sale of promotional items	-	1,035,313	1,035,313
Total Income	12,652,156	11,904,810	(747,346)	(5,9%)		64,556,000	42,890,627	(21,665,373)
EXPENDITURE								
HR and Staffing costs	6,982,303	6,782,580	199,723	2,9%	Timing difference due to the lead time in the recruitment processes	29,494,376	13,705,587	15,788,789
Administrative costs	1,541,495	1,469,452	72,042	4,7%	Spending within limits	6,768,624	3,267,576	3,501,047
Membership costs	106,986	16,042	90,944	85,0%	Cost cutting exercise undertaken	455,024	47,123	407,900
Marketing costs	4,941,319	5,506,193	(564,874)	(11,4%)		26,059,915	7,659,657	18,400,258
Capital Expenditure & IT	506,934	280,883	226,051	44,6%	Effect of Annual license fees which were paid for in full for the year.	1,778,062	978,909	799,153
Total Expenditure	14,079,037	14,055,150	23,886	0,17%		64,556,000	25,658,852	38,897,148

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