

QUARTERLY REPORT

1 OCTOBER - 31 DECEMBER 2021

Quarter 3
2021/22 Financial Year





PROUDLY SOUTH AFRICAN
 Quarterly Report for Q3 (1 October to 31 December 2021)

APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ___/___/2022	Rank: Chairperson	Date: ___/___/2022

1 p4

Acronyms

2 p5

Executive summary

3 p6

Governance and oversight

4 p10

The quarter under review

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

5 p82

Performance for the period under review

6 p92

PFMA and National Treasury regulations checklist

7 p106

Progress on actions in the risk register

8 p107

Progress on post-audit implementation plan

9 p108

Financial report

ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

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

OVERVIEW - ECONOMIC OUTLOOK

In line with the organisation's strategic focus on consumer education, the quarter in review picked up from the launch of the Living Lekker Locally campaign which happened on the final day of the previous quarter.

The Living Lekker Locally campaign comprises two showreels which illustrate how everyday South Africans can incorporate local products and services into their daily routine from getting up in the morning from a locally made bed to securing their home at night with South African made security features and alarm system. In between, we showcase SA made bathroom accessories and cosmetics, baby food and clothing, school wear, cars, laptops, cell phones, DIY items amongst a host of other exclusively locally made everyday products.

Flighted in conjunction with our 2020 tv commercial Game Time over the festive season, Living Lekker Locally augmented the consumer education drive over a period of increased spending, including Black Friday and the festive season.

This was successfully implemented due to support from the major broadcasters, including the SABC with whom we have a 3-year partnership agreement, Multichoice with whom we have renewed our partnership for one more year, and eTV with whom we again struck an agreement for them to give significant value add for our investment.

The seasonal campaign also had other elements, which included a digital campaign, extensive PR drive, boosted social media presence and some Below the Line activities which were limited due to Covid-19 regulations.

In addition to these two campaigns with generic buy local messaging rolled out, we also ran sector specific consumer campaigns for the clothing, textile, leather and footwear sector, the furniture, poultry, and sugar industries, all in support of the sectoral masterplans for these industries.

The campaign also participated in the Nedlac community constituency roadshows which gave us a physical presence with branding and a presentation in their Gauteng, Mpumalanga, Free State, Northern Cape, North-West and Eastern Cape provincial activations. The other provinces' activations in which we also participated fell in the previous quarter.

This quarter in review also marked the beginning of the six-month long Dubai 2020 Expo, running from 1 October 2021 until 31 March 2022. The campaign's participation in this regard is wholly funded by the dtic and is limited to developing and maintaining the official SA online virtual exhibition platform. The platform showcases to visitors to the pavilion looking for products and suppliers, a diverse range of SA made items. The campaign also used this as an opportunity to send Proudly SA member products to be displayed in the pavilion, exposing their products to other markets and possible customers.

The virtual expo is linked to Proudly SA's official online store, RSAMade and those wishing to buy any of the products featured in SA's online virtual expo can do so via this platform.

In order to strengthen the value proposition offered by Proudly SA and drive localisation in the private sector, the campaign partnered with the BEE Commission to engage the dtic to try and identify ways in which the existing provisions in the BB-BEE codes can be leveraged.

The launch of the project management office by BUSA to drive and focus on local procurement led to the re-establishment of the BUSA private sector localisation committee in which Proudly SA participates, using it to drive localisation efforts specifically in the private sector.

The launch of our Market Access Platform (MAP) earlier in the year signalled the beginning of a process of ensuring that procurement decision makers in the private sector can easily find local producers from whom they can source, in support of the buy local agenda. To this end, a steering committee was formed, represented by SCM heads from large corporates, helping us shape the platform into a value adding portal for the private sector, thereby increasing private sector participation in MAP.

In order to drive local procurement in the public sector, we continued with public sector procurement forums, as well as with tender monitoring. We also supported the SABS at their launch of the Local

Content Verification Scheme, which is set to add great value to the local procurement process in the public sector.

The campaign ran a series of webinars on a variety of topics relating back to our mandate as well as joining a number of third parties in presenting the campaign's relevance in the hosts' respective sectors. All these events are detailed under the Events section.

The quarter closed with us looking forward to the final quarter of the financial year and preparations for the organisation's 10th annual Buy Local Summit & Expo scheduled for March 2022.

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 2 December 2021 and considered the following:

- The Board received a report from the Chairman.
- The Board received and approved the Quarterly Report for the period July to September 2021.
- Received the report and viewed the Living Lekker Locally Campaign Advert and campaign elements.
- Noted the Festive Season Consumer Education Campaign which included the Clothing, Textile, Footwear and Leather and Poultry Sectoral consumer education campaigns.
- Approved the 2021 Festive Season Campaign Expenditure as per the organisation's Schedule of Delegated Authority.
- Approved the recommendation for Staff Performance Incentives
- Noted the reports from the Sub-Committees
- Noted the Management Accounts and Cash Flow

3.2) Audit and Risk Committee

The members of the Audit and Risk committee held their meeting on 17 November 2021 and the meeting considered the following:

- Considered a Draft Policy on Board Remuneration and recommended that the HR and Remco Committee peruse and make recommendations on it.
- Perused the Board Charter to ensure that there was no ambiguity.
- Received a report on completed and pending Internal Audits from the Internal Auditors.
- The Committee thoroughly assessed and made recommendations on the draft Board Evaluation Questionnaire, including the timelines.
- Noted the status on the prior year external audit findings
- Received the Quarterly Risk Register and the steps taken to mitigate the risks, and plans going forward.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 19 November 2021 and the meeting considered the following:

- The Committee noted the report on Membership Fee Discounts and recommended it for tabling at the Board Meeting.
- The Committee ratified the approval for the expenditure related to the 2021/22 Festive Season Campaign. The Committee recommended the approval for final ratification to the Board.
- The Committee ratified the approval of the Tender for Travel Services.
- The Committee agreed to review and submit comments on the tender for the AV Supplier for the Buy Local Summit and Expo.
- The Committee noted the lag in membership fees and management's efforts to secure members. The Committee suggested Board intervention and attending expos.
- The Committee noted the savings as a result of cost-cutting and rotational working arrangements.
- The Committee agreed to recommend that the Remco and the Board approve an additional R140 518.00 for Staff incentives which would be added to the R1 000 000.00 which had been approved as part of the budget.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 18 November 2021 and the meeting considered the following:

- The Committee noted that the Rebuild Campaign was still being flighted as a response to the Civil Unrest that took place in June 2021.
- The Committee noted that the Thinc Foundation had been appointed to undertake research to measure the impact of the work done by Proudly SA.
- The Committee noted the update on the progress made on the Membership Leads List.
- The Committee suggested that a small delegation of the Board meet with the Ministers of Trade and Industry and Finance to discuss non-compliance with Public Sector Procurement Regulations.
- The Committee suggested that correspondence be sent to the NEDLAC Executive Director and requested that the matter of non-compliance be placed on the NEDLAC agenda.
- The Committee further suggested that the matter be discussed at the Board.
- The Committee noted that 80 New Members were signed up. The renewal rate was 73% and 195 new products were added to the database of locally made products during the quarter under review.
- The Committee noted the Membership Fee Discount report and recommended it to the Board.
- The report on Marketing activities for the last quarter was noted.
- The Living Lekker Locally Campaign advert which featured member products was shown to the Committee.
- The Festive Season Campaign which included the Back-to-School Campaign was presented to the Committee.
- Proudly SA was participating in the Retail-Clothing, Textiles, Footwear and Leather, Sugar, Poultry, Furniture, Creative Industries and Steel Masterplans.
- Correspondence was sent to the Department of Health regarding the ARV Tender raising concerns that the tender does not provide for preference to be given to local producers and for the local capacity in the country to be fully considered for this tender.
- The Committee noted the Tender Monitoring Report.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 19 November 2021 and the meeting considered the following:

- The Committee received reports on Organisational Structure, Employment Equity, Staff Profile and Movements as well as on Training and Development.
- The Committee approved the revisions to the following policies:
 - Recruitment
 - Leave Policy
 - Remuneration
 - Training and Development
 - Performance Management
 - Labour Relations
 - Termination of Service
 - Contract of Employment
- The performance scores for the last quarter were tabled to the Committee and noted.

The Committee agreed to recommend the approval of the performance-based incentives for staff to the Board for the amount R1 140 518,69. The amount included the recommendation made by FINCO for the inclusion of an additional R140 518.69.

3.6) Social and Ethics Committee

A Social and Ethics Meeting did not take place in this quarter. As per the Terms of Reference of the Committee, only 2 meetings are required per financial year and the next meeting will take place during quarter 4.

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 third quarter of the 2021/22 financial year.

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

- Above the Line activities reached more than 15 million consumers through:
 - Showcasing the Living Lekker Locally and Game Time campaigns on eTV platforms, SABC 1,2,3 as well as over 20 Multichoice platforms.
 - A robust digital marketing plan that was rolled out to complement the TV campaigns.
 - Implementing a robust PR roll-out plan.
- Below the Line consumer education activities reached more than 4 million consumers through
 - Internal efforts implemented by the PR department.
 - A robust PR presence throughout the festive season.
 - 12 media/press releases.
 - Utilization of all Proudly SA's social media platforms including external stakeholder platforms.
 - Various opinion pieces.
- Three (3) consumer education campaigns with radio stations were initially planned, however seventeen (17) campaigns were delivered in total for:
 - Black Friday
 - Festive Season
- Proudly SA hosted three (3) virtual Business forums with the following themes:
 - RSA Made masterclass
 - Rebuilding local in the private sector: Heeding the call for increased localisation in SCM
 - Should entrepreneurship be part of the curriculum in SA?
- Proudly SA hosted two (2) virtual Provincial Public Sector Forums, one each in the following provinces:
 - Northern Cape; and
 - Mpumalanga
- Three (3) youth targeted campaigns with radio stations were planned, but four (4) took place with VOW FM, with a focus on the following youth owned Proudly SA member businesses:
 - Drip Footwear
 - Monate Coffee
 - Elgante Jewelers
 - Nomganga Duo
- One (1) trade expo was planned but Proudly SA participated in two (2) trade expos:
 - Local Brand Expo, Roodepoort
 - Township Entrepreneurs Alliance (TEA) Expo, Tembisa

- One (1) sector specific forum took place as planned, namely the Dubai Forestry Forum (Webinar)
- Discussions took place with the Department of Education for the inclusion of Buy Local content in the basic education syllabus, which was followed by a Webinar on 23/11/2021 – Should Entrepreneurship be part of the curriculum in SA?
- One (1) presentation was planned with an Apex business organization and Proudly SA presented to Harambee’s management team including all their stakeholder organisations (consisting of numerous associations).
- Two (2) presentations were planned with business chambers/associations and Proudly SA presented to:
 - Fair Play
 - Institute of Plumbers SA
 - Harambee
 - SAFI
 - NAAMSA
- To drive localisation in the private sector, and to help achieve the target of replacing non-oil imports by up to 20%, Proudly SA launched and rolled out the Market Access Platform (MAP). The MAP provides a database of approved local suppliers including a range of products and services. Proudly SA successfully hosted a webinar to 60+ local PPE manufacturers to ensure their participation in MAP ahead of the webinar with the National Hospital Network, aimed at securing private sector support through inclusion of localisation in their procurement processes.
- Proudly SA is a part of the BUSA localisation technical working committee established in Q4 of 2019/2020 and re-launched during the quarter under review whereby collaborative efforts & focus on local procurement in the private sector are underway with BUSA (including B4SA), Manufacturing Circle, BLSA, NBI & BBC.
- Proudly SA hosted two (2) online Instagram live sessions for Local Fridays to drive consumer education.
- Proudly SA participated in seven (7) Customs & Excise industry stakeholder forums
- Proudly SA continued with its tender monitoring system where tenders issued in the public sector for designated items (including PPE’s) are checked for compliance with local content provisions. 408 tenders/Request for Proposals (RFP’s) were identified/monitored in Q3 whereas the target was 300.
- Three (3) dipstick surveys were planned and three (3) were undertaken, for the three (3) virtual Business Forums.
- The database of locally made products and services grew by an additional 192 new products with the database now having 20 279 products and services.
- Twelve (12) media engagements were planned, however a total of seventeen (17) hybrid/online media engagements took place during the quarter.
- A total of twelve (12) press releases, including opinion pieces were issued during the quarter under review, in excess of the target of nine (9) press releases.
- The average increase of 12% in following on the six (6) Proudly SA social media platforms was higher than the target of 2%.
- To grow our consumer education campaign, Proudly South African participated in NEDLAC’s community constituency provincial roadshows and presented at their workshops in Gauteng, Mpumalanga, Free State, Northern Cape, North-West and Eastern Cape.

AREAS WHERE TARGETS WERE NOT MET:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the third quarter of the 2021/22 financial year, and below are some of the areas where the campaign fell short for the quarter:

- No member companies have been integrated with National Treasury's CSD to date. Development work in Q3 has been finalised for both the CSD and Proudly SA systems to synchronise. National Treasury is to confirm date when integration is to take place. An MoU to give effect to this integration will be finalised with National Treasury.
- The target of recruiting 75 new members was not achieved, as only 64 new members were recruited during the quarter under review, shortfall mainly due to the tough economic climate, however the annual target to date has been met.
- The target of 80% membership retention/renewal rate was not achieved as only 74% was achieved, mainly due to the fact that the renewal process remains a time bound one, as various compliance documents are required. With the tough economic climate exacerbated by Covid 19 pandemic, members are renewing at a much slower pace.
- One (1) CSI activity was planned, but was postponed to Q4, and a school has been identified which is in need of IT Equipment, and they will be supported accordingly.
- A presentation was planned for at least one (1) government SCM forum with heads of procurement, but this did not take place. It will take place at the March 2022 Buy Local Summit and Expo.
- Proudly SA were unable to make a presentation to any Metro officials on localisation due to non-responses from the relevant stakeholder offices, as a result of local government elections, but will be scheduled to take place at the March 2022 Buy Local Summit and Expo
- Proudly SA were also unable to make a presentation to any municipality on localisation due to non-responses from the relevant stakeholder offices, as a result of local government elections, but will be scheduled to take place at the March 2022 Buy Local Summit and Expo
- One (1) media event was planned but none took place, and will be executed in Q4 during the March 2022 Buy Local Summit and Expo
- No new membership partnership was concluded but presentations were made to SAPPI, Ford, Disc-Chem and Clicks for possible collaboration in Q4.
- No new industry level localisation commitment was received however Proudly SA is in the process of obtaining a localisation commitment from the Institute of Plumbers SA and the National Hospital Network where presentations are scheduled to be made to their members in Q4.
- No new localisation commitments were received from major corporates, but Proudly SA met with Telkom and SAPPI – localisation commitments to be secured in Q4.
- A consumer research study planned for Q2 did not place however a service provider has been appointed to conduct a comprehensive study including the impact of the work done by Proudly SA. This study will be completed at the end of Quarter 4 of the current financial year.



MEMBERSHIP REPORT FOR Q3 2021/22

Overview

The Proudly South African membership base is growing at a steady pace with 2,191 companies currently registered as members of the campaign.

In quarter THREE of 2021/2022, a total of 64 new members were recruited against the target of 75. Zensar IT Group has joined the campaign as a Diamond member for a period of 3 years. Schachter & Namdar (Pty) Ltd and Italtile Ceramics (Pty) Ltd, successfully renewed their Diamond membership.

The rate of retention of member companies for the current quarter is at 74% against a target of 80%. Exactly half of the new member acquisition was within the Professional Services sector. This is different to the trend where half of the new members are within the manufacturing sector. This could mean that the service industry is seeing value in being a Proudly South African member.

Participation by interested members in the Dubai 2020 Expo, the envisaged CSD integration and the introduction of MAP have contributed positively towards both new member acquisitions and renewal of current members. The strategic and well packaged value proposition is allowing for better and more effective engagement with potential and current members.

Proudly South African's database of local products and services grew by 192 new products and services, exceeding the target of 190.

Quarter 3 Highlights

Membership Base	
As of Q3 2021/2022	2,191
New Members	
Target	75
Achievement	64
Renewal Rate	
Target	80%
Achievement	74%
Database of Local Products and Services	
Target	190
Achievement	192
Previous Quarter: Q2 2020/2021	20,087
Current Quarter: Q3 2021/2022	20,279

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

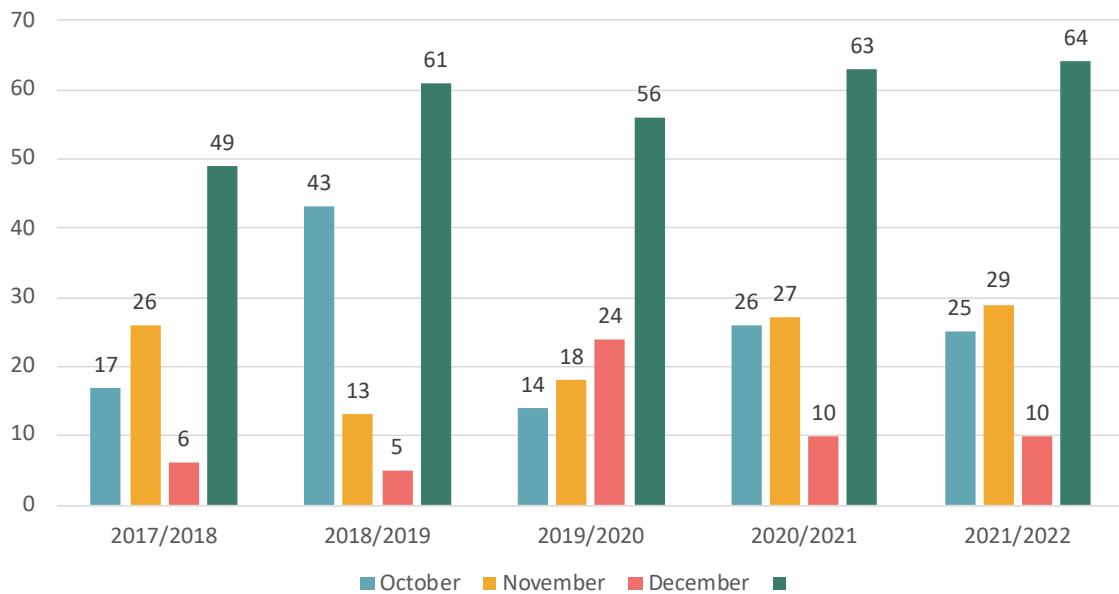
Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over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

Newly-recruited members

Year-on-year Comparisons: 2017/2018 to 2021/2022

MONTH	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
October	17	43	14	26	25
November	26	13	18	27	29
December	6	5	24	10	10
	49	61	56	63	64

Graphical Representation YOY Comparison 2017/2018 to 2021/2022



While the Q3 target for new membership for 2021/2022 was not achieved, the membership numbers have not shown a decline. There is steady YOY growth. Greater effort will be placed on ensuring targeted growth is achieved.

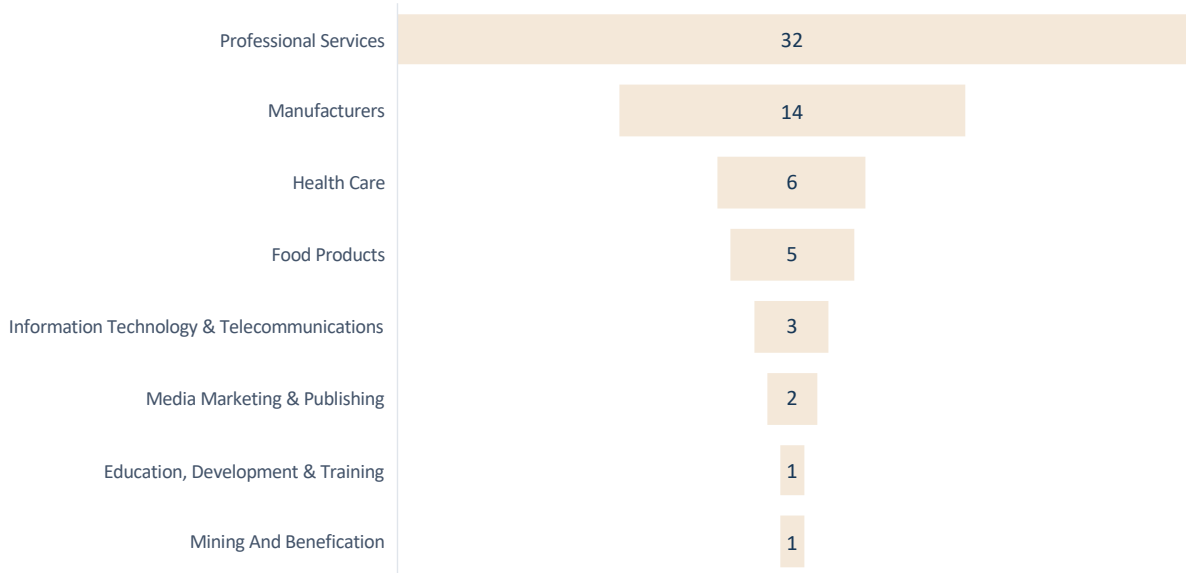
2021/2022 Q NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
October				
Akani Paints (Pty) LTD	Manufacturer	Limpopo	SMME	Direct
Aladdin Software (Pty) LTD	Information Technology & Telecommunications	Gauteng	SMME	Direct
Antonio Cornelius Jewellery Enterprise	Manufacturer	Free State	SMME	Direct
Aquarius Skills Solutions (Pty) LTD	Information Technology & Telecommunications	Gauteng	SMME	Direct
Cape Bio Technologies (Pty) LTD	Health Care	Western Cape	SMME	Direct
Collective Effort	Professional Services	Gauteng	SMME	Direct
Delite Foods CC	Food Products	Western Cape	SMME	Direct
Denmar Estates (Pty) LTD	Food Products	Free State	SMME	Direct
Elokani Investment (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Hive Honey and Health (Pty) LTD	Food Products	Gauteng	SMME	Direct
In Our Green House (Pty) LTD	Food Products	Western Cape	SMME	Direct
IVY Jade Pharmaceuticals	Health Care	KwaZulu Natal	SMME	Direct
K2020240928 (Creatory Co)	Professional Services	KwaZulu Natal	SMME	Direct
Kukhanye Buchule Services	Professional Services	Eastern Cape	SMME	Direct
LMN Health and Wellness Solutions	Health Care	KwaZulu Natal	SMME	Direct
Masibambaneni Organisation CC	Professional Services	Free State	SMME	Direct
Mi Butter (Pty) LTD	Food Products	Limpopo	SMME	Consultant Generated
Mobsie Kids Play School	Education, Development & Training	Gauteng	SMME	Direct
National Hospital Network	Health Care	Gauteng	SMME	Referral
Post and Party Fela (Pty) LTD	Professional Services	Gauteng	SMME	Direct
South African Barter Network	Professional Services	Gauteng	SMME	Direct
Sublimor 38 CC	Professional Services	Western Cape	SMME	Direct
Trend Jewellers (Pty) LTD	Manufacturer	Gauteng	SMME	Direct
Turners Conferences & Conventions (Pty) LTD	Professional Services	KwaZulu Natal	SMME	Direct
Umjikelo Recruitment Services	Professional Services	Gauteng	SMME	Direct
Vuka Plastics and Fabrications	Manufacturer	Gauteng	SMME	Direct
Wassmo Investments (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Wiio Trading (Pty) LTD	Professional Services	Gauteng	SMME	Direct

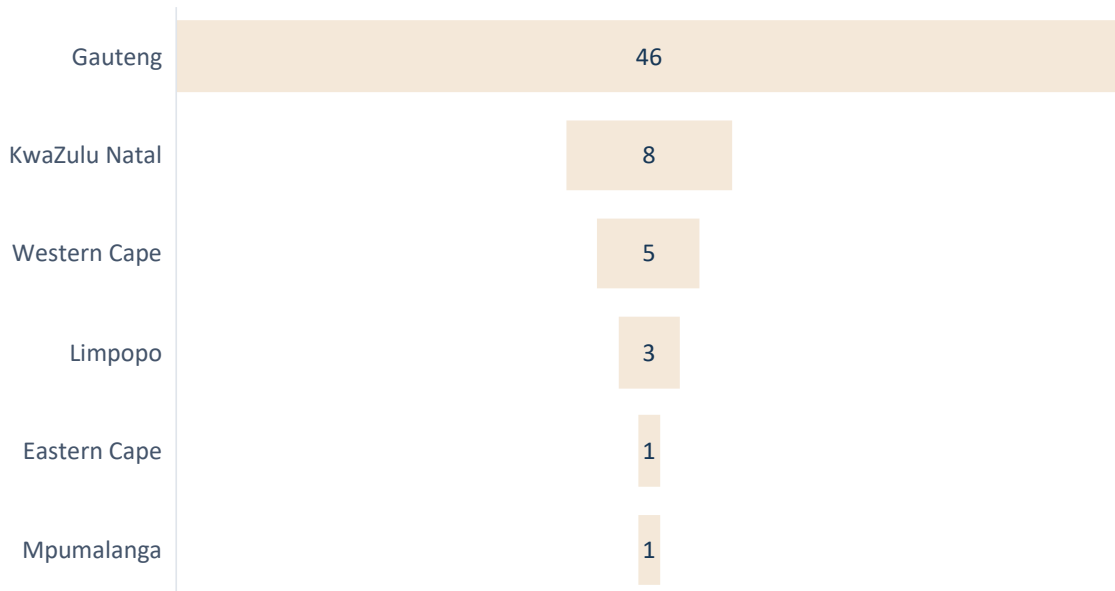
Company	Sector	Province	Classification	Lead Origin
November				
A Brand Called You	Media Marketing & Publishing	Gauteng	SMME	Direct
African Trade Platform (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Art Bank of South Africa	Professional Services	Free State	SMME	Direct
BizzMed (Pty) LTD	Health Care	Western Cape	SMME	Direct
Bold Bald Heads (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Digicall Transport Solutions	Professional Services	Gauteng	SMME	Direct
Dimphotse ke Leruo CC	Professional Services	Gauteng	SMME	Direct
Drip footwear (Pty) LTD	Manufacturer	Gauteng	SMME	Referral
Expectra 451 CC	Professional Services	Mpumalanga	SMME	Direct
G.P. Utopia Investments CC	Professional Services	KwaZulu Natal	SMME	Direct
Gaga Visual Strategies CC	Professional Services	Limpopo	SMME	Direct
Gladko Medical Supplies (Pty) LTD	Health Care	Gauteng	SMME	Direct
Jane G (Pty) Ltd	Professional Services	Western Cape	SMME	Direct
My Africa Connect Holdings (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Mzilikazi Film and Events	Media Marketing & Publishing	Gauteng	SMME	Direct
Ncumisa Chartered Accountants & Auditors	Professional Services	Eastern Cape	SMME	Direct
Nungu Marketing Distribution	Professional Services	Gauteng	SMME	Referral
Nutcracker Processors CC	Manufacturer	KwaZulu Natal	SMME	Direct
Oxygen Trailer (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Rubicon Clothing CC	Manufacturer	Gauteng	SMME	Referral
SAAGE (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Safe Community CC	Professional Services	KwaZulu Natal	SMME	Direct
Sanitation Ambassadors CC	Professional Services	Gauteng	SMME	Direct
Sanot (Pty) LTD	Manufacturer	Gauteng	SMME	Direct
Thoko's Diamonds CC	Manufacturer	Gauteng	SMME	Referral

Company	Sector	Province	Classification	Lead Origin
December				
Copper Fresh (Pty) LTD	Mining and Beneficiation	Limpopo	SMME	Consultant Generated
Eyami fashion and Lifestyle (Pty) LTD	Manufacturer	Gauteng	SMME	Direct
K2021480955 (South Africa) - Employment Empowerment App	Professional Services	Gauteng	SMME	Direct
Nkosi Ceramics CC	Manufacturer	Gauteng	SMME	Direct
Sisters in Craft CC	Professional Services	KwaZulu Natal	SMME	Direct
Spoke Consulting CC	Professional Services	Gauteng	SMME	Direct
Ulusoy Africa (Pty) LTD	Professional Services	Gauteng	SMME	Direct
Zensar South Africa (Pty) LTD	Information Technology & Telecommunications	Gauteng	Diamond	Consultant Generated

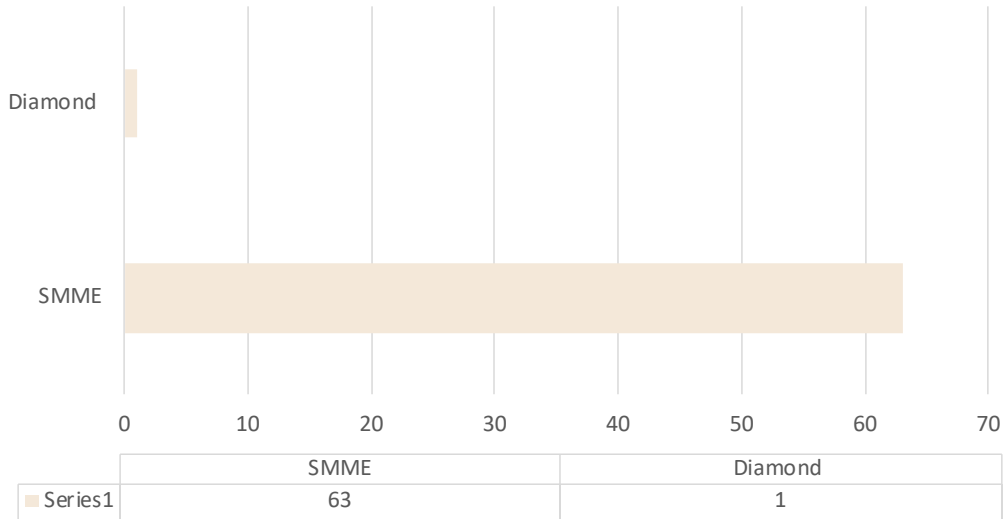
**2021/2022 Q3
NEWLY-RECRUITED MEMBERS BY SECTOR**



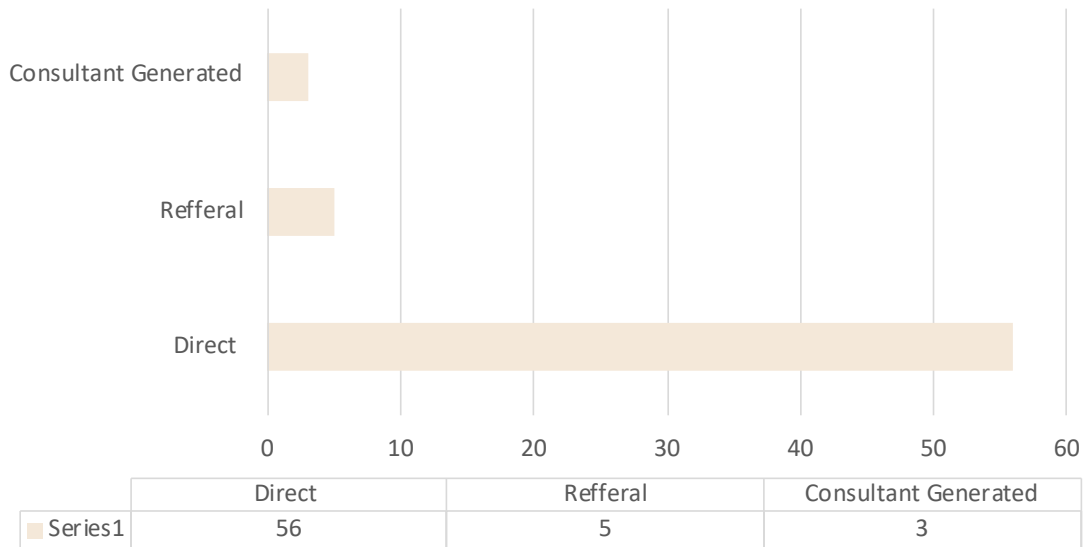
**2021 /2022 Q3
NEWLY RECRUITED MEMBERS BY PROVINCE**



**2021/2022 Q3
NEWLY-RECRUITED MEMBERS BY CLASSIFICATION**



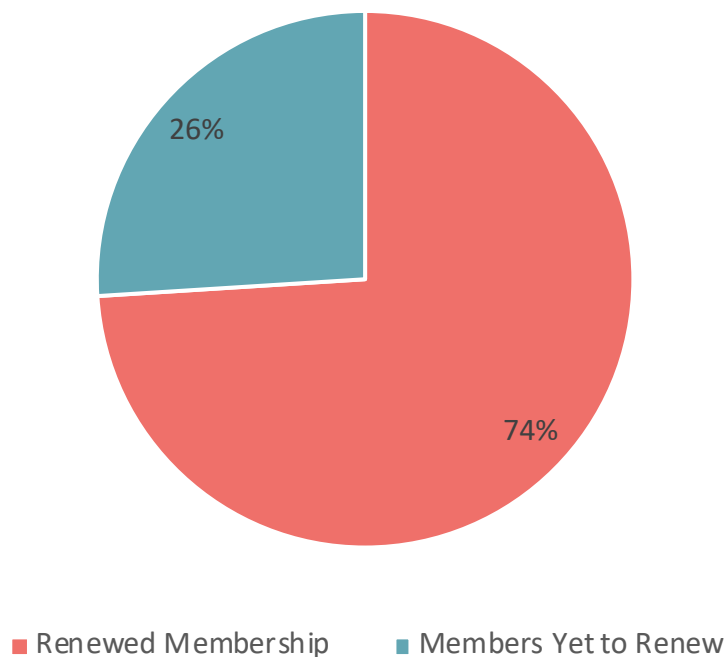
**2021/2022 Q3
NEWLY RECRUITED MEMBERS BY LEAD ORIGIN**



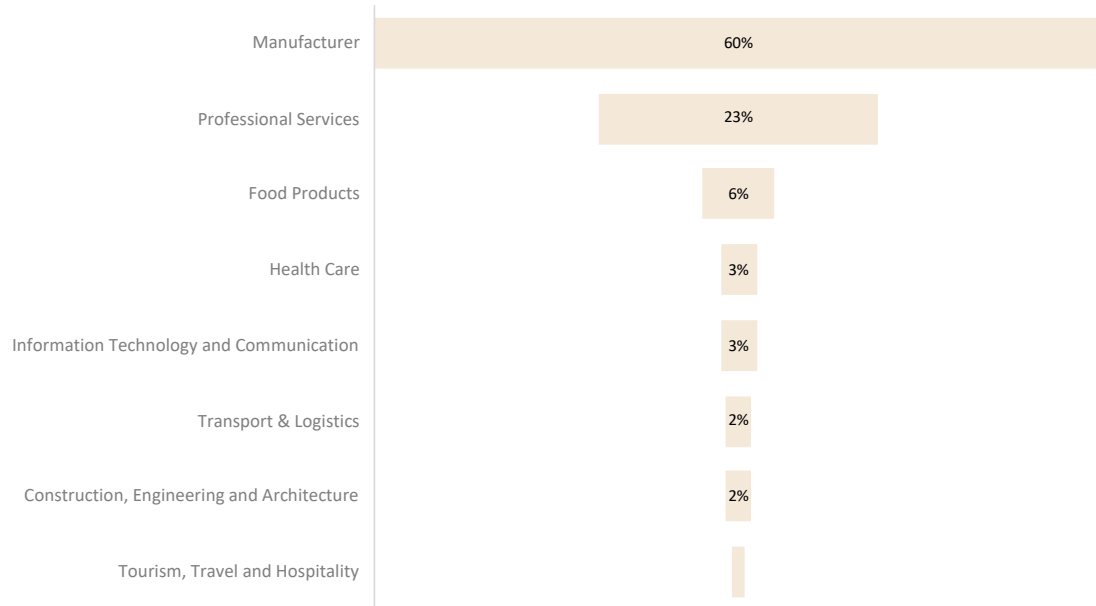
2021/2022 Q2 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	74%
Target:	80%
REASON FOR GROWTH/DECLINE	
<ul style="list-style-type: none"> • In this quarter the renewals are not in line with the target, however the Dubai 2020 virtual exhibition and summit, the introduction of MAP and the envisaged CSD integration has positively impacted the renewal rate. • Renewing members have confirmed that MAP is a positive addition to the value proposition. • The database clean up that is essential to the CSD integration is also assisting with increasing the number of renewals. • The database clean-up has allowed for a more focused approach to renewals. The companies that are no longer in business have been removed. The data and contact details of the companies that are in business have been updated. 	
<p>Number of cancelled memberships: Noko Milling a Diamond Member as they face liquidation.</p>	

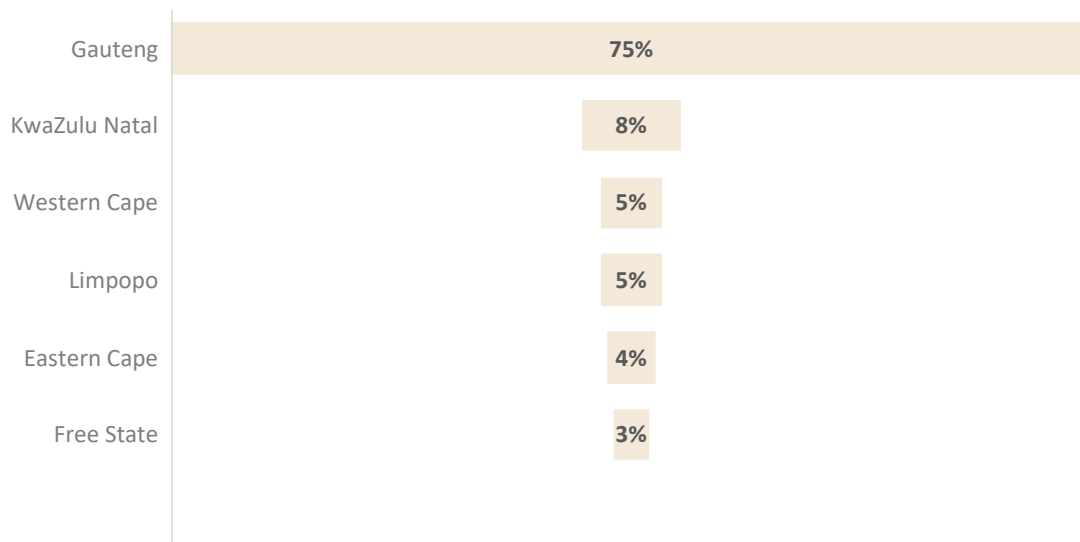
2021/2022 Q3 RENEWED MEMBERSHIP VS YET TO RENEW



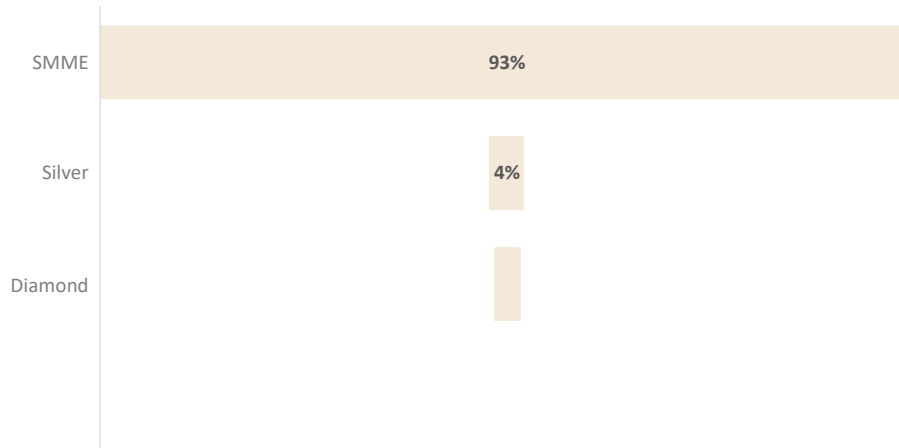
**2021/2022 Q3:
RENEWING MEMBERS BY SECTORS**



**2021/2022 Q3:
RENEWING MEMBERS BY PROVINCE**



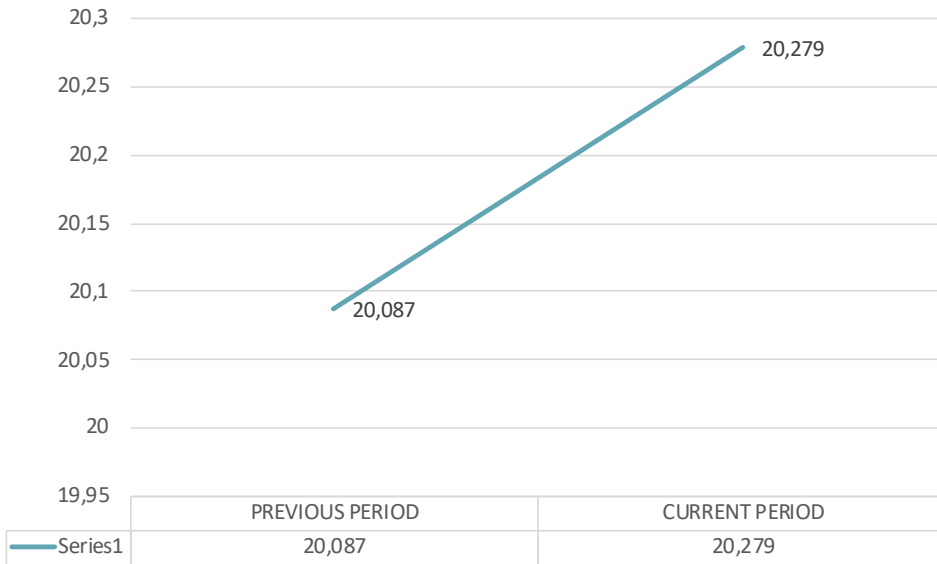
**2021/2022 Q3:
RENEWING MEMBERS BY CLASSIFICATION**



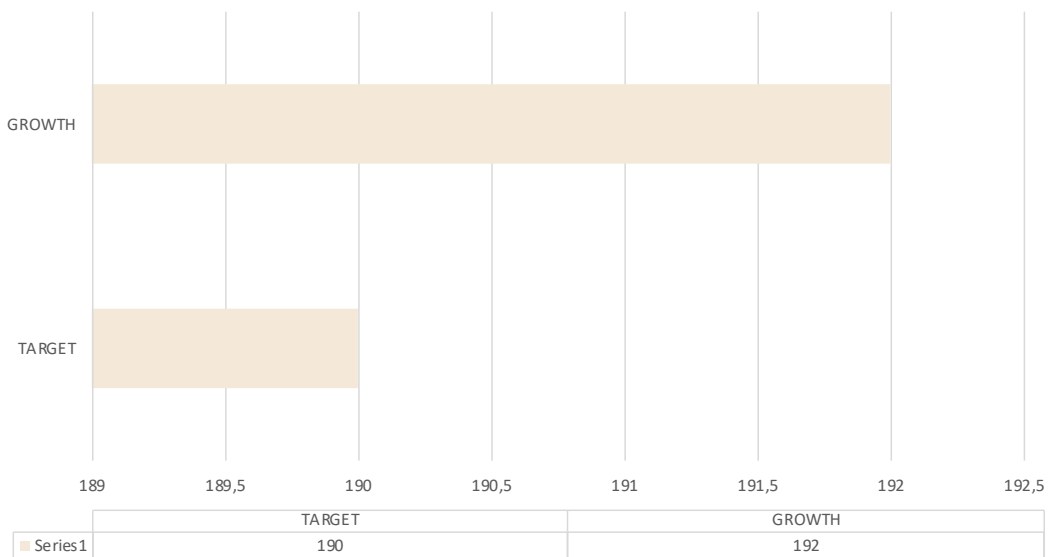
2021/2022 Q3 DATABASE OF LOCAL PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: 2020/2021 Q2	20,087
Current Quarter: 2021/2022 Q3	20,279
2021/2022 Q2	
Target	190
Achievement	192
Target Exceeded: 8%	

**2021/2022 Q3:
DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD VS CURRENT PERIOD**



**2021/2022 Q3:
DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH**



EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Proudly South African hosted webinars

SA Made Masterclass, 29 October, 2021

RSA Made was launched in 2018 and remains Proudly South African's exclusive online shopping and B2B portal. It was also recently chosen as the platform on which the country is showcasing South African vendors as part of the Dubai 2020 Expo. The e-commerce site is one of Proudly South African's membership benefits which many existing members have nevertheless not yet taken up.

This webinar aimed to (re) educate members on the benefits and functions of RSAMade as an access to market trading opportunity available to them.

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African was the Programme Director and also presented an overview of Proudly South African membership, the structure, benefits, and gave an introduction to the RSA Made platform.

The panellists for this webinar included the following:

Mr Ntai Khojane, Co-Founder & Chairman of RSA Made who focused his presentation on the RSA Made platform, why the platform exists and what it stands for, as well as how it relates back to Proudly SA and Proudly SA member companies.

Mr Karamba Jabbie, Co-Founder & CEO of RSA Made focused his presentation on the navigation of the site, how to register as a vendor, payment and commission, consignment and stock procedures, collections and deliveries of orders, and returns policies and B2B opportunities.

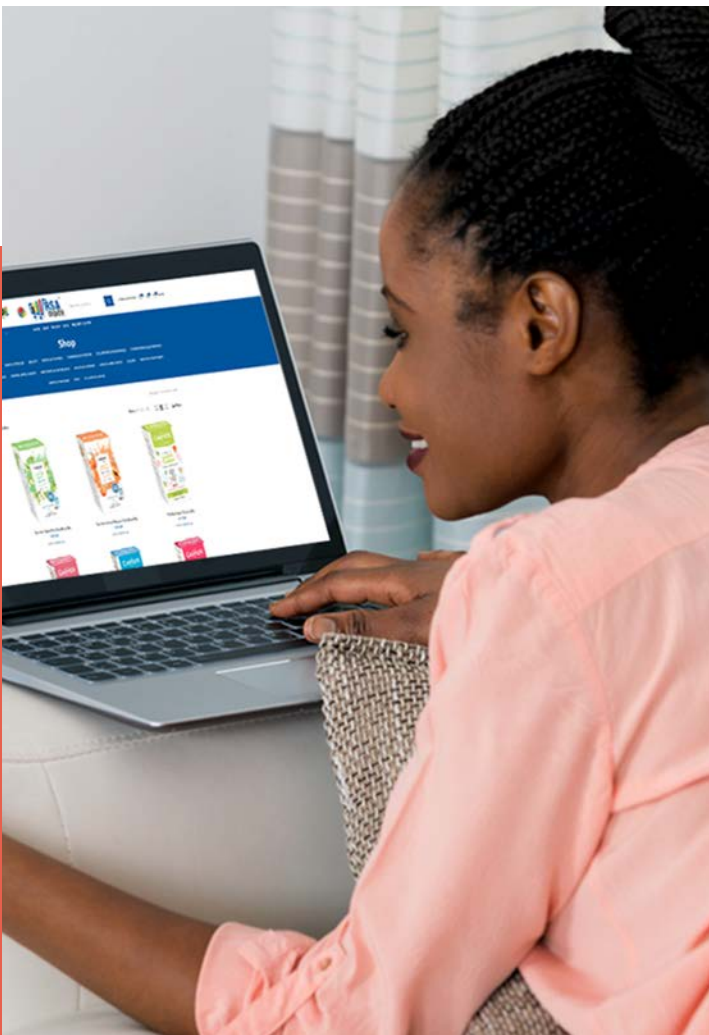
Ms Taryn Collister, Manager: RSAMade & Dubai Platform Expo at Proudly South African gave an overview of the Dubai 2020 Exhibition. She then handed over to Mr Martin Spautz, Managing Director at Southern Sons Group who is managing the virtual Dubai 2020 Exhibition platform and who took the audience on a walkthrough of the platform, how to register, upload information, how to add videos to their virtual stands and what information needed to be submitted.

Nqobile Nkosi of NQ Jewellers gave a testimonial of RSA Made.

Ms Jeannine van Straaten gave the Vote of Thanks.

Target Audience: This was a closed session for Proudly SA member companies only

Reach: 43 (35 Zoom, 2 YouTube, 6 Facebook)





Rebuilding Local in the Private Sector: Heeding the call for increased localisation in SCM

16 November 2021

Proudly South African together with the Nelson Mandela Foundation hosted a dialogue to address the private sector in respect of efforts to drive the Economic Reconstruction & Recovery Plan.

The conversation addressed how we can use local procurement as a stimulus for job creation and how our everyday decisions as corporate buyers and consumers have the power to change the economic future of the country, with each of us having a role to play.

While there is an undoubtedly important role that needs to be played by the government, the role of the private sector is also critical. As such, there is a need to encourage greater levels of local procurement through companies' supply and value chains and for companies to look beyond raw material inputs and extend local procurement to uniforms, stationery, crockery, detergents, vehicle fleets, etc required for the everyday running of the business. Ms Leanne Manas was the programme director for the session.

Prof Verne Harris, Acting Chief Programmes Officer from the Nelson Mandela Foundation opened the session and set the tone of the conversation for the day.

The panellists included:

Mr Eustace Mashimbye, Chief Executive Officer from Proudly South African who spoke on Local Procurement Commitments, noting that Proudly SA had been working with business organisations and institutions to encourage them to commit to increased levels of local procurement. Proudly SA had been working with unions, shop stewards and other labour leaders to take the message of job creation through increased levels of local procurement to their employers. Mr Mashimbye gave a stand-alone presentation and later joined the panel for the discussion with the other speakers.

Ms Yolanda Kubeka, Marketing & Communications Executive from Akacia Medical & Healthcare spoke

about the company's mission to be the local manufacturer and provider of choice in effective and high-quality medical devices and healthcare solutions in Africa, through a high performing, patient and customer-focused culture. As a wholly South African company they are proud to be aligned with the government's vision of producing world-class products locally, creating employment.

Mr Martin Kingston, Executive Chairman Rothschild & Co and Chair of the Steering CTE, B4SA has 40 years' experience in business and advises entrepreneurs, corporates, governments and state-owned enterprises around the world on major transactions, capital raisings and strategic initiatives across a wide variety of sectors. He is also an intermediary between the government, the public sector and the private sector.

Dr Stavros Nicolaou, Aspen Pharmacare Group's Senior Executive responsible for Strategic Trade Development and Chairperson of the B4SA Health Workgroup plays a pivotal role in the initiation of business development opportunities and is also key to the building and maintenance of strategic relations within the industry and with all of Aspen's stakeholders. He is a big advocate for the localisation movement, and also serves on the Proudly South African board.

Ms. Happy Ngidi, Chief Officer: Marketing & Communications at Proudly South African gave the Vote of Thanks.

Target audience: Business leaders, CEOs, Supply Chain Managers, business organisations, institutions and corporates, trade union shop stewards as a route to employers.

Hosted on: Zoom and live streamed on YouTube, Facebook and Twitter.

Reach: 89 (70 Zoom, 9 YouTube, 10 Facebook)



Should entrepreneurship be part of the curriculum in South Africa?

23 November, 2021

The source of many employment opportunities in our country lies within the vibrant entrepreneurship sector. In most cases, entrepreneurs are self-taught and learn through a process of trial and error.

This webinar brought together Proudly SA, educators, education policy makers and entrepreneurs to discuss how we can best equip and teach our young people how to be job creators of the future, and if the subject of entrepreneurial endeavour and localisation should be introduced into the school curriculum.

Ms. Happy Ngidi Chief Marketing Officer for Proudly South Africa was the Programme Director and panellists for this webinar were:

Mr. Eustace Mashimbye, Chief Executive Officer for Proudly South African, who gave an overview of the localisation value chain, and how the work of the campaign supports entrepreneurs.

Mr Martin Sweet, CEO of Primestars who run the annual Step up to a Start Up initiative which was launched in 2014 and is a nationwide programme to teach high-school learners in grade 10, 11 and 12 how to become successful entrepreneurs. Learners are taught how to develop entrepreneurial skills through an educational movie that is produced each year with a chosen theme. After viewing the movie, learners receive an entrepreneur toolkit/workbook which is designed to help them get started as an entrepreneur. The campaign aims to create a conducive environment for young entrepreneurs to access relevant entrepreneurship skills, knowledge, values and attitudes for their businesses.

Ms Chipo Hamukoma, Research Manager at Harambee Youth Employment Accelerator is

responsible for some of Harambee's key learning and knowledge streams, including creating income generating opportunities for youth in the space of micro-enterprise. They manage the SA Youth programme and have a track record of working with over 600 private sector organisations, government, civil society and research & technology partners. They have helped youth find over 240 000 jobs and work experiences, while supporting a growing network of 1.5 million young people.

Ms Gamuchirai Mutezo, Chief Operations Officer at 22 On Sloane oversees the Startup Campus' overall operations as well as spearheading the organisation's Strategic Planning and Business Development activities. 22 On Sloane is the largest start-up campus in Africa offering start-ups and innovative SMEs a complete turnkey solution to scale, from the initial idea to commercialisation, funding opportunities and access to markets. Its aim is to nurture the entrepreneurial mindset, ensure their sustainability, and explore the development of new industries and contribute towards job creation in Africa.

Ms Percy Moleke is the CEO of the Gauteng City Region Academy (GCRA) which is responsible for building a pool of skilled, capable and ethical workforce for the Gauteng City Region. This is done through different interventions, i.e., bursaries, internships, learnerships, skills programmes, etc. Her role is quite similar to that of Harambee insofar as she deals with out of school youth, so she sees first-hand young people who are out of school without the means (qualifications or financial) to study at tertiary level and who do not have a job.



Ms Nadine Pote is the Chief Director for the Coordination of Curriculum Implementation within the Gauteng Department of Education which is responsible for the delivery of the curriculum within the schooling sector. Ms Pote explained that the capacity building session was part of the larger implementation of the National Department of Education's strategy for e-Education as well as the province's prioritisation of teacher development.

Ms Waheeda Carvello is the Director for the E-cubed programme (E3), an initiative of the Department of Basic Education whose mandate is to develop a South African Teaching-for-Learning approach that will cultivate an entrepreneurial mindset and prepare learners with skills and competencies for a changing world. The programme aims to provide tools and resources for teachers to create playful learning environments conducive for learners to practise and catalyse their innate entrepreneurial mindsets.

Proudly South African Active Members' Refresher Webinar

6 December 2021

Proudly South African's membership value proposition has evolved significantly in the last four years and has been enhanced even more since the advent of the COVID-19 pandemic. The organisation offers new market access opportunities in the public and private sectors and with consumers at large and multiple platforms on which members can showcase products and services.

This webinar was hosted with the objective of reminding members of all the offerings of the campaign.

Case studies by member companies on the value of membership were given by Jonathan Shapiro , CEO of Lesco Manufacturing and & Vee Tshuma, CEO of Sanath Trading.

Proudly SA department heads and managers presented on the benefits associated within membership under marketing, events, PR and branding. These were Alicia Logan, Membership Manager, Siyabonga Zungu, Branding Manager, Brigette Simonsz, Events Manager and Deryn Graham, PR Manager Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal focused on the importance of the Proudly South African Campaign access to market opportunities.

Reach: 22

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African gave the Vote of Thanks.

Target Audience: Proudly SA members, business owners, entrepreneurs, education officials, educational institutions, SMME's

Hosted on: Zoom and live streamed on YouTube, Facebook and Twitter

Reach: 54 (Zoom 31, 9 YouTube, 14 Facebook)





Promotion of South African Wine,
8 December 2021

Together with the dtic, Proudly South African presented the case for the South African wine sector.

Facilitated by Proudly SA CMO, Happy MaKhumalo Ngidi, the webinar had presentations from Ms Tsepiso Makgothi, Chief Director Strategic Partnerships and Customer Care at **the dtic**, who spoke about the work they are doing to assist up and coming wine makers, Matome Mbatha of Wines of South Africa spoke about that organisation's work to promote local wines, and Vivian Kleynhans of African Roots Wines- as well as wine makers Andrew Ing, Heinrich Venter and Sgaun Page all spoke about the growth of their respective businesses.

Proudly SA's CEO, Eustace Mashimbye spoke about the value chain within the sector and how it contributes to job creation.

Reach: 160

Webinars hosted together with strategic partners



Proudly South African & Productivity SA knowledge sharing session

14 October, 2021

October marked Productivity Month in South Africa, where efforts are ramped up to drive the productivity movement in South Africa and so Proudly South African partnered with Productivity SA to host a knowledge sharing session that focused on the productivity and sustainability of businesses under the theme of economic recovery and reconstruction, using business turnaround and recovery solutions.

Ms Happy Ngidi, Chief Marketing Officer at Proudly South African was the Programme Director

The panellists for this webinar included:

Mr Eustace Mashimbye, CEO of Proudly South African who gave an overview of the localisation value chain, and the role that Proudly SA plays.

Mr Mothunye Mothiba, CEO of Productivity SA gave an overview of Productivity SA including their vision to lead and inspire a productive and competitive South Africa and to improve productivity by diagnosing, advising, implementing, monitoring and evaluating solutions aimed at improving South Africa's sustainable growth, development and employment through increase competitiveness.

Mr Justice Tshifularo, Executive Manager: Business Turnaround and Recovery, Productivity SA gave the audience an overview of the Business Turnaround and Recovery Programme.

Ms Chantell Beyers, Business Turnaround & Recovery Specialist at Productivity SA explained the BT&R qualifying criteria including a high-level assessment to understand the business challenges and to determine the eligibility of a company to participate in the BT&R Programme.

Ms Sharna Johardien, Organisational Development Specialist at Productivity SA explained the future forum constitution which sessions are aimed at improving long-term viability and operational efficiency and to promote and encourage skills training in relation to productivity awareness and long-term sustainability.

Ms Lufuno Tshikosi, Monitoring and Evaluation Specialist at Productivity SA presented on the monitoring & evaluation process of the programme.

Target audience: Proudly SA members, business owners, entrepreneurs, consumers, SMME's, manufacturers, delegates in the SCM space

Reach: 63



Dubai Forestry 12 November 2021

The South African forestry and forest products industry is an important, mature, and well-developed segment of the South African economy, particularly in the rural areas. Timber and wood products from professionally managed plantations are a renewable, sustainable resource that is carbon neutral.

The Deputy Minister of Forestry, Fisheries, and Environment introduced the webinar and spoke about the importance of the department and how much impact it has on the economy. Michael Peter, Executive Director for Forestry South Africa added his points regarding investment in forestry.

There was a discussion between Mpho Lethoko, General Manager of Sappi Southern Africa, Roy Southey Executive Director at Sawmilling SA, Prof Bruce Sithole, Professor of Chemical Engineering at UKZN , as well as Penwell Lunga, Chairperson of South Africa Furniture Initiative around the impact of the forestry sector within the economy and different industries' involvement with the sector and how it builds investment opportunities.

The closing remarks were made by CEO of Proudly SA, Eustace Mashimbye.

Target Audience: Stakeholders, sponsors, international investors

Reach: 100

Virtual Colloquium: Opportunities in mobile applications development market in South Africa

24 November, 2021



The Department of Trade, Industry and Competition (**the dtic**) in partnership with the Innovation Hub and Proudly South African hosted this event on Opportunities in the Mobile Applications Development Industry in South Africa with the objective of providing a platform for software developers, entrepreneurs, start-ups and companies in software development to:

- Engage with the relevant government departments on strategies to grow South Africa's mobile application ecosystem; and
- Share ideas on the support required by local developers for them to take advantage of the current trends and new developments in the industry.

Hosted on : Zoom

Target audience: Software developers, entrepreneurs, start-ups, software companies

Reach: 130



Be Smart. Mind Your Money. Know your limits

25 November, 2021

The Department of Trade, Industry, and Competition (**the dtic**) in partnership with its entities, Proudly South African, National Credit Regulator (NCR), and the National Consumer Commission (NCC) hosted this event to assist consumers to manage their spending over the festive season and beyond.

The NCC'S Thobani Ncobo spoke about the NCC's awareness campaign around spending over Black Friday and the festive season, highlighting general consumer rights in terms of credit.

Jimmy Golele, Senior Education and Communication officer at the National Credit Regulator, spoke on consumer rights and the importance of wise financial decision making during this festive season as traditionally consumers' debt increases during this period.

Verushka Gilbert, Director of Credit law and policy at the dtic spoke about the purpose of the National Credit Act, and the roles and responsibilities of credit providers.

Target audience: Consumers, financial institutions

Reach: 116

Fiscal policy options to promote economic growth, employment and industrialisation in South Africa,

2 December, 2021

Run by the dtic, this webinar provided a platform for policy makers, researchers and experts on fiscal policy to share knowledge and expertise on the subject matter.

Proudly SA provided the platform and technical assistance but did not present.

National Social Development Colloquium,

2-3 December 2021

In its endeavour to contribute towards a truly and fully integrated socio-economic development trajectory in South Africa, the SBDI Social Enterprise Development Management Corporation (SBDI) as a Social Impact Partner to key stakeholders in the socio-economic development community, and with vested interest in the welfare of the majority of its people, focuses on driving impactful socio-economic development programmes and projects especially in rural and township communities.

The discussions over the 2 days represented the overwhelming sentiments and desire for the Department of Social Development to take leadership in the crafting of the National Social Development and Social Entrepreneurship Development Colloquium.

Reach: 73 physical/206 virtual

Proudly SA presentations at 3rd party events



LGBTIQ+ Network Conference

14 October, 2021

The Thami Dish Foundation seeks to support young, LGBTIQ individuals from disadvantaged communities in South Africa. One of their core objectives is to encourage and motivate young LGBTI members to dream beyond their current circumstances and moreover, to equip them with the necessary tools to propel themselves forward.

The final workshop was designed to evaluate the level of inclusion in the private sector and public sector and studied good practices of inclusion and diversity in terms of LGBTIQ+ representation and services available.

Topics on the day included, meaningful representation & visibility of the LGBTIQ+ community in the workplace, current labour legislation protecting LGBTIQ employees and young LGBTIQ entrepreneurs who are trying to break through the market.


Happy Ngidi presented on localisation and the work of Proudly South African.

Target audience: Stakeholders, financial decision makers and municipality heads and leaders, activists

Reach: 100



Public Sector Procurement Forums



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

As part of our work in the public sector, we run a series of public sector procurement forums across the provinces to address public sector delegates regarding the local content regulations as contained in the PPPFA as well as their roles and responsibilities in respect of legislation around sectors designated for local procurement. In addition, we urge them to extend this practice to all tenders and RFQs where possible.

In the past, these forums were conducted in each province at provincial government level, but with the advent of COVID-19 we have taken them online. Through these forums we can better assist SCM and other officials to comply with regulations.

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

The forums invite managers, heads of departments, CFOs, procurement and supply chain officials and any other relevant personnel from across all tiers of government and include the participation of a number of different agencies including the dtic, SABS, and Office of the Auditor General.

Northern Cape, 30 November

Darryl Christians, Chief Director: Department of Finance, Economic Development and Tourism in the Province of Northern Cape, Ms Cathrine Matidza of **the dtic**, Zukiso Nkonzo of SABS, National Treasury's Nhlanhla Vilakazi and Proudly SA CEO, Eustace Mashimbye presented on their respective roles in provincial audit, local content requirements in the public procurement system, procurement processes, local content verification and the Proudly South African mandate.

Attendance: 28

Mpumalanga, 9 December

The panel of speakers for the Mpumalanga leg of public sector forums included Ms. Cathrine Matidza, dtic, Mr. Eustace Mashimbye, CEO, Proudly South African, Ms. Helen Thrush, CFO, Mpumalanga Department of Economic Development and Tourism, Mr Zukisa Nkonzo (SABS & SAATCA Registered Auditor, SABS), and Programme Director Ms Happy Ngidi, Proudly SA CMO.

Attendance: 72

Activations supported by Proudly SA

Grainfields Chicken Charity Golf Day, Clarens, Free State

28th October 2021

This was Grainfields' 6th annual golf day which drew a lot of sponsors, donors, and players and is played to raise funds for charity.

Their theme this year was 'Proudly South African' and so the day was filled with Proudly South African competitions, attire and food.

Proudly South African activated on the 2nd hole running a competition in which golfers had to guess how old the organisation is turning this year. The prize was a Lasher Tool hamper which players were keen to compete for.

The day ended with a prize-giving and a Proudly South African braai and conversation with the golfers.

Target audience: Stakeholders, sponsor, donors, suppliers

Reach: 100

Local Brand Expose, Roodepoort, Gauteng

31 October, 2021

Proudly South African exhibited at the Local Brands expose organised by Blaq Daisy and was a consumer activation with a focus on providing an access to market opportunity for Proudly SA members.

We sponsored three of our members, namely LemmeChew Foods, Chuck Chilli Foods and Vutommi Liquids as well as having a stand for Proudly SA to promote the campaign and recruit local businesses at the expo.

Target audience: Proudly SA members, business owners, entrepreneurs, consumers, public.

Reach: 500

Township Entrepreneurs Alliance (TEA), Expo, Tembisa, Gauteng,

20 November, 2021

TEA is a national township-based organisation which creates platforms for learning, information sharing, brand engagement and networking. TEA connects government, corporate SA and entrepreneurs and has a national footprint. TEA has been in operation for 6 years and has had a direct impact of 50 000 entrepreneurs.

The event was well attended by youth in the Ekurhuleni region and Proudly SA membership was present to source new prospective members.

Target audience: Consumers, buyers, SMME, entrepreneurs

Reach: 50 – 100

Nedlac Community Constituency Workshops / Webinars

Proudly South African worked with NEDLAC's community constituency to present a series of webinars/workshops. These were hybrid events with delegates in attendance, but also streamed on Zoom and various other social media platforms.

The events aimed to address several socio-economic issues, not least of which is unemployment. The events spread the message that together we can assist to give effect to the country's Economic Reconstruction & Recovery Plan.

Gauteng

16 November 2021

There was a message of support from the National Skills Authority (NSA) / National Skills Fund (NSF), presentation by the National Lotteries, presentation from Mr Xolile Brukwe on State and CSO Partnership Model NDA. The opening address was given by NEDLAC Community Constituency Overall Convenor, Mr Thulani Tshefuta, and Proudly SA CEO, Eustace Mashimbye also presented on the Buy Local movement, its benefits and impact on job creation.

Target audience: Community leaders, municipal managers

Reach: 200

East London

19 November 2021

The opening address was given by NEDLAC's Community Constituency Overall Governor, Thulani Tshefuta. There were presentations by the National Lotteries Commission (NLC) and from Mr. Mzikayise Mani, EC Provincial Manager, the State and CSO Partnership Model NDA Manager Mr. Xolile Brukwe, a presentation by the CEO of Proudly SA and Dr. Patrick Sokhela who spoke on understanding the APRM which is to foster the adoption of policies, standards, and practices that lead to political stability, high economic growth, sustainable development, and accelerated sub-regional and continental economic integration. He also spoke about the role of Civil Society and how it impacts communities.

Target audience: Community leaders, municipal managers

Reach: 100

Mpumalanga

23 November 2021

Proudly South African, the country's official buy local advocacy campaign and a product of NEDLAC, worked with the organisation's community constituency to present a workshop Mpumalanga on the 23rd November 2021.

The events purpose is to spread the message that together we can assist to give effect to the country's Economic Reconstruction & Recovery Plan.

Opening Address and Purpose of the Workshop was done by NEDLAC's Community Constituency Overall Governor, Thulani Tshefuta. Presentation by the National Lotteries Commission (NLC) enlightened the delegates on the work they've done and what incentives the communities can access was done by Dimakatso Matloa.

This was then followed by a presentation by the CEO of Proudly SA who spoke on the importance of producing and procuring Proudly South African goods and services. Ms Tsholofelo Mokotedi from EWSETA spoke about the work their doing to facilitate and coordinate skills development programmes to respond to sectoral challenges.

The last presentation was done by Dr. Patrick Sokhela who spoke on understanding the APRM which is to foster the adoption of policies, standards, and practices that lead to political stability, high economic growth, sustainable development, and accelerated sub-regional and continental economic integration. The event was well attended with a dialogue and panel discussion at the end where community representatives had an opportunity to ask questions and get feedback from the speakers.

Target audience: Community leaders, municipal managers

Reach: 100

Mahikeng, Northwest,

26 November 2021

Some of the topics that were shared on the webinar included a message of support from National Skills Authority (NSA) / National Skills Fund (NSF), a presentation by the National Lotteries Commission (NLC) and one by Proudly SA CEO, Eustace Mashimbye.

Target audience: Community leaders, municipal managers

Reach: 100

Northern Cape

1 December 2021

SANACO principal, Mr Lawrence Bale opened the event and additional presentations were given by Mr Thulani Tshefuta, Nedlac Community Constituency Overall Convenor, The National Lotteries Commission's Winniefred Louw, Dimakatso Matloa, a regulatory compliance and enforcement specialist, the NDA's Xolile Brukwe, EWSETA's Khetsiwe Dlamini as well as Proudly SA's CEO, Mr Eustace Mashimbye.

Reach: 93

Free State

3 December 2021

Speakers/presenters at this NEDLAC workshop included SAYC Principal, Mr Thembinkosi Josopu, Mr Thulani Tshefuta of NEDLAC, Free State provincial manager, Thokozile Mandyu as well as messages of support from NSA and NSF. Proudly SA CEO, Eustace Mashimbye spoke about the organisation's efforts to drive greater levels of local procurement in both the public and private sectors.

Reach: 98

Proudly SA Activation



International coffee day activation

01 October 2021

(Celebrated on 29 September at the launch of Living Lekker Locally)

International Coffee Day celebrates coffee as a beverage across the world. Proudly South African posted members in the coffee space on social media platforms with recipes sent by members Vuttomi Liquid, Sihle's Brew, Monate Coffee and Darling Sweet in order to promote the brands & create awareness around choosing locally made coffee.

International coffee day was also used to promote fair trade coffee and to raise awareness for the plight of the coffee growers and educate consumers on the value chain that goes into producing coffee.

Target audience: Followers on our social media platforms



4,5

PR, COMMUNICATIONS & MEDIA

4.5.1 Summary

The quarter in review concentrated on the build up to consumer spending over Black Friday and the Festive Season, working together with an external agency, PR Worx to supplement the work of the PR Department.

Internally PR created a 'Twelve Days of Christmas' gift for 10 content producers on radio and television, including 12 locally made items for all the family which was well received.



Together with the internal branding & design department, PR collected information and pictures for an online 3-part catalogue of gift ideas or specific products built around Black Friday special offers, the Festive Season and Back to School which formed the basis of all publicity/press releases relating to the season. (see Press Release schedule below)



In addition, the catalogue was posted across all social media platforms at regular intervals throughout the relevant periods. Black Friday spending gained a lot of traction as well as stories which were told around specific sectors on which the Campaign concentrated over this period, namely clothing and textiles, furniture and poultry.

The Festive Season messaging resonated in the media, resulting in a number of interviews across broadcast channels.

Simultaneously, the Game Time and Living Lekker Locally commercials ran across the major broadcasters' channels, representing spend of R1 millions across the eTV bouquet, R2 million across all SABC channels and R3 millions on Multichoice stations.



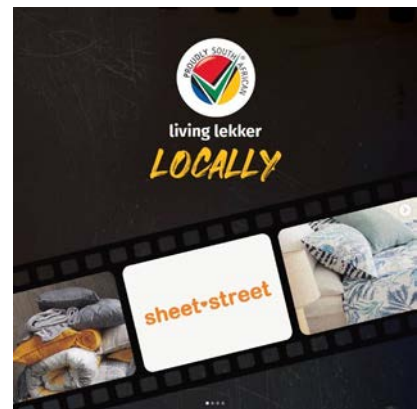


During the quarter in review PR launched a Back to School 'Create a poster' competition for learners from Grade R-12 on social media. Looking for the most creative poster ads for the buy local campaign, and why buying local is important, the competition will award prizes in 4 age groups with school bags, lunch boxes and stationery. The competition closes in the early part of the next quarter.

The Department also did extensive research and met with a number of prospective new media monitoring service providers. The incumbent has been providing services for more than 6 years but in the fast paced and changing media/social media environment, it is apparent that new analytics and a broader scope of services is required. It was agreed to extend the services of the incumbent to the end of the current fiscal year and to issue an RFQ for services thereon after.

The PR Department also assisted with the creation and wording of the digital poster material that will be displayed in January at the Dubai Expo 2020, and supported the Events department with wording for webinar topics, invitations, letters of thanks etc.

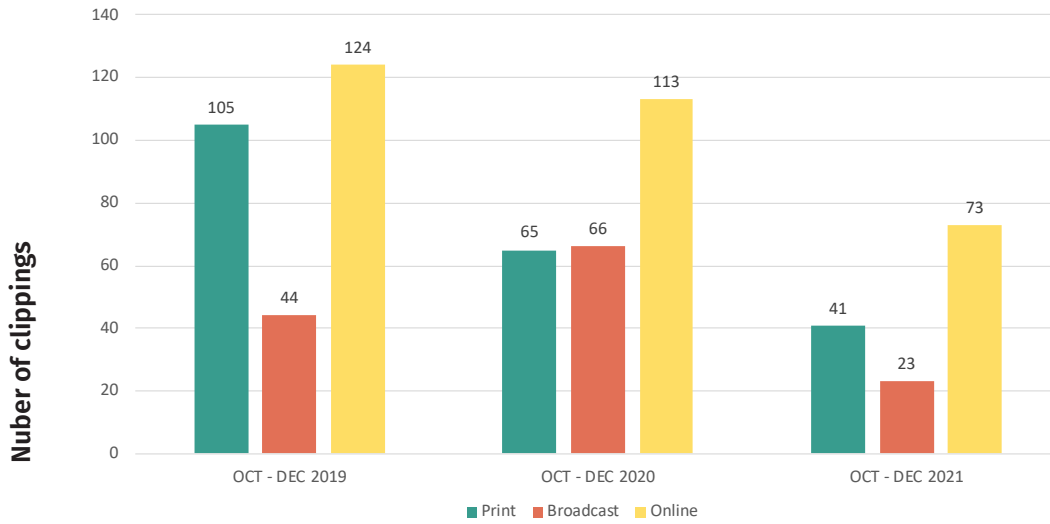
The PR department, working in tandem with PR Worx created press releases and social media digital content which resulted in a total of R4,7 million worth of AVE in the quarter and gained 5 121 new followers over LinkedIn, Instagram, Facebook, Twitter and Tiktok.



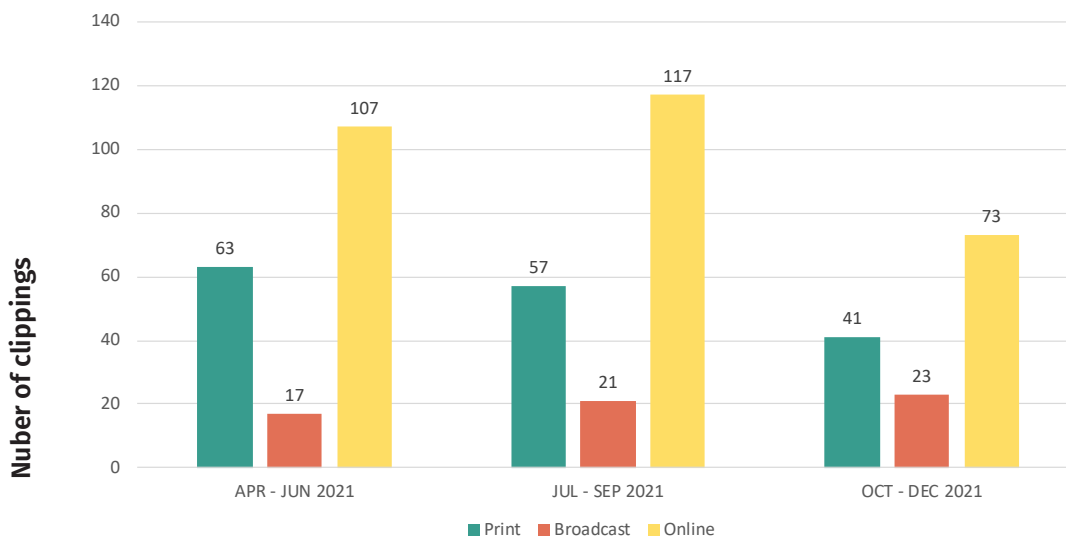
4.5.2) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Oct – Dec 2021). Comparison is made with the same period in 2019 and 2020 as well as with the other quarters in the current financial year.

**CLIP COUNT COMPARISON
Q3: 2019-2021**



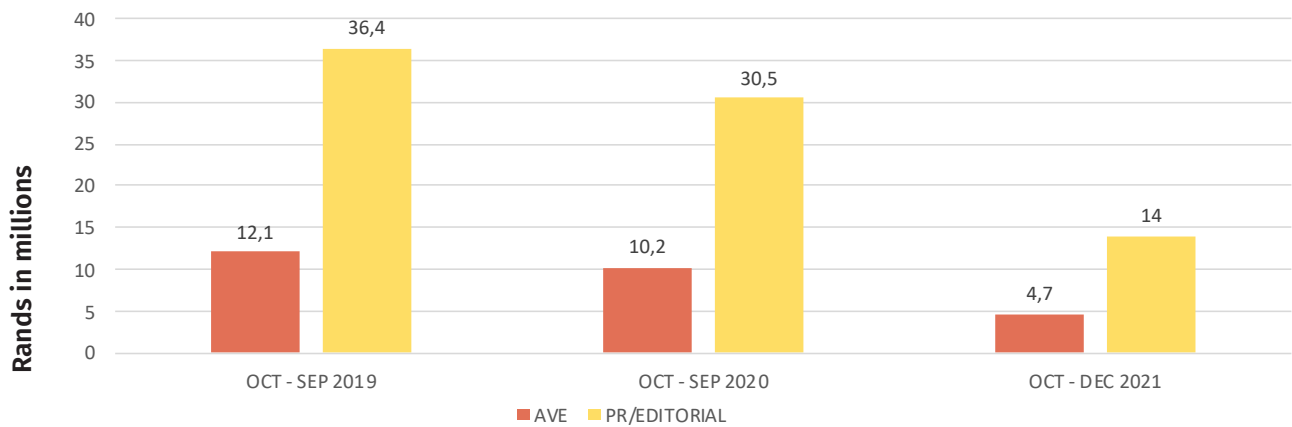
**CLIP COUNT COMPARISON
2021/2022 financial year**



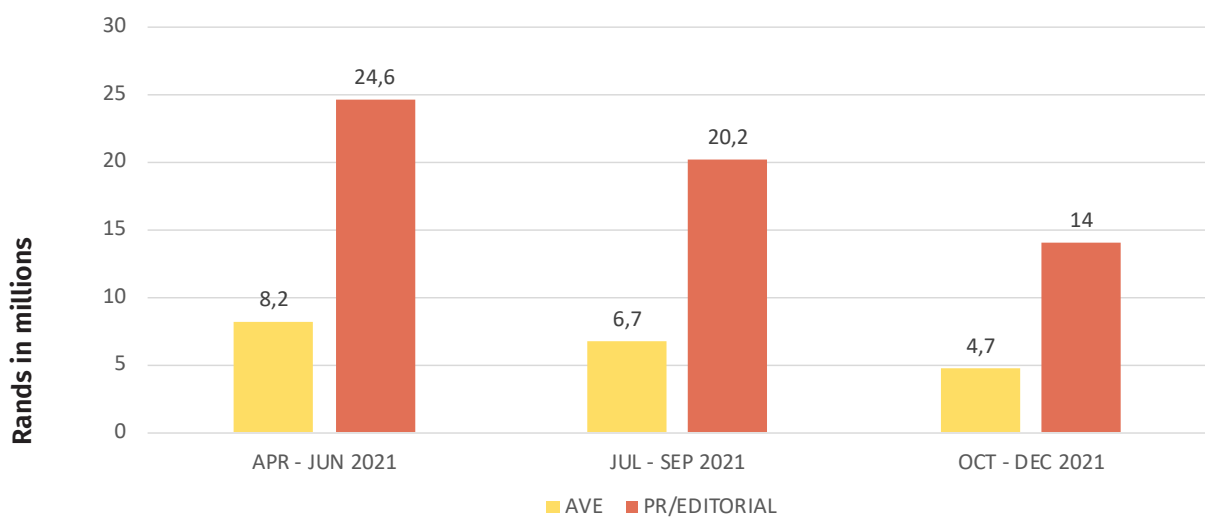
4.5.3) AVE/PR Value

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between October and December 2021 is R 4,7 million and the PR/editorial value translates to R14 million.

AVE ANALYSIS Q3: 2019-2021



AVE ANALYSIS 2021/2022 financial year



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between October and December 2021

No.	Date	Release/Commission	Title
1	04 October	Press Release	Dubai Expo 2020 Opens
2	18 October	Business Report Column	TFG Opens Joburg Production facility/Threaded Together
3	08 November	Press release	Black Friday Must Buys
4	12 November	Commissioned	Fair Play magazine Q&A
5	15 November	Media Advisory	Nelson Mandela Foundation & Proudly SA host private sector dialogue
6	16 November	Joint Press release	NCR Be Smart Mind your Money webinar
7	19 November	Press Release	Choosing Local could be a Game Changer for South Africa
8	20 November	Commissioned	Fair Play 5th anniversary Op Ed
9	02 December	Business Report Column	LESCO Case study on import replacement
10	07 December	Press Release	Eating Local Food could gift billions to the SA economy this festive season
11	14 December	Press Release	SA Jewellery designers shine in festive season spotlight
12	17 December	Business Report Column	Proudly SA response to localisation naysayers

4.5.5) Social Media

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

	Followers 31 Mar 2021	Followers 30 Sep 2021	Followers 31 Dec 2021	Q-Q growth Q3 vs Q2	Financial year growth to date
Facebook likes	19 442	24 814	25 587	773 (3.1%)	6 145 (31.6%)
Facebook follows	28 205	38 706	41 000	2 294 (5.9%)	12 795 (45.4%)
Instagram	7 739	12 705	13 833	1 128 (8.9%)	6 094 (78.7%)
LinkedIn	2 224	3 456	3 808	352 (10.2%)	1 584 (71.2%)
Twitter	177 428	178 412	178 916	504 (0.3%)	1 488 (0.8%)
YouTube	281	390	448	58 (14.9%)	167 (59.4%)
TikTok	0	20	32	12 (60%)	32 (N/A)
TOTALS	235 319	258 503	263 624	5 121 (2%)	28 305 (12%)

Proudly SA started the #LocalFriday Instagram sessions – informal discussions between Proudly SA execs and prominent SA personalities – at the dawn of the coronavirus pandemic, in order to continue spreading the Buy Local message to consumers through social media. This quarter also saw Proudly SA host Twitter Space dialogues for the very first time. Twitter Spaces are audio-only dialogues hosted by the platforms, which gives hosts and guests opportunities to be engage with listeners.

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



Siphwe Tshabalala



Kgomotso Christopher

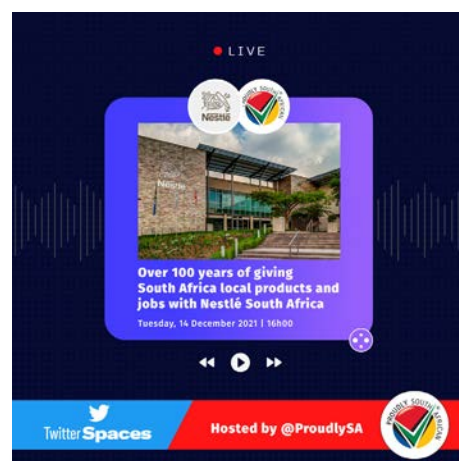
TWITTER SPACES

The quarter in review saw us engage on a new platform, namely Twitter Spaces, where we can have a live conversation with multiple guests and interact with the audience (audio only, no visual element). We have chosen to use Twitter Spaces exclusively to profile member companies to consumers who are free to pose questions.

We launched with the following companies with Proudly SA CMO, Happy Ngidi leading the conversations.



#LivingLekkerLocally with Sihle’s Brew and YaMama Gemmer



Over 100 years of local jobs and products with Nestlé South Africa

4.5.6) Media visits/ engagements

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

Vow FM	Ikwewezi FM
Business Report	Groot FM
Y-FM	Channel Africa
Newzroom Afrika	Jozi FM
Ukhozi FM	Kaya FM
East Coast Radio	Lotus FM
EWN	Power FM
Makhado FM	Radio 2000
Kyknet	

4.5.7) Media coverage summary

Publication Date	Media	Headline	AVE (Rands)
2021/10/01 00:00	iAfrica	SA Moves To Lockdown Alert Level 1	2078.55
2021/10/01 00:00	Sign Africa	FUJIFILM Graphic Systems Hosts Webinar On The New Blueprint For The Rebuilding And Recovery Of The Printing Industry	107767.04
2021/10/02 00:00	Soweto Sunrise News	Proudly SA launches its Living Lekker locally Campaign	5807.42
2021/10/04 00:00	Media Xpose	Proudly SA launches its Living Lekker Locally campaign	14206.50
2021/10/04 00:00	Media Xpose	Proudly SA Announces its participation in Dubai 2020 Trade Expo as part of South African Pavilion	14005.60
2021/10/01 00:00	Highveld Chronicle	Buying Locally increases job opportunities	7055.36
2021/10/06 00:00	ENS Africa	Labels - Green is the new Black	11591.52
2021/10/06 00:00	More than Food	Supporting Local Is Lekker	2713.89
2021/10/07 00:00	Retail Listings	TFG opens Prestige Clothing factory in Joburg designed for hearing-impaired workforce	36588.51
2021/10/08 00:00	Xando Blogs	Film set to positively position South Africa at the Dubai Expo 2020	16001.57
2021/10/11 00:00	Retail Brief Africa	Proudly SA launches its Living Lekker Locally campaign	10298.88
2021/10/05 08:40	VOW 88.1 FM Mhz	Keeping local with Lekao Sehoane	9120.00
2021/10/12 00:00	Tutone Communications	LGBTIQ+ WORKSHOPS SET TO EMPOWER THIS PRIDE MONTH	85334.60
2021/10/12 00:00	Hypress Live	LGBTIQ+ WORKSHOPS SET TO EMPOWER THIS PRIDE MONTH	13989.32
2021/10/14 00:00	Social TV	Film set to positively position South Africa at the Dubai Expo	14381.22

Publication Date	Media	Headline	AVE (Rands)
2021/10/18 00:00	Business Report (Pretoria News)	The Foschini Group opens a HearingImpaired Threaded Together facility	58851.52
2021/10/18 00:00	Business Report (The Star)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	56627.48
2021/10/18 00:00	Business Report (The Mercury)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	23976.80
2021/10/18 00:00	Business Report (Cape Times)	The Foschini Group opens a Hearing-Impaired Threaded Together facility	27192.78
2021/10/18 00:00	IOL	The Foschini Group opens a Hearing Impaired Threaded Together facility	46375.20
2021/11/01 00:00	Foschini Club Magazine	Foschini Club Magazine	120260.16
2021/10/01 00:00	Sunday Times, Made in SA	LOCAL IS LEKKER AND SUCCESSFUL TOO	6284.19
2021/10/01 00:00	Sunday Times, Made in SA	GOING LOCAL IS NOW A MATTER OF SURVIVAL	30290.70
2021/10/26 08:43	VOW 88.1 FM Mhz	Local is Lekker - Nomngenge Duo (ND) clothing brand	15215.00
2021/10/12 08:39	VOW 88.1 FM Mhz	Local Lekker campaign - Young Minds in Business	18360.00
2021/10/19 08:40	VOW 88.1 FM Mhz	Local Lekker campaign - Young Minds in Business - Elegante	12325.00
2021/10/27 19:09	Lotus FM	Endorphin Global aims to help Entrepreneurs and SMMEs	11520.00
2021/10/27 19:23	Lotus FM	Continue -- 1 of 1 -- Endorphin Global aims to help Entrepreneurs and SMMEs	17712.00
2021/10/27 19:42	Lotus FM	Continue -- 2 of 2 -- Endorphin Global aims to help Entrepreneurs and SMMEs	15840.00
2021/09/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	42739.84
2021/09/01 00:00	Sign Africa (Journal for the Visual Communication Industries)	Sign Africa (Journal for the Visual Communication Industries)	32876.80
2021/11/03 00:00	ITC-SA	Watch team SA's Forestry & Fibre gurus at expo 2020 Dubai	4727.80
2021/09/01 00:00	Dealmakers, Supplement	Labels - Green is the new Black	30645.00
2021/11/09 19:13	702/Cape Talk Simulcast	Heroes and zeros in the advertising and branding industry.	149103.93
2021/11/09 00:00	702	[WATCH] Sorry 'Proudly South African', we're not proud of that advert at all!	12426.00
2021/11/09 00:00	Cape Talk	[WATCH] Sorry 'Proudly South African', we're not proud of that advert at all!	11804.70
2021/11/11 00:00	ABR (Automotive Business Review)	Top 10 local must-buys for Black Friday	14909.03
2021/11/15 00:00	Polity	Proudly South African and the Nelson Mandela Foundation to host localisation dialogue	17240.04

Publication Date	Media	Headline	AVE (Rands)
2021/11/15 00:00	Gauteng Online Lifestyle Magazine	Top 10 local must-buys for Black Friday	25725.96
2021/11/16 00:00	Women Stuff	Unmissable Black Friday Deals from Local Brands	50844.95
2021/11/16 00:00	The Cape Robyn	Shopping: HUGIO – SA brand launches -with Sugar Cane and Poinsettia pyjamas	17840.49
2021/11/16 13:44	SAFM	Proudly South African Encourages South Africans To Buy Local This Black Friday	27537.00
2021/11/16 00:00	Gauteng Online Lifestyle Magazine	SUPPORT LOCAL THIS BLACK FRIDAY – BOOST OUR ECONOMY	25757.03
2021/11/16 00:00	Smart Africa Media	SMART MARKETPLACE: Proudly South African: Support local this black Friday – boost our economy	20732.12
2021/11/17 00:00	South African Government News Agency	Sewing for change	23647.47
2021/11/17 00:00	My ZA	Sewing for change	1108.08
2021/11/17 00:00	Good Things Guy	Operating a business in the time of a pandemic is no easy feat, but companies like the one Lelly Mntungwa founded are helping to create a tapestry that is changing the landscape from one of unemployment and despair to one where skills are imparted, and jobs are created.	28540.05
2021/11/17 17:31	Newzroom Afrika	Local is lekker	121333.33
2021/11/17 00:00	Daily Maverick	The benefits of localisation are overstated while the costs are dramatically understated	105015.42
2021/11/17 00:00	Eminetra	Sew to change SAnews	23005.01
2021/11/19 00:00	Arena Events	Platforms, integration, and the multi-channel approach for driving consumer spend	20623.14
2021/10/01 00:00	PPM (Packaging & Print Media)	Two SABS milestones	19096.44
2021/11/23 00:00	Social TV	Choosing local could be a game changer for SA economy, says Proudly SA	14405.93
2021/11/23 00:00	Iono.fm	Listen to this before you spend any money on Black Friday	1834.26
2021/11/24 00:00	South African Government News Agency	Buying locally manufactured products adds to economy	14232.96
2021/11/24 00:00	My ZA	Buying locally manufactured products adds to economy	678.30
2021/11/24 06:35	East Coast Radio	Proudly SA launches RSA Made	38517.50
2021/11/24 00:00	Knysna Plett Herald	Buying locally manufactured products adds to economy	14360.25
2021/11/24 00:00	Oudtshoorn Courant	Buying locally manufactured products adds to economy	14196.80
2021/11/24 00:00	Mossel Bay Advertiser	Buying locally manufactured products adds to economy	16801.80
2021/11/24 00:00	Graaff-Reinet Advertiser	Buying locally manufactured products adds to economy	14360.25

Publication Date	Media	Headline	AVE (Rands)
2021/11/24 00:00	George Herald	Buying locally manufactured products adds to economy	16610.56
2021/11/24 00:00	South Cape Forum	Buying locally manufactured products adds to economy	14196.80
2021/11/24 00:00	Free State News Online	Buying locally manufactured products adds to economy.	12262.43
2021/11/24 00:00	South African Government	Trade, Industry and Competition hosts educational webinar on consumer's rights and responsibilities, 25 Nov	26164.62
2021/11/24 00:00	Cosmo City Chronicle	Buying locally manufactured products adds to economy	12116.20
2021/11/24 00:00	Eminetra	Buying locally made products contributes to the economy	14801.29
2021/11/25 00:00	The Citizen (Gauteng)	Choosing local is way to go	19877.76
2021/11/24 18:30	East Coast Radio	Proudly South African	17356.50
2021/11/25 00:00	The Citizen (Country Edition)	Choosing local is way to go	19877.76
2021/11/24 14:12	Ikwekwezi FM	Buying locally made products contributes to the economy	29610.00
2021/11/19 06:09	Kyknet	Show line up on Die Groot Ontbyt	4666.67
2021/11/19 07:34	Kyknet	Proudly South African	68016.67
2021/11/24 19:55	You FM	Proudly SA calls on consumers to buy local this Black Friday	29500.00
2021/11/26 00:00	Lentswe	Choose local this black friday	13053.60
2021/11/25 19:36	Jozi FM	Proudly SA urges shoppers to buy local on Black Friday	65472.67
2021/11/25 00:00	Wander Luxury	Choosing local could be a game changer for SA economy	29776.16
2021/11/25 00:00	Klerksdorp Record	Choose local this BLACK FRIDAY	15038.65
2021/11/26 00:00	East Coast Radio	Business Watch	15042.00
2021/11/27 00:00	Eminetra	A video of a living turkey watching one baked goods causes a fuss	8549.66
2021/11/29 10:33	Groot FM 90.5	Proudly South African urges public to boost local economy by buying local	15864.67
2021/11/29 10:27	Groot FM 90.5	Proudly South African Jeannine van Straaten	508.87
2021/12/01 00:00	SA Jewellery News	Reflections on a different year, and looking ahead	55245.54
2021/11/30 00:00	Green Family Guide	Pampering Gifts Should do No Harm!	30334.00
2021/12/02 00:00	The Star, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38
2021/12/02 00:00	Cape Argus, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38
2021/12/02 00:00	Daily News, Daily Insider	Lesco good case study on locally produced goods, says Proudly SA	109300.38
2021/12/02 14:56	VCR 90.6 FM	Proudly SA	653.93

Publication Date	Media	Headline	AVE (Rands)
2021/12/02 00:00	IOL	Lesco is a good case study on locally produced goods, says Proudly SA	55833.30
2021/12/02 00:00	Africa-Press	Lesco is a good case study on locally produced goods, says Proudly SA	22288.42
2021/12/03 00:00	Sake (Volksblad)	Eet 'Trots Suid-Afrikaanse' hoender die Kerstyd	4903.90
2021/12/03 00:00	Sake (Beeld)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	25715.52
2021/12/03 00:00	Sake (Burger Oos Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	1946.88
2021/12/03 00:00	Sake (Burger Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	20764.64
2021/12/03 00:00	Sake (Beeld), Pretoria	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	25715.52
2021/12/03 00:00	Sake (Burger Suid Kaap)	Eet 'Trots SuidAfrikaanse' hoender die Kerstyd	20764.64
2021/12/01 00:00	Poultry Bulletin	In defence of importers	33497.82
2021/12/05 00:00	Sunday World, Life	From a garage lab to two Proudly SA cosmetic brands	63498.40
2021/12/06 00:00	Leading Architecture & Design	ITALTILE LAUNCHES SEMPLICE	7719.68
2021/12/06 00:00	Apex Architect Africa	Italtile launches Semplice	7902.24
2021/12/03 00:00	Weekly SA Mirror	CREATING THE SOCIAL ENTREPRENEURSHIP MASTER PLAN FRAMEWORK	13237.84
2021/12/01 00:00	Parliamentary Monitoring Group	Department of Small Business Development, SEFA and SEDA 2021/22 Quarter One and Two Performance Reports with Deputy Minister	243193.86
2021/12/08 08:21	YFM	Continue -- 1 of 1 -- Boston Media House Media Focus Forum Roundtable	141041.67
2021/12/08 08:40	YFM	Continue -- 2 of 2 -- Boston Media House Media Focus Forum Roundtable	177083.33
2021/12/31 00:00	New Agenda	South Africa's longterm economic policy options beyond 2021	121619.94
2021/12/01 00:00	JZA (Your Jewellery Magazine)	BORN IN THE Z OF A	3008.10
2021/11/25 00:00	Media Update	Three reasons why local is 'lekkerder' this Black Friday	39468.90
2021/12/13 00:00	Smile 90.4 FM	Support local tourism businesses this festive season	3089.28
2021/12/13 00:00	Daily Maverick	Capitalism's recalibration: From globalisation to deglobalisation to onshoring	182693.88
2021/12/14 00:00	Food Focus	Indulge with home-grown and give the gift of jobs this festive season	47160.96
2021/12/14 00:00	Show Me South Africa	SA jewellery designers shine in festive season spotlight	27956.80
2021/12/15 00:00	The Citizen (Gauteng), Buy in Bulk	Buy local to boost economy	20852.26
2021/12/15 00:00	The Citizen (Country Edition), Buy in Bulk	Buy local to boost economy	20852.26

Publication Date	Media	Headline	AVE (Rands)
2021/12/15 00:00	Safrica 24	Sascoc names Nozipho Jafta as new CEO	5955.11
2021/12/15 00:00	Herald Live	Sascoc names Nozipho Jafta as new CEO	16841.52
2021/12/15 00:00	GSport	Nozipho Jafta Appointed SASCOCEO	10620.60
2021/12/15 00:00	Times Live	Sascoc names Nozipho Jafta as new CEO	15438.06
2021/12/15 00:00	Sowetan Live	Sascoc names Nozipho Jafta as new CEO	17512.74
2021/12/16 00:00	My Pressportal	Repurposing mine waste a winning idea for teen team	18853.73
2021/12/16 00:00	Free-Mail	Repurposing mine waste a winning idea for teen team	19076.12
2021/12/17 06:41	Lotus FM	Calls for people to support local	13703.00
2021/12/18 00:00	Novus Press Bulletin	Repurposing mine waste a winning idea for teen team	52741.92
2021/12/17 00:00	Sandton Central	Repurposing mine waste a winning idea for teen team	9513.00
2021/11/01 00:00	Undercover Farming	GREENHOUSES SHADE NET HYDROPONICS AQUAPONICS	8973.24
2021/12/21 00:00	Business Report (The Mercury)	Localisation naysayers have got it all wrong	46345.40
2021/12/21 00:00	Business Report (Cape Times)	Localisation naysayers have got it all wrong	52099.08
2021/12/21 00:00	Cape Argus, Sport	Let's hope new Sascoc boss puts athletes first for Paris 2024	54199.28
2021/12/21 00:00	The Mercury, Sport	Let's hope new Sascoc CEO puts athletes first	27566.91
2021/12/21 00:00	Daily News, Sport	Let's hope new Sascoc boss puts athletes first	34433.98
2021/12/21 00:00	The Star, Sport	Let's hope new Sascoc boss puts athletes first for Paris 2024	68804.56
2021/12/22 00:00	IOL	Let's hope new Sascoc CEO puts athletes first for 2024 Paris Olympics	42225.84
2021/12/24 00:00	Mahikeng Mail	New CEO of SASCOCEO Nozipho Jafta	7175.47
2021/12/22 00:00	IOL	Let's hope new Sascoc CEO puts athletes first for 2024 Paris Olympics	42286.86
2021/12/25 00:00	IOL	SA jewellery designers to support when popping the big question	21662.10
2021/12/25 00:00	IOL	SA jewellery designers to support when popping the big question	21662.10
2021/12/31 00:00	IOL	A year in review: What South Africans craved in 2021 and the top food trends for 2022	56321.46
2021/12/31 00:00	IOL	A year in review: What South Africans craved in 2021 and the top food trends for 2022	56321.46
TOTAL			R 4 683 080.22



4,6

PRESENTATIONS

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

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

DATE	EVENT	VENUE
7 October 2021	Productivity SA/ Proudly SA Forum	Virtual
12 October 2021	Owning a Business Webinar	Virtual
13 October 2021	SABS Local Content Scheme launch	Hybrid
14 October 2021	Productivity SA/ Proudly SA Forum	Virtual
20 October 2021	FEDUSA National Conference	Virtual
10 November 2021	Pathways to supporting South African Export Sector	Virtual
12 November 2021	Forestry Sector Webinar (Dubai 2020)	Virtual
16 November 2021	Community Constituency Roadshow - Gauteng	Reef Hotel, Johannesburg
16 November 2021	Proudly SA/Nelson Mandela Foundation Private Sector Local Procurement dialogue	Hybrid
19 November 2021	Community Constituency Roadshow – Eastern Cape	Virtual
23 November 2021	Community Constituency Roadshow - Mpumalanga	Virtual
23 November 2021	Should Entrepreneurship be included in the School Curriculum	Hybrid
24 November 2021	Colloquium on mobile applications development	Virtual

DATE	EVENT	VENUE
25 November 2021	NEDLAC Trade and Industry Chamber Meeting	Virtual
26 November 2021	Community Constituency Roadshow – North-West	Virtual
30 November 2021	Northern Cape Public Sector Forum	Virtual
1 December 2021	Community Constituency Roadshow – Northern Cape	Virtual
3 December 2021	Community Constituency Roadshow – Free State	Virtual
3 December 2021	Small Business Development Initiative (SBDI Colloquium)	Hybrid
8 December 2021	Promotion of SA Wines Webinar (the dtic)	Virtual
9 December 2021	Mpumalanga Public Sector Forum	Virtual
10 December 2021	Annual Biashara conference promoting SA products	Virtual

ABOVE THE LINE CAMPAIGNS



The branding focus during the quarter in review was to increase brand visibility and logo recognition as part of Proudly South African's festive season campaign, including Living Lekker Locally and the Game Time tv commercials, both of which flighted across SABC, eTV and Multichoice channels.

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

As part of the festive season, the Campaign embarked on various above the line campaigns to reach a larger audience with the buy local message, running two concurrent campaigns namely Living Lekker Locally and Game Time which ran on all three major broadcasters' channels to promote the buy local messaging to consumers encouraging buying local over the festive season.

In this quarter, artwork was created for Black Friday and RSAMade as part of Dubai Expo2020 to drive traffic and purchases on the site and to increase revenue for member companies.

Branding & Design continue to act as a support function to the Marketing Department and the company by creating presentations for client meetings, high level engagements by the executive team as well as designing ecards, invitations as well as web services for the various initiatives the company undertakes.



LOGO USAGE

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



Hulett's



Proudly South African Sugar
A little Hulett's sweetness goes a long way



**LOCALLY MADE
AND LOVED**

All of our most-loved
must-haves of the month
are made right here,
which is just one more
reason to love them.

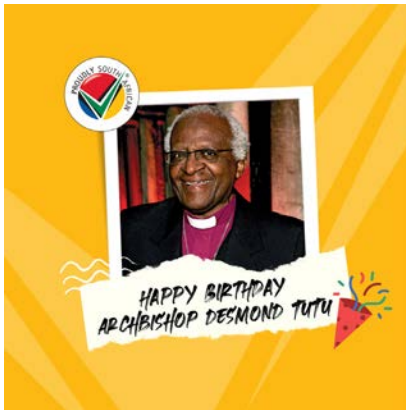


Locally made and loved.


SOCIAL MEDIA E-CARDS



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



SOCIAL MEDIA E-CARDS



TROLLEY DASH COMPETITION

Proudly South African is celebrating turning 20 years old! To celebrate this, we are running a trolley dash competition...


Answer 20 questions correctly over the month of November, about local products and you'll be entered into the draw to take part in the Proudly SA trolley dash!

From 12 November 2021
Closing date: 25 November 2021

Watch this space for competition posts!

Be Proudly South African. Buy local to create jobs.

LIVE




Over 100 years of giving South Africa local products and jobs with Nestlé South Africa

Tuesday, 14 December 2021 | 16h00

Twitter Spaces Hosted by @ProudlySA

LIVE




living lekker LOCALLY

Wear, Eat, Travel, Read, Listen, Watch, Drive Local

Access to Markets

Date: Tuesday, 21 December 2021
Time: 16h00


Twitter Spaces Hosted by @ProudlySA



HAPPY BIRTHDAY PRESIDENT CYRIL RAMAPHOSA

WELCOME TO THE BUY LOCAL MOVEMENT

Rubicon



Proudly South African logo.



CONGRATULATIONS KING DAVID

FEA HER AWARDS

MEMBER E-CARDS

G&T FOR ANY OCCASION

VUTTOMI Liquids

South African made craft gin company

Be Proudly South African. Buy Local to create jobs.

back2NATURE

Be Proudly South African. Buy Local to create jobs.

SITHI WENA YOU DESERVE IT

CTM

LOCALLY MADE AND proud OF IT!

Be Proudly South African. Buy Local to create jobs.

FIND YOUR DEALS, SPOIL YOURSELF

This year Black Friday belongs to you, not your partner, not your kids, this year is your year to spoil yourself and treat yourself with a little *Hisense* love.

Hisense **SHOP LOCAL THIS BLACK FRIDAY**

OLYMPIC PAINTS

IF YOU'RE AT HOME DOING DIY THIS HOLIDAY, LOOK NO FURTHER FOR ALL YOUR PAINT NEEDS!

Be Proudly South African. Buy Local to create jobs.

PORTIA Me

Be Proudly South African. Buy Local to create jobs.

CELEBRATING LOCAL LEGENDS



LOCAL FRIDAYS



PROUDLY SOUTH AFRICAN

**LOCAL
fridays**
Wednesday

HAPPY

**live on
instagram**

22 December | 12pm-1pm

@kgomotso_christopher | @proudly.sa

KGOMOTSO

This poster features a woman in a yellow dress on a polaroid photo. The text includes the event title 'LOCAL fridays Wednesday', the name 'HAPPY', the live stream information 'live on instagram 22 December | 12pm-1pm', and the Instagram handles '@kgomotso_christopher | @proudly.sa'. The name 'KGOMOTSO' is written at the bottom of the polaroid photo.



PROUDLY SOUTH AFRICAN

**LOCAL
fridays**

HAPPY NGIDI

**live on
instagram**

29 October | 3pm

@siphweshabba | @proudly.sa

SIPHWE TSHABALALA

This poster features a man in a dark shirt on a polaroid photo. The text includes the event title 'LOCAL fridays', the name 'HAPPY NGIDI', the live stream information 'live on instagram 29 October | 3pm', and the Instagram handles '@siphweshabba | @proudly.sa'. The name 'SIPHWE TSHABALALA' is written at the bottom of the polaroid photo.

Shop Local this BLACK FRIDAY



www.rsamade.co.za

BLACK FRIDAY

One of the biggest shopping days in the country's retail calendar, Black Friday has over the past few years captured the imagination of consumers. In response, more retailers and manufacturers offer significant discounts on their products to entice even greater levels of spending. With the advent of Covid-19, business have moved some of these deals online. Proudly SA's own online shopping platform, RSA Made has benefitted from this move and is an additional exposure and access to market platform for our members, especially valuable at this time of year. Proudly South African designed ecards as well as an electronic catalogue to encourage consumers to shop for Black Friday bargains on the RSAMade platform. #Support local during this festive buying season.

STAY CONNECTED
ON A LOCAL NETWORK WITH A
LOCAL CELLPHONE

Mobicel SHOP LOCAL THIS BLACK FRIDAY

FOR BEER
LOVERS

Mamelodi Lager is a superior lager inspired by its people's love and passion for their home. A perfectly balanced lager that is brewed with quality in mind.

MAMELODI LAGER

SHOP LOCAL THIS BLACK FRIDAY

THERE
AND
BACK

FOR THE LUGGAGE LOVER

SHOP LOCAL THIS BLACK FRIDAY

FIND YOUR DEALS,
SPOIL YOURSELF

This year Black Friday belongs to you, not your partner, not your kids, this year is your year to spoil yourself and treat yourself with a little Hisense love.

Hisense SHOP LOCAL THIS BLACK FRIDAY

THE NEW MARA PHONES

SOMETHING FOR
EVERYONE

X Z S

maraphones SHOP LOCAL THIS BLACK FRIDAY

WRAP YOURSELF UP
WITH DUVIBUDDY

SHOP LOCAL THIS BLACK FRIDAY

duvibuddy

FESTIVE SEASON



In this campaign Proudly South African created artwork to highlight the upcoming festive season buying period, aiming to keep Proudly South African top of mind during this period and sway customers to purchase local groceries and gifts. Social media ecards were designed to promote the campaign as well as a festive season catalogue to showcase local member companies with gift ideas for everyone.

With increased usage of cell phones and consumers online for much of the day, the Campaign's social media presence was maximized by creating a digital campaign for the festive season. Using Instagram, Facebook, Twitter & YouTube, the campaign reached a large audience which engaged with the content.



the dtic
Department
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

**Buy South African
wine this Festive Season**

Be Proudly South African. Buy local to create jobs.

PROUDLY SOUTH AFRICAN

living lekker
LOCALLY

Shop local
wines this
festive season

www.rsamade.co.za

the dtic
Department
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

RSA
made

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RSA
made

**Buy
South African
wine this
Festive Season**

the dtic
Department
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

Be Proudly South African. Buy local to create jobs.

ONLINE CATALOGUE



Black Friday



Festive Season



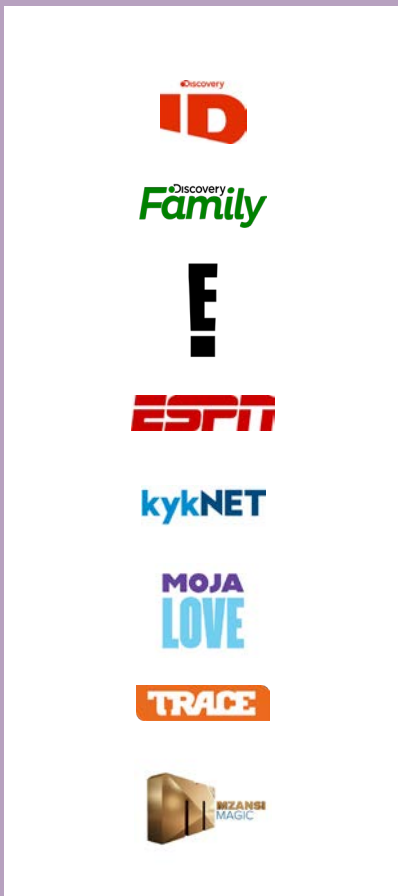
Back to school



TVC

Broadcaster channels

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



DIGITAL MARKETING



Facebook campaign performed well with 5,529,717 impressions at a cost of R10.31 where the target was anything under R30.

We only received some of the Black Friday posts on Black Friday and therefore they did not gain the traction we would of liked, we need to receive the creative a few days before Black Friday.

One of our ads was disapproved as it was deemed to be about social issues, elections and politics and unfortunately with an appeal we still did not manage to get it live.

All the Facebook platforms performed within range of each other but audience network had the cheapest CPM with R9.84 followed by Facebook with R10,26 and lastly Instagram at R11.33.



On Twitter males and females performed within range of each other as males achieved a CPM of R23.22 and females R23.41

The Twitter campaign achieved 1,992,556 impressions at a cost of R23.32 where the benchmark was anything under R30.

The Tweets also achieved 286 likes, 53 retweets and 7 replies.

The video completion rates could be higher as some of the videos are deemed long for social media which leads to average play times that are only a couple of seconds long.



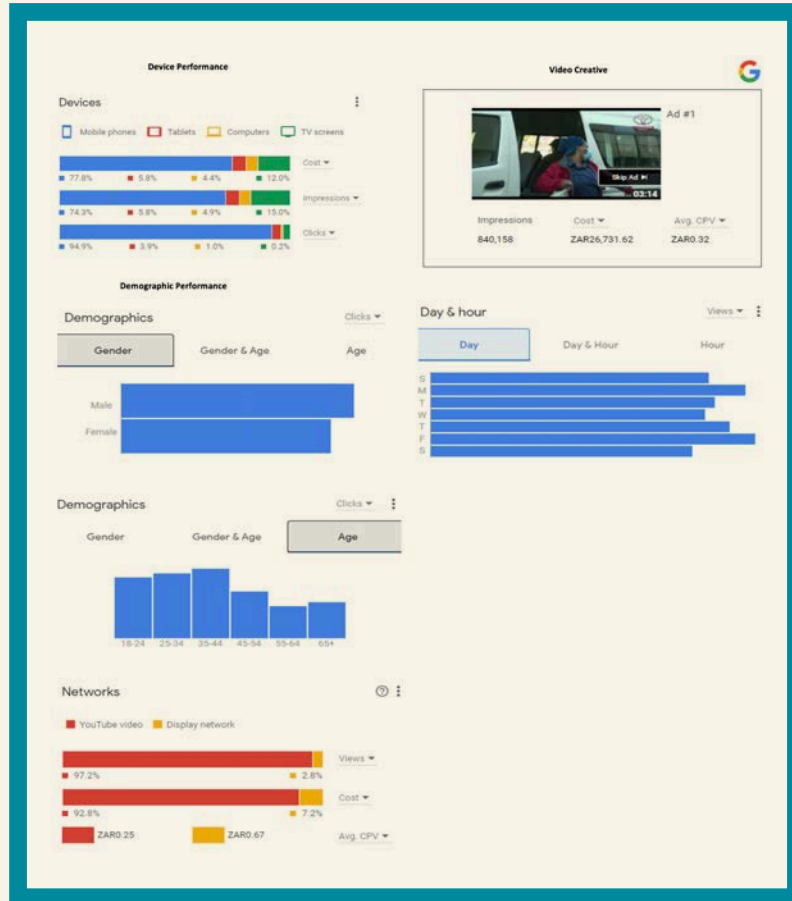
YouTube achieved over 1.6 million impressions (this is positively high above the KPI bought). Likewise, due to optimisations, the CPM target set has been reduced by almost 50%.

The campaign video achieved a CPV of R0.26. Over 1.9K users clicked on the ad after seeing it which illustrates campaign interest and engagement. The male audience is not only viewing the ad the most, but this audience is also engaging with and clicking on the ad the most. Users most engaged with the campaigns on a Monday, Thursday and Friday. The afternoon hours were also found to be the top performing hours of the day. Device performance indicates mobile as the top performing device platform. When it comes to impressions, the demographic who has most seen the ads is the 18-24 age group. However, the 25-34 and the 35-44 age group have mostly clicked on the ads to go through to the website. Ideally testing at least 3 video ads to target with different video lengths so we can see which ad length performs the best. Top performing ads can be cut down to bumper ads Ads can have varying lengths

Based on the learning that the 35-44 audience interacts with the ads the most by clicking through to the website, we have increased bids on these audiences to see if we can serve even more impressions to them. We have increased bids on male audiences to test performance and have seen positive increases since.



Platform creative performance



Campaign Start Date	08/12/2021
Campaign End Date	31/12/2021
Campaign Delivery	106%

Ad Colony

Video Metrics					
Total Booked Completed Views	Total Delivered Impressions	Total Delivered Completed Views	Unique Completed View	Unique Completed View Rate	VCR
90 000	102 563	95 158	86828	91%	93%
Engagement Metrics					
On-Video Clicks	On-Video CTR	DEC Views	DEC Engagements	DEC Engagement Rate	Total Campaign Engagement Rate
131	0%	N/A	N/A	N/A	0%
Viewability and Brand Safety Metrics					
Valid & Viewable %	In-View Measurable %	2 Sec Video In-View %	3 Sec Fully On-Screen %	Spider %	% of Video Played In-View
97,47%	98,45%	97,47%	94,90%	0,00%	98,29%

PRIVATE SECTOR

Proudly South African Access to Market Localisation Tools

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

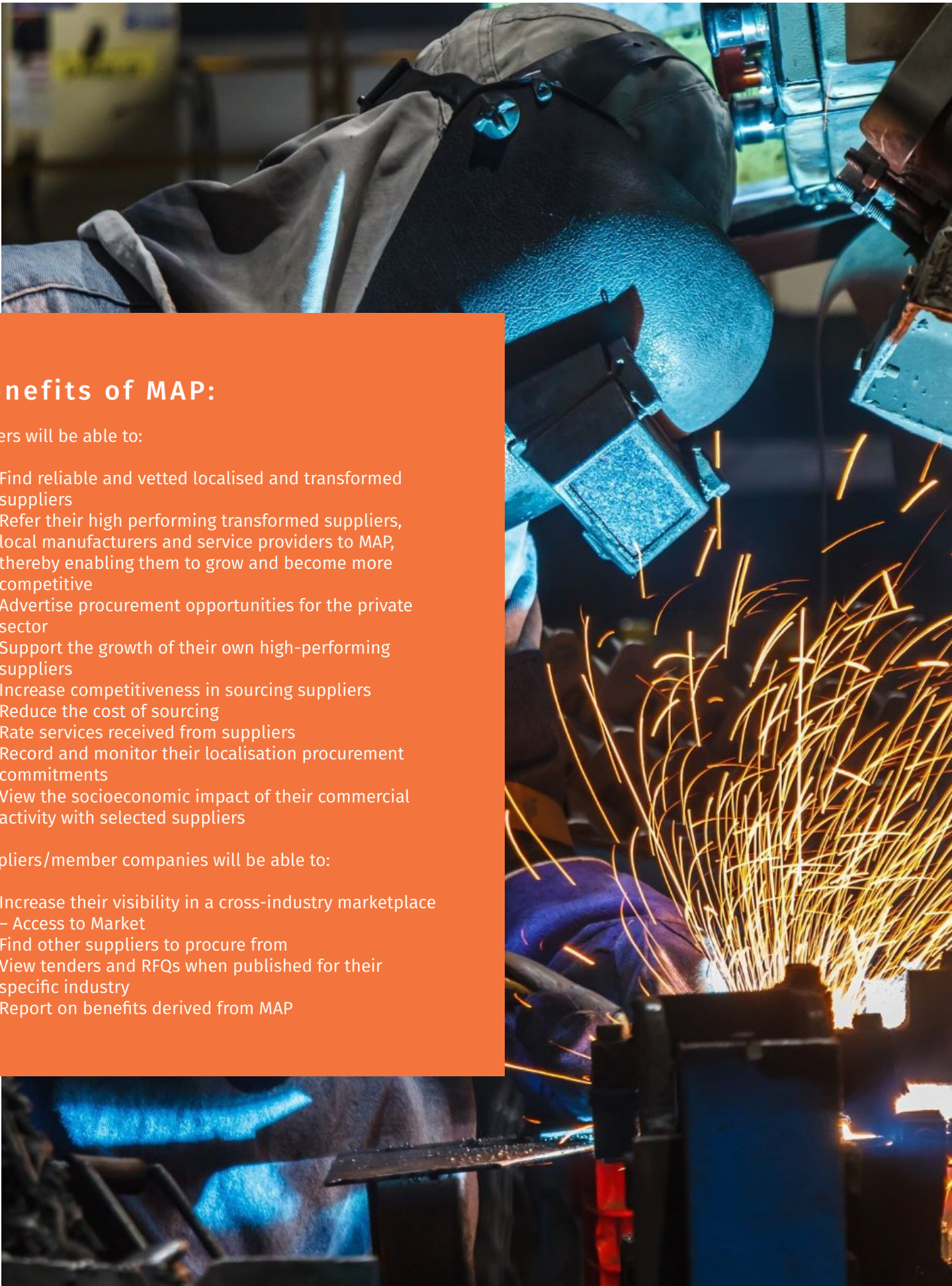
1. Market Access Platform (MAP)
2. Proudly SA's Portals



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

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

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



Benefits of MAP:

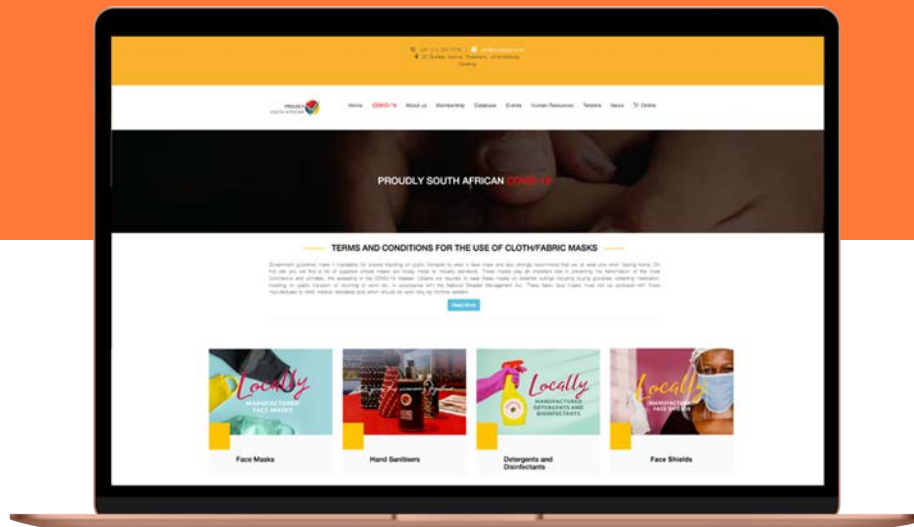
Buyers will be able to:

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

Suppliers/member companies will be able to:

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

2. PROUDLY SA'S COVID-19 PORTALS



Background and vision

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

Purpose

These portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector. Individuals interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country. The portals provide Procurement Officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.

Current Product offerings

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

Stakeholders

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

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

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

1. Expanding on commitments made at the 2018 Jobs Summit

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

2. dtic Masterplans

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

Currently, Proudly SA is actively participating in:

- Retail-Clothing, Textiles, Footwear and Leather
- Sugar
- Poultry
- Furniture
- Creative Industries
- Steel

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

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

3. dtic CEO Initiative and Localisation Support Fund Programmes

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

4. Localisation Technical Working Committee

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

Ask from Industry Champions (CEOs)

- i) **Delegate:**
 - Delegate responsibility for implementation to the Procurement Teams
 - One identified point person to interact with PMO
 - Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative
- ii) **Establish Supply and Demand:**
 - PMO will share the supply and demand template with all champions
 - Champions should identify what internal / sectoral capacity they can mobilise
 - Procurement teams to populate supply and demand template
 - For each identified product, procurement teams should identify demand/supply data; manufacturing capacity/capability; opportunities; blockages; current initiatives
- iii) **Additional Support Required:**
 - Submit completed templates to the PMO
 - Direct queries to the PMO
- iv) **Complete Template:**
 - Indicate support required. For example, sourcing of vetted localised and transformed suppliers
 - **The Market Access Platform (MAP)** is available to Industry CEOs and Procurement Teams as a sourcing tool for localised and transformed suppliers

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

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

5. Localisation Partnerships

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

DFIs:

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

SEZs (through the SEZ CEO Forum):

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

6. Enterprise Supplier Development Localisation Initiative

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

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

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

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

Proudly SA is supporting the DSBD in its retail programme:

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

8. External Stakeholder Forums

SARS Industry Stakeholder Forums

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

Proudly SA was invited to participate in all SARS' stakeholder forums each quarter for the following industries: alcohol, sugar and beverages, poultry, tyres, plastics, scrap metal, downstream steel, tobacco, petrol, furniture, clothing and textiles, and footwear and leather.

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

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

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

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

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

Similarly, Proudly SA is cultivating relationships with Harambee Youth Employment Accelerator, the Franchise Association of South Africa and the Department of Economic Development to participate in its stakeholder forums in 2021 and beyond.

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities

Proudly SA is mandated to:

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

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

1. Proudly SA's Tender Monitoring Function

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

The current list of products designated for local content includes:

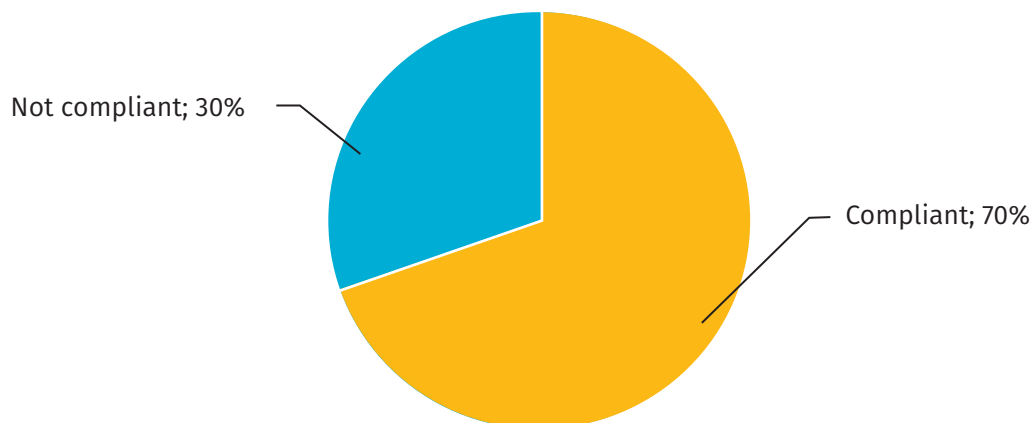
Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014
Working Vessels (Boats)	60%	01-08-2014
Residential Electricity Meters and Water Meters	90%	01-08-2014
Steel Conveyance Pipes, Pipe Fittings and Special	80-100%	28-09-2015
Transformers and Shunt Reactors	10-90%	28-09-2015
Two Way Radio Terminals	60%	30-06-2016
Solar PV Components	15-90%	30-06-2016
Cement	100%	04-10-2021

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

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

BIDS IDENTIFIED IN DESIGNATED SECTORS 2020/2021		
	Q1	Q2
Total bids identified	146	181
Fully compliant	72 (49%)	127 (70%)
Partially compliant	18 (12%)	N/A
Not compliant	56 (39%)	54 (30%)
Not clear	0	N/A

2020/2021 Q2
COMPLIANCE LEVELS FOR BIDS FOLLOWED UP
FROM JULY TO SEPTEMBER 2021



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

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

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

3. Updating of Specifications

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

4. SABS Local Content Verification

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

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 October to 31 December 2021) - Performance against the Annual Performance Plan targets for the quarter

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *Above-the-line campaign, i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached;	*Above-the-line – Buy Local/ Buy SA) activism campaign reaching at least 20 million consumers	*Reach 15 million consumers during Quarter 3	*Reached in excess of 15 million consumers through: • Showcasing the Living Lekker Locally & Game Time campaigns on eTV platforms, SABC 1,2,3 as well as over 20 Multichoice platforms. • A robust digital marketing plan that was rolled out to compliment the TV campaigns. • implemented a robust PR roll-out plan.	
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities; *National Consumer Educational Road show through Consumer Activations (Education Through Edutainment); *Youth targeted Campaign, with radio stations of Tertiary institutions and/ or youth targeted commercial and community radio stations (programs)	*PR & Below the Line Activities reaching at least 10 million consumers per annum; *At least 6 Activations hosted annually *12 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum	*Reach 4 million consumers during Quarter 3 *No activations planned for Quarter 3 *3 Campaigns with radio stations planned per quarter	*Reached in excess of 4 million consumers through: • internal effort implemented by the PR department. • a robust PR presence throughout the festive season. *No activations planned. *Delivered 17 campaigns in total for: • Black Friday • Festive Season	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	<p>*Consumer education campaigns targeted and hosted in tertiary institutions (in partnership with Wear SA and other organisations) and targeting basic education learners</p> <p>* Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>* Increased awareness of the buy-local message in support of Heritage Month</p> <p>* Proudly SA CSI projects</p>	<p>*8x campus consumer education activations at tertiary institutions (converted to Campus Radio interviews)</p> <p>* Inclusion of Buy Local in the basic education syllabus</p> <p>* Participation in at least 4 virtual trade expos per annum;</p> <p>* Roll out of at least 1 Heritage month activity per annum</p> <p>* At least 1 CSI projects per annum</p>	<p>* 2 campus consumer education activations planned per quarter</p> <p>* Initiate discussion with Department of Basic Education on this</p> <p>* Participation in one trade expo per quarter</p> <p>* Proudly SA Heritage month activity planned for Q2</p> <p>* One (1) CSI activity planned for Q3</p>	<p>*VOW FM - 5/10 Drip Footwear - 12/10 Monate Coffee - 19/10 Elegante Jewellers - 26/10 Nomganga Duo</p> <p>*Discussions took place followed by a Webinar on 23/11/2021 – Should Entrepreneurship be part of the curriculum in SA?</p> <p>*Participated in 2 trade expos: - Local Brand Expose - TEA Expo, Tembisa</p> <p>*NA</p> <p>*Did not take place</p> <p>*It was postponed to Q4</p>	
Increase procurement of local products and services in the public sector through increased engagements with the public sector.	<p>Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>*Partnership with the dtic, EDD, SALGA National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector</p>	<p>*Participation in least 1 presentation to SOEPF per annum</p> <p>*Presentation at 1 government's SCM forum with Heads of procurement from various national and/or provincial government department</p>	<p>*One (1) presentation planned for Q3</p> <p>*One (1) presentation planned for Q3</p>	<p>*CEO attended a SOEPF meeting</p> <p>*Did not take place. Best suited for Summit & Expo platform (Q4)</p> <p>*It will take place at the BLSE 2022 during Q4</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	<p>*National, provincial and local departments visits – engagement with procurement officers</p> <p>*Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>*Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district’s economic development</p> <p>*Tender Monitoring – Number of tenders/RFPs identified by Proudly SA’s system, issued for designated sectors/products by public sector entities</p> <p>*CSD integration – an integration of the Proudly SA database with National Treasury’s CSD (Number of Proudly SA companies integrated with CSD)</p>	<p>* At least 5 virtual Provincial Public Sector forums per annum</p> <p>*Presentation to at least 3 metropolitan council procurement forums per annum</p> <p>*At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>*Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2021/22)</p>	<p>*1 virtual Provincial Public Sector forum planned for Q3</p> <p>*1 presentation planned for Q3</p> <p>*1 presentation planned with officials in the municipality/district for Q3</p> <p>*300 Tenders/RFPs per quarter</p> <p>*25 Proudly SA companies to be integrated with CSD per quarter</p>	<p>*2 took place, viz. Northern Cape & Mpumalanga.</p> <p>*Did not materialize. No commitment from the relevant offices. Moved to Q4</p> <p>*Did not materialize. No commitment from the relevant offices. Moved to Q4.</p> <p>*408 tenders were monitored</p> <p>*No member companies have been integrated with CSD to date</p>	<p>Due to non-response from the relevant stakeholder offices. Persistent challenges. Will be executed at the BLSE 2022 during Q4. Same as above.</p> <p>*Development work in Q3 has been finalised for both the CSD and Proudly SA systems to synchronise. National Treasury to confirm date of integration to take place.</p>
	<p>*Buy Local Summit – focusing local procurement (consumers, private and public sectors)</p> <p>*Buy Local Expo – showcasing locally made products and services</p>	<p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise)</p>	<p>*Buy Local Summit (virtual) planned for Q4</p> <p>*Buy Local Expo (virtual) planned for Q4</p>	<p>*N/A</p> <p>*N/A</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA	<p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <ul style="list-style-type: none"> * Presentations to BUSA, BBC and BLSA members plus Business Chambers; 	<p>*At least 1 presentation to Apex business organisations eg BUSA, BBC and BLSA</p> <p>Presentations to at least 8 business chambers, associations and/or industry events per annum</p>	<p>*1 presentation planned with any of the targeted organizations for Q3</p> <p>*2 presentations planned for each quarter</p>	<p>*Presented to Harambee's management team including all their stakeholder organisations (consisting of numerous associations).</p> <p>*Presented to Fair Play, Institute of Plumbers SA, Harambee, SAFI and their members, 20 manufacturers with the National Hospital Network, and National Association of Automobile Manufacturers of SA.</p>	
	<ul style="list-style-type: none"> * Local Procurement Partnerships with large retailers and /or manufacturers; 	<p>* Partnerships with at least 2 major retailers/manufacturers per annum ;</p>	<p>*1 partnership planned for Q3</p>	<p>*Not achieved.</p>	<p>*Presentations made to SAPP, Ford, Disc-Chem and Clicks for possible collaboration in Q4.</p>
	<ul style="list-style-type: none"> *Buy Local Summit – focusing local procurement (consumers, private and public sectors) 	<p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p>	<p>*Buy Local Summit scheduled for Q4 (March '22)</p>	<p>*N/A</p>	
	<ul style="list-style-type: none"> *Buy Local Expo – showcasing locally made products and services 	<p>*At least 1 Buy Local Expo to be held per annum (virtual or otherwise)</p>	<p>*Buy Local Expo scheduled for Q4 (March '22)</p>	<p>*N/A</p>	
	<ul style="list-style-type: none"> *Sector Specific Workshops 	<p>*2 x sector specific engagements per annum</p>	<p>*One (1) sector specific forum scheduled for Q3</p>	<p>* Participated at the Dubai Forestry Forum (Webinar)</p>	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	<p>*Business Forums with dtic and other strategic partners</p> <p>*Proudly SA Events/ Exhibitions/ Expo's/ Villages at trade expos</p> <p>*Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose</p> <p>*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p>	<p>*12 business forums (Webinars) per annum, targeting at the private sector</p> <p>*Participation in at least 4 virtual trade expos per annum</p> <p>*Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p> <p>*Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>*Secure new localisation commitments from at least 4 major corporates per annum</p> <p>*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p>	<p>*3 virtual business forums scheduled per quarter</p> <p>*1 virtual trade expo scheduled per quarter</p> <p>*MAP roll out planned for Q3</p> <p>*1 new industry level commitment planned for Q3</p> <p>*1 new localization commitment from a major corporate planned per quarter</p> <p>*No local procurement workshop planned for Q2</p>	<p>*3 virtual business forums (Webinars) took place viz</p> <ul style="list-style-type: none"> *RSA Made masterclass *Rebuilding local in the private sector: Heading the call for increased localisation in SCM. *Should entrepreneurship be part of the curriculum in SA? *2 physical exp's took place. The TEA Expo & Local Brand Expose <p>Successfully hosted a webinar to 60+ local PPE manufacturers to ensure their participation in MAP ahead of the webinar with the National Hospital Network to secure private sector support in their procurement processes with MAP.</p> <p>*Not achieved</p> <p>*Not achieved</p> <p>*N/A</p>	<p>*In the process of obtaining a localisation commitment from the Institute of Plumbers SA whereby a presentation will be made to their members in Q4.</p> <p>*Met with Telkom and SAPPI – localisation commitments to be secured in Q4.</p>

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	Implementation of import Replacement in key industries/products as per the highest imported items into the country, by value	*Implementation of Import Replacement in at least one key product per annum	*No import replacement implementation in any key product planned for Q3	*Was not planned	*Working with the BUSA Localisation Committee and the Localisation Support Fund, the import replacement of plastic soles has been proposed as a pilot project.
Brand Management Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers; Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*Brand or Consumer Research to be undertaken at least once per annum *At least 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website	*A consumer research study planned for Q *3 dipstick survey planned per quarter	*Not achieved *Surveys were performed at each of the 3 Business Forums (Webinars) which took place during this quarter. Refer to info above.	*A service provider was appointed in Q3 and the research is underway, to be completed by the end of Q4.
Brand Compliance and IP. Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	*Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified *Annual compliance review of all members *Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	*100% of all identified illegal users sent letters *100% (All) members checked for compliance	*All identified irregular users were sent letters – 100% *All members contacted as part of the new and renewals membership compliance process – 100%	
Partnership with enforcement agencies	*To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products * Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders	*Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS	*Participation in at least 6 Customs & Excise industry stakeholder forums per quarter	*Participated in 7 forums: sugar, beverages, footwear and leather (safety footwear), plastic, furniture, tyre and alcohol.	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
Growing the database of South African supplier products and services for local procurement	*Grow the number of companies registering on the database.	*750 new products and/or services registered	*190 new products and/or services registered for Q3	*192 new products and/or services registered	
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database.	*Promotion of database to at least 5 virtual provincial public-sector forums (engagements) *Promotion of database to at least 12 provincial business forums (webinars) targeted at the private sector per annum *Promotion of database to at least 8 business associations or chambers or at industry specific events	*1 provincial public-sector forum planned Q3 *Promotion of database at 3 provincial business forums planned per quarter *Promotion of database at 2 workshops with business associations or chambers or industry specific events planned per quarter	*Two took place, namely Mpumalanga and Northern Cape. *Achieved – database was promoted at each of the 3 virtual business forums (webinars). *Presented the database to Harambee, Electoral Commission, NAAMSA and the Eastern Cape Development Corporation.	
Strengthening Media relations, PR and social media	*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof * Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders) *Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media	*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders *Press releases At least 36 press releases and or opinion pieces per annum *Media engagement *At least 48 media engagements per annum *Media Events * At least 3 Media events/networking sessions per annum (virtual)	*100% of Daily monitoring through Newsclip of all coverage on Proudly SA *9 press releases issued per quarter *12 media engagements per quarter *1 media event planned for Q3	*Achieved 100% as per PR section. *Issued 12 press releases in total, refer to section 4.5.4 *Conducted 17 media engagements in total, refer to section 4.5.6 * Not achieved	It will be executed in Q4

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
	<p>*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p> <p>*Increase following on social media platforms and increase in publicity</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p>	<p>* Social Media activities daily</p> <p>*Increase following on all social media platforms by 2% per annum</p> <p>*Valentine's Day activation 1 per year on Valentine's day</p>	<p>*Daily updates on Twitter, Facebook and Instagram done</p> <p>Increase following on all social media platforms by 2% per quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '22)</p>	<p>*Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 178,916 followers and Facebook has 41,000 followers & Instagram has more than 13,833 followers</p> <p>*Total increase of 12% was achieved</p> <p>*N/A</p>	
Retention and Recruitment Members	Number of members recruited and retained	<p>* Recruit at least 300 new members for the year</p> <p>* Retain at least 80% of all members due for renewal for the year</p>	<p>*75 new members recruited during the quarter</p> <p>*80% of all members due for renewal renewed membership</p>	<p>*64 new fully paid-up members recruited</p> <p>*74% of all members due for renewal, renewed their membership</p>	<p>*Shortfall mainly due to the tough economic climate, however the annual target to date has been met</p> <p>*Slower renewal by members due to tough economic conditions</p>
Financial Management: Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2020/21 financial year end audit – Annual Financial Statements	*100% accurate and correct processing of all financial transactions during each quarter	*Obtained unqualified audit report for 2020/21. All financial transactions correctly and accurately processed during Q3	
Risk Management	Approved annual strategic risk register and quarterly risk management reports	100% compliance	100% compliance	Risk Register finalized and updated for the quarter	

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually	*20 % growth in number of products and/or services registered on the platform per annum	5% growth per quarter	*46% quarter on quarter growth	
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	*Growth in sales of products on the online shopping platform (RSA Made)	*20% growth in sales on the RSA Made platform year on year	5% growth per quarter	*47% quarter on quarter growth	
*Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	*Implementation activities in support of at least 1 sectoral masterplan per quarter	*Supported 3 sectoral masterplans, viz Sugar, CTFL & Forestry	
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries	*Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries	*No participation planned in any programme aimed at securing markets for SA made products for Q3	*Participated in the Dubai 2020 Expo where member companies exhibited their products	
	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	*One (1) partnership planned for any SEZ for Q3	*Not achieved	*Partnerships are being finalised for Q4 – following the presentation to the SEZ CEOs

Strategic objective/outcome					
Output	Performance Measure or Indicator	Annual Target	Quarterly Milestone (Q3 target)	Actual Achievement (Q3)	Reason for Variance
Human Resources Management: Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	* Organogram with positions informed by the organisational strategy and aligned completely	* 100% alignment of organogram to the strategy in every quarter	* Organogram fully aligned (100%) to the strategy	
Performance Management	* Percentage of critical positions filled	* All (100%) critical positions filled at all times	* All (100%) critical positions filled during the quarter	* All critical positions filled during the quarter	
Quality Management System in place	Performance management system to set and evaluate performance targets and levels every 4 months	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from August 2019 to July 2020.	100% compliance	100% compliance	
Compliance to Statutory Requirements	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100% compliance	100% compliance	
	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements	100% compliance	100% compliance	

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	49	Accounting Authority	In terms of section 49(3) the relevant treasury, in exceptional circumstances, may approve that a functionary other than the board or CEO be the AA of the public entity. In this regard, has the Auditor-General been informed in writing of any such approval or instruction?			X	The Board is the Accounting Authority of Proudly SA
2.	TR 27.3.1	Chief Financial Officer	In the case of a 3A or 3C public entity, has a chief financial officer been appointed to head the finance division?	X			
3.	56(1)	Delegations of Authority	Have the powers entrusted or delegated to the accounting authority been delegated to other officials within the public entity?	X			There is a Schedule of Delegated Authority in place and this has been approved by the Board
4.	51(1)(a)(i)	Internal Control	Does the public entity have: an effective, efficient and transparent system of financial and risk management and internal control?	X			The policies and processes are in line with best practice and are being modified where required to fully comply with the PFMA
	51(1)(a)(ii)		A system of internal audit under the control and direction of an audit committee complying with and operating in accordance with regulations and instructions prescribed in terms of sections 76 and 77?	X			There is an outsourced internal audit function due to the size of the organisation and it reports to the Audit committee and complies with the provisions of sections 76 and 77
	TR 27.1.1		Is the audit committee a sub-committee of the accounting authority?	X			The audit committee is a sub-committee of the Board
	77(a)		Does the audit committee consist of at least 3 persons?	X			The audit committee has at least 4 members
	77(b)		Does the audit committee meet at least twice a year?	X			The committee meets at least twice a year annually and met 3 times in the previous financial year
	TR 27.1.6		Does the audit committee operate in terms of written terms of reference?	X			There are approved terms of reference for the Audit and Risk committee
	TR 27.1.6		Are the terms of reference reviewed at least annually to ensure its relevance?	X			The terms of reference are reviewed by the Audit committee annually

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		<ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? 	X			<ul style="list-style-type: none"> Risk Assessment is done annually and the Risk Register is updated annually and reviewed quarterly The company has a Risk Management Strategy and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	TR 27.2.7		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?	X			The Internal Audit plan approved by the Audit committee is a rolling 3-year plan
			Does the internal audit function report to the audit committee detailing its performance against the plan?	X			All internal audit reports are tabled at the Audit Committee and the Auditor's report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
	TR 27.2.10		Does the internal audit function evaluate the following: <ul style="list-style-type: none"> The information systems environment; The reliability and integrity of financial and operational information; The effectiveness of operations; Safeguarding of assets; and Compliance with laws, regulations and controls 	X			As part of the annual Internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded

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

PFMA for Public Entities: Planning and Budgeting

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.2.		<p>Does the public entity conclude a shareholder's compact with the executive authority on an annual basis?</p> <p>If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?</p>	X			<p>A memorandum of Association (MoA) has been concluded and signed with the dtic</p> <p>The draft MoA does detail the key performance measures and the indicators to be attained</p>
2.	53(1)	Annual budgets by non-business Schedule 3 public entities	<p>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?</p> <p>Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority?</p>	X			<p>Specific to Schedule 3 non-business entities, however Proudly SA does submit its budget to the dtic as required as per the MoA</p> <p>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</p>
	53(2)		<p>Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury?</p>	X			<p>Specific to Schedule 3 non-business entities and not applicable to Proudly SA however, Proudly SA does not budget for a deficit</p>
	53(3)				X		
	TR 30.1.1		<p>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?</p> <p>Was the final strategic plan submitted to the executive authority before 1 April?</p>			X	<p>Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA</p> <p>Final strategic plan submitted as per requirements contained in the MoA</p>
	TR 30.1.2					X	

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

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

PFMA for Public Entities: Reporting

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

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

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

PFMA for Public Entities: Cash Management, Banking and Investment

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

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

PROGRESS ON ACTIONS IN THE RISK REGISTER - 31 DECEMBER 2021

Strategic Objective(s) affected		STRATEGIC RISK REGISTER - 2021/22										Due Date
High level definition		Consequence(s)	Inherent Risk Rating	Existing Controls	Residual Risk Rating	Initiatives or planned strategies to enhance control adequacy	Risk Owner	Treatment Owner	Person responsible for assurance on the holistic risk	Person executing planned activities	Due Date	
Strategic Risks		Effects(s) or impact	Inherent Risk	Control description	Residual risk		CEO/CFO/CMO/Strategy Exec	CEO/CFO/CMO/Strategy Exec	CEO/CFO/CMO/Strategy Exec	Person executing planned activities	Due Date	
Sustainability of the campaign		Over-dependence on single funding source	12	There is an existing agreement with the DTIC and an MTEF budget allocation for the next three years. Proudly South African Board has built relationships with both the political and administrative officials of the DTIC in order to cement the inflow of funding. Revenue Generation Strategy in place: Strategic engagement with the DTIC in the MOU by Proudly SA. Financially distressed members offered favourable payments terms. Customised the current properties to suit the current Covid-19 environment in order to attract sponsorship revenue	12	Proudly South African should explore other funding sources within the Public Sector (e.g. Government departments, agencies) Development of a Membership Target/Hit-List of high value value leads across all sectors, supported by a stronger value proposition Diversification of income streams (membership fees, trade exchanges and partnerships/sponsorships) Exploring donor funding/Enterprise development programmes	CEO/CFO/CMO/Strategy Exec	CEO/CFO/CMO/Strategy Exec	CEO/CFO/CMO/Strategy Exec	Person executing planned activities	31-Mar-22	
Educate consumers on the importance of buying local (Local Procurement Accord) and on country of origin labels – influencing 'Buy Local' purchase behaviour		This would result in Proudly South African not achieving the impact desired.	16	Public Sector: Tender Monitoring system Public Sector Road shows Private Sector Participation at expos Buy-local expo Import replacement Localisation commitments Retailers Roadshow (FMCG) Consumer Education Campaigns (Game Time) and industry specific campaigns such as CTF, Poultry and Hospitality Participation in bSA work streams aimed at driving localisation	12	Public Sector Continued with virtual public sector procurement forums in partnership with the provincial MECs targeting public sector procurement officials SOEPP participation Integration of Proudly SA membership database with CSD Private Sector Tender Monitoring Source and grow local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society) Grow membership of the campaign and base of localisation driven companies. Drive import replacement activities, as well as develop procurement portals, including a matchmaking platform on SGP platform- MyP (Market Access Platform). Support the Master plan commitments including driving demand and offers Consumers Drive and user demand through Masterplans (various) Intensely labour programme (Shop-stewards involvement) Broaden the base of friends of the campaign Partnerships with civil society and faith-based organisations. Intensely consumer education drive (Game Time/Lekker Lokal) and partnership campaigns with Presidency). Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus	CEO	CEO	CEO	Person responsible for assurance on the holistic risk	31-Mar-22	
Recruitment and Retention of Members		The relevance of the campaign might be affected negatively amongst consumers - message lost. Lost opportunity, which might not be easy to be regained which will result in Proudly South African not achieving the impact it desired.	16	Improve value proposition to attract high value members especially with retailers, & manufacturers. Focused membership drive, underpinned by industry specific strategies.	12	Introduction of Retail specific strategies - FMCG, Furniture, CTF, to grow levels of local content on their shelves and run buy local activities (especially in-store). Identified local producers and targeted as part of the membership target/hit list. Partnership with CGISA to help us reach retailers and wholesalers (formal and independent), as well as manufacturers. Drive a member education programme to encourage members to use the logo on their products. Implementation of a private sector focused procurement module, Market Access Platform (MAP)	CEO/Executive Manager/Strategy Stakeholder Relations & Legal	CEO/Executive Manager/Strategy Stakeholder Relations & Legal	CEO/Executive Manager/Strategy Stakeholder Relations & Legal	Person responsible for assurance on the holistic risk	31-Mar-22	
Brand research - Development of a scientific basis for local procurement		Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	15	Annual consumer targeted research (Massmer) Dipstick surveys post most activities	12	Annual Massmer consumer survey to be expanded to include additional elements. To improve on questions utilised for the event-specific dipstick surveys. Currently exploring appointing an entity to conduct study to measure the impact of the campaign and its programmes	CEO/CFO/Strategy Exec	CEO/CFO/Strategy Exec	CEO/CFO/Strategy Exec	Person responsible for assurance on the holistic risk	31-Mar-22	
Growing the database of South African supplier products and services for local procurement		Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	20	-Reduction of membership fees -Improved value proposition -Focus on access to markets for members -Participation in industry master plans and hosting of industry forums/Discounts and payment terms offered to distressed members, where required	9	-Messaging unpacking the value of Proudly South African -Building partnerships to drive localisation message -Sustained brand visibility through partnerships -Linking of localisation to BEEScorecard -Development of a sector specific hitlist, as well as reliance on masterplans for increased access to local producers. Concluding partnerships with industry bodies, bargaining councils and SEZs. Roll out sector specific campaigns and member focused campaigns (Living Lekker Lokal)	CEO/CFO/Strategy Exec	CEO/CFO/Strategy Exec	CEO/CFO/Strategy Exec	Person responsible for assurance on the holistic risk	31-Mar-22	
Financial Management and Business Continuity		High-level Operational Risks	12	-Backups of core systems and cloud storage of all company data; -Antivirus software and strengthened firewall protection; -24 hour security with armed response; -Insurance; -Disaster Recovery Site secured at Netlic	9	Strengthening of Control Environment, including Digitization of the organisation as well as enhancing Business Continuity plans. Ability of all staff to work remotely (all staff adequately resourced)	CEO/CFO	CEO/CFO	CEO/CFO	Person responsible for assurance on the holistic risk	31-Mar-22	
Compliance with Statutory Requirements		The impact of the provisions of POPI and the implementation thereof on operational efficiencies and campaign programmes		New area of responsibility - new controls include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required		New area of responsibility - new controls include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required	Executive Manager: Strategy, Stakeholder Relations & Legal	EXCO	Executive Manager: Strategy, Stakeholder Relations & Legal	Person responsible for assurance on the holistic risk	01-Jul-21	

PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN - 2021/22

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

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 3 – 1 October to 31 December 2021)

Description of item	Budget for the quarter (Q3) Rands	Actual for the quarter (Q3) Rands	Variance for the quarters (Q3) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 December 2021) Rands	YTD Variance (31 March 2022) Rands
INCOME								
Membership Fees	1,310,500	881,040	(429,460)	(33%)	Various leads are being followed up, more smaller value members were recruited	5,242,000	2,740,601	(2,501,399)
Grant – the dtic	12,574,000	12,574,000	0	0%		40,574,000	40,574,000	0
Grant – Dubai 2020 Expo	0	0	0	0%		3,591,382	3,591,382	0
Sponsorship	1,400,000	400,000	(1,000,000)	(71%)	Marketing activities curtailed in line with sponsorship secured	10,000,000	737,391	(9,262,609)
Other Income	0	289,213	289,213	100%	Interest income & sale of promotional items	0	636,305	636,305
Total Income	15,284,500	14,144,283	(1,140,247)	(7%)		59,407,382	48,279,679	(11,127,703)
EXPENDITURE								
HR and Staffing costs	7,160,800	7,194,768	(33,968)	0%	Timing nature of certain cost elements	25,473,200	18,828,809	6,644,391
Administrative costs	1,553,658	1,402,249	151,409	10%	Timing nature of certain cost elements & cost cutting	6,725,446	3,951,040	2,774,406
Membership costs	114,224	1,814	112,410	98%	Cost cutting exercise undertaken,	456,895	19,844	437,051
Marketing costs	5,527,939	5,416,098	111,841	2%	Timing nature of certain cost element & marketing activities curtailed in line with sponsorship secured	22,640,584	6,396,313	16,244,271
Capital Expenditure & IT	451,677	432,695	18,982	2%	Timing nature of certain cost elements	4,111,257	2,451,802	1,659,455
Total Expenditure	14,808,298	14,447,624	360,674	21%		59,407,382	31,647,808	27,759,574

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