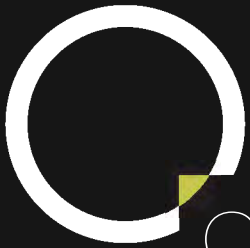




# ANNUAL REPORT

2023/24  
Financial Year



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# 1

## Introduction

About Proudly SA

Vision, mission, values

Strategy & focus

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# ABOUT PROUDLY SOUTH AFRICAN

Launched in 2001, Proudly SA (Proudly SA) is the country's local procurement advocacy campaign that aims to promote South African products and services that adhere to stringent criteria. The campaign works to influence the buying behaviour of consumers, private business and the public sector in favour of those locally grown, produced and manufactured goods and services. This is in line with government's plans to eliminate poverty, inequality and above all unemployment.

Member companies that bear the Proudly SA logo have been audited for local content, quality, fair labour practices and adherence to environmental legislation.

The 'Buy Local' approach is an internationally tried-and-tested method to stimulate economic growth through job creation that results from the increased uptake of local goods and services. Proudly SA works to drive this message of economic growth and stimulation through local procurement.

## Our Mission

Proudly SA encourages the nation to make personal and organisational contributions to economic growth and prosperity in South Africa through local procurement, thereby increasing employment opportunities, economic growth and local value-add, while reinforcing national pride and patriotism.



## Our Vision

Proudly SA's mission is to be a driver of economic prosperity and competitiveness, and a business partner for all South African producers and service providers who are serious about quality, and who are committed to creating and sustaining employment and meaningful gain for local industries by joining the organisation.

## Our Values

Proudly SA provides a country-of-origin brand that effectively identifies, differentiates and promotes local companies' products and services that meet the organisation's criteria.



South Africa prides  
itself in manufacturing  
**quality products**



*Buy local to create jobs.*



# STRATEGY & FOCUS

Proudly SA seeks to influence the public and private sectors, and consumers to increase procurement of locally produced and manufactured goods and services, in order to stimulate economic growth and job creation. Our message aligns with that of government as outlined in the Industrial Policy Action Plan (IPAP) and the National Development Plan (NDP), which speak of the need for a drastic reduction in unemployment.

Proudly SA's work also aligns with the broader national development agenda, the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018 and the Economic Recovery and Reconstruction Plan of 2020.

## **Key focus areas, as per the Strategic Plan, are:**

- Educating consumers on the importance and economic impact of buying locally produced goods and services.
- Contributing to increased uptake by the public sector of locally made products by increasing compliance with the local content regulations and requirements contained in the Preferential Procurement Policy Framework Act (PPPFA).
- Increasing local procurement levels in the private sector, educating the private sector on localisation, and soliciting and securing local procurement and localisation commitments from business entities and industry representative bodies.
- Promoting accessibility to locally made products and services for consumers from all spheres of society.

## **PROUDLY SOUTH AFRICAN 4 PILLARS**

### **LOCAL CONTENT**

At least 50% of the cost of production must be incurred in South Africa and there must be substantial transformation of any imported materials.



### QUALITY

The product or service must be of a proven high quality.



### ENVIRONMENTAL STANDARDS

The company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable. Service providers must demonstrate a willingness to recycle and reduce their carbon footprint.



### FAIR LABOUR PRACTICE

The company must comply with labour legislation and adhere to fair labour practices.





When we choose to **buy local**, we do more than just complete a transaction: we invest in our own future.



# HOWARD GABRIELS

CHAIRMAN, PROUDLY SA

# CHAIRMAN'S FOREWORD

Penning the foreword for the Annual Report is something I always look forward to, especially if it is on the back of a financial year where the campaign has continued to grow, make a meaningful impact in the economy, and in the lives of the members of the campaign.

When I first took over as the Chairman of the Board, back in 2016, and together with the Board, we embarked on a process of reviving this campaign, one of the first things we agreed was critical to focus on, was the strengthening of both the governance framework of the organisation, as well as partnerships that would help the organisation grow its impact with the limited resources at its disposal. In addition to this, there was a need to ensure that the organisation focuses more strictly on its mandate of ensuring that those that make purchasing decisions across all sectors of society choose locally made products and services.

## **This is what prompted the campaign to develop four strategic focus areas, and these are:**

- Educate consumers on the importance and economic impact of buying locally made products and services and checking labels of origin.
- Influence the private sector to increase its procurement of locally made products and services.
- Encouraging the state and all spheres of government to prioritise local procurement and increasing compliance with the localisation policies within government.
- Increase accessibility of locally made products and services by all sectors of society.

The above, consequently, meant that the organisation had to strengthen the value proposition for its membership base, in order to increase its ability to attract new members, whilst retaining current member companies. This helped ensure that the campaign could increase the number of products vetted by Proudly SA as containing high levels of local content, are of a high-quality nature, and which are produced by companies that comply with the labour legislation of the country, whilst helping us preserve the environment in the course of doing business.

A focus on identifying and at times curating access to market opportunities for our members in order to try re-capture as much share of the market lost to imports, in favour of locally made products and services became one of the key themes for the campaign. This includes what we started when we responded to Nedlac's call for solid

long-term programmes to be identified back in 2018 at the Presidential Jobs Summit, when Proudly SA sourced and presented at least 20 localisation commitments from the private sector, through which procurement opportunities could be secured and ring-fenced for locally made products and services (and ultimately local producers). We have continued with this initiative over the years, and during this current financial year, we presented a set of new localisation commitments from corporates and industry bodies representing substantial procurement spend. To bring this to fruition, we have finalised the adaptation of the procurement portal, MAP (Market Access Platform) which will make it easy for buyers and procurement decision makers to find suppliers of locally made products and services, in line with the local procurement commitments secured.

Other forms of markets solicited and curated included markets presented through traditional channels, such as physical retail channels, as well as online retail shopping channels. With online shopping already accounting for up to 6% of all total retail sales in the country and continuing to grow as a preferred platform for most consumers, it made sense for Proudly SA to also venture into this space. At the moment, Proudly SA has relationships with solid third-party platforms and has just completed the development of its in-house retail shopping platform, and it is scheduled to go live in the next financial year.

The curating of other access to market platforms such as the Buy Local Expo, the Local Wine Expo and activations such as the Local Fashion Police, has contributed to the increased profiling and purchase of locally made products and services. The strengthening of the PR function has also added to the increase in media coverage and presence of the Buy Local campaign in mainstream media, and remains a key priority for the organisation, especially as we strive

to ensure that the brand remains the voice for localisation, which also has naysayers that are against localisation and continue to make noises in this regard.

The relationship with **the dtic** remains a key strategic one and we have just concluded and signed an addendum to extend the duration of the current Memorandum of Agreement between Proudly SA and **the dtic**, which also allows the department to continue to provide funding to Proudly SA for the next three years, in line with the allocations contained in the medium-term expenditure framework (MTEF) as published by National Treasury. We are therefore grateful to Minister Patel, the Acting DG, Malebo Mabitje-Thompson and the team in the department for their trust in us as a board, and for the continued support.

My gratitude also goes to the Nedlac social partners (Government, Business, Labour and Community) who all continue to play a critical role in driving the Localisation agenda and we have had tremendous support from each of these constituencies during the year under review.

Each of these social partners have representation on the Proudly SA Board, and I would like to express my sincere thanks for the strategic guidance and incredible support given during the year, as this has made this a financial year, where strategically the campaign did extremely well.

To the management and staff at Proudly SA, under the leadership of the CEO, Eustace Mashimbye, well done on another successful year, where together with the Board, we have achieved almost all the deliverables as contained in the Annual Performance Plan (APP), bar the minimal ones that were affected by the unfortunate reduction in the grant from the dtic, which could not have been foreseen even by the department itself.

The sponsors that fuel all our activities and help us do what we do remain an invaluable part of the campaign, and we are grateful for the support

from ABSA, Sasol, FNB, Naspers, Takealot, Nestle, Lactalis, SAB (ABInbev), Coca Cola Beverages South Africa and our growing list of large and small member companies for whom we do this.

I am looking forward to another exciting year ahead for the campaign, as all the plans we have started putting in place, will contribute greatly to the impact to be made by the campaign in the lives of those businesses that we represent and to the broader economy.

**Howard Gabriels**  
**Chairperson**


# BUY LOCAL



Buying **locally manufactured** goods contributes to **job creation** and **job retention**.

If we import goods, we export jobs, it's as simple as that.

***Buy local to create jobs.***



I am privileged to be part of a team as committed, driven, **passionate**, innovative and **creative**.

**EUSTACE  
MASHIMBYE**

CEO, PROUDLY SA

# CEO's MESSAGE

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The 2023/24 financial year marked the fourth full financial year since the Covid-19 pandemic first hit our shores and caused both human and financial devastation across the world. This meant that the strategic and operational plans deployed by the country's 'Buy Local' campaign still needed to be geared towards contributing to continued economic recovery and reconstruction, as the effects of the pandemic on the economy still lingered, coupled with the fact that the country's economy was already in trouble when we went into that first lockdown period.

This is the reason why the campaign launched by Proudly SA during the previous financial year – going into this current financial year – was titled Second Half. The title is based on the analogy of a sporting game that has two halves, such as football and rugby – if the team was not doing well in the first half, it is imperative for changes to be made to tactics and formations, in order to do better in the second half. This is what we are calling for in our campaign: for the period before the COVID-19 pandemic to be considered the first half, and for the period post the pandemic to be considered a period where we can do things differently in order to overcome the unemployment and economic growth challenges that we faced and continue to face during this period.

The 'difference' that we are looking for is linked to the procurement spend at the disposal, or in the hands, of those living within the borders of this country, and their demonstrating economic patriotism by choosing local when making purchasing decisions. These purchasing decision-makers can be those in the public sector, in the private sector or can be ordinary consumers.

Opportunities brought about by global supply chain disruptions, such as the need for security of supply, the innovations that came up during that time, and the partnerships between all sectors of society (government, business through Business 4 SA, the community and organised labour) to create capacity for the items required to respond to the pandemic, all boded well for the country's re-industrialisation and localisation aspirations.

BioCape, a pharmaceutical company, and their intervention in the need to produce high-quality Covid-19 test kits at a lower price, is just one of the examples of how localisation could respond to our country's need for the supply of essential items. This can certainly be extended to other items and industries. The same can be done in other industries where there is potential to compete, either through new or existing products, and the renewables industry is but one of those examples. As the organisation championing localisation in the country, we added this industry to those that we are supporting to contribute to the growth of the economy. We are pleased that, during the year, we joined in the efforts led by TIPS, other industry bodies and government for the development of a sectoral masterplan for this industry. We also made significant contributions to the finalisation of the Master Plan for Medical Technology and Devices (MEDTECH Matser Plan 1) as approved at the end of this financial year.

These new sectoral master plans added to the existing master plans such as Retail-CTFL, the Automotive, Poultry, Sugar and Furniture master plans, which we continued to support during the financial year through consumer education programmes. These took the form of sector-specific campaigns, activations and exhibitions that drove the attainment of



localisation commitments and/or pledges in support of these and other industries. This support came from the private sector, including from corporate companies and industry bodies representing huge procurement spend, which can be redirected to support these industries.

The annual flagship events of the campaign, such as the annual Buy Local Summit and Expo, the Local Wines Expo and Local Fashion Police remained on the calendar of events for the year. All of these events grew tremendously and all attracted new sponsors and strategic partners, while all reached a much higher number of consumers and targeted buyers (SCM practitioners and purchasing decision makers). This was complemented by our participation in high-traffic and impact third-party (mostly sector-specific) expos, activations, markets and events, where the focus is on providing access-to-market opportunities for our members, driving Buy Local consumer education messages and creating brand awareness for Proudly SA and participating member products. This is in line with the continued focus on improving the value proposition for all our members, especially through promoting the accessibility of locally made products and services, while also taking member products to platforms (physical and otherwise) where their products will get the required exposure and can access desired markets.

At a policy level, the campaign continued with its efforts to contribute to discussions affecting localisation, including in the public sector, through inputs to the Procurement Bill, while also engaging individual public sector entities on the need to include preferential procurement requirements in favour of local content in their respective procurement policies. This was strengthened by the presentations made to the different heads of procurement in the public sector at three different joint SCM forums organised by National Treasury targeting departments in national government, provincial government and local government, as well state-owned entities across all those spheres of government.

Other policy-related interventions included engagements with the ITAC commissioner on support that could potentially be provided to the cement manufacturing industry and on the impact of offshore online stores whose products are flooding our market. These discussions are ongoing, with solutions envisaged in the next financial year, especially with regard to the e-commerce space, where some of these platforms are supplying predominantly low-quality, cheap clothing and textile products.

In the meantime, Proudly SA continues to develop its own online store, which will be ready to be launched within the first couple of months of the next financial year. The e-commerce strategy, linked to our access-to-markets approach, is to negotiate with third-party online platforms for the listing of Proudly SA members' products on their respective platforms and

stores at no additional cost to the member company. To date, we have been able to conclude partnerships with Takealot, One Day Only, Zulzi, Makro Marketplace, Loot and Bizzmed (a B2B platform), amongst others. This is what prompted us to develop and conclude a partnership agreement with Naspers, as a leader in this space, ahead of the Buy Local Summit and Expo. Our members continue to derive value from these and other access-to-market initiatives such as consumer markets, trade fairs, sector-specific expos and other platforms where – through Proudly SA – they are able to showcase and sell their products to their targeted consumers.

The growth of the matchmaking programme has also proven to be a great addition to our bouquet of offerings linked to our ever-improving value proposition. Through this programme, we link members’ products with buyers and SCM practitioners who are able to give them shelf space or listings as preferred suppliers on their respective supplier databases. This, in turn, has led to the growth of the membership base, with the addition of 340 new members and the retention of up to 89 per cent of members due for renewal during this financial year.

All of the above points to a campaign that continues to grow, that is making a meaningful contribution to many companies and industries and is rightfully seen as the localisation champion by many in the public and private sectors. In this report, we showcase up to a hundred case studies and success stories that demonstrate the impact of the interventions of Proudly SA on member companies, and this includes the impact on awareness of the brands (especially for new entrants), listings with suppliers, increase in sales, retention of jobs and, in some instances, even the creation of new job opportunities.

This would not have been possible without the support of the Board, under the incredible leadership of Mr Howard Gabriels as the chairperson, as well as the hardworking and dedicated staff, management and executive team at Proudly SA, who continue to go beyond the call of duty whenever called upon to do so. I am privileged to be part of a team as committed, driven, passionate, innovative and creative as this team and collectively we continue to ensure that the campaign is making a difference in the country.

A word of gratitude should also go to the dtic, under the leadership of outgoing Minister Ebrahim Patel, the Nedlac social partners, organised business, business chambers, industry bodies, business associations, organised labour, civil society and other key stakeholders that continue to partner with us and support our work as a Buy Local campaign. True to its formation through Nedlac, this campaign can only be a success if and when all sectors of society buy into the vision and contribute to the cause, in whichever way possible.



**BE PROUDLY  
SOUTH AFRICAN.  
BUY LOCAL TO  
CREATE JOBS**

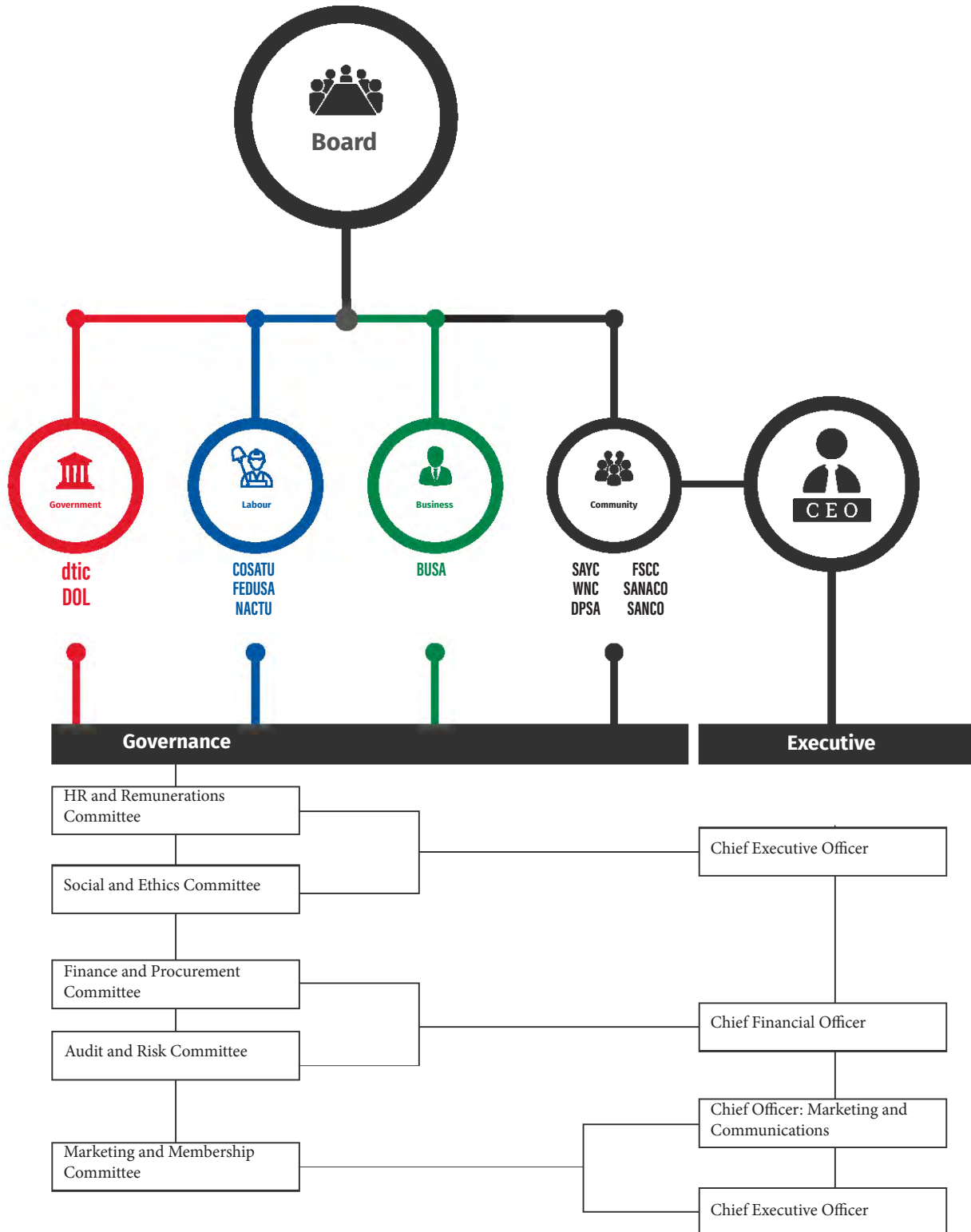


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## Our people & Resources

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# GOVERNANCE STRUCTURE



## 02

# BOARD OF DIRECTORS



**Howard Gabriels**  
*Chairperson*

A senior executive with extensive experience at a strategic leadership level in the public sector, Howard Gabriels was appointed Chairperson of the Board on 27 July 2016. He has a B.Sc. Degree and a B.Econ (Honours) degree from UWC. In 2012, he completed a Master's Degree in Urban and Regional Science at Stellenbosch University. Mr Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013. He currently works as the Ombudsperson at the Credit Ombud.



**Eustace Mashimbye**  
*Chief Executive Officer (CEO)*

Mr Eustace Mashimbye is a qualified financial accountant who studied at the Technikon Northern Gauteng (now Tshwane University of Technology) and Technikon South Africa (now Unisa). He majored in financial accounting and corporate law and is studying towards an MBA with the Management College of SA. He is currently completing a Corporate Governance course through the Chartered Secretaries Institute of South Africa.

He spent more than 17 years in accounting and financial management roles in both the public and the private sectors, including with Telkom, Edcon, the Department of Trade and Industry and Proudly SA. Over 10 of these years was at senior management levels.

He has served on the board of The Business Place and is currently a director on the Board of the South African Savings Institute, where he previously held the position of Audit and Risk Committee Chairperson. He previously served at Proudly SA as CFO (for a 10-year period), Acting COO and Acting CEO, before his permanent appointment as CEO in December 2016.



**Stavros Nicolaou**

*Board Member*

*Chairperson: Membership, Marketing and Compliance Committee*

Dr Stavros Nicolaou is the Aspen Pharmacare Group's senior executive responsible for strategic trade development. Previously, he was CEO of Aspen's export business. He was instrumental in introducing the first generic ARVs on the African continent – developed by Aspen – which have saved hundreds of thousands of lives in South Africa and on the continent.

Dr Nicolaou has over 33 years' experience in the South African and international pharmaceutical industry and is a previous winner of the Health Care Marketer of the year award from the SA Institute of Marketing Management (IMM). He was a previous recipient of the Monte Rubenstein Award for Proficiency in Pharmaceuticals from Wits University Pharmacy Faculty. He was awarded the Order of the Lion of St Mark by the Greek Orthodox Pope and Patriarch, Theodoros II. He has been inducted as a Fellow of the Pharmaceutical Society of South Africa (PSSA), one of the highest honours bestowed by the organisation, and was recently awarded an Honorary Doctor of Science in Medicine from Wits University. He was appointed an Honorary Member of the Southern African Society for Thrombosis and Haemostasis. He was also named one of the Most Influential People of African Descent (MIPAD) Global Top 100 Honourees, based on his positive contributions to the healthcare sector and improving access to healthcare for patients on the African continent. He was recently awarded the 2023 ARGO Award for Public Service by the President of Greece.

He has previously served – and continues to serve – on a number of industry and associated structures, including Member of Business for South Africa (B4SA) Steering Committee and Chairperson of the B4SA Health Workgroup, Chairman of the Public Health Enhancement Fund (PHEF), a joint collaboration between the Private Health Sector and the Minister of Health, appointed to the National COVID Vaccine Co-ordinating Committee (NCVCC) and the COVID Vaccine Joint Oversight Steering Committee. He was re-appointed for a third term by President Cyril Ramaphosa to the Board of Brand South Africa and presently serves as Chairman of the Interim Board of Cricket South Africa (CSA) – appointed by Minister of Arts, Sports and Culture. He served on the dtic minister's export panel on devising an export strategy for South Africa. Between 2005 and 2009 he served as Chairman of the Board of SA Express Airways. From 2004 to 2010 he was appointed by the Minister of Public Enterprises to the Board of Transnet Ltd and he presently serves on the National Orders Advisory Council, appointed by the President of the Republic and he has chaired the Trade and Investment Committee of the Board of the Gauteng Growth and Development Agency (GGDA) and subsequently appointed as a Director of the GGDA for two consecutive terms.

Dr Nicolaou currently serves on the BRICS Business Council and is on the Special Economic Zones (SEZ) Advisory Board. He was elected as a Non-Executive Director of Business Unity South Africa (BUSA) and Chairman of the South African Pharmaceutical Producers Association (PHARMISA). He was also appointed to the Forum to Promote Transparency and Multi Stakeholder Engagement Regarding Medicine Availability by the Minister of Health. He has served as Chairman of the Pharmaceutical Task Group (PTG), the overall Pharmaceutical Industry Umbrella Organisation and the World Bank/ IFC Technical Advisory Board that focuses on strengthening African Health Systems. He has served as Vice-President of the International Pharmaceutical Students Federation (IPSF) and was an Honorary Lecturer at Wits University, accredited to the Faculty of Health Science, and serves as a director on the Business School Advisory Board at North-West University (NWU).



**Masonwabe Sokoyi**

*Board Member*

Masonwabe Sokoyi is a highly skilled professional with extensive expertise in the fields of public policy, economic development and corporate governance. He is currently pursuing a PhD in Theoretical Development Economics at Peking University and holds a master's degree in public administration from Tsinghua University (Beijing, China). Sokoyi's educational background also includes a Diploma in Public Relations, as well as two honours degrees in Media Studies and Organisational Communication (all from UNISA).

Throughout his career, he has held various notable positions, including serving as the spokesperson for the SACP in the Western Cape, actively engaging in the Financial Sector Coalition Campaign as an activist, holding a non-executive director position at Proudly SA, working as a PR Account Manager at Ngokwethu Communication, and serving as a Director at MS Consultant. Sokoyi is widely acknowledged for his integrity and strategic acumen, and he is dedicated to enhancing the efficiency and productivity of state-owned enterprises (SOEs) while promoting development economics. His ultimate objective is to foster economic growth and innovation through the effective management of SOEs.

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**Lisa Seftel**

*Board Member*

Lisa Seftel is the Executive Director of Nedlac. She previously worked as a senior manager at the Department of Labour, the Office of the Premier in Gauteng, Gauteng Department of Roads and Transport, Sedibeng District Municipality and Executive Director for Transport at City of Johannesburg.

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**Michael Lawrence**

*Board Member*

Michael Lawrence is the Executive Director of the National Clothing Retail Federation (NCRF), which represents the interests of major clothing retailers in Southern Africa. The Federation engages with government, consumer bodies and labour organisations on trade and economic issues affecting the sustainability of both member operations and suppliers.

Mr Lawrence participates in various national, regional and continental conversations and think tanks on trade in and with Africa, with particular reference to women in trade, eCommerce, trade in services and regional value chains.



**Adv. Priakumari Hassan**

*Board Member*

*Chairperson: Finance and Procurement Committee*

Advocate Pria Hassan, a trailblazer in South Africa's business landscape, wears multiple hats with grace and determination. As the Founder and CEO of the WOA Group (Fuels and Oils, Logistics, Automotive, Petrochemicals, Construction, Pharmaceuticals and Insurance) she champions gender inclusivity and empowers emerging local businesswomen. Her legal background includes graduating from the University of Natal with an LLB degree in the 1990s. Later, she attended the Gordon Institute of Business Science. With a career spanning more than a decade, Hassan is not only

a property and logistics expert but also well-versed in legal matters. She has held executive positions in several JSE-listed companies. Driven by her passion to succeed and astute business acumen, Hassan made the bold decision to establish WOA in 2005, aiming to create gender inclusivity. Despite numerous accolades, she remains humble in her achievements and dedicates herself to encouraging and inspiring future generations of female business leaders through knowledge, mentorship, and skills development.

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**Caroline Rakgotsoka**

*Board Member*

Caroline Rakgotsoka is from Protea Glen, Soweto. She is married and has four children. She worked at Tsebo Solutions Group from 1988 to June 2024 as a catering manager and is an active trade union member. After joining HOTELLICA Trade Union, she was elected as its president. In 2012, she became an active shop steward and later moved to NACTU, where she was elected as the National Treasurer, and continues to hold that position.

She also serves on the Women's Gender Forum and sits on the Board of Directors at the Organisation of Trade Unit (OATU). She was elected chairperson of the Local Church Development Committee and is a member of Proudly SA, where she serves on the Board of Directors, the HR and Remuneration Committee and the Audit and Risk Committee.

She currently works as a distributor of health products.



**Jodi Scholtz**

*Board Member*

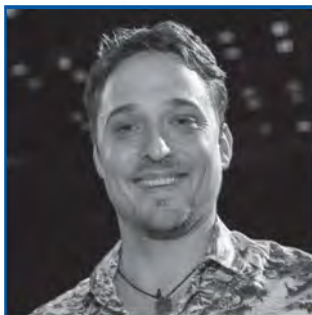
*Chairperson: Social and Ethics Committee*

Jodi Scholtz, a seasoned public servant at executive level, was appointed National Lotteries Commissioner from 1 February 2023. She is responsible for the management and turnaround of the National Lotteries Commission (NLC) with a specific focus on modernising the NLC. Her prior roles include Chief Operating Officer (COO) of the national Department of Trade, Industry and Competition (the dtic) (since November 2009) and

Lead Administrator at the South African Bureau of Standards (SABS) and served as the accounting authority from February 2018 until late 2022. Prior to her appointment as COO at the dtic, she was COO of the Trade Policy, Negotiations and Cooperation Division at the dtic.

Her key competencies include strategy development and planning in general, and strategic turnaround of public institutions, change management, leadership and collaboration, as well as management of public entities.

Ms Scholtz holds a bachelor's degree in arts from the University of Cape Town, an honours degree in commerce from the University of the Western Cape, a master's degree in business administration from the Gordon Institute of Business Science, a diploma in international trade policy and law from the Harvard University J F Kennedy School of Government, and a post-graduate diploma in trade policy and practice from the University of Cape Town's Graduate School of Business. She also participated in the African Programme on Rethinking Development Economics, in addition to various other short courses.



**Simon Eppel**

*Board Member*

Simon Eppel is a trade unionist who is Director of Research at the South African Clothing and Textile Workers' Union (SACTWU). He is involved in a range of policy-related and practical activities that aim to produce more secure, sustainable, meaningful and growing employment for the union's members, based on the principle and practice of decent work. In addition, he provides assistance on collective bargaining and membership matters at the union. Simon also serves as a COSATU and SACTWU representative on several industry and Nedlac task teams and bodies.

He trained as a social anthropologist and received an MPhil in Development Studies from the University of Cape Town (UCT).



**Ashley Benjamin**

*Board Member*

*Chairperson: HR and Remunerations Committee*

Ashley Benjamin is the Acting Deputy General Secretary of FEDUSA. He is an experienced trade unionist with over 25 years of involvement in the South African labour movement. He represents FEDUSA on various structures such as the Trade and Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development Portfolio at FEDUSA and represents the federation at international level at the Trade Union

Advisory Committee to the OECD and Global Union Programmes for Economic Cooperation.

Mr Benjamin is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the national Bargaining Council of the Leather Industry of South Africa. He also serves on the Executive Oversight Committee of the Retail, Clothing, Textiles, Footwear and Leather Masterplan. He also represents organised labour on the Boards of the National Skills Authority (NSA) and South African Qualifications Authority (SAQA).

His involvement includes representing the federation in the activities of the Southern Africa Trade Union Coordination Council (SATUCC) and the BRICS Organised Labour Grouping.



**Thulani Tshefuta**

*Board Member*

*Chairperson: Audit and Risk Committee*

Thulani Tshefuta matriculated at J.A. Calata Secondary School in Cradock in the Eastern Cape. He holds a post-graduate diploma in Public Development and Management of M&E (monitoring and evaluation) from Wits University. He has a post-graduate qualification in International Executive Development Programme (NQF 8) from GIBS and Crammer Graduate School of Business at Rollins University, USA. In addition, Mr

Tshefuta has completed academic programmes in leadership and entrepreneurship at the North-West University Business School and effective stakeholder management at the University of Pretoria. He is currently studying for a Master of Management Degree on Governance (M&E) through Wits University.

Mr Tshefuta serves as the overall convenor of the NEDLAC Community Constituency. His governance and leadership experience includes serving as an eminent member of the Parliamentary High-Level Panel, as former president of the South African Youth Council, former deputy chairperson of the National Skills Authority, and as a member of the Presidential BBBEE Council.

He is a registered member of IoDSA, with training and experience in corporate governance, and is also a Nelson Mandela–Bill Clinton Democracy Fellow.





**Dr Tebogo Makube**

*Board Member*

Dr Tebogo Makube is currently Chief Director: Industrial Procurement and Development at the Department of Trade, Industry and Competition (the dtic).

Prior to that he was Programme Manager: Fiscal Policy at the Financial and Fiscal Commission (FFC), and before that he was Director: Provincial Infrastructure at National Treasury (NT). He has held research and management positions at Gauteng Provincial Legislature, National Energy Regulator of South Africa (Nersa) and Nokusa Consulting.

He is a Board Member at Proudly SA and Trade and Industrial Policy Strategies (TIPS). Dr Makube is an admitted advocate of the High Court of South Africa and holds a PhD in Energy Studies, as well as other post-graduate qualifications in law, economic policy and energy economics.



**Siphon Ndebele**

*Board Member*

Siphon Ndebele is Chief Director International Relations at the Department of Employment and Labour. He holds a master's degree in industrial and employment relations and is an international relations and labour expert with over 22 years of management and professional experience in the labour unions, government and multilateral environments. His core expertise resides in managing economic and labour market policy issues in both the local and international arena.

A former diplomat and labour attaché to the International Labour Organisation (ILO) in Geneva, he specialises in the coordination of the domestic socio-economic implications of international policies, manages the department's bilateral and multilateral relations and monitors compliance with South Africa's international obligations. In his capacity as the South African government representative to the ILO, he was involved in mediating various labour disputes, including that of the South African Embassy in Dublin on the issue of recognition of workers' unions. He is also a board member of the ILOs Committee on Freedom of Association.

Mr Ndebele has extensive experience in representing South Africa as a sous-sherpa at the G20 Employment Working Group and the G20 Labour Minister's Forum, the BRICS Employment Working Group and Ministerial Sessions and covering SADC, AU and OECD labour-related issues.

He provides leadership to ensure programme and project delivery and has coordinated several high-level conferences as team leader and country coordinator, including SADC Employment and Labour Sector, the 5th Global Child Labour Conference, the BRICS Ministerial Summit hosted by South Africa in 2018, and the ARLAC Ministerial Summit hosted by South Africa.

In his previous employment as Chief of Staff to the Minister of Economic Development, he coordinated the development and adoption of the Youth Employment Accord and October Accord. He has served as Chairperson of several ILO conference committees, including Committee on the Fundamental Principles and Rights at Work (2017), the ILO Conference Committee on Effective ILO Development Cooperation in Support of Sustainable Development Goals (as chairperson) and the informal Tripartite Committee on the Application of Standards, since 2015 (also as chairperson).



**Ndwakhulu Lawrence Bale**

*Board Member*

Lawrence Bale has been the President of the South African National Association of Cooperatives (SANACO) since 2009. He is a committed champion of the interests of cooperatives locally and internationally. He advocates and lobbies for the interests of all registered cooperatives in all nine provinces and sectors in South Africa.

Mr Bale represents all cooperatives in South Africa at policy level i.e. as a principal at the National Economic Development and Labour Council (NEDLAC). SANACO advocates for cooperatives-friendly legislation. At NEDLAC he serves as a convenor of the Development Chamber. He is the current board member of Quality Council for Trades and Occupations (QCTO). He is a board member at Proudly SA. He is the President of the International Cooperatives Alliance (ICA): Africa Southern. He is the chairperson of the BRICS Cooperatives Leaders. Under his leadership in this capacity, SANACO has hosted the BRICS cooperative summits whenever BRICS is hosted by South Africa.

Mr Bale has also served in various organisations as a national board member and in national leadership positions including the National Cooperatives Association of South Africa (NCASA), the South African Federation of Burial Societies (SAFOBS) in the 90s. He served as the first CEO of Dora Tamana Credit and Service Cooperatives. He has also served on the Cooperative Incentive Scheme adjudication committee. Mr Bale served as a member of Ministerial Advisory Committee (MAC) advising the Minister of Health particularly on the response to the COVID-19 pandemic. He served as a board member in the ICA Africa in which he serves as chairperson of the HR and Governance sub-committee.

Under Mr Bale's leadership of SANACO, and its membership of the International Cooperative Alliance, South Africa was honoured to host the International Cooperative Alliance meeting in November 2013 for the very first time in Africa. SANACO also hosted the BRICS Cooperative Summit in partnership with the DTI in October 2013, and SANACO has signed MOU's with China and India who have agreed to build trade relations with cooperatives in their countries. He holds a diploma and degree in management.



I've always been driven by curiosity. It fueled my dreams to create automobiles that accelerate our nation into greater possibilities and the beauty of the unknown.

*South Africa, their future is in your hands.  
Buy local to create jobs.*



## 03

# EXECUTIVE MANAGERS



### **Happy MaKhumalo Ngidi**

*Chief Officer: Marketing & Communications*

Mrs Happy MaKhumalo Ngidi is a businesswoman, social entrepreneur, author, motivational speaker and PR and Marketing Executive. Mrs Ngidi had over ten years of corporate experience before joining Proudly SA in 2015.

Prior to joining Proudly SA, she was the founder and Managing Director of her own boutique public relations firm, where she forged strong relationships with all media houses. She was also Head of PR and Communications for SABC's radio station, Metro FM, and has represented brands such as Chivas Brothers, Seagram SA and the Forum Company as spokesperson. She has extensive experience in driving strategy development, as well as brand and product launches for these and other companies.



### **Jeannine van Straaten**

*Executive: Strategy, Stakeholder Relations And Legal*

Ms Jeannine van Straaten has extensive experience in stakeholder relations and a background as Key Client Services Manager and then Head of Broadcasting at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University/ University of Johannesburg (2003), she is passionate about South Africa, especially social integration and cites the growth of the campaign's membership base as her key objective at Proudly SA.

With her background in music (as a violinist), she prizes creativity in the workplace and places particular importance on education and continuous personal development. Her MBA candidacy at Henley Business School is testament to this. Other past experience includes Manager of the #IamConstitution Campaign at The Ichikowitz Family Foundation, where she witnessed first-hand the unification of people from various backgrounds who all possess one common goal – togetherness.

She endeavours to share this lesson with member companies to inspire them to bridge the divide in the name of togetherness and so collectively contribute to the growth of the country's economy.



**Mphume Lale**  
*Chief Financial Officer*

Mphume is a graduate with B Com (Accounting) and a Master's in Business Leadership (MBL) from the University of Witwatersrand and Unisa respectively.

He began his career in 1999 as a trainee consultant at one of the major audit firms in South Africa. He has worked in various capacities including Finance Manager, Chief Director: Budget and Revenue and Chief Financial Officer. His work experience expands over both private and public sectors covering sectors such as tourism, health, financial services, etc.

He has been a Chief Financial Officer at two public entities before joining Proudly SA.



**Veresh Ramkalawan**  
*Human Resources & Support Manager*

Veresh Ramkalawan completed a degree in human resources (HR) and a post-graduate qualification in industrial relations. He is currently in the final year of a Bachelor of Law (LLB) degree. He is a seasoned and passionate HR professional with vast knowledge, skills and expertise built during his 15-year career in HR and has worked across various industries.

He believes that human capital is our most important asset and aims to ensure a happy and productive workplace at Proudly SA, where everyone works towards its mission and objectives, with emphasis on promoting corporate values and shaping a positive culture.



**Alicia Loganathan**  
*Membership Manager*

A seasoned strategic manager with a background in marketing research A seasoned strategic manager with a background in marketing research and sales tracking, Ms Loganathan has extensive experience in sales across the FMCG, blue chip and OEM sectors. She spent almost a decade tracking consumer behaviour, understanding supply-chain operations and analysing till-point data.

She has a bachelor's degree in media and market research, with post-graduate honours degree credits in the same discipline. She is currently pursuing an MBA with emphasis on the manufacturing landscape in Southern Africa. She joined Proudly SA as Membership Manager in November 2020.



**Zineida Pomuser**  
*Brand Manager*

Zineida Pomuser is a skilled brand designer with a diploma in media practices and graphic design from Boston Media House. Her education provided a robust foundation for her career in strategic branding and marketing.

Since joining the Proudly SA campaign as a graphic designer in 2015, Ms. Pomuser has played a pivotal role in branding numerous high-profile events, including The Buy Local Summit and Expo, the DStv Delicious Festival, Local Fashion Police, and The Local Wine Expo. Her meticulous and strategic approach has been instrumental in shaping the visual identity of these events.

With over nine years of experience in brand design, Zineida excels at integrating strategy with design. Early in her career, she took on roles that allowed her to immerse herself in various aspects of brand management. She worked on product launches, strategic branding for both local and international brands, and collaborated with cross-functional teams to ensure brand consistency and effectiveness. Each role presented unique challenges and learning opportunities, which she embraced wholeheartedly. This hands-on experience honed her ability to think strategically, adapt to changing market dynamics, and innovate in ways that resonate with target audiences.

In her role as Brand Manager, Ms. Pomuser leverages her extensive background to drive brand growth and loyalty. Her comprehensive understanding of the industry enables her to craft and execute strategies that align with both the brand's identity and market demands. Her journey reflects not only her commitment to professional growth but also her unwavering dedication to elevating the Proudly SA brand. Her story is a powerful reminder of how varied experiences can build a solid foundation for leadership and success in any field.



**Dambisa Maqoga**  
*PR Manager*

Dambisa Maqoga leads the PR and Social Media team at Proudly SA as a dynamic and charismatic public relations expert. With more than 12 years of experience in corporate communications, entertainment and brand PR, Ms. Maqoga has worked with major companies like Nestlé ESAR, Diageo, Viacom, and eTV. Her diverse background and creative strategies contribute significantly to our organisation.

# HUMAN RESOURCE MANAGEMENT REPORT

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## Human Resources Management Report 2022/2023

Human capital is at the core of ensuring the delivery of the Proudly SA mandate. The HR and Administration Department's Strategy and Operational Plan is informed by the Organisational Business Plan, as translated to the Annual Performance Plan. The key objective is to provide support to line departments by creating a conducive environment, in terms of both logistics and the provision of appropriate work tools to staff.

Competent talent is sourced, maintained and retained for efficient and effective delivery of the overall organisational mandate, namely the roll-out – in partnership with key stakeholders – of the Buy Local campaign. The Human Resources function is a custodian of company policies and ensures the orderly execution and consistent compliance with these policies, as benchmarked against common domestic legal prescripts relating to human resources. This includes the successful championing and maintaining of the internal ISO-accredited Quality Management System.

**All HR functions are provided in-house, except where specialised services are required in areas such as labour relations and intensive psychological services. This report covers the following areas:**

1. Staff profile and movement
2. Staff performance
3. Staff training and development
4. Internship programme
5. Staff wellness and engagement
6. Digitisation of key administrative human resources functions
7. Health and safety
8. Employment equity
9. Quality Management System



## 1. Staff profile and movement

### PROUDLY SA WORKFORCE PROFILE: APRIL 2023 – MARCH 2024

Overall staff complement per occupational level (including personnel who resigned and replaced during the period of reporting)

Note: A=Africans, C=Coloureds, I=Indians and W=Whites

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management	1								1
Senior management	1				1			1	3
Professionally qualified and experienced specialists and mid-management			1		3	1	2	1	8
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	7	1			10		1	1	20
Semi-skilled and discretionary decision making	1				1				2
Unskilled and defined decision making					1				1
Temporary employees	2				3				5
<b>Total</b>	<b>12</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>19</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>40</b>





## Recruitment - April 2023 to March 2024

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

The Campaign has a well-established recruitment process that requires that all vacancies first be advertised internally. This allows upward mobility of current personnel to senior roles, if they possess the required expertise and interest. Key technical, high-level professional and management positions are always advertised externally through relevant platforms and media.

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									0
Senior management									
Professionally qualified and experienced specialists and mid-management									0
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	3				3		1	2	9
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
Temporary employees	2				2				4
<b>Total</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>13</b>

## Promotions - 2023 to March 2024

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									
Senior management									
Professionally qualified and experienced specialists and mid-management					1	1			2
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents									
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
Temporary employees									
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>2</b>

## Terminations - April 2023 to March 2024

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									
Senior management									
Professionally qualified and experienced specialists and mid-management	1							1	2
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	2	1		3		1	1		8
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
Temporary employees									
<b>Total</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>10</b>

## 2. Staff performance, development and retention

### Staff Performance

The Campaign has an established performance management system that is widely accepted by all staff. This provides for signing an initial performance agreement, followed by quarterly performance reviews and evaluations, and concludes with a performance appraisal process, during which annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting), subject to approval by the HR and Remuneration Committee (REMCO) and the Board.

### OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2023- MARCH 2023

EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	76%
Marketing and Communications	68%
Membership, Legal and Compliance	73%
HR and Administration	75%
Finance	76%
<b>AVERAGE PERFORMANCE</b>	<b>73%</b>



### 3. Staff training and development

Proudly SA is committed to investing in its human capital for optimal productivity and service excellence. The tables below provide an overview of the annual training report, which details capacitation interventions linked to employment contracts, personal development plans, the performance management system, which are key for succession planning. The dedicated and passionate employees, who consistently over-perform and whose behaviour fits with the organisational values and pursuits, will be identified for further development in preparation for higher-level roles. This is managed systematically through the Performance Management System driven by the Human Resources Department.

#### TRAINING AND DEVELOPMENT APRIL 2023 - MARCH 2024

##### QUARTER 1 - APRIL 2023 - JUNE 2023 (INTERNAL)

Training Programme	Attendees	Trainer
SCM Training – 8 June 2023	Jana Doyle Kutlwano Mosholi Lesego Tholo Zime Mzelemu Sasha Kinsey Zineida Pomuser Bongani Xaba Dambisa Maqoga Nomonde Khanyile Jacobeth Karabo Serumula Nathan Butler Jeanette Makhoba	Mphume Llale

Training Programme	Attendees	Trainer
Training for Everlytic IT System- 7 June 2023 (Online Training by an External Facilitator)	Thato Mogorosi Pressley Mokhare Karabo Ntsioa Dambisa Maqoga Bongani Xaba	Hlumelo Akhona Mquqo
Training – Public Speaking Engagement Entrepreneurship Development in South Africa – 19 May 2023	Baswabile Selatole Sinah Makua Karabo Serumula Thato Mogorosi Karabo Ntsioa Eustace Mashimbye Happy Ngidi Jeannine Van Straaten Portia Gqamane Tshepo Moemise Louis Chalklen Nathan Butler Kealeabetswe Mokgejane Sarah Mkhabela Rebeccah Malebye Dambisa Maqoga Jana Doyle Taryn Collister Tshiamo Ndlovu Preya Keshav Kutlwano Mosholi Mphume Llale Bongani Xaba Lesego Tholo Rosemary Hadebe Zineida Pomuser Phumzile Xaba Lucia Mekgwe Jeanette Makhoba Nomonde Khanyile Mala Pillay Sabelo Zikalala Tinyiko Mathebula Zime Mzelemu	Dr Leslie Boshoff

## QUARTER 1: APRIL – JUNE 2023 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
<b>DIRECTORATE</b>					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2	P. Keshav	Directorate	Management Leadership	LEDISA Academy (PTY) LTD	In Progress – Learn- ership – 18 Months
3	J. Van Straaten	Directorate	(NQF LEVEL 5)	Henley Business School	In Progress (Study Subsidy)
4	K. Ntsioa	IT	MBA	IKUSASA	In Progress – Learnership
<b>MEMBERSHIP</b>					
5	T. Mathebula	Membership	Management Leadership	LEDISA Academy (PTY) LTD	In Progress – Learnership – 18 Months
6	L. Chalken	Membership	(NQF LEVEL 5)	BOSTON	In Progress (Study Subsidy)
<b>FINANCE</b>					
7	J. Makhoba	Finance	Management Leadership	PM Ideas	In Progress Learnership – 18 Months
8	B. Selatole	Finance	(NQF LEVEL 5)	WHM HR Academy	In Progress (Study Subsidy)
9	N. Butler	Finance	B Com – Financial Management	Company Wellness	Completed
10	J. Makhoba	Finance	IFRS – Training	WHM HR Academy	Completed
11	M. Llale	Finance	IFRS – Training	Chartered Governance Institute	Completed
12	B. Selatole	Finance	IFRS – Training	WHM HR Academy	Completed
<b>MARKETING</b>					
13	K. Mosholi	Marketing	BA – Communication Science (3rd Year)	UNISA	In Progress (Study Subsidy)
14	Z. Pomuser	Marketing	User Experience Design	Red and Yellow – Digital	Completed
<b>HUMAN RESOURCES</b>					
15	S. Zikalala	HR	Nebosh – Gen. Cert – OHS	Sheilds	In Progress
16	R. Hadebe	HR	Diploma In HR	WHM HR Academy	(Study Subsidy)
17	S. Mkhabela	HR	Diploma In HR	WHM HR Academy	In Progress – 24-Month Learner- ship

**TRAINING AND DEVELOPMENT APRIL 2023 – MARCH 2024**

**QUARTER 2 – JULY TO SEPTEMBER 2023 (INTERNAL)**

Training Programme	Attendees	Trainer
PFMA – SCM BID COM. Workshop – 1 Aug 2023	V. Ramkalawan P. Xaba J. Doyle A. Logan J. Makhoba P. Keshav D. Maqoga Z. Pomuser K. Molete B. Selatole T. Mogorosi N. Butler T. Collister S. Mkhabela M. Llale	National Treasury
Project Management – Refresher Training – 21 Aug 2023	R. Hadebe S. Mkhabela V. Ramkalawan S. Zikalala D. Maqoga N. Khanyile Z. Mzelemu L. Tholo J. Serumula S. Kinsey J. Doyle	Sinah Makua

## QUARTER 2: JULY – SEPTEMBER 2022 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
<b>DIRECTORATE</b>					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2	P. Keshav	Directorate	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress- Learnership – 12 Months
3	J. Van Straaten	Directorate	Certificate Associate In Project Management Preparation Programme (Capm)	Henley Business School	In Progress (Study Subsidy)
4	K. Ntsioa	IT	It Learnership – Further Education And Training Certificate It System Support NQF Level 5	Ledisa Academy (Pty) Ltd	In Progress – Learnership
5	P. Xaba	Projects	Developing New Managers	Career Skills	Completed
6	P. Xaba	Projects	Emotional Intellegence	Career Skills	Completed
7	P. Xaba	Projects	101869 Occupational Certificates – Project Manager	Career Skills	In Progress – Learnership
8	P. Xaba	Projects	Interview Skills	Sycamore Consulting	Completed
9	T. Collister	E-Commerce	Interview Skills	Sycamore Consulting	Completed
10	T. Mogorosi	IT	Refresher Sp Qms Sharepoint	Sharepoint Systems	Completed
<b>MEMBERSHIP</b>					
13	T. Mathebula	Membership	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress- Learnership – 12 Months
14	T. Mathebula	Membership	Interview Skills	Sycamore Consulting	Completed
15	N. Mali	Membership	PG DIP – Fin Management	University Of Johannesburg	Bursary
<b>FINANCE</b>					
16	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress Learnership – 18 Months
17	J. Makhoba	Finance	Interview Skills	Sycamore Consulting	Completed
18	B. Selatole	Finance	B Com – Financial Management	UNISA	In Progress (Study Subsidy)
19	K. Molete	Finance	Bridging Programme – Accountancy	University Of Johannesburg	Bursary

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status / Comment
<b>MARKETING</b>					
1	K. Mosholi	Marketing	BA – Communication Science	UNISA	In Progress (Study Subsidy)
2	Z. Pomuser	Marketing	(3rd Year)	Sycamore Consulting	Completed
3	D. Maqoga	Marketing	Emotional Intelligence	Heart Solutions	Completed
4	J. Doyle	Marketing	Developing New Managers	Heart Solutions	Completed
5	Z. Pomuser	Marketing	Developing New Managers	Heart Solutions	Completed
6	T. Ndlovu	Marketing	Developing New Managers	NOSA	Completed
7	Z. Pomuser	Marketing	First Aid – Level 1	Sycamore Consulting	Completed
8	D. Maqoga	Marketing	Interview Skills	Sycamore Consulting	Completed
9	J. Doyle	Marketing	Interview Skills	Sycamore Consulting	Completed
10	L. Tholo	Marketing	Interview Skills	WHM Academy	Completed
<b>HUMAN RESOURCES</b>					
11	S. Zikalala	HR	NEBOSH – Gen. Cert – OHS	Sheilds	In Progress (Study Subsidy)
1	R. Hadebe	HR	Diploma In HR	Whm Hr Academy	In Progress – 24-Month Learnership
15	R. Hadebe	HR	Interview Skills	Sycamore Consulting	Completed
16	S. Mkhabela	HR	Diploma In HR	Whm Hr Academy	In Progress – 24-Month Learnership
17	S. Mkhabela	HR	Interview Skills	Sycamore Consulting	Completed
18	R. Hadebe	HR	Refresher Sp Qms Sharepoint	Sharepoint Systems	Completed
19	K. Molete	FINANCE	Bridging Programme – Accountancy	University Of Johannesburg	Bursary

### QUARTER 3: OCTOBER TO DECEMBER 2023

Training Programme	Attendees	Trainer
QMS Audit Training	All Staff	P. Mokhare R. Hadebe



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**QUARTER 4: JANUARY – MARCH 2023 (EXTERNAL)**

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
<b>DIRECTORATE</b>					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress
2	P. Keshav	Directorate	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress – Learnership
3	J. Van Straaten	Directorate	MBA	Henley Business School	In Progress (Study Subsidy)
4	K Ntsioa	IT	IT Learnership – Further Education And Training Certificate It System Support NQF Level 5	Ikusasa	In Progress – Learnership
5	P. Xaba	Projects	101869 Occupational Certificates -Project Manager	Dekra	In Progress – Learnership
6	T. Mogorosi	IT	Generic Management – Learnership	Training Portal	In Progress – Learnership
7	P. Mokhare	IT	Technical Support – Learnership	Ikusasa	In Progress – Learnership
<b>MEMBERSHIP</b>					
8	T. Mathebula	Membership	Management Leadership	Ledisa Academy (Pty) Ltd	In Progress – Learnership – 18 Months
<b>FINANCE</b>					
9	J. Makhoba	Finance	Management Leadership (NQF Level 5)	Ledisa Academy (Pty) Ltd	In Progress Learnership – 18 Months
10	N. Butler	Finance	Certificate – Accounting (Accelerated)	SA Accounting Academy	Bursary – In Progress
11	B. Selatole	Finance	B Com – Financial Management	UNISA	In Progress (Study Subsidy)
<b>MARKETING</b>					
12	K. Mosholi	Marketing	BA – Communication Science (3rd Year)	UNISA	In Progress (Study Subsidy)
13	T. Phoku	Marketing	User Experience Design	Edge Training	In Progress – Learnership
14	L. Tholo	Marketing	BA Honours – Organisational Com.	UNISA	In Progress (Study Subsidy)
<b>HUMAN RESOURCES</b>					
15	S. Zikalala	HR	Nebosh – Gen. Cert – Ohs	Sheilds	In Progress
16	R. Hadebe	HR	Diploma in HR	WHM HR Academy	(Study Subsidy)
17	S. Mkhabela	HR	Diploma in HR	WHM HR Academy	In Progress – 24-Month Learnership

Study Subsidies Provided	X6
Staff – Learneships	<b>Total Of 10</b> 3 X Ledisa Leadership Programme 2 X HR – Learnerships 2 X IT – Learnerships 1 X Project Management 1 X Generic Management Learnership 1 X Interactive Media
Learnerships – Disabled	2 X N. Cert – Bus. Analysis Support – Level 5
Internship Programme	<b>5 Interns</b> (3 Internal, 2 External) 3 X Internal – Finance, Marketing and E-Commerce, 2 X External – Disabled – Placed at a host employer – learnerships
Bursaries:	1 X Full Bursary – Senior Bookkeeper

### LEARNERSHIPS – STAFF

In line with Proudly SA’s succession and career path strategy, the following employees were awarded an opportunity for the following learnerships:

#### Leadership Development Programme

Initially five employees were selected and enrolled in a Leadership Development Programme, a qualification registered and accredited by the South African Qualifications Authority. This programme has now been converted into a learnership. The objectives of this learnership are to equip the learners with skills to enable them to manage staff members and first-line managers in an organisational entity; to develop competence in a range of knowledge, skills, attitudes and values such as relationship management; to establish and maintain workplace relationships, people development and talent management; to manage a diverse workforce; to ensure ethics in an organisational culture and build teams to achieve objectives.



Initially five learners – Preya Keshav, Tinyiko Mathebula, Siyabonga Zungu, Tshiamo Ndlovu and Jeanette Makhoba – were enrolled in a Leadership Development Programme with Ledisa Academy. Tshiamo and Siyabonga, however, resigned from Proudly SA in 2023 prior to completing the learnership, while Tinyiko, Preya and Jeanette are in the process of completing it.

Rosemary Hadebe and Sarah Mkhabela – the two learners who are enrolled at WHM Academy for the National Diploma: Human Resources Management and Practices.

### **National Diploma: Human Resources Management and Practice**



Two employees from the HR Department were enrolled in a learnership with WHM Academy for the National Diploma: Human Resources

Management and Practices, a qualification registered and accredited by the South African Qualifications Authority. The objective of this learnership is to equip the learners with knowledge of the various roles and responsibilities of the HR function and develop their competence in a range of knowledge, skills, attitudes, and values within the following components of the HR function: Recruitment and Selection, Training and Development, Industrial Relations and HR Administration.

Rosemary Hadebe and Sarah Mkhabela – the two learners who are enrolled at WHM Academy for the National Diploma: Human Resources Management and Practices.

### **Further Education and Training Certificate Information Technology System Support NQF Level 5**



The IT intern from the 2022/2023 fiscal year was retained as a Junior IT Administrator from 1 April 2024 and continued with his learnership with Ikusasa for the Further Education and Training Certificate Information Technology System Support NQF Level 5 during the year under review. the HR function: Recruitment and Selection; Training and Development; Industrial Relations; HR Administration.

Karabo Ntsioa was enrolled in a learnership with Ikusasa for the Further Education and Training Certificate Information Technology System Support (NQF Level 5).

### **Occupational Certificate – Project Manager**



Phumzile Xaba was promoted to the Projects Coordinator and Executive Support role in the CEO's office and has been enrolled for the Occupational Certificate: Project Manager (SAQA ID – 101869) with DEKRA. The qualification is registered and accredited by the South African Qualifications Authority Framework and is aimed to equip the learner with project management knowledge and skills.

Phumzile Xaba has been enrolled for the Occupational Certificate: Project Manager (SAQA ID – 101869).

### **National Certificate: Generic Management**



The role of the IT Officer was reviewed and changed to Senior IT Officer and the incumbent has been enrolled with the Training Portal for The National Certificate: Generic Management NQF 5 (SAQA ID – 59201-60269).

Thato Mogorosi has been enrolled in the National Certificate: Generic Management – NQF 5 (SAQA ID – 59201-60269).

### **National Certificate: Further Training Information Technical Support**



The IT Administrator was enrolled in a learnership with Ikusasa for the National Certificate – Further Training Information Technical Support – NQF Level 4.

Pressly Mokhare has been enrolled for the National Certificate – Further Training Information Technical Support – NQF Level 4.

### **Internal Learnership: Interactive Media**



The Senior Graphic Designer was enrolled in a learnership with Edge ICT for the internal learnership – Interactive Media. The qualification is registered and accredited by the South African Qualifications Framework – SAQA ID: 49121 and is aimed to equip the learner with media knowledge and skills.

Tshepo Phoku has been enrolled for the Internal Learnership – Interactive Media – SAQA ID: 4912

## 4. Internship Programme

In support of the Proudly SA mandate for job creation, the organisation is committed to upskilling graduate and post-graduate students through a twelve-month internship programme aimed at providing on-the-job experience that enables students to gain practical work experience. The key objective of the internship programme is to assist in equipping the interns with skills that can be applied in prospective positions and to assist the interns with career development by providing them with opportunities to explore their interests and develop professional skills and competencies.

Karabo Ntsioa was an intern on the 'YES' for youth programme in the previous fiscal year. During the period under review, he was employed as a Junior IT Administrator on a fixed-term contract from 1 April 2023 until 31 March 2026. He was offered an IT learnership for the year under review.

The following students were also enrolled for the internship programme for the 2023/24 fiscal year:

- Jacobeth Karabo Serumula was offered a Marketing Internship from 30 March 2023 to 30 September 2024.
- Keamogetswe Molete was offered a Finance Internship from 12 June 2023 to 30 June 2024.
- Dineo Lena Moahlodi was offered an e-Commerce Internship from 19 March 2024 to 18 March 2025.

No.	Intern	Department	EE	Placement Position
1	Jacobeth Karabo Serumula	Marketing	Black - Female	Marketing Intern – N6 Student obtaining workplace experience.
2	Keamogetswe Molete	Finance	Black – Female	Finance Intern- B.Comm graduate
3	Dineo Lena Moahlodi	E-Commerce	Black – Female	E-Commerce Intern – N6 Student obtaining workplace experience
<b>Internships with Funded Learnerships</b>				
4	Mpumelelo Cecil Simelane	Host – Employer	Black – Male	Previously unemployed – disabled candidate – placed on a learnership with Afrika Tikkun funded by Proudly SA and placed at a host employer to obtain workplace training
5	Bohlale Motsoto Mmola	Host – Employer	Black – Male	Previously unemployed – disabled candidate – placed on a learnership with Afrika Tikkun funded by Proudly SA and placed at a host employer to obtain workplace training

### Internships with Learnerships funded by Proudly SA:

Two previously unemployed, disabled candidates were placed on internships from 1 March 2024 to 28 February 2025 with learnerships offered by Afrika Tikkun and funded by Proudly SA. Both these candidates received stipends paid by Proudly SA; however, they are placed at a host employer to enable them to obtain relevant workplace training. The learnership is the National Certificate:

Business Analysis Support Practice NQF – Level 5 is with Afrika Tikkun. The qualification is registered and accredited by the South African Qualifications Framework – SAQA ID: 63769 and is aimed to equip the learner with business administration knowledge and skills.

Mpumelelo Cecil Simelane and Bohlale Motsoto Mmola are currently on an internship and enrolled for a learnership – National Certificate: Business Analysis Support Practice NQF – Level 5.



## 5. Staff wellness and engagement

### 1. Strategic Session and Teambuilding

The purpose of the first day of the strategic session is for the Proudly SA team to look at strategic plans per department in order to anticipate trends, create a vision, articulate its purpose, and set strategic goals that are long-term and forward-focused, in line with the strategic direction given by the board and the organisation's annual performance plan. Day two is focused on team-building, looking at the essence of working together to achieve goals and objectives, increase trust, improve communication and collaboration, and enhance staff morale and motivation.

Team-building and Strategic Session

Date: 25 – 26 May 2023

Venue: Sun City



Day 1 – 25 May 2023 – Strategic Session – Zebe and Sena Room	
08h30	Departure from the office
<b>09h00</b>	<b>Breakfast on the Bus</b>
10h30 – 11h00	Arrival at Sun City – Refreshments at The Sun Stone Foyer
11h00 – 11h30	Opening and Welcome – CEO
11h30 – 12h00	Membership
12h00 – 12h30	Directorate and IT
<b>12h30 – 13h30</b>	<b>Lunch</b>
13h30 – 14h00	Human Resources
14h00 – 14h30	Finance
14h30 – 15h00	Events
<b>15h30 – 16h00</b>	<b>Room Allocation and Hotel Check-In Refreshments at The Sun Stone Foyer</b>
16h00 – 16h30	PR
16h30 – 17h00	Brand Management
17h00 – 17h30	Feedback from EXCO
<b>19h00 – 21h00</b>	<b>Dinner at the Shebeen</b>

Day 2 – 26 May 2023 Teambuilding	
<b>07h30 – 08h30</b>	<b>Breakfast at the respective Hotels</b>
08h30 – 12h30	Teambuilding – Cabanas Lawn Teambuilding activities were facilitated by SA Teambuilding
<b>12h45 – 13h25</b>	<b>Lunch at the Shebeen</b>
13h30	Departure from Sun City



## 2. Staff Wellness Day – 7 July 2023

The objective of the Proudly SA annual staff wellness day is to create awareness for employees of the need to build a healthy, productive workforce. The session and presentations given on the day aimed to:

- Improve employee health and well-being
  - Empower employees with health education and lifestyle skills that enable them to achieve their best possible health
  - Positively affect employee morale and job satisfaction
  - Optimise performance and productivity
- Provide a valued, tangible employee benefit.

**The Staff Wellness Day was held on 7 July 2023 at the NEDLAC building. The following service providers were at the Staff Wellness Day:**

- Virgin Active – information stall
- Discovery Health Nurses – rendered wellness assessments
- Camelot Spa – rendered neck and shoulder massages
- Company Wellness Solutions – employee assistance programme presentation – rendered ear screening and eye tests
- Liberty Life – presentation and information stall
- Redel Katzen – medical aid presentation and information stall
- SANBS – blood grouping and presentation
- SADAG – presentation and information stall
- DKMS – presentation and information stall

**EMPLOYEE WELLNESS DAY – 2023**

**Date:** Friday, 7 July 2023

**Time:** 08h30

**Venue:** NEDLAC Building, 14 A Jelliffe Avenue, Rosebank

*(Staff must adhere to their Bookings with Discovery for their screenings as per their schedule. Screenings will be conducted in Boardroom 2.3A in on the Ground Floor)*

**ORDER OF EVENTS**

TIME	ACTIVITY	VENUE
08h30 – 09h00	Breakfast and Refreshments	Foyer
09h00 – 09h15	Opening and Welcome – CEO	Chamber Room
09h15 – 09h45	Presentation – Company Wellness Solutions	Chamber Room
09h45 – 10h15	Presentation – Liberty Life	Chamber Room
10h15 – 10h45	Presentation – Medical Aids (Discovery)	Chamber Room
10h45 – 11h00	Presentation – DKMS Africa	Chamber Room
11h00 – 11h45	Presentation SADAG – South African Depression and Anxiety Group	Chamber Room

**ACTIVITIES INDICATED BELOW WILL RUN CONCURRENTLY FROM 11h45 to 12h15 (Lunch will be from 12:15 to 12h35)**

Programme	Facilitator	Venue
Eye screening	Company Wellness Solutions	Boardroom 1 – 1st floor
Ear Screening	Company Wellness Solutions	Small Boardroom – Ground Floor
Virgin Active – Information Desk	Virgin Active	Outside Deck
Liberty Life – Information Desk	Liberty Life	Outside Deck
Medical Aid – Information	Discovery	Outside Deck
Mental Health Awareness	SADAG	Outside Deck
Cancer Awareness	DKMS	Outside Deck
Blood Grouping	SANBS	Outside Deck
Neck and Shoulder Massages	CAMELOT SPA – 11h00 to 12h00	Couches in the foyer

*Lunch will be served from 12h15 in the Foyer and staff may eat in the Chamber Room or the Outside Foyer.*

*Kindly note that this programme is subject to change.*



### 3. Women's Day Celebration – 2023

In South Africa, 9 August is National Women's Day, which celebrates the strength and resilience of women and their contribution to society and the country. Proudly SA honoured their female staff by hosting an event to commemorate Women's Day.

The event took place as follows:

**Date: 16 August 2023**

**Venue: Chamber Room – Nedlac**



### 4. Heritage Day – 2023

Heritage Day is celebrated on 24 September to acknowledge the cultural heritage of the many cultures that make up South Africa's population. Proudly SA celebrates Heritage Day by hosting an event that encourages staff to dress up in their respective cultural and traditional attire, bearing testament to the diverse cultures represented in the organisation's staff complement.

The event took place as follows:

**Date: 15 September 2023**

**Venue: Nedlac**





## 5. Year End – Staff Function – 2023

The year-end staff function celebrates the end of the year, recognises and rewards the staff who have made a significant contribution to Proudly SA during the year. For the year under review.

The event took place as follows:

**Date: 8 December 2023**

**Venue: Indaba Hotel**

The year-end staff function celebrates the end of the year, recognises and rewards the staff who have made a significant contribution to Proudly SA during the year. For the year under review.

1. This is part of the staff retention plan, and annually, Proudly SA conducts this year-end function to cast a spotlight on all the achievements reached throughout the year.
2. Part of the activities on the day included breakfast, spa treatments, lunch and staff awards in which outstanding performance is recognised with an incentive under the following:
  - Employee of the month for the past 12 months
  - Employee of the quarter for the past four quarters
  - Employee of the year
  - CEO's Award



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  - Employee of the quarter for the past four quarters
  - Employee of the year
  - CEO's Award

## 6. Digitally transforming the Human Resources function

The Human Resources Function is now evolving from the traditional, largely paper-based approach, towards making provision for rapid and profound changes aimed at going fully digital. Human Resources departments were previously perceived as purely support functions that delivered employee services. However, the evolution involves making provision for Human Resources departments to also assist in leading the digital transformation of organisations.

Proudly SA endeavours to build an organisation of the future that has, at the core of its Human Resources Strategy, digital HR capabilities and functions. The aim is to change the HR function so that it utilises digital tools and apps to deliver solutions, and continuously experiments and innovates. HR's focus has shifted towards building an organisation of the future. Companies are hiring young, digitally savvy workers who are comfortable doing things themselves and sharing information in a transparent way. They want an integrated, digital experience at work that is designed around teams, productivity and empowerment. The HR department is expected to deliver on this.

- Employees apply for leave online using the Sage Self-Help Service
- Leave is approved online by the line managers
- In addition, employees can view (including on their smartphones) and print their payslips online.

The process of digitising the rest of the HR administrative functions is not yet completed, and further developments are in progress. The completion of the HR digital rollout is anticipated in the next financial year.

## 7. Health and Safety

The Proudly SA office is subject to regular predetermined rigorous inspections, to ensure that it adheres to the occupational health and safety policy, which is in line with legislative prescripts. We timeously file the company's reports, including the Annual Return on Earnings to the Compensation Commissioner, and we are in good standing with the Commission. The following plan is being followed and improved as and when required:

Aspect	Intervention/Prevention	Frequency
Occupational Injuries	Create awareness on prevention of possible occupational hazards	Bi- Annually
	Conduct regular inspections on workplace premises, equipment and machinery to ensure continued compliance with OHS Standards	Daily
	Ensure acceptance procedures are in place to report, deal and manage workplace OHS incidents	Quarterly
	Establish OHS Committee and properly capacitate its members	Annually
Occupational Diseases	Create awareness to prevent contamination from diseases .	As and when required
	Ensure that all reasonable measures are in place to prevent contamination of contagious diseases.	As and when required
	Develop and implement contingency plans to contain and manage the spread of reported contagious diseases.	Every time

Aspect	Intervention/Prevention	Frequency
Personnel Physical Safety	EEnsure reasonable security of all personnel from outside intrusion	Every time
General Safety Office Healthiness	Pest control	Monthly
	Carpet cleaning	Annually
	Sufficient ventilation	Every time
	Servicing of office air-conditioning system.	Bi-Annually

## Health and Safety Committee

Employee	Occupation
Sabelo Zikalala	<ul style="list-style-type: none"> <li>• Health and Safety Representative</li> <li>• Introduction to SAMTRAC</li> <li>• SAMTRAC</li> <li>• Basic Fire Fighting</li> <li>• First Aid – Level 1</li> </ul>
Rosemary Hadebe	<ul style="list-style-type: none"> <li>• Health and Safety Representative</li> <li>• Basic Fire Fighting</li> <li>• First Aid – Level 1</li> </ul>
Pressly Mokhare	Health and Safety Representative
Sarah Mkhabela	Health and Safety Representative
Lucia Mekgwe	First Aid – Level 1
Nathan Butler	First Aid – Level 1
Rebeccah Malebye	First Aid – Level 1
Lesego Tholo	<ul style="list-style-type: none"> <li>• First Aid – Level 1</li> <li>• Basic Fire Fighting</li> </ul>

## 8. Employment Equity

The principle of empowerment and diversity is entrenched in the Proudly SA ethos. The table below reflects our equity numbers for the 2023/24 financial year as well as the strategy for 2023/24 (including for people with disabilities).

The organisation's Employment Equity Plan for 2023/24 was achieved and was submitted to the Employment Equity Commission by the deadline date. The approved targets were exceeded. The plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Linked to this was our successful submission of both the Workplace Skills Report and the Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy. The following were key for the achievement of this strategy during 2023/2024:

- Proudly SA is determined to implement an Employment Equity Plan and imperatives in line with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the campaign's Employment Equity status.

- Proudly SA – especially after terminations, promotions and transfers – updates EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department.
- Every attempt must be made to deliberately target previously disadvantaged groups in filling existing vacancies and new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train and/or implement under-study programmes for the selected candidates. In selecting candidates for such placements, potential and aptitude must be considered.
- All staff must have equal opportunities for training and development. However, the training and development programme must especially be used as a tool to upgrade employees from previously disadvantaged groups.
- Leadership development training is another tool used for the upgrading of previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs fewer than 50 employees).
- A realistic and comprehensive Employment Equity Plan will be drawn up on an understanding of the anticipated nature and size of the Campaign’s structure and organogram.

The Employment Equity Committee and Skills Committee is fully established and functional.

**The members are indicated in the table below.**

Name	Department	Race	Gender
1. Eustace Mashimbye	CEO	African	Male
2. Jeannine van Straaten	Senior Management	White	Female
3. Veresh Ramkalawan	HR and Skills and Equity Manager	Indian	Male
4. Rosemary Hadebe	HR and Administration	African	Female
5. Alicia Logan	Membership	Indian	Female
6. Sinah Makua	Directorate and IT	African	Female
7. Lesego Tholo	Marketing and Communication	African	Male
8. Nathan Butler	Finance	Coloured	Male

## Employment Equity

The table below shows Proudly SA's employee numbers by employment equity classification as at 31 March 2023.

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top management	1	0	0	0	0	0	0	0	0	0	1
Senior management	1	0	0	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	0	0	1	0	3	1	2	1	0	0	8
Skilled technical and academically qualified workers, junior management, supervisors, foremen and superintendents	7	1	0	0	10	0	1	1	0	0	20
Semi-skilled and discretionary decision making	1	0	0	0	1	0	0	0	0	0	2
Unskilled and defined decision making	0	0	0	0	1	0	0	0	0	0	1
Total permanent employees	10	1	1	0	16	1	3	3	0	0	35
Temporary employees	2	0	0	0	3	0	0	0	0	0	5
<b>Total</b>	<b>12</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>19</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>40</b>

The table below shows Proudly SA's employee numbers by Employment Equity classification as of **31 March 2024**:

Total Staff Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	%
African	12	30%	19	47.5%	31	77.5%
Indian	1	2.5%	1	2.5%	2	5%
Coloured	1	2.5%	3	7.5%	4	10%
White (designated)	0	0%	3	7.5%	3	7.5%
Non-Designated	0	0%	0	0%	0	0%
<b>TOTAL</b>	<b>14</b>	<b>35%</b>	<b>26</b>	<b>65%</b>	<b>40</b>	<b>100%</b>

**\*Total management includes the following levels: Top management, Senior Management, Professionally qualified and experienced specialists, and Mid-management.**

## 9. Quality Management System

Proudly SA is ISO 9001:2015 system certified and complies with the appropriate requirements of the South African National Standard for Quality Management Systems, which are audited at planned intervals. The systems assist in risk management, taking corrective actions in occurred risks, including processes for continual improvement to business operations and the assurance of conformity to customer and applicable regulatory requirements.

The management of Proudly SA resolved to document and maintain a Quality Management System to enhance customer satisfaction. The SABS recertification audit took place on 21 November 2023 – we had one (minor) non-conformance that has been closed and SABS issued a report for the audit. Proudly SA has been recertified from 2 May 2024 to 5 May 2027.

# 3

## Our Members

- 01 Member Benefits
- 02 Terms utilised in tables and graphs in this membership report
- 03 Overview of the membership base in the period 2023/2024
- 04 Newly Recruited Member Companies
- 05 Renewing Members for 2023/2024
- 06 Database of local products and services

# 01

# MEMBER BENEFITS



## 1. Value proposition for Proudly South African member companies

1. The use of the **Proudly SA logo** – a recognised endorsement of local content and quality.

### Access to market platforms:

- Inclusion in Proudly SA's **database of locally made products and services**, housed on the Proudly SA website, for use by procurement officials in the public and private sectors
- Secured procurement opportunities with strategic partners – viz. industry bodies such as the Franchise Association of South Africa, Tourism Business Council of South Africa, and private sector entities that continue to make localisation commitments
- Facilitation of **B2B opportunities** with other Proudly SA members
- Market Access Platform (MAP)
- An e-commerce division to assist member companies with access to online listings
- Retail Readiness Programmes to assist member companies to successfully list their products into retail
- Buyer and Member match-making programme
- Tender Monitoring

### Participation in and access to:

- The annual Flag Ship event – **Buy Local Summit, and Expo**
- Supply Chain Workshops
- **Business and sector-specific forums** for networking and information-sharing opportunities
- **Joint promotions** with Proudly SA for consumer-targeted campaigns, major events and trade expos;
- Proudly SA's extensive **marketing strategy and activities** aimed at promoting members' products and services
- Proudly SA's **PR and communication platforms** such as the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities and more.



## 02

# TERMS UTILISED IN THE REPORT

Classification of members		
Category	<b>SMMEs</b> Small, medium and micro 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
	<b>Bronze</b> Organisations turning over between R5 million and R10 million per annum	R1,000
	<b>Silver</b> Companies turning over between R10 million and R30 million per annum	R10,000
	<b>Gold</b> Companies turning over between R30 million and R50 million per annum	R20,000
	<b>Platinum</b> Companies turning over between R50 million and R100 million per annum	R50,000
	<b>Diamond</b> Companies turning over R100 million or more per annum	R100,000
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified as a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Lead	A company before it is converted into a member	
	Consultant-generated lead	A membership consultant who is chasing to convert a lead he/she has generated her/himself
	Direct	An enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly SA's presence at events
	Lead origin	The platform from which a lead originates
Referral	Referral of a company from an internal or extra stakeholder	

# 03

## MEMBERSHIP OVERVIEW

### 3. OVERVIEW OF THE MEMBERSHIP BASE IN THE CURRENT PERIOD 2023-2024

#### 3.1. HIGHLIGHTS OF THE CURRENT PERIOD 2023-2024

New members	
Target	320
Achievement	340
Renewal rate (in percentage)	
Target	80%
Achievement	86%
Database of local products and services	
Target	760
Items added	2,762
Number currently listed	24,537
Exceeded target (in percentage)	263%

The Proudly SA membership base is growing steadily. In 2023–2024, 340 companies joined the Campaign, contributing to a total base of 2,968.

Proudly SAs member base covers 26 different sectors. The manufacturing sector remains the sector with exponential growth. The growth we see in this sector mirrors the growth South Africa has experienced in manufacturing. In September 2023, Statistics SA announced that goods exports increased to a record high of R191.6 billion, while imports were at R171.9 billion. Export growth outpaced monthly imports to reach the better-than-expected goods trade surplus of R19.7 billion. This is one of the pillars of localisation – a positive balance of trade or our country reaching a trade surplus. The link between a growing manufacturing sector, a positive balance of trade and job creation is strong and direct.

The membership footprint has grown in the three main provinces – Gauteng, Western Cape and KwaZulu-Natal. The membership recruitment drive and marketing activities have expanded into the Free State, Limpopo and Mpumalanga in order to grow the member base in the provinces outside of the major hubs.

By classification, a total of seven high-value members in the Diamond category, along with their subsidiaries, joined the campaign this financial year. The Diamond members that joined the campaign were: Tetra Pak, Lactalis, Telkom, Absa, First National Bank, South 32 and the Naspers Group of companies.

The renewal rate for 2023–2024 was achieved above the target of 80 per cent and stood at 86 per cent.

The renewal rate, as for new member acquisition, is growing in the manufacturing sector. The Match-Making initiative, Retail Readiness programme, the Buy Local Summit and Expo, DSTV Delicious, The Wine Exhibition and the Fashion Police have been strong driving forces behind positive member retention.

Proudly SA's database of locally made products and services continues to grow steadily: the target of 760 new items was exceeded by 263 per cent, with the addition of 2,762 items. Again, this growth mirrors the growth we see in the manufacturing sector. More products are being locally manufactured.

Manufacturing in South Africa has always been dominated by the following industries: agri-processing, agriculture, iron and steel production as well as mining. The mining value chain is the historic bedrock of South Africa's economy. It directly contributes more than R300 billion to GDP, directly employs more than 450,000 people, and is the economic anchor of many communities around the country. What is notable is that we now also see growth via localisation commitments that are materialising more and more across industries that have not been synonymous with manufacturing in South Africa. Localisation commitments are coming to the fore with OEMs in the motor industry assembling a wider range of vehicles in South Africa.

The textile industry is creating more CMTs, while slowly decreasing imports. The alcohol beverage industry is creating locally manufactured gins and beer, while holding themselves accountable to job creation and economic growth. SMEs manufacturing food, beverage and skin care products that were conventionally only manufactured by JSE-listed FMCG companies.

The use of the Proudly SA logo has grown significantly, and its application is impactful. Tetra Pak, Adcock Ingram, HTH Pool Care, Lactalis, Hulets and Nestle are currently utilising the logo on their vetted Proudly SA products on all their social media campaigns as well as in their through-the-line marketing campaigns. CTM and Italtile currently utilise the logo prominently in-store and on their above-the-line marketing campaigns. The logo usage is especially positive for consumer education, brand equity and exposure for the campaign.

### 3.2. Newly-recruited members for 2022/2023

Before membership is approved, companies must adhere to the following four criteria:

- Local Content: Companies must manufacture locally or render services locally utilising locally sourced material and/or equipment, as best as possible.
- Quality: Companies must prove that the products/services are of a high quality by submitting industry-related certification, including test results from SANAS-accredited laboratories, quality-management systems tested by external verification bodies etc.
- Fair Labour Practices: Companies should adhere to the Basic Conditions of Employment Act.
- Environmental Standards: Companies should practise environmental standards as per industry regulations.

Companies that comply with all four criteria are then eligible for Proudly SA membership.





CHUCK CHICK

CHUCK CHICK

MADE IN SOUTH AFRICA

BEWARE THE KICK!

BEWARE

### 3.3. Year-on-year comparison: Newly recruited members by month

Period: 2017/2018 To 2022/2023

Month	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
April	26	5	6	44	23	19
May	8	10	23	11	28	20
June	20	43	26	31	43	33
July	16	31	22	25	34	56
August	20	28	33	25	31	20
September	21	26	17	30	25	21
October	43	14	24	29	15	30
November	13	18	26	25	35	19
December	5	24	13	10	9	10
January	16	6	11	15	14	20
February	17	21	16	25	25	13
March	19	17	24	57	42	79
<b>Total</b>	<b>224</b>	<b>243</b>	<b>241</b>	<b>327</b>	<b>324</b>	<b>340</b>

### 3.4. Quarterly comparison: Newly recruited members, 2022/2023

	Month 1	Month 2	Month 3	TOTAL
<b>Q1</b>	19	20	33	<b>72</b>
<b>Q2</b>	56	20	21	<b>97</b>
<b>Q3</b>	30	19	10	<b>59</b>
<b>Q4</b>	20	13	79	<b>112</b>
				<b>340</b>

Q1: April, May, June

Q2: July, August, September

Q3: October, November, December

Q4: January, February, March



It all started with a thought and then a seed in the garden which created my very own farm that feeds the whole nation daily.

*South Africa, their future is in your hands.  
Buy local to create jobs.*

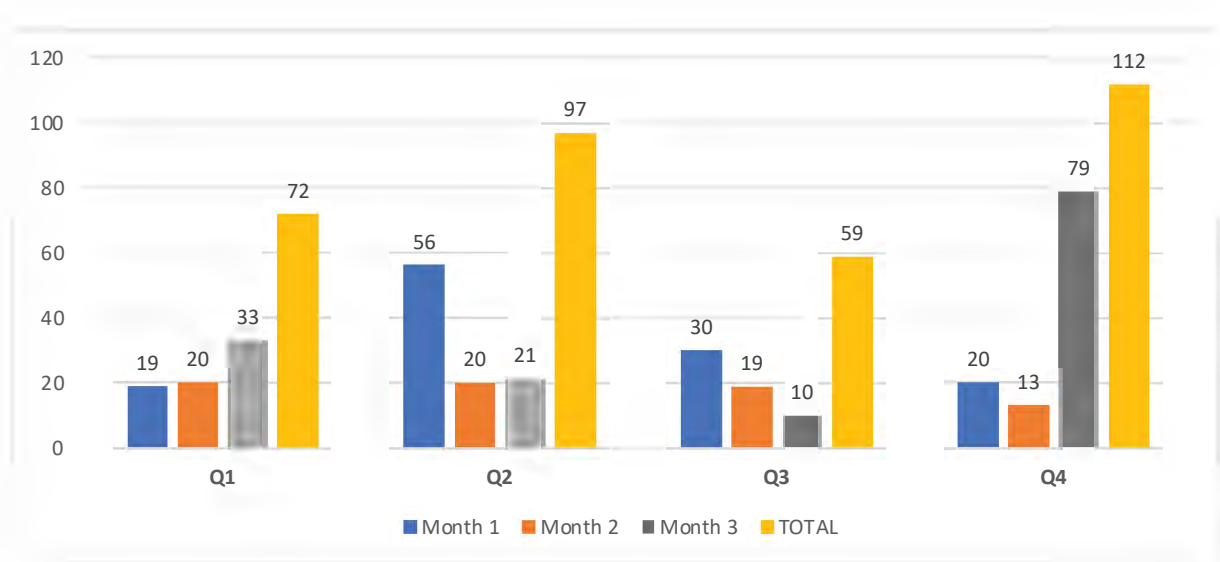


# 04

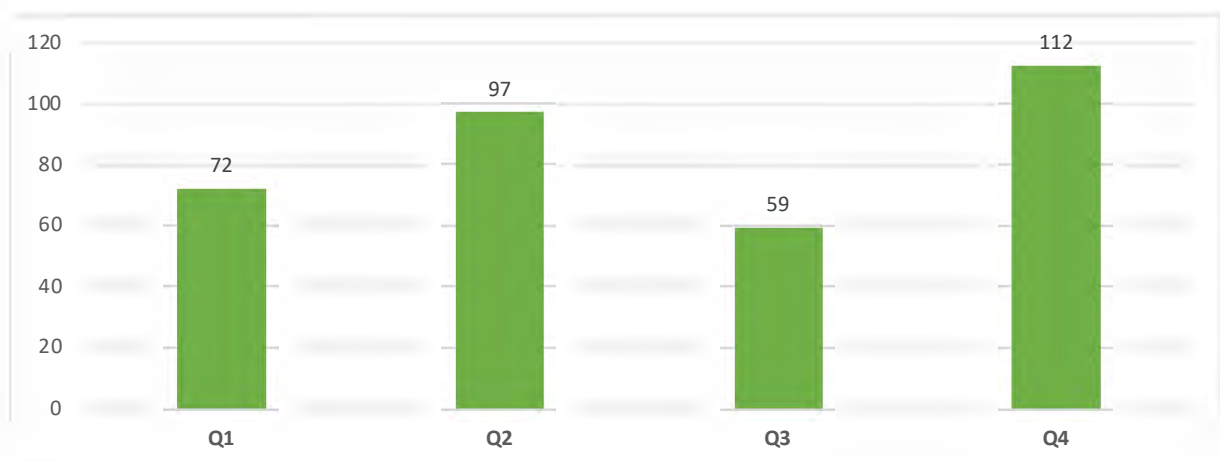
## NEWLY RECRUITED MEMBER COMPANIES

### 4.1. Quarterly comparison of the number of newly recruited members for the period 2022/2023

Newly recruited members: quarterly comparison by month 2023/2024



Newly recruited members: comparison by quarter 2022/2023



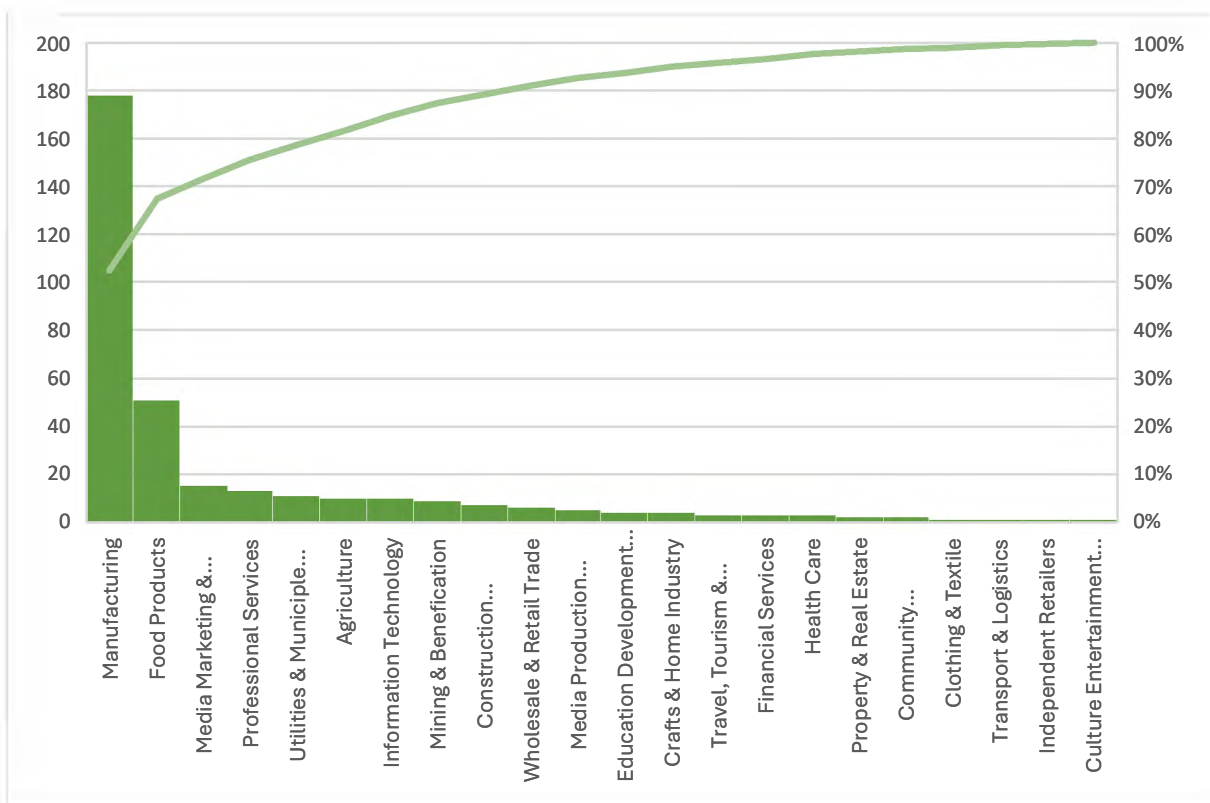


#### 4.2. Member companies recruited during 2022/2023 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Manufacturing	31	45	31	71	178
Food Products	6	16	6	23	51
Professional Services	6	-	5	2	13
Health Care	6	2	7	-	15
Information Technology	-	2	1	7	10
Media, Marketing & Publishing	6	2	7	-	15
Media Production	3	-	-	2	5
Wholesale & Retail Trade	1	2	1	2	6
Travel, Tourism & Hospitality	1	-	2	-	2
Financial Services	1	-	2	-	3
Education Development & Training	1	2	-	1	4
Clothing & Textile	1	-	-	-	1
Agriculture	3	5	2	-	10
Construction Engineering & Architecture	5	2	-	-	7
Craft & Home Industry	2	-	1	1	4
Transport & Logistics	-	-	-	1	1
Property & Real Estate	-	-	2	-	2
Community Organisation & Projects	1	-	1	-	2
Independent Retailers	1	-	-	-	1
Mining & Beneficiation	-	9	-	-	
Health Care	-	2	-	1	3
Culture Entertainment & Logistics	-	-	-	1	1
Utilities & Manicipal Services	1	10	-	-	11
<b>TOTAL</b>	<b>72</b>	<b>97</b>	<b>59</b>	<b>112</b>	<b>340</b>



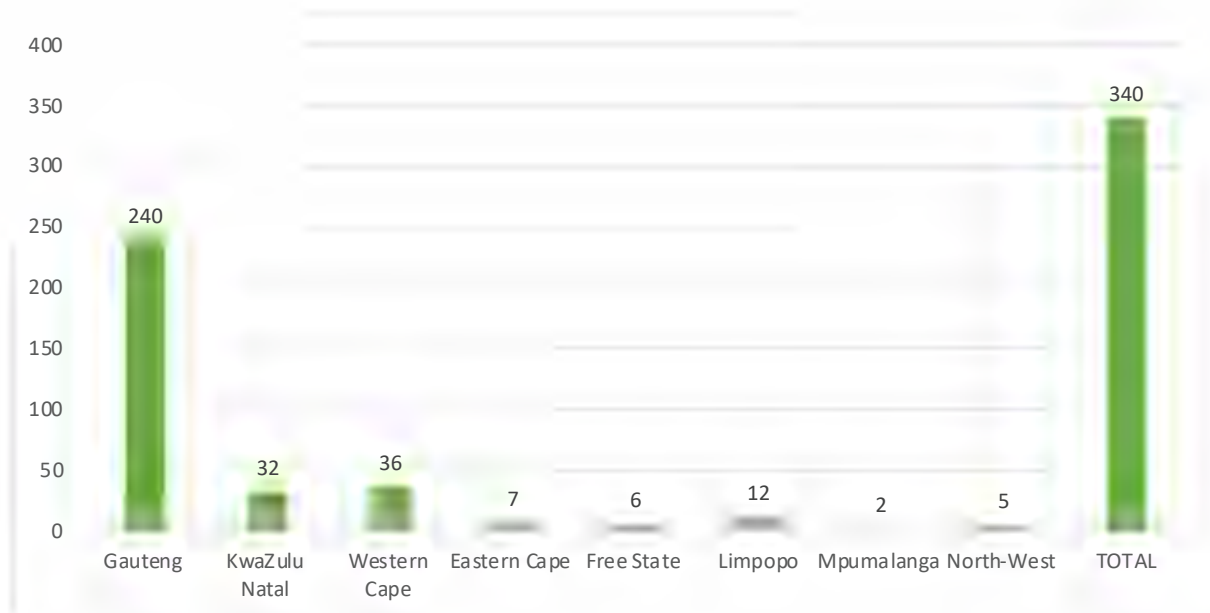
### Newly recruited members: comparison by sector 2023-2024



### 4.3. Member companies recruited during 2022/2023 by province

Province	Q1	Q2	Q3	Q4	TOTAL
Gauteng	53	63	39	85	240
KwaZulu-Natal	4	10	9	9	32
Western Cape	12	10	6	8	36
Eastern Cape	1	3	-	3	7
Free State	-	3	-	3	6
Limpopo	2	5	4	1	12
Mpumalanga	-	-	-	2	2
North-West	-	3	1	1	5
Northern Cape	0	0	0	0	0
<b>TOTAL</b>	<b>72</b>	<b>97</b>	<b>59</b>	<b>112</b>	<b>340</b>

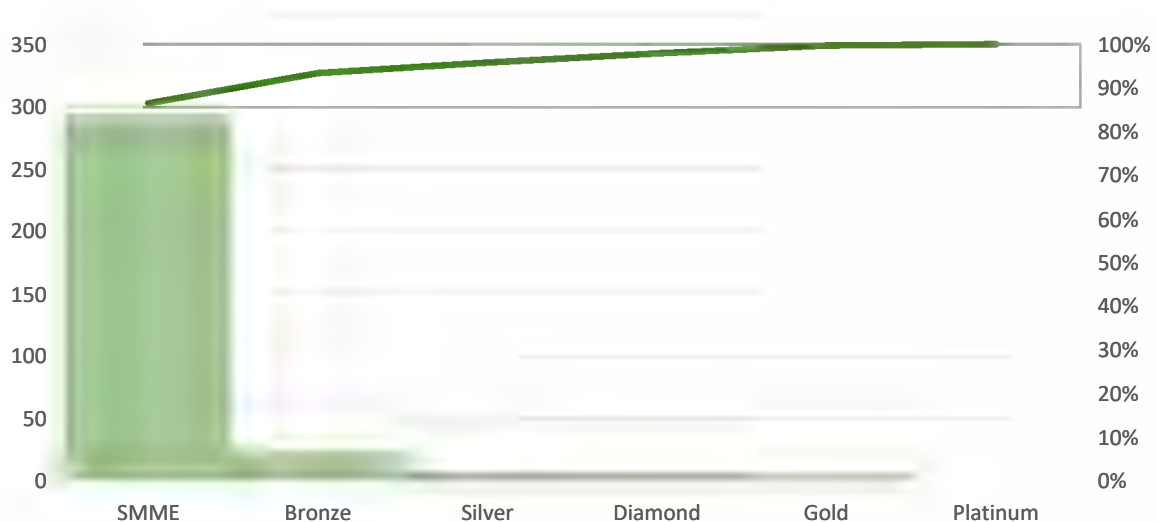
### New member recruitment by province 2022/2023



### 4.4. Member companies recruited during 2022/2023 by classification

Classification	Q1	Q2	Q3	Q4	TOTAL
SMME	63	90	48	93	294
Silver	2	1	1	4	8
Bronze	2	3	8	11	24
Gold	2	1	1	2	6
Platinum	-	1	-	-	1
Diamond	3	1	1	2	7
<b>TOTAL</b>	<b>72</b>	<b>97</b>	<b>59</b>	<b>112</b>	<b>340</b>

### Newly recruited member comparison by classification 2022/2023

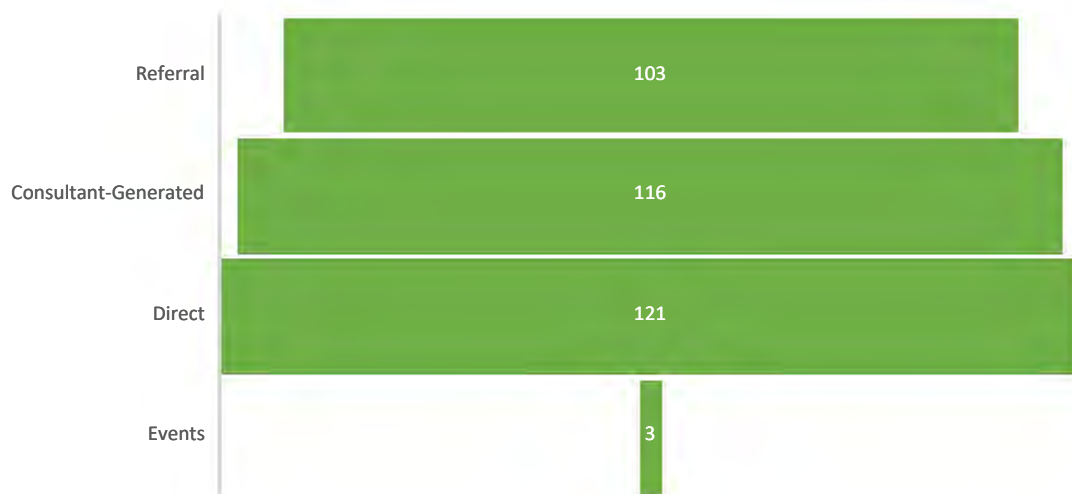




**4.5. Member companies recruited during 2023/2024 by lead origin**

LEAD ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	7	42	7	47	103
Consultant-generated	25	30	25	36	116
Direct	37	25	27	29	118
Event	3	-	-	-	3
<b>TOTAL</b>	<b>72</b>	<b>97</b>	<b>59</b>	<b>112</b>	<b>340</b>

**Newly recruited member comparison by lead generation 2023/2024**



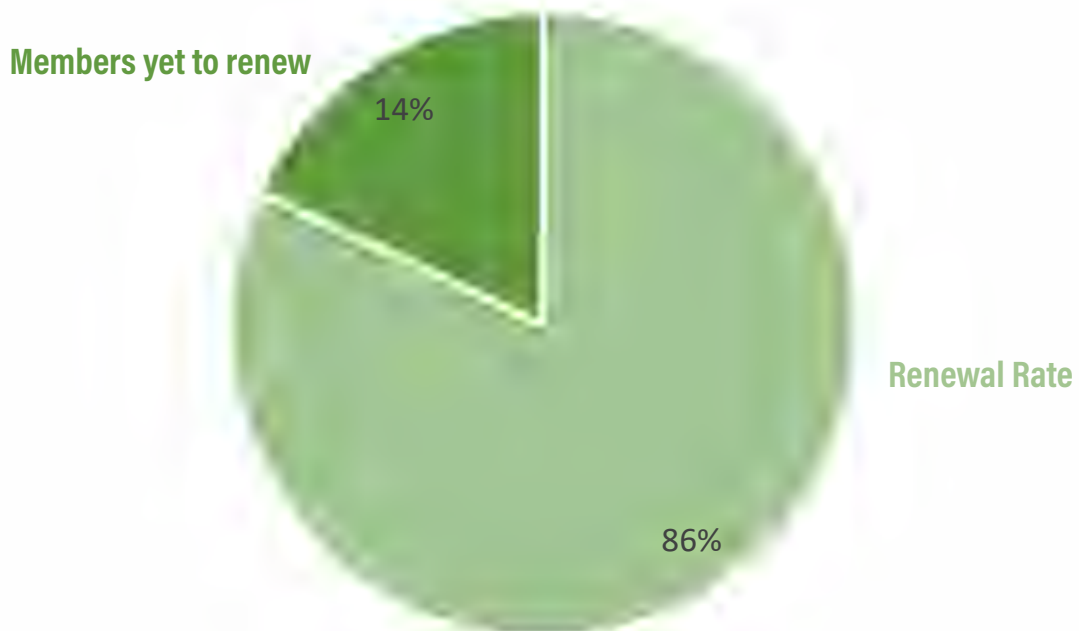
# 05

## RENEWING MEMBERS FOR 2023/2024

### 5.1. Renewal rate for 2023/2024

	Q1	Q2	Q3	Q4
Renewal rate	85%	90%	82%	89%
Renewal rate for the year = 86%				

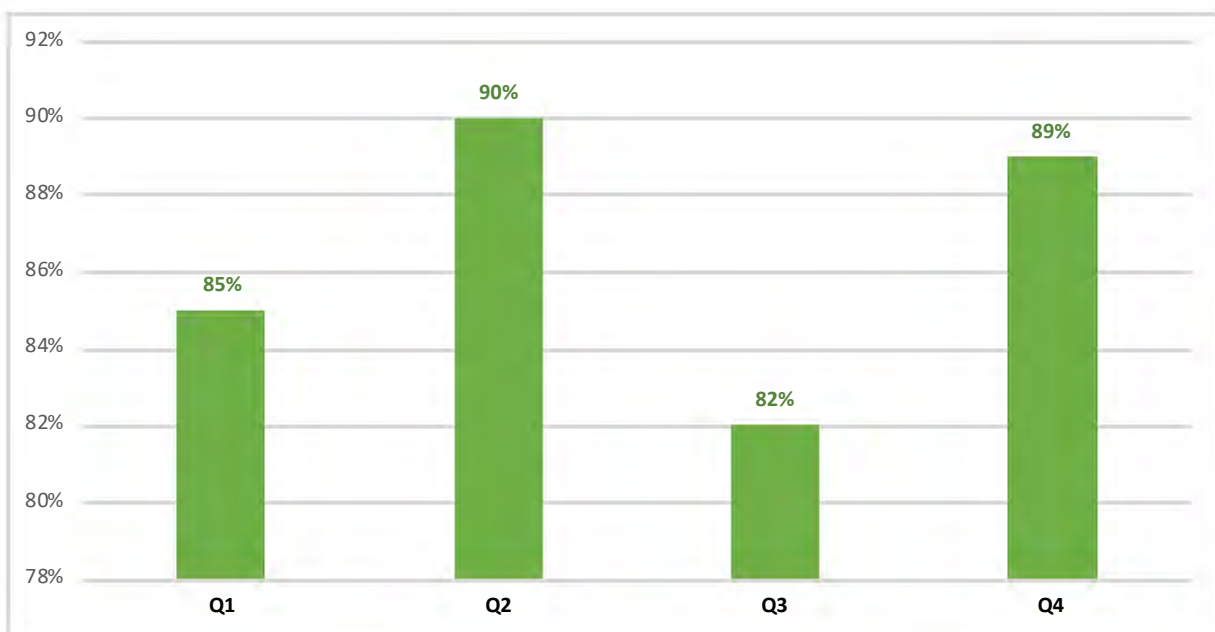
Renewing members renewal rate for 2023/2024





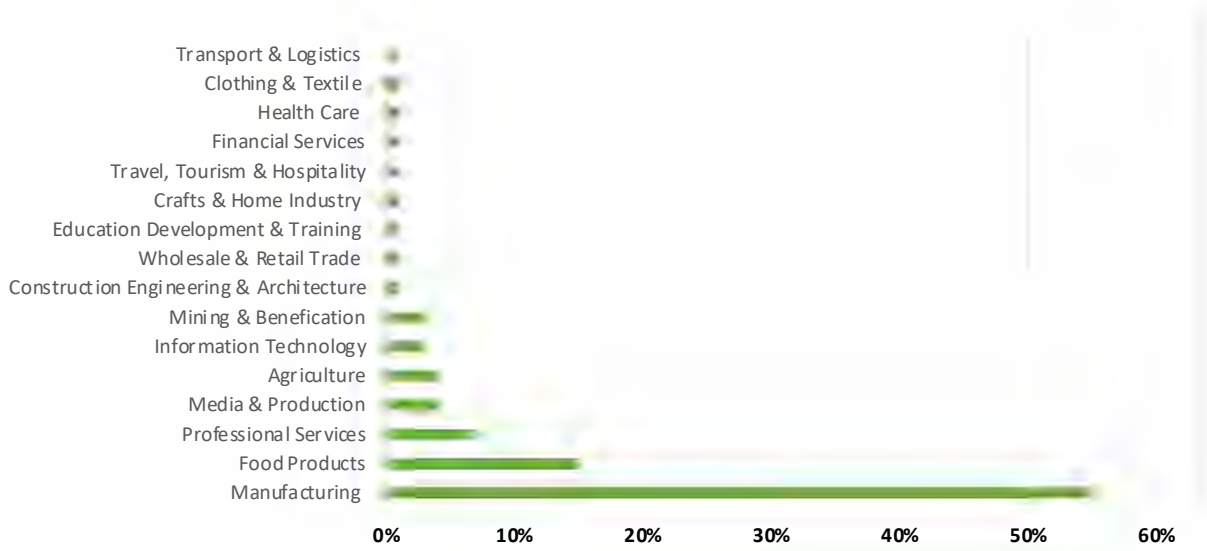
## 5.2. Quarterly comparison of renewing members in 2022/2023

Renewing members - quarterly comparison 2023/2024



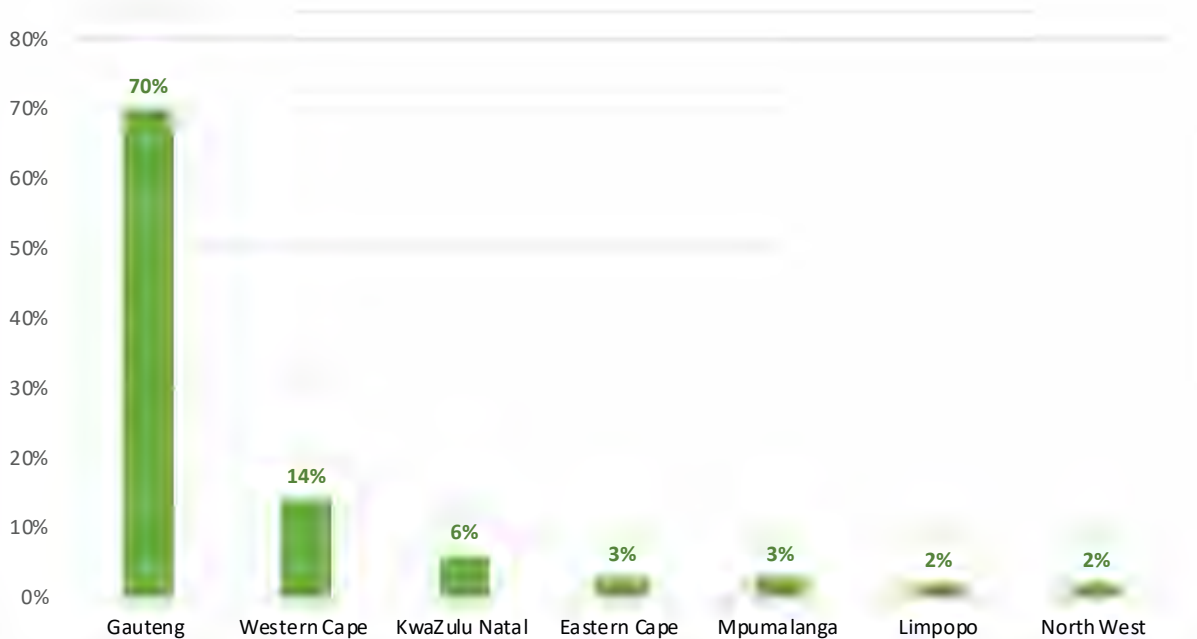
### 5.3. Comparison by sector of renewing members in 2023/2024

Renewing members - comparison by sector 2023/2024



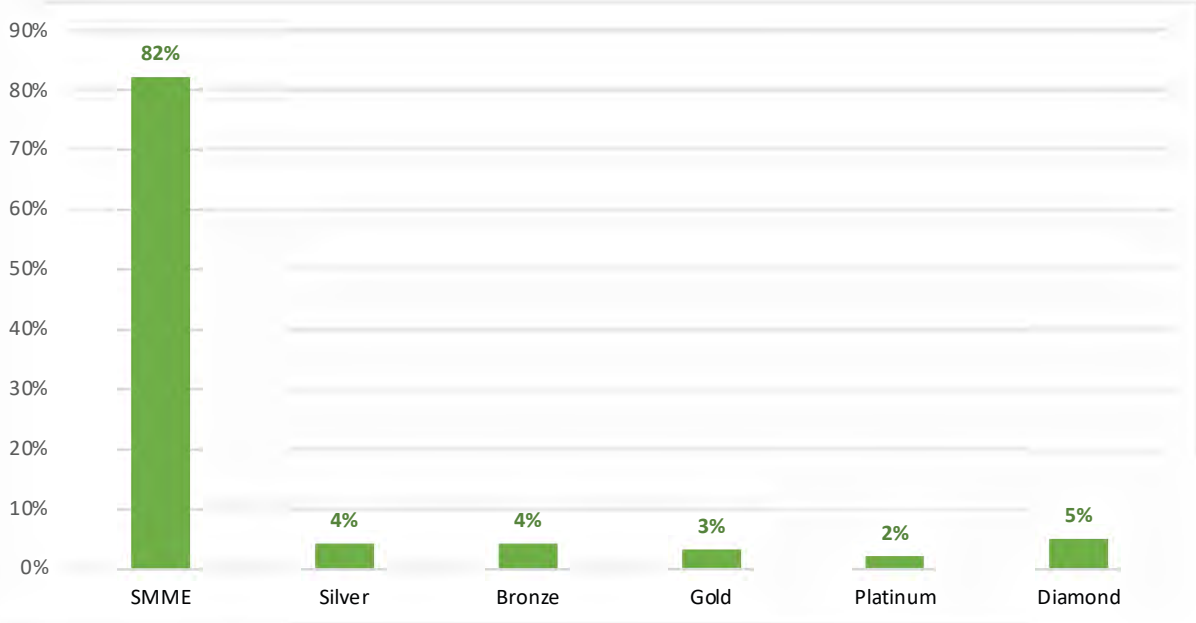
### 5.4. Comparison by province of renewing members in 2023/2024

Renewing members - comparison by province 2023/2024



5.5. Comparison by classification of renewing members in 2022/2023

Renewing members







# 06

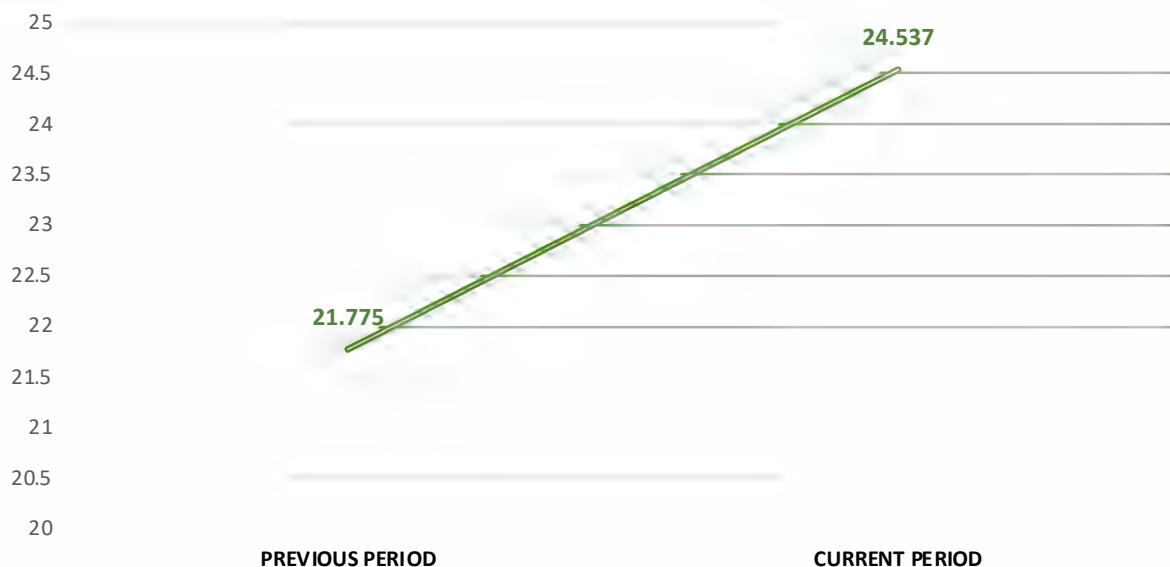
## DATABASE OF LOCALLY MADE PRODUCTS & SERVICES

### 6.1 Highlights from the database of locally made products and services for 2023-2024

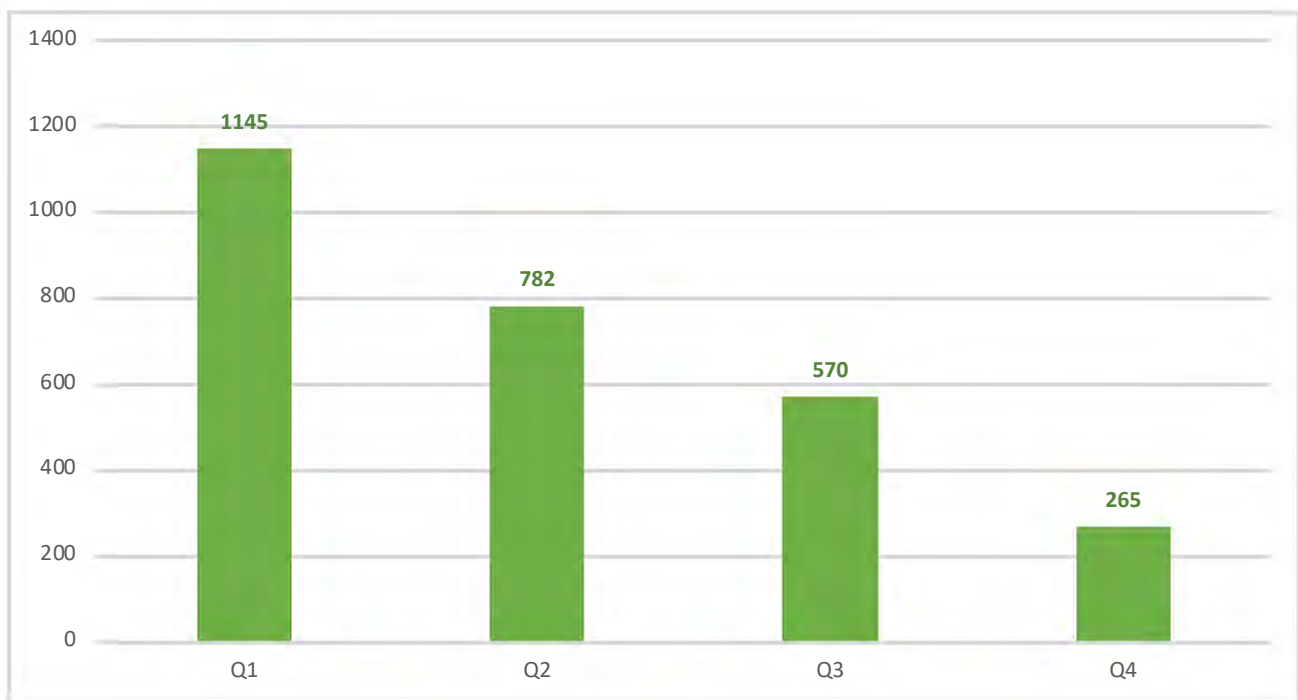
PROUDLY SA DATABASE	
Period	Number of products and services
2022/2023	21,775
2023/2024	24,537
2023-2024	
Target	760
Items added	2,762
Target exceeded by 263%	

### 6.2 Growth of the database of locally made products and services in terms of items added in 2021/2022 and 2022/2023

2022/2023 Database of local products and services - previous period vs current



### 6.3 Quarterly comparison of locally made products and services added to the database in 2022/2023



# 4

## Our Activities

- 01 Key Activations & Events
- 02 Media & Public Relations
- 03 Brand Management
- 04 Strategy, Stakeholder Relations & Legal



LOCAL IS BEST



I buy local to create jobs!

BUY Local TO CREATE JOBS

LOCALISATION

started a seed in my very

# 01

## KEY ACTIVATIONS AND EVENTS

### Media Ad Launch: 27 May 2023



On Saturday, 27 May 2023, Proudly SA launched their Second Half campaign and new advert through a media event. The event formally launched the new campaign and television advert to key stakeholders, friends of the campaign and respective media. Following this launch, the new ad campaign rolled out throughout South Africa across various TV stations, billboards and across all our social media platforms.

The event was hosted at Langhams Executive Conferencing venue in Fourways. The concept of the event was to bring the new campaign to life and showcase the various touchpoints and sectors highlighted in the new advert. The advert shares the journey of different South African children and their dreams of a successful career. The powerful and emotive advert provides a story for each child as they talk about their aspirations within seven different sectors:

- Automotive
- Aviation
- Clothing, textile, leather and footwear
- Manufacturing
- Agriculture
- Furniture
- Steel and construction.





Members of the campaign were given an opportunity to visualise our creative concept. The venue was transformed into a showcase of each of these sectors highlighting their importance within the South African economy. Upon arrival, guests were welcomed with a showcase of a locally manufactured vehicle from Nissan, a prop set up for aviation with a photo booth opportunity, a vegetable garden, a clothing fashion store, a construction site and a bakery with delicious baked goods and coffee.

### The member companies who showcased on the day were:

- Nissan
- PPC
- Lasher Tools
- Ledikana
- The Bread Box
- Veg on the Go
- Ground One Coffee

The stars of the event were the children from the advert who were invited to attend. The formal proceedings of the day included a panel discussion with the children, who shared their hopes and dreams and highlighted the importance of supporting locally made products and services to drive job creation and create a better future for them. The audience was captivated, and the message was heartwarming.

Multichoice, our member company and partner in rolling out our advert across South Africa, attended. Mr Collen Dlamini, Group Executive: Corporate Affairs for the MultiChoice Group, gave an overview of their role and highlighted the importance of local content in South Africa.

The new advert was played to end the formal proceedings, which was well received by our guests and the children were full of excitement seeing themselves on the big screen for the first time. Guests were provided with all things local, from delicious canapes and champagne to a goody-pack filled with locally produced items.

**Reach: 50 media**

**Target audience:** stakeholders, media, influencers and Proudly SA members



## **Proudly SA Local Wine Expo: 13 - 15 July 2023**

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

One of the primary objectives of the expo was to offer member companies within the South African wine sector an access-to-market opportunity. The event aimed to create a platform where these companies could network with potential buyers, distributors and consumers. The success of the event was amplified by the support of several partners in the wine business industry.

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

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

Nineteen member companies, as well as 10 companies that are part of our strategic partner – the Wine Arc –





participated in the expo, each representing the rich and diverse tapestry of South African winemaking. From established estates to innovative boutique vineyards, attendees were treated to an impressive array of wines that showcased the true essence of the country's terroir and winemaking talent.

The Local Wines Expo offered a massive PR opportunity through digital and traditional media to both the organisation and the exhibitors. This offered maximum

exposure for the property and our stakeholders. Media channels such as eNCA, Morning Live and the Sunday Times are some of the media outlets that covered this expo. Social Media presence reached over 495,000 people online.

The companies that showcased their wine varietals and products were:

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

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

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





  
NANOLA

NANOLA  
STYLUS

Buy local to create jobs  
EXPO

**The Producers' Dinner - 'Sip and Chill': 16 August 2023**

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

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

**Reach: 12**

**Target audience: Members of the media, producers, editors-in-chief.**



## Local Fashion Police - Workshop (Journey to Retail): 1 September 2023

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

In the year under review, a new element – a workshop – was added to LFP, with the theme Journey to Retail. This aimed to expose young student designers to what it takes to get their brands ready for retail.

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

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

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

**Reach: 90**

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



## Local Fashion Police Finale: 16 November 2023

Proudly SA hosted the finale of its annual consumer competition, the Local Fashion Police, at Level Three Premium Venue. The event attracted a selection of media houses such as eNCA, Daily Sun and Mzansi Magic – to name a few, bringing influencers, fashion bloggers and fashion designers under one roof to celebrate South African designers and promote the love for local fashion.

The finale was hosted by renowned hosts and media personalities Lula Odiba and Fresh by Caddy and consisted of a fashion show with DJ Mohamed as DJ for the evening. The four selected winners of the 2023 competition were Ludina Ngwenya, Olwethu Ty, Tarryn Cilliers and Dimpo Catherine. They received a once-in-a-lifetime opportunity not only to showcase their modelling skills and the clothes made for them by the designers, but the exclusive privilege of strutting the catwalk wearing the collections curated by the four esteemed fashion designers for the 2023 edition – Gert-Johan Coetzee, JJ Schoeman, Palesa Mokubung and Otsile Sefolo.



The show saw approximately 120 attendees from all over Gauteng. The programme included an opening and welcome by Proudly SA CEO, Eustance Mashimbye, in which he screened both the game time and Second Half adverts. CMO, Happy MaKhumalo Ngidi, followed the proceedings with an introduction to the Local Fashion Police campaign highlighting how the concept came to be and how it has grown to be such a huge influence in the industry. The guests enjoyed entertainment by the kwaito legend, Thebe.

The event concluded with an awards ceremony where all four of the judges received their certificates as Proudly SA members and the four winners received their R20,000 cheques. The prize money gave the winners the opportunity to purchase their dream wardrobe from their respective judges.





The showcase was an opportunity to celebrate and appreciate the local fashion industry and champion the country's Clothing, Textiles, Footwear and Leather (CTFL) sector. It also shone a spotlight on the industry's potential, encouraging guests to feel, see, touch and appreciate local fashion in an attempt to encourage them to trust local fashion brands and buy locally.

Seven Proudly SA members within the CTFL sector, listed below, were given a market access opportunity to showcase their brands and work at the event along with renowned designers David Tlale, Sandy Rogers and Scalo Designs. Previous LFP judges were also involved in the display and showcase section had the following companies exhibiting their designs:



- Ledikana
- Township Luxury
- Chepa Streetwear
- African Mama's Crafts
- NQ Jewellery
- Rubicon
- Scalo



As a play on fashion police, Proudly SA had an activation where promoters dressed as police 'arrested' anyone who was not wearing local and sent them to 'jail' where they were requested to take a mugshot through the selfie activation, holding a board written 'I am arrested for not wearing local'. This activation brought a fun start to the event and gave the attendees something to not only take home as a souvenir but further spread the key messaging and agenda of wearing, buying and supporting the local design industry.

Lastly, a South African menu was the theme for all food and drinks for the evening, with starters such as amagwinya and mince, bowls of curry with creamed samp and spinach as mains, and vegan ice cream from the Proudly SA member Yo Coco as the dessert of the evening.



The bar was also fully local, consisting of champagne and wines from Qualito and gin from Grey Hawk, both of whom are members of the campaign. Serving these allowed attendees not only to have a taste of local but allowed them to see and appreciate the possibility of hosting an event based on locally made products. In addition, through friends and members of the campaign, the waters, soft drinks, ciders and beers served throughout the evening were also all local and sponsored by members, SAB and Coca-Cola.

**Reach: 120**

**Target audience: Board members, stakeholders, sponsors, people of influence and media**



**The Buy Local Summit and Expo Media Launch 2024: 14 March 2024**

The twelfth edition of Proudly SA's Buy Local Summit and Expo took place on 25 and 26 March 2024, attracting industry leaders, entrepreneurs and consumers. The Buy Local Summit aims to bring local businesses together with potential consumers, suppliers, investors and industry experts through a variety of exhibitors across various industries.

Proudly SA hosted a media launch event on 14 March 2024 to officially announce that year's leg of the summit and expo to the media, stakeholders and sponsors and create anticipation. The launch provided information on what the event would entail, who the sponsors were and what to expect. The launch took place at The San Deck, Sandton Sun and Towers in Sandton.

In the room, we saw members of the media, key sponsors and stakeholders including representatives from Absa, South African Breweries, Naspers, First National Bank and Southern Sun.

Ms Happy MaKhumalo Ngidi was the programme director for the day. The CEO, Mr Eustace Mashimbye, delivered a presentation that outlined the upcoming programme for the two-day summit and expo and highlighted certain new aspects of the event that the attendees could look forward to.

Ms Ouma Tema, the Founder and CEO of Plus Fab gave a testimonial of her journey as a member of Proudly SA and how it has helped her elevate her brand.

Ms Jeannine van Straaten, Proudly SA's Executive for Strategy, Stakeholder Relations and Legal, gave the vote of thanks including thanking the sponsors who made the media launch possible.

**Reach: 120**

**Target audience: Media, Sponsors, Stakeholders**



I create masterpieces that give South Africans an identity, comfort and confidence.



*South Africa, their future is in your hands. Buy local to create jobs.*





## **Buy Local Summit and Expo: 25 and 26 March 2024**

The Summit and Expo's primary focus is to create an opportunity for members to interact with buyers and consumers and secure possible sales and reputable leads. This was achieved through various meetings between buyers and exhibitors and an advanced Business Matchmaking platform.

Each meeting was strategically cultivated through the business matchmaking process. This process commenced with the confirmation of all participating exhibitors and worked as a prime opportunity for all participants at the Buy Local Summit to put their best foot forward with the buyers.

In 2024, we saw an increase in the number of meetings between buyers and exhibitors, which may have resulted in possible sales and the placement of some of the products on retail shelves.

The flagship event saw the registration of 23 buyers from different retailers and 454 meetings across the two days between 554 exhibitors (this figure includes all the exhibition stand representatives).

Exhibitors needed to be equipped with the skills to conduct successful meetings with buyers and sell their products and services. This gave birth to the Festival of Ideas, which took place on the second day of the Summit.

From SMME-focused workshops to lessons in local procurement, business solutions hub, legislator and compliance issues and an impressive exhibition of local goods and services on the expo floor, the Buy Local Summit and Expo was a dynamic and impactful event. It showcased the immense potential of South Africa's business landscape and inspired attendees to embrace the power of buying local.

The 2024 Buy Local Summit welcomed 16 Sponsors and more than 200 exhibitors.

Minister Ebrahim Patel officially opened the Buy Local Summit and Expo with a ribbon-cutting ceremony on the first day of the event, which was attended by stakeholders, media, and delegates. After walking the exhibition floor, Minister Ebrahim Patel proceeded to give a keynote address at the main conference room. This was followed by an address from the Proudly SA Board Chairman, Mr Howard Gabriels, who set the scene for the Summit.



## Day 1 of Buy Local Summit and Expo 25 March 2024



The CEO of Proudly SA, Mr Eustace Mashimbye, graced the stage to give context and commentary on the localisation commitments recordings, which were played for those in attendance.

The first panel discussion, – facilitated by award-winning senior anchor Ms Fifi Peters –covered the topic ‘Localisation – an all-inclusive approach for all sectors of society to contribute to economic growth and job creation’.

Contributors to the panel included:

- Ms Zingiswa Losi – President of Cosatu
- Mr Thulani Tshefuta – Community Constituency and Board Member of Proudly SA
- Mr Cas Coovadia – CEO Business Unity South Africa
- Ms Phuthi Mahanyelo Dabengwa – CEO Naspers





The expo floor was set ablaze by the high energy that the Amapiano discussion and dance-off session brought. The panellists were well-known and recognised by the visitors. The conversation was driven by award-winning master of ceremonies and music artist robot Boii, who engaged our panellists in a thought-provoking conversation that tackled matters around job creation within the genre as well as retaining the legacy of the music genre.

**The panellists present in this discussion were:**

- Thulani Way – Promoter & Urban Culture Curator
- Bontle Modiselle – Award-winning South African Dancer & Television Actress
- Legendary Crisp – Music Artist & South African Disk Jockey
- Jimmy Ranamane – General Manager for Brand South Africa

Thulani Way spoke on the culture of Amapiano; Bontle Modiselle showed us what Amapiano truly is through the eyes of a dancer. Legendary Crisp, a well-known DJ in the genre, and lastly Jimmy Ranamane took the audience through the export of Amapiano in South Africa.

The session concluded with an impactful and exciting dance between Bontle and Robot Boii that was well received by the audience.



## **Day 2 of Buy Local Summit and Expo**

**26 March 2024**

Day two commenced with a walkabout by Minister Stella Ndabeni-Abrahams, who was accompanied by the Proudly SA stakeholder delegation and relevant media representatives.

The first panel was opened by esteemed news anchor Duduzile Ramela. This panel afforded delegates the opportunity to unpack a few real stories of sponsor-beneficiary SMME organisations that have seen growth through the support of stakeholder companies. Additionally, members of the campaign shared how Proudly SA membership has benefitted their respective organisations.

The Panel consisted of the following representatives:

### **Proudly South African beneficiaries**

- Mr Dumisani Mahlangu of Chepa
- Ms Lufuno Rasoesoe of Tosh Detergents

### **ABSA's Beneficiaries**

- Dr Lehlohonolo Makhakhe of Epicurus
- Ms Nkeke Funani of Imabanya Fashions

### **DSBD's Beneficiaries**

- Mr Morero Moloi of More International
- Mr Bonang Kau of RE L8

These stories were documented and showcased at the summit to give the audience a more in-depth understanding of the panel's entrepreneurship journeys. These stories provided Minister Stella Ndabeni-Abrahams with a clear picture of the impact localisation has on businesses. The panel discussion ended in high spirits and set the tone for the day.

Proudly SA CEO, Mr Eustace Mashimbye, took to the stage to outline the statistics on the thrust of localisation in various sectors and the contribution Proudly SA has made in its advocacy drive for localisation.

He introduced Minister Stella Ndabeni-Abrahams who gave a keynote address on how impressed she was by The Real Stories Panel Discussion. Minister Ndabeni-Abrahams further commended Proudly SA for its contribution to the various sectors and its creation of various business-enrichment platforms for SMMEs.





The second panel looked at Localisation in Action, which focused on driving industrialisation through ESD programmes. The panel included key players in the markets who thrive on supporting and driving ESD programmes in their respective sectors and consisted of the following speakers:

- Ms Zoleka Losi – VP Corporate Affairs – South African Breweries
- Ms Palesa Mabasa – Business Development Head of SME Funding at Commercial FNB
- Mr Tshepo Phetla – Head of Business Development – Telkom
- Ms Motshidisi Mokwena – Head: Communications and Reputation CCBSA
- Mr Kgalalelo Tlhoale – Head of Enterprise Development – Absa

This panel was facilitated by radio broadcaster Noluthando Mthonti-Mlambo. With her understanding of business, she was able to steer the conversation on e-commerce and online platforms as a driver of localisation, industrialisation and the growth of SMMEs in our country.

Following this panel discussion, the audience was intrigued by the conversation regarding e-commerce and the impact thereof. This sparked interest in the room as audiences are aware digitalisation is being adopted in many sectors. The e-commerce discussion was powered by Takealot.

The key role-players of this panel included:

- Mr Frederik Zietsman CEO – Takealot
- Ms Jeannine van Straaten – Proudly SA’s Executive for Strategy, Stakeholder Relations and Legal
- Mr Andy Higgins– MD Bob Group
- Mr Vutlhari Valoi – Zulzi CEO

The exhibition floor was abuzz with delegates interacting with different exhibitors in different sectors. One of the key attractions of the event was the Proudly SA Chill Area, located on the main exhibition floor. The area offered visitors and delegates an opportunity to relax and enjoy a free cup of coffee, sponsored by our esteemed Bronze Sponsor, Nestlé ESAR.

An engaging and impactful panel around family-owned businesses – ‘The Family Affair’ – was facilitated by Thabo ‘T-Bose’ Mokwele. The panel tackled the dynamics of businesses in which family members are involved.

The contributors to this panel were:

- Chabi’s Gemere
- Khoi Tech
- MiDesk

The day concluded with an access-to-market opportunity for our participating gin exhibitors to showcase their offerings and mixing techniques. Each gin member brought in a mixologist who ensured that delegates' palates were tickled with the sensational tastes of locally made gin.

Bathabile from The Gin Company Africa brought excitement to the floor when she showcased her gin-infused range with some savoury garnish.

Vuttomi of Vuttomi Liquids caught the attention of guests with the various techniques and ways to enjoy their signature pink-gin.

Trade Now No 14 – also known as Qualito Gin – showcased their wooded yet smooth-tasting gin which is infused with cucumber, berries and lemon and gives off a wood taste for a subtler effect.



Proudly SA hosted a business-pitching session on 26 March 2024, serving as a pivotal platform for fostering entrepreneurship and innovation in South Africa's business landscape. During the twelfth annual edition of the summit and expo, Proudly SA brought to life the first-ever 'Pitching Tank' programme.

The pitching programme saw over 24 member companies garner skills through a workshop led by experts. The workshop equipped the members with the skills to assist them craft compelling pitching techniques, including training them in doing one to three-minute elevator pitches to buyers and procurement officials. The workshop culminated in the prize giving to the top five companies that pitched at the Buy Local Summit and Expo.



The session was hosted by the Rams Mabote who brought his flare and charisma to the floor. The high-profile adjudicators included:

- Mr Tshifwa Tshivengwa – CEO Tourism Business
- Ms Michael Francis Padayachee – Executive from the Consumer Goods of Council
- Mr Freddy Makgato – CEO Franchise Association of South Africa
- Mr Mathopane Masha – Chief Director Gauteng Department of Economic Development
- Mr Themba Guliwe – Head of Enterprise Development and Market Access at Gauteng Enterprise Propeller.

The competition saw the rise of three winners:

- 1st Place – Edenvinne winning a cash prize of R10,000
- 2nd Place – Tolokazi Beer winning a cash prize of R5,000
- 3rd Place – School Lashushu winning a cash prize of R2,500

The event provided a much-needed spotlight on emerging businesses, highlighting their potential to drive economic growth and to foster job creation within the country. The winners demonstrated not only innovation but also sustainability and market readiness in their respective industries.

25 March 2024	26 March 2024
Exhibitors – 191	Exhibitors – 191
Stakeholders – 116	Stakeholders – 43
Media – 184	Media – 184
Buyers – 23	Buyers – 23
Delegates – 3,235	Delegates – 3,235

Target audience: Members of the media, sponsors, buyers, trade visitors and general members of the public (consumers).



**Localisation Dinner: 26 March 2024**



The second Localisation Dinner took place on 26 March 2024 at the Sandton Convention Centre. The Localisation Dinner concept was born from Proudly SA's strategic objective to create a unique platform that proactively engages the private sector, garners their support and subsequent commitment to 'grow the economy and create jobs through localisation'.

The private dinner was attended by over 200 guests comprising South African private sector executives, captains of industry, key stakeholders from the public sector, Proudly SA Board members and the media.

On arrival, guests were served an array of welcome drinks provided by SAB from their Corona Activation Bar. As the doors opened to the main venue, guests were serenaded by the sounds of a ten-piece orchestra provided by the Johannesburg Chamber Orchestra. Their rendition of South African household sounds set an elegant tone for the night.



Proudly SA's very own CMO, Happy Ngidi, and the award-winning investigative journalist Devi Sankaree Govender hosted the event and kept the audience entertained.

The Proudly SA Chairman, Mr Howard Gabriels took to stage to officially welcome guests and open the proceedings of the night. Ms Busi Mavuso – CEO of Business Leadership South Africa (BLSA) – gave an address endorsing the support of localisation.

Among the guests in attendance was renowned actor Dr John Kani who was presented with a director's chair as a token of appreciation for his contribution to the arts sector in South Africa. He took to the stage and reminded us why we need to take pride in being South African. This gesture was well-received by the audience.



Before serving the well-curated main meal, Minister Ebrahim Patel gave the keynote address in which he commended Proudly SA for the work they have done in driving localisation. He urged the private sector decision-makers to be game changers and to commit to improving their acquisition of local services and products. The minister also delivered a speech from President Ramaphosa that expressed similar support for localisation.

The inception of the Localisation Dinner was driven by the need for private sector businesses to commit to investing in localisation and creating more jobs. This year, we received more commitments than the previous year.



Companies who were acknowledged and certified for their commitments included:

- SAB
- SABC
- TFG Ltd
- Nestlé ESAR
- LESCO Manufacturing
- Hisense
- Lactalis
- SAVRALA
- Naspers
- Takealot
- Telkom
- Absa
- FNB
- Actom (Pty) Ltd
- Tetra Pak South Africa (Pty)Ltd

The recognition of Localisation Champions was led by Minister Ebrahim Patel and Proudly SA CEO, Mr Eustace Mashimbye, who handed the commitments certificates to the companies' representatives.

Adv. Pria Hasaan, board member of Proudly SA, delivered the vote of thanks to guests. This was followed by more beautiful sounds from the Johannesburg Chamber Orchestra, ending the night on a high.

**Reach: 245**

**Target Audience: Private Sector Decision-Makers, Media**



From the factory workers to the warehouse, then over the seas, I want to show the world what Proudly South African looks like.

*South Africa, their future is in your hands.  
Buy local to create jobs.*



## Proudly SA and the dtic: localisation webinar: 24 April 2023 – What does localisation mean?

Localisation is the backbone of Proudly SA's mandate and objectives. But what does localisation really mean? How does it benefit ordinary South Africans? How does it benefit SMEs, entrepreneurs, the public sector and big business, and the country's economy, if at all? This is the stance that informed this localisation webinar. Proudly SA partnered with the Department of Trade, Industry and Competition (the dtic) and hosted a webinar aimed at unpacking the term 'localisation', its challenges and its proven impact.

The event was well-attended by 120 delegates and was facilitated by Ms Nontombi Marule, Director of Innovation and Technology at the dtic. Key panellists at the webinar were:

- Eustace Mashimbye: CEO – Proudly SA
- Cathrine Matidza: Director – Fleet Procurement, the dtic
- Denesh Naidu: Manager – Local Content Verification, South African Bureau of Standards (SABS)
- Dr Iraj Abedian – Pan African Investment and Research

The various stakeholders unpacked the role of localisation for the audience with informative presentations as well as answering questions from the facilitator and audience. Delegates who attended and gained informative insights around the topic were both members and non-members of Proudly SA, as well as general consumers.

The localisation conversation was hosted on Proudly SA's social media platforms (Facebook, Twitter, and YouTube), and the dtic shared the posts to garner a broader reach and audience, while spreading the localisation narrative.

**Reach: 120**

**Target audience: SMMEs suppliers, business owners, perspective, members and government entities.**



## Access to Market Opportunities Forum: 10 May 2023

Proudly SA, in collaboration with Trade and Investment KwaZulu-Natal (TIKZN), hosted a workshop for small businesses and entrepreneurs in KwaZulu-Natal. The event took place at the Garden Court Hotel in Umhlanga. The workshop unpacked and discussed the various sectors within the South African economy and their importance to overall economic growth and job creation.

It was attended by 106 delegates from small businesses and entrepreneurs within KwaZulu-Natal. 'Access to market opportunities for your business' was the overall theme of the day, which included several key speakers to assist businesses with the numerous opportunities and programmes that exist for them.

Happy Ngidi, our Chief Marketing Officer, facilitated the workshop and presented the delegates with what the Proudly SA campaign seeks to achieve and the access-to-market opportunities it provides for its members.

The speakers were:

- Thulisile Galelekile: Trade and Investment KwaZulu-Natal – Executive Manager Strategy and Operations
- Zanele Khomo: Durban Chamber of Commerce and Industry – Industry Chief Growth Officer
- Pretty Zondi: Productivity SA – Senior Productivity Advisor
- Simukele Khoza: Manager Communications and Marketing – Companies Tribunal

The session concluded with a panel and a Q&A session for attendees to interact with industry bodies that shared with them the necessary information to use for their respective business needs. The panel was made up of the below speakers:

- Nerisha Jairaj: South African Footwear and Leather Export Council – Executive Director
- Sibonelo Mchunu: Small Enterprise Development Agency – Specialist: Marketing and Stakeholder Relations

Following the session, delegates were able to network and complete their details to receive information on how to become a Proudly SA member. A total of 29 leads were generated following the workshop.

**Reach: 106**

**Target audience: Proudly SA members, SMMEs and entrepreneurs.**



## Business Forum, Bloemfontein: 18 May 2023 – Free State Business Forum

Proudly SA's series of provincial business forums are designed to bring the Buy Local campaign closer to members and non-members in all nine provinces. On 18 May 2023, Proudly SA travelled to Bloemfontein where we had a full house of 150 entrepreneurs and business owners.

MEC Thabo Meeko attended the event and gave the keynote address. He welcomed the Proudly SA initiative of localisation as a driver of economic growth, industrialisation and job creation. Furthermore, he emphasised how the Free State provincial government intends to drive and support the localisation movement and enable Free State-based businesses to develop as a result.

Facilitated by CMO, Happy Ngidi, the room was filled with key speakers who provided delegates with the necessary information on access-to-market opportunities available for small businesses. A Proudly SA member company, Epicutis Skin Range, provided an excellent testimonial on how they benefited from being a Proudly SA member.

Forum Speakers:

- Eustace Mashimbye: Proudly SA CEO
- Vuyo Zitha: Assistant Director, dtic
- Mantwa Makhakhe: Epicutis Skin Range CEO

The panel provided delegates with detailed information and answered questions from the floor. The panel was made up of the following entities:

- SARS
- SEDA
- SEFA
- Department of Small Business Development

The event was well branded, from the main entrance to the event area, creating a positive look and feel and ensuring visibility for Proudly SA. The event received great engagement and reach on social media with the DESTEA and DSBD (Department of Small Business Development) officials posting and sharing on their official Facebook and Twitter pages.



The event provided a list of interested members of Proudly SA via the expression of interest form. These were then shared with the Membership department to attract prospective members.

**Reach: 150**

**Target audience: Proudly SA Members, Proudly SA non-members, industry leaders, professional experts, consumers, business owners, SMMEs and Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs MEC office staff.**



## **Benefits and Opportunities of a Proudly SA Member - Meet-and-Greet: 29 May 2023 - New Members Meet-and-Greet**

On Monday, 29 May 2023, Proudly SA hosted a meet-and-greet session to welcome and congratulate new member companies for taking the step to invest in their business by signing up to be a member of Proudly SA.

As the country's official Buy Local campaign, our mandate is to promote locally made goods and services to consumers, the private and public sectors. By promoting small businesses, we aim to stimulate job creation and retention in our country.

The event took place via Zoom, and Proudly SA invited new members, who were then introduced to the campaign and advised on how to make the most of their membership. During the meet-and-greet, Proudly SA introduced various contacts within the business, and members had the opportunity to see presentations from representatives from our PR, Branding, Events, E-commerce and Membership teams to help them optimise their membership.

**Reach: 104 RSVPs and 30 attendees**

**Target audience: New Proudly SA members onboarded during the quarter.**



## CTFL Interactive Workshop: 30th May 2023 – Creating Online Spaces Your Customer Will Love

Proudly SA hosted a sector-specific workshop on 30 May 2023 that focused on the Clothing, Textile, Footwear and Leather sector. We partnered with two Proudly SA members for the event – DSG Native and Stadio School of Fashion. The event was hosted at Stadio which set the tone for a fashion-focused workshop.

Happy Ngidi, our CMO, opened the workshop with a presentation on Proudly SA, the work we have done within this sector and its importance to our economy. She highlighted the value chain, further entrenching the purpose behind localisation.

The workshop topic was ‘Creating online spaces for your market with love’ focusing on strategies and best practices for designing and managing an online fashion store that is engaging, easy to use, and satisfies customers’ needs and expectations. The workshop aimed to provide practical advice and insights for creating an online fashion store that attracts and retains loyal customers.

The presentations included:

- Understanding the target audience and their preferences
- Building an intuitive user interface
- Enhancing the customer experience
- Optimising the checkout process
- Leveraging social media and other marketing channels

The workshop ended with an interactive panel discussion with speakers from Proudly SA represented by:

- Happy MaKhumalo Ngidi, Proudly SA
- Chepa Streetwear represented by Dumu Mahlangu
- Stadio School of Fashion represented by Heidi Svendsen

**Reach: 87 RSVPs received and 42 attendees**

**Target audience: Fashion design students, consumers, members, non-members and stakeholders.**

## Business Networking Session: Access to Market Opportunities for your business (Stellenbosch) – 22 June 2023

Proudly SA, in partnership with SEDA Western Cape, hosted a successful event with SMMEs in Stellenbosch at Seven Sisters Vineyards. The aim of the event was to gather great minds, propel collaborations, and inspire creativity that would lead to innovation. In addition, Proudly SA recruited SEDA Western Cape clients to be members.

The event was an informative and educational networking session in which Seda, IDC, SARS, NEF, Cape Chamber, Wesgro and Proudly SA shared insights and showcased their offerings that could help uplift and grow businesses with SMMEs.

It was also an opportunity for small-to-medium companies to learn, grow and connect with like-minded entrepreneurs.

Proudly SA's member, African Roots – owner of Seven Sisters Vineyard – spoke about their wine company and how they have benefited from being a Proudly SA member. The session was facilitated by Proudly SA CMO, Ms Happy MaKhumalo Ngidi.

**Reach: 120**

Target audience: Business owners, SMMEs and Proudly SA members.

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**Reach: 120**

**Target audience: Business owners, SMMEs and Proudly SA members.**

### **Local Manufacturing Webinar: 11 July 2023**

Manufacturing production in South Africa increased by 4 per cent in March 2023 compared with February 2023. The largest contributions were made by the food and beverages sector, petroleum, chemical products, rubber and plastic products. Following the release of this data, Proudly SA hosted a webinar to discuss local manufacturing and unpack government programmes in this industry for local SMMEs.

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

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

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

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

**Target audience: general consumers, manufacturing experts, entrepreneurs, decision-makers and Proudly SA members.**



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

Proudly SA hosted a capacity-building webinar for the food and beverages sector on 3 August 2023 from 10:00 a.m. to 12:00 p.m. The webinar's objective was to capacitate entrepreneurs and small business owners in the Food and Beverages sector with knowledge on how to access market opportunities, SETA grants, various skills-development programmes, business funding, product compliance and accreditation.



Five speakers were invited to unpack these touchpoints, namely:

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

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

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

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

**Target audience: business owners, entrepreneurs, decision-makers, companies and distributors in the food and beverage sector, small and medium enterprises (SMEs), prospective members.**

## **The Importance of the Events Industry in South Africa to the Local Economy Webinar: 24 October 2023**

Proudly SA hosted a capacity-building webinar to spotlight the impact that the events industry has on the local economy and to provide entrepreneurs and small business owners in the industry with a platform to learn from experts and industry leaders. Topics included:

- Proudly SA's Buy Local Campaign and how it actively supports and drives local businesses in this industry.
- The professional certification in the industry and its significance.
- The bidding and support services available to the industry.
- 

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

- Eustace Mashimbye: CEO, Proudly SA, who spoke about local procurement and access-to-market opportunities available to support local entrepreneurs.
- Nonnie Kubeka: Gauteng Tourism Authority – bidding and support services.
- Rudi van der Vyver: Council of Events Professionals Africa – key offerings and professional certification.
- Lloyd Cornwall: Delicious International Food and Music Festival – insights into the events industry and support for SMMEs by Delicious.

- Precious Thamaga: Mazibuko Precious Celebrations – knowledge and experiences in the industry.

An e-card introducing our panellists was posted on all social media platforms ahead of the event to generate interest and talkability. This resulted in approximately 236 viewers from all over the country joining the webinar. The viewers were made up of small business owners, entrepreneurs and prospective members.

At the end of the session, attendees had the opportunity to engage with the speakers through a 20-minute Q&A, where most attendees shared their gratitude for an insightful webinar that opened their eyes to the kind of assistance they can get from government and those in the events industry. There were also questions regarding support services available and how entrepreneurs can access such services. Four leads were generated from the webinar.

**Reach:**  
**Unique Viewers – 114**  
**Total Viewers – 236**

Maximum Concurrent Views – 97

Target audience: General consumers, perspective members, SMMEs, event business owners

## Business digitalisation for growth through 4IR inclusion webinar: 30 November 2023

The key to achieving business growth and success lies in contemporary and innovative thinking that can transform the way businesses operate. This transformation provides a strategic direction for development. It is imperative for businesses to remain at the forefront by assessing their operational environment and integrating the Fourth Industrial Revolution (4IR) into their work. The advantages of incorporating 4IR into business operations include enhanced process efficiency, increased productivity, data-driven decision-making, and a significant competitive advantage through the design of cutting-edge products and services.

Proudly SA convened key experts for an informative webinar on the integration of 4IR into business, aiming to equip Proudly SA members with a competitive edge and prepare them for the opportunities available in the modern market. Proudly SA believes in offering members market access platforms that will assist the organisations to grow and be sustainable brands.

The following organisations were invited to be part of the panel of speakers on this webinar, and they focused on the following topics:

- Nokubalela Mchunu: Department of Communications and Digital Technologies – The role of government in 4IR business inclusion.
- Lebogang Madise: Microsoft SA – Realise exponential value with the leading AI platform.
- Thato Mangwega: Khoitech – Producer of local smart watch – how use of technology can improve business.
- Siphon Mthombeni: Google SA – Leveraging AI and the cloud to unlock economic opportunity.

**Reach: 45**

Target audience: general consumers, Proudly SA members and SMMEs

## Starting Your Local Business in 2024 Webinar: 19 January 2024

Proudly SA is passionate about equipping small to medium enterprises for growth and sustainability. SMEs are the backbone of our economy, so support for local manufacturers and service providers remains our top priority.



We host several webinars throughout the year that focus on the needs of SMMEs and on localisation as a driver of economic growth and job creation. It is in this context that we hosted the webinar on ‘Starting Your Local Business in 2024’.

**Reach**

**Expected attendance = 100**

**Unique Viewers = 28**

**Total Users = 55**

**Max Concurrent Views = 24**

**Target audience: Members of the public wanting information on how to start a new business**

Dipstick Survey Conducted: Yes

## **Proudly SA and SA Diamond and Precious Metal Regulator Business Information Sharing Webinar: 12 February 2024**

Proudly SA and the South African Diamond and Precious Metal Regulator collaborated on a business-information-sharing webinar to introduce new members from the precious metal industry to Proudly SA and potentially enlist them as members.

During their respective presentations, the speakers – Alicia Logan, Proudly SA Membership Manager and Vasani Ramesar from SA Diamond and Precious Metal Regulator Transformation Specialist – shared key information and messaging about their relevant organisations, and awareness was created about the offerings of their respective organisations.

During the webinar, SA Diamond and Precious Metal Regulator members were introduced to the benefits of being a member of Proudly SA.

**Reach: Expected attendance – 100**

**Unique Viewers – 45**

**Total Users – 73**

**Max Concurrent Views – 40**

**Target audience: Members of the SA Diamond and Precious Metal Regulator looking to become members of Proudly SA**

Dipstick Survey Complete: Yes



## **Highlighting Localisation in the Clothing Textile Sector of South Africa: 13 February 2024**

Proudly SA hosted an informative webinar on localisation in the Clothing and Textile Sector of South Africa. Industry-leading speakers provided insights, career experiences and advice on different aspects of the sector.

The session was engaging and well-received by the attendees who asked relevant, insightful questions that were crucial for their business development.

The panel of speakers included:

Proudly SA CEO, Mr Eustace Mashimbye, who unpacked the importance of localisation in the CTFL Sector and explained the different campaigns that Proudly SA have been running in support of the sector.

Mr Jimmy Ferendinos, CEO of Linen Drawer, touched on how being a Proudly SA member and being part of a Textile Associations can boost your textile business and gave an overview of Linen Drawer and how they have grown as a textile business. The company is one of the main linen and textile suppliers to the hospitality sector.

Mrs Mayne Steenkamp – Dean and Head of STADIO School of Fashion’s 2024 Fashion Courses and Curriculum Outline – gave an insightful introduction to who STADIO School of Fashion are, and further elaborated on the courses and programmes offered by the institution.

Mrs Sarah Doyle – CEO of Romatex, one of the leading Textile manufacturers of South Africa – spoke on how the economy has influenced the day-to-day challenges in the textile sector and gave an overview of Romatex, who are one of the leading textile manufacturers of South Africa. Sarah further explained how the economy has both negatively and positively impacted her business and the solutions they have implemented to continue their day-to-day operations. This information was vital for existing and up-and-coming textile companies.

Mr Dumisani Mahlangu – Managing Director and Founder of CHEPA Streetwear – gave an overview, advice and insights into entrepreneurship in the clothing sector of South Africa. He gave insightful words of encouragement to the attendees who were looking to take up clothing manufacturing as a career path.

Dr Jaywant Irkhede – Director: Leather and Footwear at the dtic Policy Levers and Incentive Programmes – provided an in-depth presentation and discussion on the different incentive programmes that are offered by the dtic, to the CTFL Sector.

**Reach:**

**Unique Viewers: 67**

**Total Users: 143**

**Max Concurrent Views: 47**

**Target audience: Business stakeholders, industry leaders, entrepreneurs, SMMEs, procurement officials and representatives from the Clothing and Textile Sector.**

## **Maximising your Proudly SA – Market Access and Opportunities available for service-related businesses webinar: 20 February 2024**

The Proudly SA membership model encompasses both product and service-related businesses. Noticeably, the needs and opportunities of these business models differ, and often, service-related businesses require a more strategic approach to reach their desired audience and business goals.

The objective of the webinar was to provide an analytic view and informed approach that would assist in creating strategic synergies in building the service companies and inculcate new 2024 trends in business.

The membership team addressed the needs of members within the services industry. This discussion helped to devise ways that place Proudly SA's members in the services industry in a better position and give them the platform for strategic growth and acceleration of their opportunities for market access.

The service-related members had the opportunity to explain the work they focus on to the audience on, and this was done to offer the members access-to-market and ensure that they put their brand name out there. It was also an opportunity to network and see what other members were doing, thus providing a platform that assists in inter-member trade. The Proudly SA brand representatives had the

opportunity to share information as to what Proudly SA focuses on. Alicia Logan mentioned the Fashion in the Sky project, which created buzz, and provided the opportunity to showcase the work from other members of the campaign. She enlightened the attendees on the endless opportunities where products and services synergise.

**Reach:**

**Zoom**

**Attendees: 42**

**RSVP: 132**

Restream

YouTube: 1

Facebook: 6

Twitter (X): 6

**Target audience: Proudly SA Members, prospective Proudly SA members, small and medium enterprises (SMEs)**

## **The Buy Local Summit and Expo - The Business Solutions Hub 2024 webinar: 20 March 2024**

Proudly SA's twelfth edition Buy Local Summit and Expo was a platform of opportunity for businesses that manufacture locally, especially the SMMEs. Each year, the summit and expo, produce a Business Solutions Hub designed to equip local businesses with sustainable solutions to challenges such as funding, business development, intellectual property law and smart business banking solutions.

The online webinar was built on the idea that it would bring focus to the physical Business Solutions Hub and drive feet to the actual event that took place on 25 and 26 March 2024 at the Sandton Convention Centre, Johannesburg.

The webinar convened five of the entities exhibiting at the event to set the tone and give a broad overview of the services offered by the companies that would be exhibiting at the event. The webinar was a hive of activity and gave various entities a platform to showcase their different offerings. The event was facilitated by Alicia Logan: Proudly SA Membership Manager.

The webinar had a very high viewership on Twitter, which indicated that there was an appetite for such a webinar, which essentially seeks to improve and build business. The following were part of the webinar:

- Don Mashele – Head of Business Development, Small Enterprise Finance Agency (SEFA)
- Tumelo Mashabela – Registered Patent Attorney and MD, Tshaya Mashabela Attorneys
- Senior Manager – Legal Services and Systematic Investigations, The Tax Ombud
- Shanee Kelly – Education Specialist: Corporate education and compliance division, CIPC

**Reach: 180**

Target audience: marketing leaders and practitioners, business owners and entrepreneurs



## Public Sector Economist Forum: 6 December 2023



Proudly SA partnered with the City of Tshwane in an informative and engaging public sector forum that focused on the South African Economy and the GDP. The forum welcomed a wide range of speakers who engaged in insightful discussions around the effect of loadshedding on the South African economy, economic modelling, key impacts and developments in the South African economy and the role and impact of geopolitics on South Africa's economy.

Proudly, SA CEO Eustace Mashimbye delivered an insightful presentation to all the attendees, which opened the floor to engaging conversations and questions. The delegates to the forum found the presentation and the Second Half advert to be very relevant and important in boosting the South African economy and the role that the public sector can play in this regard.

### The speakers at the forum included:

- Cilliers Brink: Executive Mayor of Tshwane
- Hendrik Labuschagne: Chief Economist and Chairperson of the PSEF
- Juane Benecke: Econometrist of Infrastructure South Africa
- Dr Clive Coetzee: Economy Lecturer of the University of Stellenbosch
- Prof. Heinrich Bohlmann: Economist at the University of Pretoria
- Eustace Mashimbye: CEO of Proudly SA

Proudly SA's partnership contribution was to sponsor local goodie bags for the forum delegates

and speakers. The Tshwane House team handed out the gift bags to the speakers and delegates upon their arrival at the forum. Proudly SA displayed prominent branding throughout the event.

The forum conversation continued on 7 December 2023 and concluded with a tour of the Ford Vehicle Manufacturing plant in Rustenburg on 8 December 2023.

### Reach: 60 physical and virtual attendees

Target audience: key supply chain members and finance individuals, Tshwane City Mayor, representatives from the Executive Mayor's office, procurement officials and decision-makers from across the public sector, professors and executives from surrounding universities.





**(OneDayOnly) 6 and 20 June, (BobShop) 13 June, (Makro Marketplace) 20 June**

The e-commerce webinars introduced Proudly SA's partnerships concluded with the online platforms OneDayOnly and BobShop for access-to-market purposes, at no cost to them as campaign members. A dual online seminar was scheduled for each platform via Zoom, in which these e-commerce platforms were introduced to Proudly SA members, and Proudly SA introduced its e-commerce offering to their audiences. Four webinars were organised by Taryn Collister, the Proudly SA E-commerce Manager, and supported by Alicia Logan, the Proudly SA Membership Manager. The speakers included representatives from each company.

The objective of the webinars was for the members to learn more about available local e-commerce sites where they can list and sell their products, understand the benefits and what is involved in joining these platforms.

**Webinar breakdown and reach:**

OneDayOnly	6 June: 77 RSVPs and 28 attendees
BobShop	13 June: 73 RSVPs and 31 attendees
Makro Marketplace	20 June: 86 RSVPs and 24 attendees
<b>Target Audience</b>	
Proudly SA members within various sectors from alcohol, personal care, clothing, healthcare and many more.	

## dtic Webinar: Youth in Industries Sector Overviews Masterclass: 19 June 2023

The dtic invited Proudly SA to attend and speak at this webinar, which took place via the MS Teams platform. The webinar gave an overview of the various high-value sectors, navigating the South African business environment, accessing financial and non-financial support from government, operational challenges, skills development and mentorship programmes and operational lessons for further referencing.

The purpose was also to accelerate the participation of the youth in the mainstream economy and integrate youth economic development into government policies and programmes, profiling young entrepreneurs, mentors, and youth-owned businesses. It was set to increase employment and develop industries and to increase entrepreneurial culture, managerial capacities and technical skills among young people. It also served to raise the profile of youth-owned enterprises and young entrepreneurs as a mechanism to aid economic recovery efforts and promote innovation as a key economic driver. The ripple effect of improving key drivers within the youth would, in turn, curb unemployment amongst the youth and package the existing business opportunities in the industrial, enterprise and economic action plans.

**The webinar was facilitated by Mbali Mbili, the Founder and Director of Spring Up Group. The speakers included:**

- Tebogo Kale: CEO of Gravitas Minerals
- Lefuno Rasoesoe: Founder of TOSH Detergents and Proudly SA member manufacturing quality cleaning detergents.
- Simon Malapane: Founder and Director of Moulding

**Reach: 50**

**Target audience: Youth entrepreneurs, general consumers, small to medium companies**

## dtic Webinar Youth in Industries: Intellectual Property for Industrial Innovation and Technology: 27 June 2023

The dtic hosted a webinar on 27 June to complete their youth month initiatives. The session was hosted via MS Teams. Proudly SA was invited to speak on the panel, and our membership manager, Alicia Logan, provided an overview of the Proudly SA campaign.

The topic for the webinar was 'Innovation for Industrialisation: The Role of Digital Economy, 4IR and Innovation for Industrialisation' and focused on the following:

- The role of the digital industrial revolution (also known as 4IR) in promoting and accelerating industrial development
- The support programmes available for the promotion of inventions and innovations among the youth
- The development of ideas/innovation into a commercial product. (The journey from concept to reaching key milestones as well as accessing local markets)
- Technological infrastructure development and support
- The process of protecting and registering patents and intellectual property
- Skills training opportunities in industrial high-value sectors
- Challenges encountered along the commercialisation journey and mechanisms that are employed to overcome them
- The requirements for companies to gain a competitive edge leading to international market access
- Recommendations and learnings from local and international markets in the commercialisation and economic growth efforts.



Takalani Ramuthaga, Director: Innovation and Technology from the Department of Trade, Industry and Competition facilitated the webinar and raised the following:

- What are some of the digital economy products?
- How represented are the youth in this sector?
- What processes and products are available to support the development of the sector?
- What challenges remain in growing the sector?

### **The speakers on the panel were:**

- Alicia Logan, Membership Manager from Proudly SA, educated the delegates about localisation within the digital economy, some of the digital economic products listed under the Proudly SA membership programme, the advantages of being a Proudly SA member and the importance of buying local.
- Mbavhalelo Mabogo, founder and CEO of Quickloc8, took the attendees through his journey from concept to reaching key milestones (ideation to commercialisation), the challenges encountered along the commercialisation journey and the mechanisms that were employed to overcome them. He also covered some of the regulatory requirements that are essential in the sector, their experience in accessing markets, the barriers to entry and the skills training programmes available in their sector.
- Masisange Mketsu from the Companies and Intellectual Property Commission (CIPC) provided the delegates with information regarding some of the technologies that the fund has financed thus far and the uptake from the youth.
- Tumelo Mashabela from Tshaya Mashabela Attorneys shared information about the process of protecting innovation, common mistakes that people make with their innovations and some of the products Tshaya Mashabela Attorneys has protected.
- Alexandria Porter from the National Youth Development Agency educated the delegates about some of the financial and non-financial support programmes available for young people in the NYDA, how the NYDA assists young people in commercialising their ideas and innovations, and the mentorship and training programmes available for young industrialists.

**Reach: 50**

**Target audience: Youth, general consumers, small to medium companies, entrepreneurs where they can list and sell their products, understand the benefits and what is involved in joining these platforms.**



## Proudly SA and the dtic: Access to Finance in the Furniture Sector Webinar: 6 July 2023

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

The webinar provided a platform in which Proudly SA and the dtic shared information on how they can best provide business assistance. Finance players such as the Small Enterprise Finance Agency (SEFA),

Industrial Development Corporation (IDC), National Empowerment Fund (NEF) and Old Mutual provided information on plans that can assist furniture companies. The following speakers were part of the webinar:

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

**Reach: 86**

**Target audience: Proudly SA members**

## Highlighting Localisation within the Hospitality Sector Webinar: 15 August 2023 – Women in Hospitality in Partnership With Ad Makers and TB2B Group

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

The webinar was facilitated by Peter Whale, Sales and Marketing Executive at Ad Makers, and the speakers included:

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

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

Dr Mavis Mathura gave a brief overview of TB2B and how they are associated with Proudly SA. She expressed her appreciation to Ad Makers and Proudly SA for allowing the TB2B members to gain insight into the Proudly SA campaign.

The session facilitator, Peter Whale, engaged with Alicia and Dr Mathura during the session and gave his own insights into both campaigns. He closed the session with positive remarks about the importance of hospitality in South Africa and the different sectors and sub-sectors that fall within the hospitality industry.

**Reach: 25**

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



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

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

The key-note speakers of the session were:

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

The webinar was facilitated by Ms Jeannine van Straaten – Proudly SA Executive for Strategy, Stakeholder Relations and Legal

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

Eustace mentioned that the furniture sector is one of the major industries significantly impacted by unemployment due to the importing of materials used to manufacture furniture products. He stressed that the Proudly SA campaign's main goal and objective is to reduce this rate by encouraging more people to buy local.

Eustace concluded his presentation with the introduction of MAP (Member Access Platform), which is a newly added benefit to the Proudly SA membership campaign. MAP enables buyers and

members to find reliable, vetted, localised and transformed suppliers and will enable Proudly SA's members to record and monitor their localisation procurement commitments. These are among the many benefits associated with this membership offering.

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

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

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

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

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

**Reach: 39**

Target audience: local manufacturers

**SMME-Focused  
Workshop: 12 September  
2023 - Webinar with  
CIPC and Innovation Hub  
- SMME Workshop**

Proudly SA, in partnership with The Innovation Hub and the Companies and Intellectual Property Commission, delivered an informative workshop on access-to-market and business-development services and opportunities for SMMEs.

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

Keynote speakers of the session were:

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

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

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

The first speaker of the session was Alicia Logan, who provided insights and details about the Proudly SA mandate and campaign. Her presentation



unpacked the importance of localisation and how Proudly SA supports and uplifts local manufacturers, businesses and SMMEs.

Alicia further explained the Proudly SA membership campaign and how the attendees could tap into the benefits associated with membership.

The second speaker was Buti Makama from the Innovation Hub. Buti's presentation covered the Innovation

Hub's mandate, and the services offered by Ekasi-Labs to SMMEs. These services include:

- Business development support
- Mentoring (technical and non-technical)
- Commercialisation and market-development support
- Value-added services such as intellectual property and other legal service advisories

- Co-creation facilities, including hotdesking, training facilities and boardroom facilities open to entrepreneurs
- Access to financial support
- Access to a fabrication laboratory that can be used for prototyping and development
- of various applicable products for entrepreneurs.

Shanee Kelly, the third and final speaker of the session, focused on the objectives and business registration benefits available to SMMEs through the CIPC. The CIPC was established as a juristic person meant to function as an organ of the state within the public sector. The main objectives and mandate of the CIPC outlined by Shanee were:

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

The webinar was well-attended by members from the Innovation Hub and Companies and Intellectual Property Commission's databases, as well as members from the Proudly SA internal databases. The session was concluded with a special vote of thanks by Bonakele Kunene who acknowledged and extended a heartfelt thanks to Proudly SA and the panellists.

**Reach: unique viewers 101 and total viewers 178**

**Target audience: SMMEs and Entrepreneurs**



### Business Breakfast Club – Cape Town Business Forum: 11th October 2023

Proudly, SA participated in The Business Breakfast Club Business Forum, which took place at South Point Studios in Cape Town. It was a networking platform for entrepreneurs in Cape Town and served as an information session where SMMEs were exposed to practical and implementable ideas for their businesses. The event was attended by 112 people in total, made up of:

- 70 per cent SMMEs
- 20 per cent service providers
- 10 per cent startups

Proudly SA had a speaking slot at this event, along with three other speakers from small business associations, namely SEDA, SEFA and NYDA.

Proudly SA was also given an opportunity to exhibit at this event. The exhibition desk was utilised as an information desk and lead generation opportunity for the membership campaign. Ten leads were collected from the event.

**Reach: 112**

**Target audience: Entrepreneurs, SMMEs, service providers and start-ups.**

### Trade and Investment KZN and Proudly SA information-sharing webinar: 17 October 2023

SA and Trade and Investment KZN proudly have a strategic partnership that entails implementing various events and engagements for the benefit of local businesses. Proudly SA held an information-sharing webinar in collaboration with TIKZN's Retention and Expansion division.

TIKZN and Proudly SA invited their respective member companies within the KZN province who they deemed as entities that could benefit from this informative session. TIKZN shared information about their products and service offerings. The session also included a guest speaker from Productivity SA who touched on the role they play in supporting small businesses. Proudly SA Membership Manager, Alicia Logan, gave an overview of Proudly SA, how it works and the benefits thereof for all organisations that take up membership.

The speaker presentations created awareness and drove key messaging about their respective organisations, which generated interest as there was good participation in the Q&A session. A meeting with the eThekweni municipality was set up that generated 30 leads. The discussion with the municipality also sought to get the SMMEs they support to join the Proudly SA campaign.

The online session also assisted in terms of Proudly SA's relationship-building with TIKZN.

**Target audience: Proudly SA members and KZN-based SMMEs.**



### Barcoding and co-Global compliance webinar: 31 October 2023

Proudly SA, in partnership with The Innovation Hub and the Companies and Intellectual Property Proudly SA collaborated with GS1 South Africa, a non-profit organisation within the Consumer Goods Council of South Africa, that develops and maintains global standards for business communication. These standards are used in various industries, including retail, healthcare and logistics, to help businesses accurately track and manage their inventory, reduce waste and improve the customer experience.

The webinar was aimed at Proudly SA members and addressed issues of compliance and barcoding experienced by those organisations. Experts from GS1 gave insights into the issues and challenges faced by local businesses and ways in which businesses can overcome the highlighted challenges.

Addressing such challenges will likely result in businesses growing and products being placed in mainstream markets because the checklist for barcode compliance is in line with international best practice.

The topics that were discussed included:

- What are the GS1 standards?
- Introduction to GS1 barcodes and benefits
- Introduction to GS1 global registries.

The line-up of speakers was:

- Jeannine Van Straaten: Proudly SA Executive for Strategy, Stakeholder Relations and Legal
- Martin Kairu: AIDC (Automotive Industry Development Centre) - Manager, Digital Marketing and Standard Lead
- Nolwandle Mthiyane: New Business Innovation Manager
- Ephraim Mokheseng: New Business Lead GDSN and Standard Support

**Reach: 35 RSVPs, 17 companies attended on the day**

**Target audience: Proudly SA member companies**

## Unlocking Your Business Potential - in Partnership with the South African Chamber of Commerce and Industry: 1 November 2023

Proudly SA, in partnership with the South African Chamber of Commerce and Industry, delivered an informative business development webinar. The webinar welcomed an esteemed panel of speakers from the South African Chamber of Commerce and Industry, Gauteng Enterprise Propellers, Business Leisure and Proudly SA:

- Alan Mukoki: Chief Executive Officer for the South African Chamber of Commerce and Industry
- Dimakatso Malwela: Director of Business Leisure
- Saki Zamxaka: Chief Executive Officer for the Gauteng Enterprise Propeller
- Eustace Mashimbye: Chief Executive Officer for Proudly SA

The webinar topic was aligned with the mandate, services and business insights that each speaker discussed and highlighted.

The first speaker of the session was SACCI's Chief Executive Officer, Alan Mukoki, who gave extensive insights into the Chamber, the industries it represents and its role in business development in South Africa. The Chamber is the voice of business whose sole purpose is to effectively protect and promote the interests of the business community.

The South African Chamber of Commerce and Industry prides its mandate around seven

pillars that enhance and promote South African businesses:

- Inclusive Economic Growth and Employment Creation
- Constructive Public and Private Stakeholder Engagement
- Entrepreneurship
- Infrastructure (The 4 Lines to Heaven)
- Continental Development in Africa and AFCFTA
- Revenue Generation
- Membership Rewards and Benefits

The second speaker of the session was Dimakatso Malwela, Director of Business Leisure, who is a proud, long-term member of both Proudly SA and SACCI. Dimakatso delivered an encouraging, uplifting address that focused on women entrepreneurship. She is the Founder and President of Women of Value Southern Africa, the Chairperson of SADC Women in Tourism, the Vice-Chairwomen of UNWTO Women in Tourism Leadership Africa Committee, and the Stream Lead for Women in Economic Assembly (WECONA) Tourism and Hospitality Sector.

Saki Zamxaka, Chief Executive Officer for the Gauteng Enterprise Propeller, was the third speaker. He gave extensive insights into the GEP and how they foster and assist in the development of small enterprises in Gauteng.

His presentation focused on the GEP's mandate, which is to promote entrepreneurship and act as a business development pillar for start-ups and emerging entrepreneurs. Saki gave insight into the different funding options that are available to SME's and entrepreneurs as follows:

- Start-up finance
- Contract Finance
- Growth Finance
- Franchise Finance
- Micro Finance.

Saki touched on the main objectives of the GEP which consist of seven strategic priorities, which are at the forefront of all that they do and plan to achieve with every business they assist and engage with:

- Strategic leadership
- Timeous Planning
- Compliance
- Marketing
- Management
- Legal Services
- Corporate Services

The final speaker of the session was Proudly SA CEO, Eustace Mashimbye. Eustace opened the final speaking session and expressed the importance of relationships with strategic partners such as

SACCI and the GEP on interactive webinars as they uplift, empower and encourage entrepreneurs. Eustace gave insights into the Proudly SA mandate and the value proposition linked to membership of the campaign. He highlighted the importance of buying local and how, by doing this, we create and sustain jobs for the youth of South Africa. He also highlighted the level of unemployment in South Africa and how young entrepreneurs and up-and-coming business owners can stand together to decrease the level of unemployment. He concluded his session by playing the Second Half advert for the panellists and attendees as a way to encourage them to Buy Local. The session concluded with a Q&A session followed by a final note from the programme director, Happy MaKhumalo Ngidi, who highlighted a few of the main points of discussion throughout the session and gave a vote of thanks to each of the speakers, organisers and attendees of the session.

**Zoom Reach: Unique Viewers: 56**

**Total Viewers: 100**

**Max Concurrent Views: 49**

**Target audience: SMMEs, established business owners seeking additional business development tips and insights, clothing manufacturers, Proudly SA and SACCI members and general consumers.**

## The dtic and Proudly SA Festive Consumer Campaign Webinars: 27 November, 29 November and 1 December 2023

Proudly SA partnered with the dtic on their Brown Bag webinars – Festive Consumer and Buy Local Series. The partnership consisted of three webinars that were held to promote the series and was hosted on the Proudly SA Zoom platform. The webinars were held over three days with three different focused topics:



## Spend Wise Campaign

- To caution employees on the pitfalls of overspending and debt during the festive season
- To raise awareness amongst consumers about the advantages of spending wisely during this period.

## Consumer Protection

- To create awareness of consumer protection rights to avoid being taken advantage of during this time.
- To highlight unfair and unethical practices when shopping during the festive season.
- To highlight the protections that are available under the Consumer Protection Act (CPA)

## Buy Local

- Encourage employees to continue to buy locally manufactured products during the festive season.

Each webinar had a line-up of speakers who are experienced in the relevant topic including:

- Thezi Mabuza: Acting Commissioner, National Consumer Commission
- Nicky Stetka: Complaints Manager, Consumer Goods and Services Ombuds
- Lucious Bodibe: Public Affairs Manager, Motor Industry Ombudsman of South Africa
- Ngoako Mabebe: Manager, Statistics and Research
- Takalani Mudau: Manager, Credit Provider Compliance
- Louise Page: Legal Advisor Debt Counselling
- Eustace Mashimbye: Chief Executive Officer, Proudly SA
- Mothunye Mothiba: Chief Executive Officer, Productivity SA

Attendees also had the opportunity to ask questions and see the Proudly SA festive season campaign, presented by CEO, Eustace Mashimbye, at the Buy Local webinar.

### Reach:

Spending Wise Campaign:

Unique Views: 12

Total Users: 37

Max Concurrent Views: 12

### Consumer Protection:

Unique Views: 45

Total Users: 69

Max Concurrent Views: 37

### Buy Local:

Unique Views: 21

Total Users: 44

Max Concurrent Views: 17

**Target audience: General consumers and Proudly SA members**





### Mining Indaba 2024 – Proudly SA Power Hour Webinar: 6 February 2024

The Department of Trade, Industry and Competition partnered with Proudly SA and Mining Equipment Manufacturers of South Africa to host an insightful webinar on the sidelines of the 2024 leg of the Mining Indaba on 06 February 2024 – Innovation, Digitisation and Collaboration in the South African Mining Supply Chain (Profiling of the 2023 MEMSA Innovation Awards winners)

Ms Jeannine van Straaten, Strategy, Stakeholder Relations and Legal Executive of Proudly SA, facilitated the webinar.

Mr Lehlonolo Molloyi, CEO of Mining Equipment Manufacturers of South Africa, introduced the MEMSA Innovation in Mining Awards 2024.

Company profile and product pitches included:

- Mr James Pieters from Nkangala Mining Equipment who delivered a pitch on Innovation in Hard Rock Mining Equipment (The Navin Singh Award) and Innovation in Soft Rock Mining.
- Mr Sayeeda Mayat from Buraaq Mining Services who delivered a pitch on Innovation in Hard Rock Mining Equipment.
- Mr Ruan Kukard from AZMET Technology and Projects who delivered a pitch around the Innovation in Mineral Processing
- Mr Brendon Fernandez from Graf-In Tech who delivered a pitch on Digital Solutions in the Mining Sector.

The session was moderated by Mr Sietse van der Woude from the Minerals Council of South Africa.

**Reach: 150**

**Target audience: Mining-sector profession**



**MultiChoice lifestyle market in partnership with proudly SA - 28 and 29 June 2023**

Proudly SA partnered with one of its member companies, Multichoice, to host a Lifestyle Market Exhibition at their head office in Randburg. The event was dedicated to promoting locally produced products, showcasing our Proudly SA members and informing employees about who Proudly SA is and what our campaign is about. Through this showcase we aimed to educate consumers on the importance of buying locally made products.

The market consisted of 10 Proudly SA members, each receiving a custom-made stand. The stands comprised pallet-themed walling with bright and beautiful branding that incorporated the Proudly SA logo and each member's logo.

The market was placed within the ground-floor atrium of the offices where we also provided branding to create a bold Proudly SA feel. Our Second Half Advert and new campaign were played on a television screen in the centre of the market, which was most attractive to both the members and attendees.

**Below are the members who participated in the market:**

- Afrikan Passion Designs: Handmade leather bags and belts
- African Mama's Crafts: Hand-crafted and beaded jewellery
- Ascend Label: Clothing brand
- DV Store/Designs: Handmade leather bags and belts
- House of D'Licacy: Non-alcoholic wine and gin
- Khoi Tech: Smart watches
- Ledikana: Clothing brand
- NQ Jewellery: Jewellery pieces
- The Breadbox Bakery: Baked goods and baking pre-mixes
- Zazi's Juice Productions: Locally made fruit juice

Proudly SA used this platform to signify the membership agreement with Multichoice. Jeannine van Straaten, Proudly SA Executive: Strategy, Stakeholder Relations and Legal, presented the Proudly SA membership certificate to Tumi Masekela, Executive Head of Corporate Affairs and Communications at Multichoice.

Over the two consecutive days, the market was well-attended by over a thousand Multichoice staff. The Proudly SA team conducted feedback videos with a few of these attendees and received excellent responses.



While conducting these videos, we discovered that our 'Buy Local' messaging and campaign are resonating with and reaching more people. The sales made by the members were significantly high, which talks to the main goal of this event – access-to-market.

**Below is a summary of some of the sales made at the market:**

- Ledikana, which designs and hand-makes South African-inspired clothing and miscellaneous items, was able to sell clothing items and handbags to the value of between R8,000 to R10,000.
- Khoi Tech, which manufactures and sells smart watches at R2500 a piece, was able to sell three smart watches at the Market. They were also able to secure a one-on-one meeting with the SuperSport CEO to discuss a major partnership deal with Sports Teams in South Africa.
- House of D'Licacy, which produces non-alcoholic wine and gin, was sold out of its stock by 10h00 on the second day! Their total sales revenue amounted to about R6,000.
- The Breadbox Bakery's delightful treats were very popular, and they sold all their stock over the two days. A few attendees expressed interest in the children's baking classes that are offered by The Bread Box Bakery.
- NQ Jewellery, which manufactures its own bespoke jewellery pieces, made over R10,000 in jewellery sales. These jewellery pieces varied from earrings to necklaces and bracelets.
- Afrikan Passion Designs, which designs and hand-crafts leather bags, wallets and purses, was the busiest stall overall. They sold over R12,000 worth of items and secured over 30 pre-orders for laptop bags, handbags and wallets.

The Proudly SA team received excellent feedback testimonials from the members of the Market, including:

Sasha, all we can say is WOW! Thank you for affording us the opportunity to showcase our brand to Multichoice. We are so happy with the exposure and revenue generated. – Nombuso, Afrikan Passion Designs

Thank you very much, Sasha, Jana and the Proudly SA team. The exhibition was a great success and we have just finished off our pre-order deliveries. – Nqobile, NQ Jewellery

Thank you very much for selecting me to participate at the Multichoice Lifestyle Market. Everything was super perfect, I genuinely appreciate. Kindly send my sincere appreciation to your team they have been wonderful. – Thobeka, Zazi's Juice

Thank you to you and Proudly SA for the wonderful opportunity. We are so grateful to you all.' – Nomawazi, African Mama's Crafts

**Reach: 2,000 (including those that did not necessarily visit the market).**

**Target audience: MultiChoice staff and executive members**



# DStv Delicious Food and Music Festival

23-24 September 2023



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

Proudly SA’s overall investment in the DSTV Delicious Festival was highly valued and important to the brand reputation and brand awareness we strive to create. This year, we had the opportunity to own and have the naming rights of the Food Mile, which was named the Proudly SA Food Mile. The value and return on investment linked to the naming rights that Proudly SA acquired at the festival were approximately R15 million.

Proudly SA supports and promotes the importance of the jobs and employment opportunities created by this festival, including security, cleaning services, ticketing service providers, infrastructure suppliers and technical suppliers.

Proudly SA identified the DSTV Delicious Festival as a prime access-to-market opportunity for our food and lifestyle members. The Food Mile comprised eight Proudly SA food vendors along the main mile, an interactive Lifestyle Area that included six of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall used for photo opportunities.



The Proudly SA Food Members were:

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

The Proudly SA Lifestyle Members were:

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

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



**Tosh Detergents:**

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

**Extremely Soft:**

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





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

Our activation objective at the festival was to educate and create awareness. This took place within the Lifestyle area and included a Spin and Win activation. The activation was hosted on both festival days, with visitors who entered the Lifestyle Area and supported our Lifestyle members. One of our key drivers of the activation was that the visitors may 'spin to win' after they had purchased an item from one of our members. The Lifestyle members found this activation to be very engaging and developed a catchphrase, 'buy and spin', when interacting with visitors. A few of the prizes linked to the 'you're a winner' segment on the spin-to-win wheel were Proudly SA local goodies such as branded caps, bags and member items like t-shirts and food vouchers that could be redeemed at any of our food members stands.

A grand prize draw was hosted on each festival day whereby visitors who landed on the 'grand prize' segment of the spin-to-win wheel were entered into a draw to win flights with Lift airline, transfers and accommodation at a Southern Sun hotel in either Durban or Cape Town. This was a great feature and prize to include in the activation and was a popular attraction for visitors. The grand prizes were drawn and awarded to the winners at the festival, on the same day they entered which created an even bigger hype.

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

We purchased 40 general access tickets to the festival over hospitality tickets this year. These were used for prize giveaways and for stakeholders of the organisation and most of these were awarded to followers of the campaign through competitions that were run on various radio stations as well as our social media platforms. The Proudly SA public relations team hosted live, interactive general access ticket giveaways on Facebook, Instagram and Twitter.

Proudly SA CMO, Happy MaKhumalo Ngidi, was the host for each of the live interactions. The interactions consisted of Happy posing a question to the listeners, which ranged from 'Name one of our participating food members at the DSTV Delicious Festival' and 'What is the name of our drinks member?' The listener won a set of double tickets upon answering correctly. These interactions created further awareness and engagement on our platforms and for the festival, solidifying our

relationship and partnership with the festival. This gave our members the opportunity to inform followers about their businesses and let them know to visit them at the festival.



MEMBERS' FEEDBACK	
Chepa Streetwear	'The festival was a great experience.' Dumisani, Founder of Chepa, stated that they managed to connect with their long, existing customers and engage with new corporate clients. R22,000 in sales of various clothing items was made over the two days.
Corner Dladla Pizzeria	'A kind, heartfelt thanks to the entire Proudly SA team for providing us this access-to-market experience.' To quote Kgomotso: 'Your commitment to empowering businesses like ours is commendable, and we look forward to continuing our partnership in future events with Proudly South African.'
100km Icon's Merchandise	'Thank you, Proudly SA for the opportunity, may you guys continue to support our emerging local brands. Thirty sales that accumulated to R10,000 of various clothing items was made over the two days.'
Memuka Mats	'This was the brand's first time participating in the DSTV Delicious Festival and Phillip stated that the staff thoroughly enjoyed it, and they found their brand to be very well received by the festival visitors. Memuka made 34 sales that accumulated to R11,300 of various-sized handmade mats.'
Township Luxury	'We would like to express our deepest gratitude to the Proudly SA team for the phenomenal access-to-market opportunity. We look forward to collaborating on more events with the team.' Twelve sales that accumulated R4,200 of their popular flagship product – The Kas 'Lam T-Shirt.'
Afrikan Passion Designs	'Thank you to the Proudly SA team for this wonderful access-to-market opportunity. Afrikan Passion Designs made a total of R12,000 from the festival which consisted of R7,000 in sales and R5,000 in pre-orders.'
TM Innovations	'For a first-timer, we did very well. We got a lot of positive reviews and feedback and showcased our true talent and passion for food. A total of 750 portions were sold at the festival that amounted to R69,400.'

**Reach: 20,000 visitors per day**

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



## Joy of Jazz Festival: 29 and 30 September 2023

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



### Media Room and Branding:

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

### Branding opportunities outside the Media Room:

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

### PR and social media:

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

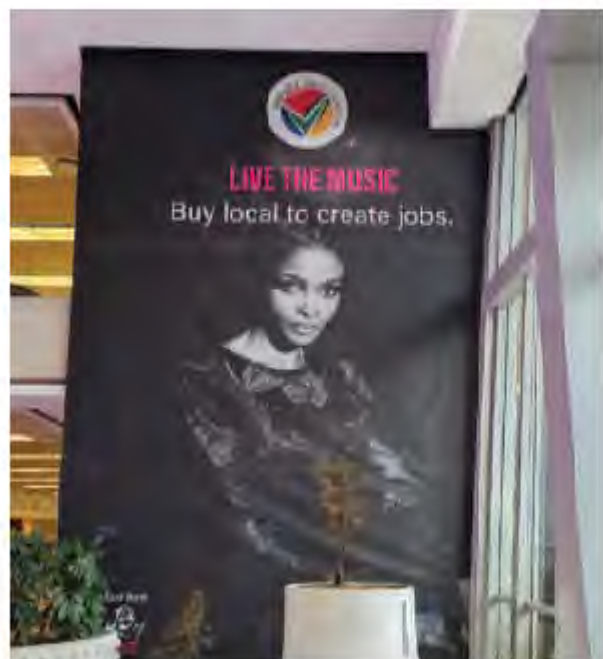
### Media – Meet-and-Greet:

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

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

The event's sponsors included Standard Bank, South African Airways, Radio 702, Southern Sun, Sampra, Sports Arts and Culture, Renault, Sowetan, TimesLive, MNS and Gauteng Tourism.

**Reach: 20,000 over the two-day event**



## Proudly SA Christmas Market @ The Firs Mall: 1 – 3 December 2023

Proudly SA collaborated with The Firs Mall (Rosebank) and Excellerate Real Estate Services in creating an upmarket, classy and local Christmas Market to kick off the festive season. The market consisted of ten Proudly SA members who showcased their local festive-inspired products.

The mall space was beautifully decorated with a local festive season look. Each member was provided a white table and shelf to showcase their products. A banner wall with our messaging ensured that shoppers were reminded to shop local over the festive season.

- Memuka Plastic Mats
- Sari Kraft
- D’Licacy Non-Alcoholic Wine
- Isa-B Jewellers
- Transec Personalised Diaries
- RA Vuthela Creations
- Mist Candles
- Afrikan Passion Designs
- S’Bhiva T-Shirts
- Azari Wines

The members received great brand awareness and revenue over the three days. Memuka Mats sold 22 of their items with three potential leads; S’Bhiva had over R1,000 in sales and this was their sale agent’s first marketing and selling opportunity with the company.

In addition to the festive Christmas Market, Proudly SA hosted a local Christmas Giveaway Activation that consisted of local goodies and R100 vouchers hanging from the market Christmas tree. The R100 vouchers were redeemable from any of the participating members, and the local goodies voucher enabled them to win a free Proudly SA bottle of wine, bag of coffee or apron. The activation was a great attraction and worked very well. Members to be also engaged in the activation, which helped boost the visitor attendance at the market.

An exciting element that was added to the activation area was a live piano performance, organised by The Firs Centre Management. The pianist’s soft, blissful music attracted the mallgoers to the area and created a Christmas hype.

**Reach: 300 over the three days**

**Target audience: General consumers**



## Proudly SA Back-to-School Market and Activation: 27 January 2024

Proudly SA partnered with the Design Quarter to deliver a Back-to-School inspired Market and Activation. The centre prominently displayed Proudly SA branding, from the parking areas to the activation space.

The activation element of the market consisted of an engaging and exciting Spin-to-Win activation in which many shoppers won local goodies; a live interaction with the Proudly SA Mascot, Lola Warona; a creative face painter; a colouring in the corner on the Freedom Stationery activation space and a live DJ performer.

The Back-to-School Market involved a range of Proudly SA school-inspired members who showcased and sold their local items to visitors of the centre. The members who participated in the market included:

- School Lashushu – School shoe manufacturer
- Kiba Bam Shoes – School shoe and sandal manufacturer
- Lifeway Impatho – Fruit Juice manufacturer
- Nutrivita – Fresh, health-inspired, ready-to-drink juices and smoothies.
- Miente Manufacturing – Nuts and snack-pack manufacturers
- MiDesk Global – Mobile desk and chair manufacturers
- Freedom Stationery – School stationery manufacturer
- Yococo Ice Cream – Vegan, dairy-free ice cream
- Azania Moulding – Moulders and manufacturers of food bowls and plates

Clicks, one of the centre's anchor tenants, showcased a range of Proudly SA products for children and young adults, which created brand awareness for both Clicks and Proudly SA.

The Design Quarter team collaborated with anchor tenants Checkers and Clicks in a Pop-a-Balloon activation. Shoppers who bought from our participating members could pop a balloon to win a Checkers or Clicks voucher.

**Reach: 100–200**

**Target audience: General consumers of Design Quarter and the Fourways area, learners and principals of nearby schools.**



## Proudly SA Valentines Activation: 14 February 2024

Proudly SA took a different approach to the 2024 Valentines Activation with a sector specific tour and activation highlighting the aviation, automotive, FMCG, manufacturing and R-CTFL sectors in partnership with member companies from each of the sectors – Lift Airlines, Nestlé ESAR, Hisense and Mercedes Benz. The objective was to encourage South Africans to show their love during the month of love to South African made products. Through the activation we created brand awareness, encouraged consumers to show love for South Africa by buying local and showed the strength of localisation for all sectors.

The activation began with a 'Love Experience with Proudly SA – Fashion in the Sky' highlighting the CTFL sector where six local fashion designers showcased their local garments with a fashion show 36,000 ft above sea level on the Lift flights between Johannesburg and Cape Town and back.

For unsuspecting passengers, they were welcomed with locally sourced roses and Proudly SA Second Half messaging branded mouse pads to lift off their Valentines Day spirit. The roses carried a special message from Proudly SA and Lift.

Not only were the passengers surprised with a fashion show in the sky, but they were also treated to some delightful Nestlé Kit Kat to sweeten the special day.





**The designers who created the Fashion in the Sky experience were:**

- Maxhosa by Laduma
- Ezokhetho by Mpumi Dhlamini
- Scalo by Sello Medupe
- Koop Factory by Sandy Rogers
- Plus Fab by Ouma Tema
- Biji La Maison Courture by Biji Gibbs

Two models from each designer took to the runway and wowed passengers with local fashion. The fashion show was one of a kind and had everyone surprised and created huge engagement on social media.

Following the fashion show one lucky passenger won a R5,000 TFG voucher again linking the CTFL sector and our member company, TFG.

Upon landing in Cape Town, Mercedes Benz transported the Proudly SA team and media in style in a locally manufactured C Class. The road trip was en route to the Hisense Factory in Atlantis, where they were warmly greeted by the Hisense team who then took them on a factory tour to showcase the locally made TVs and refrigeration products. This was followed by lunch and then back to the airport for the second activation on the flight back to Johannesburg.

**Reach: 311**

**Target audience: Businesspeople, general consumers, youth and families, Media representatives, influencers**





## The Rand Easter Show: 6 - 10 April 2023

Proudly SA exhibited at this key event, from 6 to 10 April 2023 at Nasrec in Johannesburg alongside the Department of Trade, Industry and Competition (the dtic). The stand was provided by the dtic and Proudly SA and its members had allocations of stands and were able to exhibit and sell. This was also a favourable market platform for members to network.

Proudly SA used the occasion for a rigorous membership drive. A prospective member list was collected, and the leads were contacted. The stand was located in a prime spot, and this was good for membership and brand awareness.

Comprehensive information about the campaign was handed out in a form of z-cards that spoke about the focus of the organisation's work.

The following Proudly SA members exhibited in the **dtic** stand:

- Tosh Detergent
- Vermont Leather manufacturers

**Reach: 100–300**

**Target Audience: Prospective members, small and medium enterprises, members and upcoming start-ups**





## Africa's Travel Indaba: 9-11th May 2023

Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.

The Travel Indaba highlighted the wide variety of Africa's best tourism products and attracted international buyers and media from across the world. The Indaba is owned by South African Tourism and organised by Synergy Business Events (Pty) Ltd. It has won awards as Africa's best travel and tourism show. The event took place in Durban from 9 to 11 May at the Durban International Convention Centre.

Proudly SA exhibited at the three-day event for both consumer education and membership recruitment. Our stand provided visitors with information on who Proudly SA is through information leaflets and digital messaging. Our membership team was on hand to assist with membership queries and provide details of our membership process and benefits. The event generated 41 leads.

### Reach:

- +- 800 exhibitors
- +400 buyers
- 46 African countries represented

(the above numbers supplied by Expo organisers)

**Target audience: International and local buyers, media, hospitality & tourism industry.**



## Decorex Johannesburg: 3 - 6 August 2023

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

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

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

- Three discounted exhibition stands that were



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

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

a prime spot. A key activation point at the event was the ‘Guess the Member’ competition that the Proudly SA public relations team hosted on social media. Participants of the competition stood a chance to win one of five sets of tickets that included five general access tickets and two VIP access tickets to Decorex Joburg 2023.

Homewood displayed their magnificent, eye-catching Imbiza Cantilever BITOU Oak Table, which attracted many visitors and potential buyers. Chair Club hosted a competition from their stand in which participants stood a chance at winning one of their ergonomically hand-crafted Alley Office Chairs valued at R5,000.

**Reach: 32,000**

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





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

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

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



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

- Memuka Mats
- Lavo Wines
- Ubathandwa
- Yamama Gemmer

The event included an interactive conference session that had a variety of industry-related talks and presentations. The Proudly SA CMO, Happy

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

**Reach: 80**

**Target audience: General consumers, SME's, wine makers and distributors, business development agencies, financiers and government entities.**

## Sasol Retailers Conference and Trade Show 2023 - 21 November 2023

Proudly SA identified the Sasol Retailers Conference and Trade Show as a prime membership acquisition opportunity. The Trade Show welcomed a wide range of retailers who provide goods and services to all the Sasol Petrol Station One-Stop Convenience Shops. The trade show enabled Proudly SA to engage with the suppliers and retailers for potential Proudly SA membership. The retailers and suppliers showed great interest and enthusiasm in the Buy Local Campaign and ten leads were generated.

Proudly SA CMO, Happy MaKhumalo Ngidi, secured a speaking slot at the conference to draw awareness to the Proudly SA mandate, mission and campaign. The crowd was engaging and showed great interest in the presentation. The speaking slot afforded us the opportunity to play the Second Half advert to the audience, which captivated them and further enabled us to create brand awareness.

A spin-to-win activation was held at the Proudly SA stand that captivated the attention of all the delegates. The delegates were afforded the opportunity to spin the activation wheel and win local goodies such as Sihle's Coffee, Darling Sweet Caramels, La Ric Mal Wine, and a few other exciting prizes.

**Reach: 500**

**Target audience: Sasol employees within the retail division and Sasol retail suppliers**



### **Mining Indaba: 1 - 5 February 2024**

The 2024 Investing in African Mining Indaba celebrated its 30-year anniversary under the theme 'Embracing the Power of Positive Disruption: A Bold New Future for African Mining.'

As the meeting place for the African and global mining leaders, the Mining Indaba is the largest deal-sourcing and corporate matchmaking event for the mining industry in Africa. It offers networking, business transactions and lead generation opportunities as well as showcasing the company brands.

The dtic had an exhibition stand at the event, where 25 capital equipment companies had the opportunity to showcase their products. Proudly SA was invited by the dtic to exhibit as part of their pavilion stand at the Mining Indaba and used this opportunity to showcase the Proudly SA brand to local and international visitors and key stakeholders attending the Mining Indaba.

The stand allocated to Proudly SA was a double one with six posters in a very modern, well-decked setting. It was fully branded with eye-catching graphics depicting scenes relevant to the mining sector, our buy local mandate, as well as our Proudly SA logo.

A Proudly SA membership consultant was present on the stand for lead generation and to drive membership of the organisation.

**Reach: 9,600 visitors**

**Target audience: Mining companies, government, media, local manufacturing and services companies to the mining industry**



## Meetings Africa: 26 - 28 February 2024

Proudly SA secured a 3m x 3m exhibition stand at the Meetings Africa Trade Show, which took place from 26 to 28 February 2024 at the Sandton Convention Centre. The exhibition stand was utilised to generate membership leads in the tourism sector and create brand awareness around localisation. The stand also focused on promoting the Buy Local Summit and Expo to boost awareness and visitor-registration numbers.

Meetings Africa is a two-day trade show event that is the primary platform for enabling growth in the business events industry of the continent.

Chief Marketing Officer, Happy MaKhumalo Ngidi, was secured for an engaging panel discussion in the BONDday Conference on Monday, 26 February. The panel discussion centred on the topic 'The Pivotal Role of SMMEs in Transforming the Business Events Value Chain'. The BONDday Conference is the trade show's dedicated Educational Day, used to connect key global, continental and national industry associations.

Happy MaKhumalo Ngidi was joined by fellow panellists Thato Mothapeng from SATOVITO, deputy director-general, Aneme Malan, from DT and Septi Bukula of Seeza Destination Network. The panel discussion was impactful, insightful and well received by the delegates.

**Reach: 4,000 trade visitors and hosted buyers**

**Target audience: Professionals from the hospitality and events sector of South Africa, SMMEs seeking insights and direction in the business events sector, general consumers seeking insights in the business events sector.**





### Ster-Kinekor Movie Event: 9 May 2023

On Tuesday, 9 May 2023, Proudly SA took selected media, stakeholders and people of influence in Durban to watch and support the latest locally produced movie, The Honeymoon. The function of the media engagement was to help build relationships with key media in the region while promoting the labour-intensive creative industry sector.

Happy Ngidi, our CMO, opened the evening by sharing the importance of supporting local content and the job creation capability of the creative and arts industries. She unpacked the value chain and impact on livelihoods that local films rely on and why the members of the media are critical in cascading positive news by building hype for South

African content to get consumers to support and watch local content.

This event also provided the opportunity to show our new key messaging TV ad – the Second Half campaign, which launched on 1 June – before the movie was flighted.

**Reach:**  
**Expected attendance: 40**  
**Audience reached: 22**

**Target audience: media, people of influence, stakeholders and members**

### Amatyma Wellness Fathers' Day: 17 June 2023

TT Mbha, a Proudly SA member, organised a key signature event that honoured fathers in Soweto and on a national level, called Amatyma Wellness Father's Day event on 17 June at the Soweto VW dealership. The event highlighted the importance of fatherhood in our society.





**Proudly SA contributed positively to the event by:**

- A speaking slot in the programme in which Proudly SA Assistant PR Manager, Tshiamo Ndlovu, spoke about the Proudly SA campaign and its importance in fighting unemployment.
- The playing of the new Proudly SA campaign at the event.
- Logo placement on collateral for the event.
- Branding at the event.
- The setting up of a photobooth for visitors to take branded Proudly SA printed images as a memento of the day.
- Social media engagement and reach.

The event ensured Proudly SA showed support and addressed societal problems such as gender-based violence (GBV) and unemployment. A well-rounded fatherhood talk can breed fathers who can do good in society, at home or on a business platform.

Two Proudly SA hampers were handed out valued at R1,000 each, which included a variety of locally made products, and were handed out in a competition that was done by TT Mbha.

**Reach: 150**

**Target audience: General consumers (mainly male audience) and Proudly SA members**



## Township Economies Conference and Expo - 20 and 21 June 2023

The Township Economies Conference was a two-day event that took place from 20 to 21 June 2023 at Emperors Palace. The event focused on job creation, inclusive growth and dynamic competitive economies in a developing country.

The conference part of the event was for business owners, entrepreneurs, investors and policy-makers who wanted to learn more about the township economy opportunities. With keynotes from experts in business, technology and innovation, as well other township-related issues, delegates obtained valuable information on how they could be part of this new trend and grow their companies and access the necessary skills to do so.

Proudly SA CEO, Eustace Mashimbye, presented on the topic 'Access to markets to support small businesses' growth'. Additionally, Proudly SA had a platform to exhibit and create market access for our member companies. Furthermore, the event provided Proudly SA with an opportunity to recruit new members as well as educate consumers on the Buy Local campaign.



Proudly SA invited three member companies to display their businesses. The members identified below were given free exhibition stands in the Proudly SA pavilion and were profiled to meet the township economies objective.

- **Freshmo Brands,**
- **Sibeko Jewellers,** and
- **Sari Kraft 360**

The expo was a great networking opportunity for our members and another access-to-market opportunity. They were able to create awareness and promote their businesses to a new audience, including all of them getting interviews on Newzroom Afrika.

**Reach: 962 visitors visited the exhibition and 105 exhibitors**

**Target audience: General public, international and local buyers, media, Proudly SA non-members and prospective members**



### YFM Youth Month Event: 24 June 2023

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

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

For visibility and brand equity, Proudly SA provided its section with clear and recognisable branding to enable the Proudly SA platform to attract young consumers and business owners. We offered an information desk to assist with any queries that arose on the day, to educate consumers about the importance of buying locally, and added a cherry on top by weaving in a competition for the youth to engage with our social media pages.

Through the competition we gauged the youth's views on what buying local means to them and got to know their understanding of the organisation.

The event also included a TED talk set with exhibitors from other companies such as Vodacom, Native Child and Opulent Fragrances who shared their stories and experiences. This format also provided the opportunity to showcase our new advert, which has a strong youth-focused message.





### Sasol Women's Event: 17 August 2023

Proudly SA was invited to a Women’s Day event by Sasol to showcase the strides taken by female leaders in entrepreneurship as well as in corporates. Hosted by Sasol Executive Vice-President of Energy, Priscillah Mabelane, the event catered for women in both the energy business and energy operations, in a hybrid format, with the live aspect hosted at Sasol Place. Proudly SA was invited to showcase and educate the audience on the importance of increasing local production and influencing consumers to buy local.

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

Proudly SA CMO, Happy MaKhumalo Ngidi, spoke at the event where she highlighted the campaign objectives and what we do to support local businesses, specifically women-owned businesses and entrepreneurs.

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

- WOA Fuel and Oils
- M6T Seal Cargo Services

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

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

**Reach: 200**

**Target audience: women employees of Sasol and stakeholders**







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

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

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

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

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

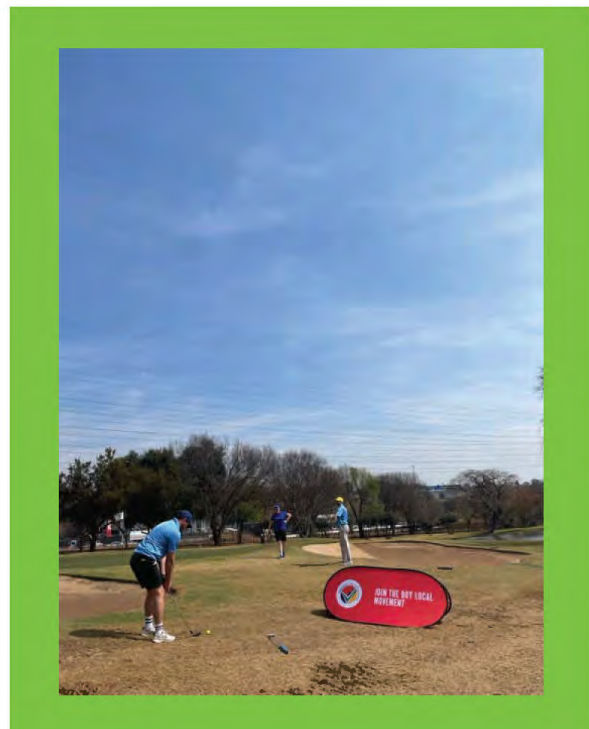
The following sponsors were involved in the event.

- Stewarts and Lloyds
- Allied Steelrode
- SEIFSA
- Unica Iron and Steel
- Sanlam Investments
- Columbus Stainless
- Revive Electrical Transformers
- Andre Mentis
- Rand Mutual Assurance
- Mergence Investment Managers

- Global Roofing Solutions
- Ruenko Steel Suppliers
- Interroll
- Anton Bakker
- Marketing to the Max
- Proudly SA
- Colleus Packaging
- Tomco Electrical and Mechanical Engineering
- AMC Group of Companies

**Reach: 150**

Target audience: sponsors, stakeholders and SEIFSA staff





### Swing for Charity Golf Day: 24 August 2023

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

The other partner that was on board was Ukobona Foundation (Vision for Children), an NGO that was established by a group of women a key role to provide a clear vision for kids. The 1KR Gold challenge was held at Randpark Golf Club in Johannesburg. Proudly SA sponsored a main putting green at a key strategic area, close to the clubhouse, where all the golf patrons were able to see the Proudly SA branding. The Proudly SA branding was also displayed in the main gala dinner.

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

around the positive work of Proudly SA and the Second Half advert was played after the talk. The CMO advised the audience to favour locally made products when they make their purchasing decisions. She highlighted the children who appear in the TV advert, pointing out that their future jobs will be safeguarded because of such decisions.

Proudly SA sponsored four gift hampers, filled with locally made products in an effort create warm and memorable local additions to the charity golf challenge dinner. Some of the corporate four-ball sponsors included:

- M. Maponyane Consulting
- ATA Consulting
- Jake Nakedi Financial services
- Endaweni Productions, and many more.

**Reach: 100**

Target audience: sponsors, stakeholders and golf enthusiasts



## Amatyma International Men's Festival: 19 November 2023

The Amatyma International Men's Day took place at Disoufeng Pub and Restaurant in Soweto. The event was targeted at men. The Amatyma International Men's Day has a national footprint and broad brand appeal. Its Durban leg took place the day before, on 18 November, at the Platinum Belt Lounge in Umhlanga, KwaZulu-Natal.

The event is focused on the well-being of men in South Africa, with the following topics covered:

- Physical wellness
- Mental wellness
- Financial wellness
- General wellness

The idea is to create a society that will have peace and harmony for all and that men, women and children can live in a prosperous society. When society is united, societal challenges such as poverty, unemployment and inequality can be tackled.

The event was organised by TT Mbha, a social entrepreneur who is a member of Proudly SA. The theme was suits and ties and the day was about the celebration of men in South Africa. Proudly SA was given the opportunity to partner the event to show our support for the organisation and the work that they do within local communities.

To create awareness for Proudly SA, branding was placed throughout the venue to ensure that the Proudly SA brand and the Buy Local message were visible.

TT Mbha handed out two gift hampers worth R1,000 each, saying that it is best that the gifts go to winners who are wearing local clothing. This ties in with the flagship Proudly SA local fashion police, which advocates for support for the local clothing industry. TT Mbha was dressed by local clothing maker, House of Decorum. Locally made mousepads branded with our Second Half ad campaign were provided in the event goody bag.

A selfie printing booth was set up, creating a memorable and nostalgic addition to the event and helping create good marketing buzz for it. This was popular at the event, and the attendees left with a photo printout, which also included the Proudly SA logo and messaging.

### The sponsors and partners of the event included:

- Amatyma International Father's Day (Main Organiser: TT Mbha)
- Proudly SA
- Standard Bank
- The Glenlivet Whisky
- Brand SA
- Clicks
- The Bro Nation
- Soweto TV
- The Star Newspaper

### Key speakers at the event included:

- Lindiwe Zulu: Minister: Department of Social Development
- Eric Macheru: Actor and entrepreneur
- Sipheshile Vazi: Actor and media personality

### Reach: 500

### Target audience: General consumers, sponsors, media, people of influence and government





**Sunday Times Generation Next Interactive Showcase: 7 September 2023**

Proudly SA was part of the Sunday Times Generation Next Interactive showcase on 7 September 2023, which was targeted at youth between 8 and 24 years of age. This event took place at the Times Media Group conference and venue area at The Hill on Empire, Parktown. The partnership enabled us to have a stand and to give a 10-minute presentation on stage. This is a youth-driven initiative that aims to bring in a range of company brands such as McDonald's SA, MTN Pulse, Doritos, Niknaks, African Bank and Proudly SA to create positive key learning and as an entertainment platform for youth.

To generate interest and draw the children to the Proudly SA exhibition stands, we included an interactive photo booth and a slush machine, and we had our Proudly SA mascot interact with the children. Our 10-minute stage presentation allowed us to communicate the message of the Proudly SA campaign. Our mascot danced to our favourite 'Local is Lekker' song with much enthusiasm from the crowd and we gave away two Mr Price vouchers to those who could dance with our mascot.

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

In addition, the Proudly SA managers attended the Sunday Times Generation Next awards at

Melrose Arch on 20 September 2023. The Proudly SA and Sunday Times GenNext collaboration is a formidable stakeholder relationship that has proved fruitful and educational for the younger audience.

**Reach: 400**

**Target audience: youth from ages 8 to 24**



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

Proudly SA hosted a capacity-building panel discussion for tourism industry students on 12 September 2023 from 2:00 to 4:00 p.m.

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



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

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

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

**Reach: 214**

**Target audience: Students doing the below courses:**

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



### **Smart Procurement World Indaba 2023: 12 - 13 September 2023**

The Annual Smart Procurement World Indaba was a two-day event that took place from 12 to 13 September 2023 in Midrand, Gauteng. This expo gave Proudly SA an opportunity to network with senior executive audiences on the importance of localisation in procurement.

**The targeted audience was:**

- Sourcing and supply-chain professionals
- Public and private sector procurement professionals
- Decision-makers
- Entrepreneurs
- Small business owners

Through its partnership with Smart Procurement, Proudly SA was able to secure a speaking slot for its CEO, Mr Eustace Mashimbye, on a panel on the topic, Take a Chance on Me: Navigating Risk and Uncertainty in Business by Partnering with SMMEs.

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

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

Proudly SA had two stands at the event, one at the Corporate Expo and the other at the ESD Event. At the ESD Event, which took place on Day one, 12 September 2023, we engaged procurement professionals, educated consumers on the Buy Local campaign, and recruited new members, resulting in 40 leads.

**Reach:**

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

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



### Road to Feather Awards Activation - Pride Market and Talks: 6 October 2023

Proudly SA, in partnership with the Thami Dish Foundation, is a strategic partner of the Feather Awards. The Feather Awards is a ceremony that creates allies for the LGBTQI community and recognises members of the community who are movers and shakers in their respective disciplines. Leading up to the main event, the 2023 Feather Awards, there were two activation events – a Pride Market (hosted by Curated Makers Market) and Pride Talks, held at Constitution Hill.

Proudly SA leveraged exposure by creating visibility through branding at both events. In addition, Proudly SA participated in the Pride Market as an access-to-market opportunity for two of our members – Memuka Mats and Miente Manufacturing – at which they showcased and sold their products.

The Proudly SA branding was activated in key hotspots at the Pride Market and at The Pride Talks venue at Constitution Hill.

**Reach: 20 tourists visited the market earlier in the day, and the late afternoon market attracted 50 to 80 visitors.**

**Target audience: members of the public, Thami Dish Foundation stakeholders and the LGBTQI community.**

### Feather Awards Nominees Announcement: 13 October 2023

In the run-up to the 15th Annual Feather Awards, which took place on 9 November 2023, the nominees for the awards were announced at a brunch event at The Firs in Rosebank. The event was attended by Proudly SA CMO, Happy MaKhumalo Ngidi, who spoke about the campaign at the event, which was attended by guests of the Thami Dish Foundation, nominees of the Feather Awards and members of the media.

As a strategic partner of the Feather Awards, Proudly SA was given the opportunity to place branding in key areas, and our Second Half advert was played during formal proceedings. Happy Ngidi was given the opportunity to speak about the role Proudly SA plays in the prestigious event. The Feather Awards recognised individuals who have made significant contributions to the LGBTQI+ community in entertainment and advocacy.

**Reach: 100**

Target audience: Feather Awards nominees and stakeholders, Thami Dish and team, and media



### Feather Awards: 9 November 2023

Once again, Proudly SA partnered with the Thami Dish Foundation in support of the 2023 Feather Awards. The Feather Awards recognise and celebrate the LGBTQI community's iconic personalities and achievers, as voted for by South Africa and the LGBTQI Community. The event uses entertainment to drive social cohesion, inclusion, tolerance and increased representation.

The Feather Awards ceremony was presented as a theatre production at the Market Theatre in Johannesburg and was attended by media, activists, stakeholders and members of the public.

This event was a favourable platform to create brand awareness and drive key messaging for our campaign through our branding activation and PR activity as per our sponsorship agreement.



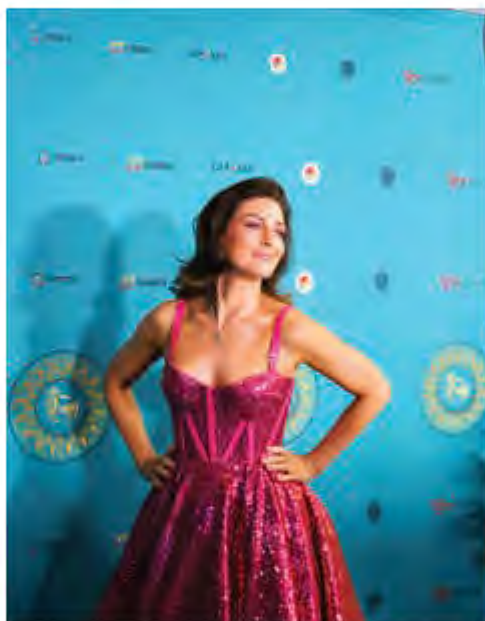
It also provided us with the opportunity to optimise on the Feather Awards prime media space and engage with the target audience. The event was well-branded with the Proudly SA 'Buy Local to Create Jobs' branding throughout the venue.

A Proudly SA feature wall on the pink carpet provided great photo opportunities to engage the attendees further, set against a backdrop of locally sourced feathers with the Proudly SA logo and 'Wear Local' wording. The feature wall received great coverage on social media platforms. Guests were also interviewed on the carpet by our MC and well-known celebrity and culture icon Itumeleng Makwatlo ('Tumi Powerhouse') who was the host of the Proudly SA feature wall and made sure to ask the audience if they were wearing local.

Proudly SA CMO, Happy MaKhumalo Ngidi, presented one of the awards at the event, which further created awareness for the campaign with our Second Half ad campaign also being played for the audience.

**Reach: 560 (at the actual event)**  
Social media reach: Massive!

**Target audience: NGO's, LGBTQI activists from SA and the African continent, government representatives, sponsors and people of influence,**



### **SAMA (South African Music Artists) Awards: 18 November 2023**

Proudly SA participated in the South African Music Awards, which is a premier music showcase hosted by RiSA. The annual event honours the country's finest music talent in key categories, as they battle for the South African industry's highest honour – a statuette at the Awards ceremony.

As part of Proudly SA's partnership in this year's awards:

- Proudly SA presented the Lifetime Achievement Award during the awards ceremony.
- The look, feel, tone and manner of the awards ceremony incorporated a red-carpet activation with branding for Proudly SA to engage with media and guests.



- Logo placement and branding opportunities at the event.
- Co-branded social media support and endorsement of the event.

Proudly SA hosted an interactive activation on the red carpet of the SAMAs that was moderated by Director of Ceremonies, Yaya Mavundla. The activation entailed asking attendees were wearing local clothing as a social media content piece. The event afforded Proudly SA an opportunity to gain maximum brand exposure and create extensive awareness. Our branding was visible and prominent from the moment guests entered the venue, to the moment they walked along the red carpet. Our 'Are You Wearing Local Feature Wall' took centre stage on the red carpet and drew great attention and foot traffic.

Proudly SA CMO, Happy MaKhumalo Ngidi, presented the Lifetime Achiever Award during the awards ceremony and she was dressed by local designer David Tlale.

**Reach: 3,000**  
**TV reach (live): 5 million viewers**

**Target audience: South African musicians, music producers, media personalities, press and people of Influence**

**Jozi Kota Festival: 1 April 2023**

The Jozi Kota Festival took place on Saturday, 1 April 2023, at The Station in Newtown. The theme was 'Bringing Kasi vibe to Town', which inspired a military-themed dress code for attendees. The festival brought different kota flavours to the central city of Johannesburg, and food lovers came out in their numbers.

The festival aimed to showcase what Kasi had to offer in terms of food, especially local food. Proudly SA gave two of its Soweto members and Kota giants – Kota King and 2Selai – an opportunity to participate in the festival as an access-to-market platform.

Proudly SA was given the opportunity to brand the area and our membership consultant was able to promote membership opportunities for potential members.

**Reach: 6,000+**

Target audience: General public and Stakeholders



## **Handmade Contemporary Fair: 1 - 3 September 2023**

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

### **Five Proudly SA members were invited to showcase their brands:**

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

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

Proudly SA also took part in the VIP event and exhibitor briefing prior to the event, and this provided our membership team with an opportunity to access not only buyers but also prospective members. At the end of the session, they had engaged with approximately 20 prospective members. One person commented, 'I literally texted my PA this morning asking them to find out more about Proudly SA and becoming a member. I'm very happy to see you here.'

**Reach: 1,000 visitors over three days**

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





### **Step Up 2A Start Up Launch: 5 September 2023**

The Step Up 2a Green Start Up campaign aims to help South African youth identify opportunities in the green economy by harnessing technology and entrepreneurship. The purpose is to assist in growing a much-needed entrepreneurial skills base amongst youth, thereby reducing the levels of youth unemployment in South Africa.

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

**The programme implementation consisted of:**

- The Edutainment Content – cinema screenings across all nine provinces of our edutainment film that inspires a culture of entrepreneurship, creates excitement around being green and socially aware and introduces key lessons to prepare learners for entry into the national competition.
- The Ecopreneurs Toolkit (booklet) – that provided a practical step-by-step guide, including lessons on how to make positive social and environmental changes in communities and foster entrepreneurial solutions. It also provided details about the National Green Entrepreneurs Competition, Boot Camp and Awards.
- Multi-platform Implementations – apart from the cinema implementation, the programme also takes the cinema into schools that are too far from a cinema complex. Additionally,

all content is extended over our online platform (zero-rated by Cell C), and the WhatsApp platform.

- National Green Entrepreneurship Competition.
- A practical vehicle through which students can apply their skills and stand a chance to bring their entrepreneurial and environmental flair to life.
- Entrants (in teams of three or four, including a teacher) are required to identify an environmental or social issue in their community or school that can be solved by making a product or developing a service.
- Entrants submit a business model canvass of their product or service and propose how it solves the problem they have identified, and how they can scale it up (making use of the booklet as a guide)
- All entries are adjudicated by a panel of judges representing the sponsors and industry experts at the boot camp and then winners are announced at the award ceremony.

Proudly SA partnered in the campaign for the second year running, which launched on 5 September. CMO, Happy MaKhumalo Ngidi, handed over the membership certificate to Primestars, which is a member company and owns this activity. Our logo was visibly seen on all collateral at the event and on screen and we were also provided with an opportunity to play our new ad campaign.

**Reach: 150**

**Target audience: media, stakeholders and sponsors**



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

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

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

Primestars hosted learners from four different schools and gave them insights into their Step-Up 2A Start-Up Campaign movie and presentation.

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

After Happy's input, the Proudly SA advert, Second Half, was played, which resonated with the children and gave them a greater understanding of localisation and what it means for them and our country.

**Reach: 240**

**Target audience: Learners and students aged between 13 and 19.**





## **Restaurants Association of South Africa (RASA) Supplier Day: 19 - 20 September 2023**

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

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

Several other hospitality suppliers also exhibited at the event over the two-day period and our members got to meet and engage with them. Members provided feedback that some good networking took place between themselves and the other exhibitors at the event.

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

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

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

**Reach: 50 restaurants/hospitality industry attendees over two days**

**Target audience: restaurant owners, franchisees and hospitality representatives.**

**Takealot Summit: 4 October 2023**

Proudly SA took a stand at the Takealot Summit, which took place at the Sandton Convention Centre. This provided a platform for Proudly SA to educate delegates on the Buy Local Campaign. The summit was hosted by Takealot, South Africa’s leading e-commerce platform. The event focused on e-commerce and its growth and impact in South Africa.

The summit was comprised of a conference with a line-up of industry experts, an expo and a gala dinner which took place following the conference and expo. With Proudly SA’s upcoming launch of our e-commerce site, the conference provided an opportunity to form key relationships with e-commerce partners and to learn from industry experts.

The stand was branded with the Buy Local messaging. All attendees received our informative Z-card, which was included in the event goody bag. The membership team used the opportunity to generate new leads. They also created awareness about the Buy Local Campaign and provided information and benefits linked to membership with the Proudly SA campaign. Twenty-two leads were generated by the team.

**Reach: 500**

**Target audience: SMMEs, business owners and e-commerce professionals**



**AGOA Forum and Made in Africa Exhibition: 2 - 4 November 2023**

The Department of Trade, Industry and Competition (the dtic), in partnership with the Department of International Relations and Cooperation (DIRCO), hosted the 2023 AGOA Trade and Economic Cooperation Forum 2023 at the Johannesburg Expo Centre. The Forum sought to expand and deepen trade and investment relationships between the United States of America and Sub-Saharan Africa.

Proudly SA was identified as a strategic partner to collaborate on the implementation of the 20th African Growth and Opportunities Act (AGOA) Trade and Economic Cooperation Forum. A Proudly SA pavilion was created with eight member companies given the opportunity to showcase their offerings and connect with key contacts.

Proudly SA along with the following eight members exhibited at the Made in Africa Exhibition:

- Harvey Tiles
- Khoitech Africa
- Ziphiwo Group
- CCG Systems
- RRAW Chocolate
- Mobicel





The Made in Africa Exhibition provided Proudly SA and its member companies with great exposure for their organisations and product offerings to the AGOA international delegation, government, media as well as to the business sector. One of the Proudly SA members, Khoitech Africa, was visited by the President and his delegation at their stand and received extensive media coverage as a result, as well as keen interest from local and international visitors.

There were also good opportunities for the exhibitors to network and build business relations. Our membership consultants created awareness and provided information on the campaign and membership benefits. They generated 28 reputable leads from the event.

Proudly SA CEO, Eustace Mashimbye, was interviewed by the media about the Buy Local Campaign and the Proudly SA presence at the AGOA forum.

**Reach: 4,000 over the three days**

**Target audience: Sub-Saharan Africa trade ministers including South Africa, the United States trade representative, US Congress delegation, African Regional Economic Communities, civil society, media, organised labour and business sector representatives.**



## Virgin Active 947 Ride Joburg Cycle Challenge: 19 November 2023 (consumer activation)

Proudly SA hosted a hyped-up and interactive vibe zone within the Virgin Active 947 Ride Joburg Cycle Challenge. The Vibe Zone was in a prime location on Jan Smuts Drive in Joburg within the cycle route and allowed Proudly SA to successfully create brand awareness and deliver key messaging on the campaign, mandate and membership.

The Proudly SA interactive vibe zone consisted of a live, energetic and engaging Director of Ceremonies, who drew attention to the Proudly SA campaign by ensuring spectators and cyclists knew who we were – our tag line ‘Buy Local To Create Jobs’ was heard throughout the day. He also expressed words of encouragement to the cyclists as they biked past our vibe zone. The vibe zone also enjoyed the music and entertainment of a lively,

engaging and enthusiastic disc jockey who had extensive experience with events such as this one and was able to attract spectators and create hype in the Proudly SA zone. The genre of music played at the event was a range of local music.

The Proudly SA staff and promoters, who were branded in Proudly SA t-shirts and hats, engaged the cyclists by cheering them on with the Proudly SA coloured pom-poms and spraying them with refreshing water as they cycled past. Our mascot, Lolo Warona, was also at the event supporting the cyclists as they cycled past the zone.

The vibe zone was a great success for both Proudly SA and the Cycle Challenge Organising Committee. To further create hype and excitement for the brand, we shared placards with the spectators with the Buy Local messaging.

Proudly SA displayed prominent branding throughout the activation point, and the event was broadcast on SuperSport, allowing Proudly SA to gain maximum brand exposure at the event.

**Reach: 12,000 cyclists and 100 spectators at the vibe zone area**

**Target audience: general consumers and sports enthusiasts**



## **Pop-Up Market Soweto: 30 November 2023**

Proudly SA was part of the Pop-Up Market ZA exhibition at Native Rebels Restaurant in Soweto. The event was a night market and three Proudly SA members exhibited at the event. The venue is opposite the iconic landmark of the Morris Isaacson High School, which was the epicentre meeting point of the 16 June 1976 uprising.

Proudly SA believes in offering our existing Proudly SA members access-to-market platforms, brand awareness opportunities and network platforms that allow them to connect, engage and find business opportunities.

**The following members exhibited at the event:**

- Usiki Creations (African clothing)
- 2Selai (local premium kota company)
- Mianta Manufacturing (snacks and nuts)

The three members garnered brand exposure with patrons visiting each stand. The company 2Selai was a hive of activity as different visitors bought locally made kota. Founder and owner of Usiiki Creations, Morakane Makhene, had this to say about the event: 'All sorts of people visited the stalls, even those in nightgowns walked in for a chat and viewed our stall. We thank you for the opportunity and for the support of the Proudly SA team; they really took care of us.'

The Pop-up Market, organised by Mkhozi Media (Pty) Ltd, was an opportunity for the township economy to thrive and assist members who are looking for new strategic growth opportunities.

**Reach: 50**

**Target audience: General consumers and SMMEs**

## STADIO School of Fashion Annual Fashion Show: 2 December 2023

STADIO Higher Education hosted its Annual Fashion Show at the Mall of Africa where their diploma students showcased their work. Proudly SA partnered in this event in support of the Clothing, Textiles, Footwear and Leather (CTFL) sector.

STADIO Higher Education is a member company of Proudly SA, and we assisted them by covering the costs of the fabric the students used in their designs.

The event was an encouraging platform for creating brand awareness and driving the messaging of the Proudly SA campaign through our activation at the event and coverage on our social media platforms by the PR Team. The venue foyer area was fully branded with our 'Buy Local to Create Jobs' and 'Are you Wearing Local' banners. Guests wearing local attire were encouraged to take photos against the backdrop of the Proudly SA 'Are you Wearing



Local' wall banner.

The STADIO Annual Fashion Show partnership also provided a great speaking opportunity for Proudly SA CMO, Happy MaKhumalo Ngidi, to take the ramp and encourage localisation in the textile industry.

The event featured impressive ranges from the school's design programmes. The theme for the second- and third-year students' ranges was African cultures fused with modern aesthetics. The first year and higher certificated students focused on upcycling denim using African patterns and textiles. The garments were truly African-centric with an emphasis on local designs that are locally manufactured using local textiles.

**Reach: 1,000**

**Target audience: STADIO academia, students, staff and families, media and sponsors**



**Proudly SA Local Festive Season  
Activation: 14 - 18 December 2023**

Proudly SA hosted an eye-catching festive season activation as part of the 2023 festive season campaign at Maponya Mall in Soweto. The activation was hosted over five days in a prime spot in the mall, opposite Pick n Pay Hyper. The area had a local-themed Christmas set up with a Christmas tree and a banner wall with our messaging encouraging buying local over the festive season.

**The activation included four Proudly SA members who showcased their local festive-inspired products:**

- Mist Candles
- S'Bhiva T-Shirts
- Mokgalaka Creations
- Oumie's Gourmet

A 'Did you buy local' Spin to Win Activation also formed part of the activation. The activation included:

- Proudly SA Promoters engaged with shoppers as they came out of the Pick n Pay Hyper.
- The promoters posed the question: 'Have you shopped and bought any local items? If so, can we check your trolley?' If the Promoters found locally bought items in the shopper's trolley, the shopper was able to spin to win local goodies. The local goodies consisted of a variety of promotional Proudly SA items such as branded rulers, bucket hats, peak caps, lanyards, water bottles and many more items.
- In addition to checking the shopping trolleys, the promoters informed the shoppers of who Proudly SA is, and that we are encouraging shoppers to buy local this festive season.
- The shoppers were further encouraged to purchase from our exhibiting members to spin and win prizes.

The Proudly SA mascot, Lolo Warona, was also present at the activation, bringing festive energetic vibes and engaging with the shoppers, especially with the children who were shopping with their parents.

**Reach: 500 – 800 over the five-day period**

**Target audience: General consumers**





**Makhelwane Festival: 16 - 18 February 2024**

Proudly SA partnered with the Makhelwane Festival, an immersive, community-based celebration that is deeply entrenched in the rich cultural tapestry of Soweto. It is a three-day experience where people get to enjoy the finest street food and shop with local crafters and artists, and it’s a great opportunity to buy cool accessories and clothing from local businesses.

Proudly SA took six members for the access-to-market opportunity, where they exhibited and sold their products to the festival goers. The event is a force to be reckoned with in the township markets because of its power to attract attendees from far-flung areas because of its uniqueness.

**The member selection consisted of food, drink, craft and R-CTFL sectors, and included:**

- Corner Dladla (food)
- Township Luxury (clothing)
- Tolokazi beer (liquor)
- S’Bhiva (clothing)
- Mokgalaka Creations (food)
- Memuka Mats (craft)

The event was a fitting brand awareness platform for Proudly SA and the six member companies. The access-to-market opportunity allowed the members to network and exchange contact details. Lebogang from Township Luxury handed out leaflets to further drive brand exposure.

The event was a good example of Proudly SA’s belief in the township economy because of its buying power and attraction for businesspeople.

The three-day programme included a panel on the opening day that took place at the Thesis Lifestyle Mofolo Village, Chakane Street, where Proudly SA’s CMO, Happy MaKhumalo Ngidi, was one of the speakers.

**Other speakers included:**

- Banele Rewo, Author – Nomayini
- Fhatuwani Mukheli, Creative Director, Founder ‘I see a different you’
- Saki Zaxaka, CEO of Gauteng Enterprise Propeller

Media interviews were available for the CMO onsite. The festival goers were also given the opportunity to interact and dance with the face of the campaign, Lolo Warona.

**Reach: 1,500**

**Target audience: Proudly SA Members, consumers, general members of the public, small and medium enterprises, fellow exhibitors of the Makhelwane Festival and media.**

**Dipstick Surveys Completed: Yes**





### The Solar and Future Energy Show Africa 2023: 26 April 2023

The Solar and Future Energy Show Africa was held at the Sandton Convention Centre on 26 April 2023. The event offered a unique opportunity to connect with a large and senior audience. It provided meeting spaces, networking, sponsorship and exhibition opportunities to meet companies' specific marketing and business development needs.

The show delivered the region's most important, unique, and forward-thinking energy-generation, technology and infrastructure event, designed to seamlessly represent the convergence between conventional generation, lower-carbon innovations and renewable energy solutions.

The Solar and Storage Show Africa was co-located with the Future Energy Show Africa and was the definitive event that brought all these elements together under one roof – new technology, efficiency, new thinking and best practice in the industry.

Proudly SA had a speaking opportunity. Jeannine Van Straaten, our Strategy, Stakeholder Relations and Legal Executive, spoke to delegates about the electricity crisis with focus on localisation opportunities within the renewable energy industry.

**Reach: 100**

**Target Audience: Entrepreneurs, general consumers, electrical engineers, decision makers**





**DESTEA: Clothing and Textile programme – Bloemfontein: 6 June 2023**

The Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) organised an event that focused on youth in the clothing sector, which gave an opportunity to young designers to showcase their talents. The event was held on 6 June 2023 at Mimosa Mall, Bloemfontein.

Proudly SA CEO, Mr Eustace Mashimbye, spoke at the event, giving his full support to the programme facilitated by DESTEA and the benefits it provides to the CTFL sector.

MEC Thabo Meeko attended the event to give full encouragement to the youth. He said, 'The department saw it prudent to work towards reviving this sector as it has the potential to create much-needed jobs. This sector's value chain provides great opportunities consisting of hides, fibres, leather, fabric, footwear, furnishings and clothing production. It is a sector that contributes 2.9 per cent to the national GDP and 3 per cent to manufacturing.'

He concluded that by 2030, the retail Master Plan aims to grow employment to 330,000 and local retail sales to expand the local retail procurement from 45 per cent to 65 per cent, improving competitiveness, technology and transformation.

**Four winners of the clothing and textile programme were selected and walked away with full Proudly SA membership. They were:**

- House of Mareka (The owner: Tshepo Mareka)
- Regardless Couture (The owner: Masabata Sekonyela)
- Unexpected Fashion House (The owner: Lerato Senoko)
- Khaya Couture (The owner: Vusi Majale)

The event was a consumer education opportunity and created brand awareness for Proudly SA both at the mall and on social media.

**Together, DESTEA and Proudly SA aim to benefit companies within the Free State by: Providing support for the enterprises.**

Providing access to various markets and resources.

**COSATU Western Cape May Day event: 1 May 2023**

Proudly SA exhibited at the Cosatu Western Cape May Day event which took place at the University of the Western Cape (UWC) on 1 May 2023. The event provided the opportunity to showcase our services, create awareness and educate consumers on the Proudly SA campaign and the importance of buying local.

Proudly SA's membership department informed attendees about the membership benefits for their respective employer companies. In addition to Proudly SA branding at the event, we provided attendees with information leaflets on the campaign.

**Reach: 80 interactions at our information table, 1,000 attendees**

**Target audience: General consumers, COSATU members, union members and workers**

- Providing non-financial support such as training.

At the event, Proudly SA received 19 membership leads.

**Reach: 60**

**Target Audience: Proudly SA non-members, prospective members, fashion companies and clothing and textile companies**



**Proudly SA conference in partnership with COSATU Western Cape: 14 June 2023**

A Buy Local conference was held at Cape Town International Convention Centre in partnership with COSATU Western Cape on 14 June 2023. The event aimed to provide union workers, shop stewards and representatives with knowledge of the importance of buying locally and to encourage their unions and the companies they work for to procure locally made goods and services .

Delegates were provided refreshments on arrival, which allowed them network before the conference started. The conference was officially opened by Malvern de Bruyn, General Secretary of COSATU Western Cape, who welcomed all attendees and presented the programme of the day. The formal session then began with the singing of the South African National Anthem.

Thereafter, Motlatsi Tsubane, the Western Cape Chairperson of COSATU, emphasised the significance of supporting locally manufactured products. He urged COSATU affiliates to prioritise local procurement and highlighted the detrimental effects of imports on our South African economy.

Proudly SA’s CEO, Eustace Mashimbye, unpacked the campaign’s history and the reasons for its establishment. He emphasised that the Buy Local campaign was initiated to address the triple challenges of inequality, unemployment and poverty.

He highlighted the access-to-market opportunities for entrepreneurs and business owners who manufacture locally. He urged unions to be deliberate about including local content requirements in their policies.

Proudly SA appealed to COSATU and its union members to actively promote the localisation message, and urged shop stewards to become ambassadors for buying local, establish local procurement committees and assist with consumer education programmes.

A panel discussion facilitated by Malvern de Bruyn allowed participants to ask questions, give inputs and suggestions and share ideas on possible ways forward.

The panel members included:



- Happy MaKhumalo Ngidi: CMO at Proudly SA
- Matthew Parks: COSATU
- Simon Eppel: SACTWU

were also provided with promotional material containing strong messages advocating for local procurement to put up in their companies, including on factory floors.

The session concluded with the union members signing a localisation pledge as a commitment to continue supporting the buy local movement and vowing to establish local procurement committees in their respective unions. Unions

**Reach: 450 RSVPs and 300 attendees**

**Target audience: Shop stewards, unions and provincial government**



### **Launch of the Africa Public Service Week: 19 June 2023**

The Department of Public Service and Administration (DPSA), in collaboration with the dtic and other government departments and agencies, hosted a series of events from 19 to 23 June 2023 for Africa Public Service Day under the theme 'The Year of AfCFTA: Acceleration of the African Continental Free Trade Area'. DPSA Minister, Noxolo Kiviets, launched the programme on 19 June. The launch targeted public servants at all levels seeking to equip them for South Africa's readiness for the implementation of AfCFTA.

Proudly SA's CEO, Eustace Mashimbye, featured in the panel on the sub-theme 'A developmental Public Administration that creates an enabling environment for investment value-adding industries to maximise the benefit of the AfCFTA'. Eustace focused on localisation and how Proudly SA supports industrialisation in South Africa by positioning the country's industrialists to optimally exploit the opportunities presented by the AfCFTA. This panel discussion was preceded by a keynote address from Minister Ebrahim Patel of the **dtic**.

The other speakers on the panel were:

- Tasneem Motara: MEC of Economic Development
- Prof. Somadoda Fikeni: Chairperson of the Public Service Commission
- Mareve Biljohn: Senior Lecturer and Head of Department: Public Administration and Management. University of Free State.
- Trudi Hartzenburg: Executive Director – Tralac

**Reach: 100**

**Target audience: public servants of all levels**

**Evolution of Women in Leadership Event: 29 August 2023**

In celebration of Women’s Month, the Wear Your Brand Foundation (NPC) hosted a conference at the ICC in Durban in support of Activism Against Gender-based Violence and Femicide. The Wear Your Brand Foundation is a non-profit company and public benefit organisation (PBO) that was established in 2020. It has a directorship of 40 per cent women and a membership of 65 per cent women. Its main objective is to educate and promote branding awareness and visibility in SMMEs through brand identity and structural support.

The conference featured several key speakers and was attended by the Premier of KwaZulu-Natal, Nomusa Dube Ncube, and the eThekwinini mayor, Thomas Mxolisi Kaunda.

Proudly SA CMO, Happy MaKhumalo Ngidi, co-hosted the day and enlightened the audience about the Buy Local Campaign. She also educated the women in attendance on the importance of supporting local and, importantly, women-owned businesses. The event provided a platform for Proudly SA to play its new ad campaign and create awareness through the branding displayed at the venue.



**The Conference objectives were to:**

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



**Reach: 200**

Target audience: women in business, stakeholders and government dignitaries





### John Kani 80th Birthday Celebration: 30 August 2023

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

John Kani is a long-time friend of the Proudly SA campaign and, to celebrate his milestone and what he has done for South Africa, Proudly SA participated in the birthday celebration honouring his work while showcasing the work he has done with Proudly SA over the past two decades. We provided branding on the evening, and our CMO, Happy MaKhumalo Ngidi, delivered a special message.

Proudly SA was the only organisation permitted to record a hard-hitting message in celebration of this icon, highlighting how Dr Kani has assisted Proudly SA in spreading the Buy Local narrative over the years, particularly on mainstream media.

Key guests who attended included Gauteng Premier, Panyaza Lesufi, and Minister of Sports, Arts and Culture, Mr Zizi Kodwa, who gave a keynote address in which he mentioned the project they had launched to celebrate various legends – Van Toeka Af Living Legends Series. Other prominent leaders and influential people also attended the event, including former President Thabo Mbeki and his wife, Mrs Zanele Mbeki.

The event was an effective brand awareness and consumer education platform for the campaign, in light of the audience in attendance and the media coverage derived from our participation.

**Reach: 200**

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

## NAACAM Show 2023 (National Association of Automotive Component and Allied Manufacturers): 30 – 31 August 2023

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

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

Proudly SA CEO, Eustace Mashimbye, joined a panel with key automotive-sector speakers on the second day of the show. The topic of discussion was 'The Role of Black Industrialists and Incubation in Shaping the South African Automotive Component Manufacturing Industry.'

Over 500 people attended the conference. Attendees ranged from members of the automotive industry, media professionals, government officials – particularly those of the Department of Trade, Industry and Competition – and top decision-makers in the different segments of the automotive sector.

**Reach: 3,000 exhibitors, delegates, and visitors**

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



## The Business Breakfast Meeting: 13 October 2023

Proudly SA partnered with Nkomo Golela Holdings in an engaging and interactive business breakfast meeting focusing on access-to-market opportunities and funding options available to SMMEs.

The event afforded institutions such as the IDC (Industrial Development Corporation) and the Gauteng Enterprise Propeller the opportunity to discuss benefits and business-growth opportunities available to SMMEs, start-ups, local and established entrepreneurs and individuals looking into entrepreneurship.

The Business Breakfast Meeting was opened by Bongani Luvalo, CEO and Founder of Nkomo Golela Holdings and Cool Dads Foundation. Bongani is an aspiring entrepreneur and leader in his community,

KwaThema. His speech focused on his journey to entrepreneurship.

He highlighted the benefits garnered from being a Proudly SA member, emphasising how the membership has grown his business by participating in the e-commerce benefit opportunities available. Bongani concluded by reinforcing how the access-to-market opportunities and benefits his business received have generated significant ROI for them.

The second speaker of the session was Saki Zamxaka, Chief Executive Officer of Gauteng Enterprise Propellers, which assists in the development of small enterprises in Gauteng. Saki's presentation focused on the GEP's mandate, which is to promote entrepreneurship and act as a business development pillar for start-ups as well as up-and-coming entrepreneurs. Saki gave insight into the different funding options that are available to SMEs and entrepreneurs, including:

- Start-up Finance
- Contract Finance
- Growth Finance
- Franchise Finance
- Micro Finance

He touched on the seven strategic priorities that are at the forefront of all that they do:

- Strategic leadership
- Timeous planning
- Compliance
- Marketing
- Management
- Legal services
- Corporate services

Alicia Logan, Membership Manager of Proudly SA, was the third speaker of the session. She gave insights into the Proudly SA mandate and membership campaign. Her input was well-received and resulted in 48 membership leads. The membership team set up a desk at the event to provide information and brand awareness for the campaign.

The final speaker of the session was Manyatsa Nkutha, Senior Enterprise Specialist for Pre-Investment Business Support at the IDC (Industrial Development Corporation). The IDC is a government-owned DFI that offers funding to black-owned and empowered companies, black industrialists, women and youth-owned and empowered enterprises. Manyatsa's address touched on the financial products and services that are offered by the IDC and how the attendees could tap into and grow their businesses from them.

**Reach: 124**

**Target audience: SMMEs, clothing manufacturers, beauty owners and business owners within the catering and baking industry**

**Department of Sports, Arts and Culture  
Capricorn District Capacity-Building  
Workshop: 30 October 2023**

The creative industry practitioners in the Capricorn District organised a Capacity-Building Workshop and Gender-Based Violence and Femicide Awareness event in Polokwane, which took place at the Limpopo Provincial Archive.

Proudly SA CMO, Happy MaKhumalo Ngidi, gave a talk on the work that Proudly SA does in support of local businesses. She mentioned the active market-access platforms that assist businesses to grow and reach new markets. In closing, the Second Half advert was played and was well received by the audience.

Some of the pertinent issues addressed at the event were company registration procedures, supply chain management (SCM) procedures and processes, funding applications, accreditation as a CATHSSETA service provider, available opportunities with the campaign and how to become a member of Proudly SA.

The event was well attended by various popular artists in Polokwane. The CMO addressed the various stakeholders and encouraged them to join the Buy Local movement. This was a key opportunity to grow and establish the brand, educate and create awareness nationally.

**Organisations that attended and provided presentations included:**

- Department of Sports, Arts and Culture
- Culture, Art, Tourism, Hospitality, and Sports Sector Education and Training Authority (CATHSETTA)
- Love Life

**Reach: 65**

**Target audience: Creative arts individuals, Limpopo officials, Limpopo Department of Sports, Arts, and Culture and SMMEs**





**Annual IMM Marketing Conference  
2023: 8 – 9 November 2023**

Proudly SA participated in a conference hosted by the IMM in partnership with Commerce Edge. The conference theme was ‘Global Thoughts, Local Leaders’ and 180 marketing leaders and practitioners attended.

Through an existing partnership with Commerce Edge, Proudly SA secured a speaking slot for the CMO, Happy MaKhumalo Ngidi. Her presentation was titled ‘User-generated content’ and touched on the journey of the Proudly SA mascot, Lolo Warona, which involved the user-generated content received when Lolo was introduced to the public. She used the opportunity to inform the audience about the campaign, its initiatives and the Buy Local mandate. An exhibition space was provided that was used as a membership recruitment drive and brand awareness for Proudly SA. Two leads were generated through this desk.

We also put our z-cards inserts and additional promotional material into the delegates’ bags.

**Reach: 180**

**Target audience: marketing leaders and practitioners, business owners and entrepreneurs**

**Enterprise and Supplier Development  
Workshop: 30 November 2023**

Organon hosted a workshop at the Southern Sun in Hyde Park. The conference’s purpose was to create a platform for a wide range of entrepreneurs and Small, Medium and Micro Enterprises (SMMEs) to advance market linkages by exposing them to networking opportunities, thereby increasing procurement opportunities. The conference also provided space for government partners to highlight platforms where they engage with entrepreneurs.

Proudly SA CMO, Happy MaKhumalo Ngidi, addressed the attendees, unpacking who Proudly SA is and what it offers. She highlighted the benefits of acquiring membership, the process of becoming a member and the extensive access-to-market opportunities available to all members of the campaign.

The line-up of speakers included representatives from SEDA and SEFA who provided insight into the programmes they offer small businesses.

**Reach: 60**

**Target audience: SMMEs, partners and stakeholders of Organon and media**



### Step Up 2A Start-Up Awards: 12 December 2023

The 2023 Step Up 2A Start-Up campaign concluded with the award ceremony at Nedbank Head Office in Sandton. The event was attended by government officials, including Minister of Small Business Development, Stella Ndabeni-Abrahams, who gave a keynote address.

The objective of the campaign is to help South African Youth identify opportunities in the green economy by harnessing technology and entrepreneurship. Below are some of the highlights of the 2023 programme:

- Impacted over 100,000 high school learners across rural and township areas.
- Over 13,000 learners reached through their hybrid model.
- The programme received an overwhelming response with over 750 entries in 2023, marking the highest number of submissions since the inception of this initiative.
- Launch of the #StepUpAlumni network to facilitate a greater and ongoing connection with new and previous beneficiaries as well as the expansion of the programme to new areas, particularly rural communities in outlying areas, leveraging their sought-after mobile cinema model.

The Top 10 teams, selected from across the country, gathered in Johannesburg during the week leading up to the awards for an intensive business boot camp. These teams underwent intensive training, workshops and mentorship sessions to refine their green startup concepts into impactful ventures. As one of South Africa’s most innovative youth entrepreneurship







programmes, Step Up 2 A Green Start-Up' is an empowering initiative aimed at fostering innovation in the realm of sustainability and environmental entrepreneurship. It inspires young entrepreneurs to seek opportunities in the green economy with a fundamental change in mindset from job seeker to job creator, producing solutions for an environmental problem identified in their relevant communities. The top three teams and teachers were awarded prizes from bursaries to iPads and more. Proudly SA is a valued partner and stakeholder in the initiative and contributed towards items for the top ten finalists' goody bags, which were handed out at the boot camp, and prizes for the teachers from the top three teams. CEO, Eustace Mashimbye, and CMO, Happy MaKhumalo Ngidi, attended the event.

Stakeholders who were involved in the initiative included Nedbank, Sappi, EOH, Omnia, Allan and Gill Gray Philanthropies, The Small Enterprise Development Agency (Seda), AECI, 3M, SAFRIPOL, BTE Renewables, Richfield, Johannesburg Business School, Allan Gray Orbis Foundation, Seed Academy, WDB Investment Holdings, Zutari, Sizwe, BCW, Mulilo, Uber, The Johannesburg Stock Exchange, Tourvest Travel Services, Protea Hotels, Versapak, Afrika Tikkun, Buhle Waste, Airlink, Raizcorp and Entrepreneurship Employability Education.

**Reach: 150**

**Target audience: Government officials, sponsors and stakeholders, media and top ten school teams and teachers.**





# 01

## PR, COMMUNICATIONS AND MEDIA

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### SUMMARY

Throughout the 2023/2024 financial year, the Marketing Department consistently wore the PR hat to ensure effective and robust external communication, aiming to draw the general public into supporting the Buy Local movement. By implementing strategic PR and social media ventures, the PR team collaborated with the Events and Brand Department to infuse vibrancy and appeal into the campaign, thereby resonating with diverse groups across South Africa.

Throughout this financial year, the PR team engaged in various activities to craft compelling story angles and secure media coverage, including events like Valentine's Day, SONA, Buy Local Summit and Expo, Local Wine Expo, Local Fashion Police, CEO Roundtables, DStv Delicious International Food and Music Festival, webinars tailored to different target groups, Joy of Jazz, Festive Season and Back-to-school initiatives, and the launch of the latest messaging campaign, Second Half. These events were meticulously planned and executed to maximise engagement and visibility. For instance, the Valentine's Day campaign focused on promoting locally made gifts and experiences, creating heartwarming stories that were shared widely across social media platforms. During the State of the Nation Address (SONA), the PR team highlighted local businesses that were making strides in innovation and sustainability, aligning their stories with national narratives.

The Buy Local Summit and Expo served as a cornerstone event, uniting local entrepreneurs and consumers under one roof to celebrate the richness of South African products. This event provided a plethora of content for media coverage, from inspirational keynote speeches to success stories of local business owners.

The Local Wine Expo and Local Fashion Police events added a touch of glamour and sophistication to the campaign. By showcasing homegrown talent and products, these events not only attracted media attention but also fostered a sense of pride among South Africans.

CEO roundtables were another significant initiative, offering a platform for thought leaders to discuss the future of local industries. These discussions were turned into engaging content pieces, which were then disseminated through various media channels, reinforcing the importance of supporting local businesses.

The DStv Delicious International Food and Music Festival was a highlight, blending culture, cuisine and music. This event captured the essence of South African diversity and creativity, providing rich material for both traditional and social media.

Webinars were strategically organised to address the interests of different target groups, from young entrepreneurs to seasoned business owners. These online events not only extended the reach of the Buy Local message but also established the PR team as thought leaders in the industry.

The Joy of Jazz and Festive Season and Back-to-school campaigns brought a sense of community and celebration, with stories that resonated deeply with audiences. The final launch of the newest messaging, Second Half, aimed to inspire a renewed commitment to the Buy Local movement, portraying it as a continuous journey rather than a one-time effort.

In summary, the PR strategies employed during the 2023/2024 financial year were multifaceted and dynamic, effectively capturing the essence of the Buy Local movement and amplifying it across various media platforms. This cohesive approach not only enhanced the visibility of local businesses but also fostered a sense of unity and pride among South Africans.

# A DEEP DIVE INTO EACH QUARTER



## APRIL - JUNE 2023

The PR department had a successful start to the 2023/2024 financial year, meeting all quarterly targets for deliverables.

In Quarter 1 of 2023/2024, there was a notable increase in AVE (Average Value Equivalency) coverage compared to previous years, marking a significant achievement. The launch of the media campaign 'Second Half' symbolised a fresh start post-COVID-19, focusing on economic recovery and growth for South Africa. This initiative, in partnership with Multichoice, achieved substantial media coverage on esteemed platforms like Power FM, SABC News, and eNCA.

Furthermore, a consumer competition with Lift Airlines resulted in three winners receiving prizes and naming the new Proudly SA mascot, 'LoLo Warona'. The PR team also facilitated media networking at provincial business forums and events, showcasing member companies' offerings to a wider audience.

Through press releases, opinion pieces and collaboration with organisations such as Brand SA, Proudly SA continued to promote its members

and engage with various events and figures, including Father's Day celebrations with public figure TT Mbha.

**The campaign generated a PR Value of R3,710,032.47 with an AVE of R1,236,677.49.**

## JULY - SEPTEMBER 2023

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

During this period, Proudly SA saw the Local Wines Expo making waves in the media and consumer space. From Gauteng, Free State and KZN to Cape Town, the news about the second annual Local Wines Expo spread across social media channels and through interviews with Proudly SA's CMO, CEO, and member organisations. In August, the launch of the Local Fashion Police kicked off by calling on all the consumers who support the clothing, textile, footwear and leather sector to

rise to the occasion by sharing their merchandise made by local designers from all walks of life. The inaugural event for the Local Fashion Police introduced aspiring young fashion designers to a skills-development workshop. The Journey to Retail workshop took place at the FEDISA Fashion School in Sandton on Friday, 1 September 2023, and provided students with insights into the fashion industry, aligning with Proudly SA's objectives to promote localisation, job creation and economic growth.

To ensure that the youth recruitment and buy local educational drive continued, Proudly SA highlighted to the young minds their impact in reshaping the economy from the grassroots level by taking a stand for locally made produce and services. Furthermore, Proudly SA elevated its strategic partnership with Primestars for their 'Step Up 2A Start Up' initiative that focuses on scholars. Additionally, Proudly SA continued the drive to educate young minds about the buy local to create jobs movement by leveraging the Sunday Times GenNext, an awards mechanism that delves into the minds of the youth in a quest to find the 'coolest brands'. Proudly SA conducted a competition for the scholars to guess the name of the Proudly SA ascot in order to win locally inspired prizes.

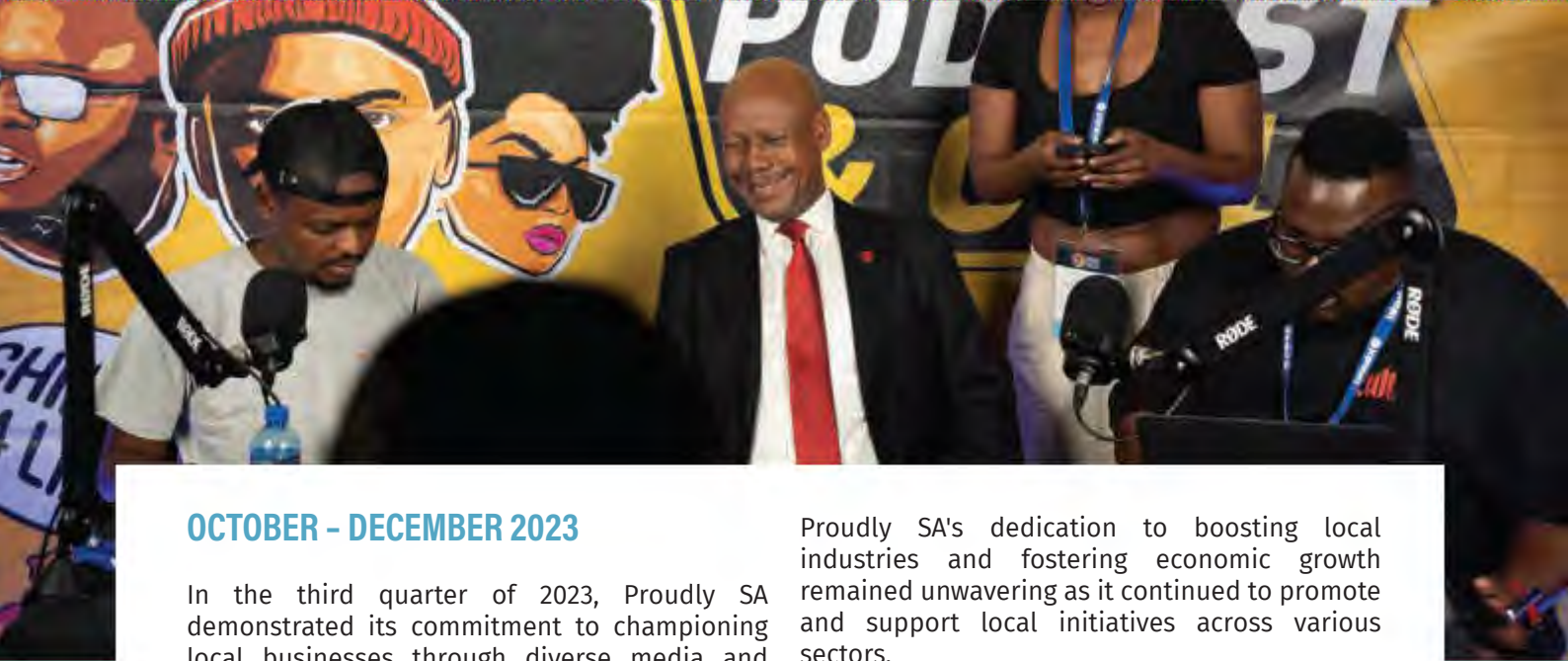
Consumer support is crucial for any business to succeed. Therefore, in support of the partnership between Proudly SA and the DStv Delicious Food and Music Festival, PR made sure that the media was informed about the rationale behind this strategic collaboration. PR invited the media to interact face-to-face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

PR hosted a producers' dinner which consisted of 16 media personnel for an evening of a sip-and-chill session. The session allowed Proudly SA to apprise the media of the details of the Buy Local mandate and the upcoming activities planned for the rest of the year.

The AVE garnered for this period was R7,701,274.20 and reached 50,756,914 consumers through traditional media houses. Interview opportunities during this period took place on

SABC News, eNCA, 702, SAFM, OFM, Radio 2000, TimesLive, Business Live and IOL to name a few, garnering a total of 157 stories across broadcast, print and online platforms.





## OCTOBER - DECEMBER 2023

In the third quarter of 2023, Proudly SA demonstrated its commitment to championing local businesses through diverse media and engagement strategies, resulting in positive outcomes across various platforms. Here's a breakdown of the key highlights from the quarterly report:

- Media coverage, broadcast interviews and social media growth showcased the effectiveness of Proudly SA's efforts in connecting with a wide audience.
- Proudly SA continued its strategic initiatives to promote local businesses, drive economic growth and enhance national pride throughout the quarter.
- The organisation issued 13 media releases and commissioned articles to communicate its mission and highlight success stories.
- Proudly SA engaged in 43 broadcast interviews to discuss key initiatives and reinforce the commitment to supporting South African products.
- It published 13 pieces in print media, increasing visibility in traditional outlets.
- The organisation secured 47 online mentions, emphasising the importance of digital platforms in promoting local businesses.
- It participated in 13 media events to strengthen partnerships and collaborations.
- It achieved a 2.28 per cent growth rate in social media presence during the quarter.
- It actively participated in the 20th Annual AGOA Forum to expand trade relations and promote economic growth.
- Proudly SA engaged in the Local Fashion Police competition, generating substantial media coverage and positive PR value.
- The organisation launched the Living Lekker Locally campaign during the festive season to promote indigenous products and local services.
- It partnered with the S-MAG platform to reach over three million consumers and educate them on the importance of supporting local brands.

Proudly SA's dedication to boosting local industries and fostering economic growth remained unwavering as it continued to promote and support local initiatives across various sectors.

## JANUARY - MARCH 2024

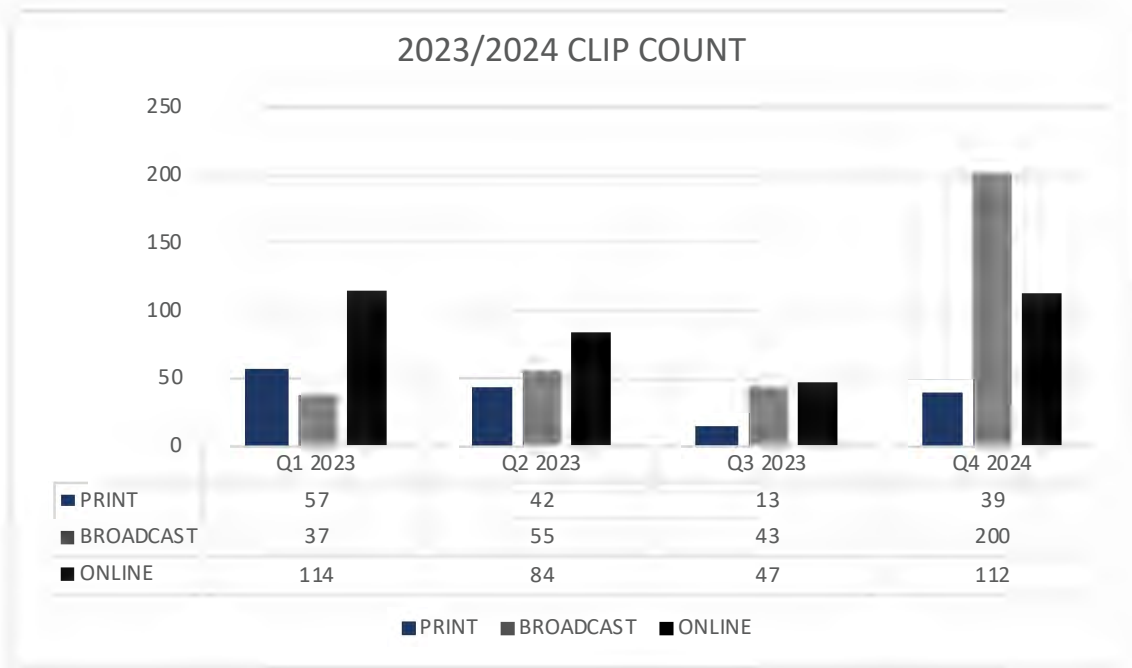
The last quarter was filled with a flurry of activities to promote the buy local campaign message far and wide. During this period, Proudly SA:

- Leveraged specific consumer-facing special calendar dates for an impactful end to the financial year.
- Launched a social media competition called 'JanUWorry Blues' to engage consumers.
- Hosted a CEO Roundtable with Trade and Investment KwaZulu-Natal to discuss localisation.
- Supported the back-to-school market at Design Quarter to promote local businesses.
- Highlighted the R-CTFL sector at the State of the Nation address to show support for local designers.
- Collaborated with GCIS to include the buy local mandate in government events.
- Spoiled Lift passengers with local products and a fashion show at 36,000 feet.
- Visited the Hisense factory in Atlantis to learn about local job creation.
- Organised the 12th Buy Local Summit with over 200 local SMMEs showcasing their goods.
- Introduced new segments at the summit including family businesses, a pitching tank, and a local fashion show.
- Issued 12 media releases and commissioned articles to promote local businesses.
- Engaged in various media coverage, events and social media activities to advocate for local support.
- Achieved a commendable growth rate of 14.56 per cent on social media.
- Generated an impressive Advertising Value Equivalent (AVE) and Public Relations (PR) Value to enhance brand image and public perception.

## 1.2.2 CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform – print, broadcast and online for the financial year.

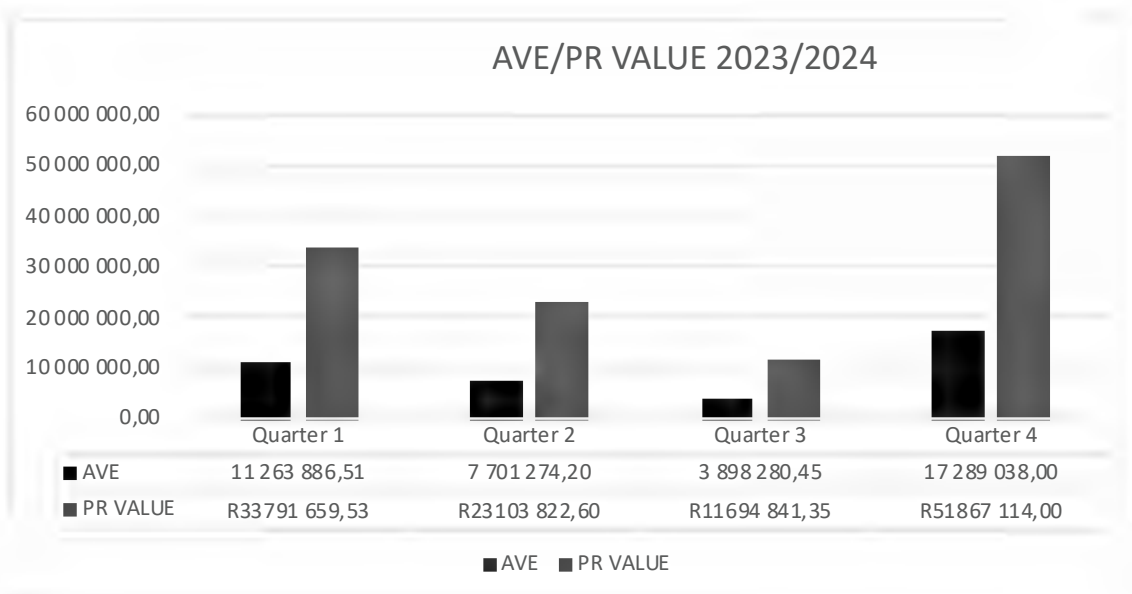
### 2023/2024 CLIP COUNT



## 1.2.3 AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded for the 2023/2024 financial year is R40,152,479.16 and the PR/editorial value translates to R120,457,437.48.

### AVE/PR VALUE 2023/2024



### 1.2.3. Press Releases/Op Eds/ Media Articles

The following were issued during the 2023/2024 financial year:

No.	Date	Release/Commission	Title
1	4 Apr 2023	Press release	How About We Live Lekker Locally By Buying Only Locally Made Products/Services This Easter Weekend
2	20 Apr 2023	Press release	The Department of Trade, Industry and Competition partners with Proudly SA to unpack the term localisation.
3	4 May 2023	Media advisory	Movie night: Honeymoon the Movie
4	8 May 2023	Media advisory	Let's Talk Access to Market Opportunities for Small Businesses in KZN
5	16 May 2023	Media advisory	Workshop on Access to Market Opportunities for Small Businesses to be hosted in Bloemfontein
6	27 May 2023	Press release	Every South African has the power to help reduce unemployment and secure the future of young people. Proudly SA is determined to be part of the solution
7	27 May 2023	Opinion Piece	A more pragmatic approach to localisation is key to resilience amid uneven globalisation (PPC )
8	12 June 2023	Media advisory	Proudly SA and COSATU reimagining the economy together in WC
9	19 June 2023	Press release	Steel Giant Macsteel becomes a Proudly SA member and commits to localisation
10	20 June 2023	Media advisory	Business Networking Session for Western Cape small businesses to be hosted in Stellenbosch
11	21 June 2023	Press release	Proudly SA names its new Mascot – with the help of South Africa
12	28 June 2023	Press release	Proudly SA Local Wine Expo back by popular demand
13	6 July 2023	Press release	70% Women-Owned Wine Brands To Dominate The Local Wine Expo
14	6 July 2023	Media advisory	Proudly SA To Unpack Local Manufacturing In Upcoming Webinar
15	17 July 2023	Opinion piece	The Localisation Ecosystem Is A Sum Of All Its Parts
16	17 July 2023	Press release	Proudly SA Local Wine Expo Delivers Unparalleled Success
17	18 July 2023	Press release	Nestlé's R79m Tshwane Investment Aims To Boost Localisation
18	19 July 2023	Press release	Proudly SA Lauds Local Production, Shaka Ilembé for Impact On Job Creation In The Industry
19	3 August 2023	Press release	Lights, Camera, Fashion!
20	14 August 2023	Opinion Piece	Localisation: Public-Private Partnerships Play Vital Role
21	4 September 2023	Press release	'Journey To Retail' Workshop Unpacks The Business Side Of Fashion And Importance Of Supporting Local Designers



No.	Date	Release/Commission	Title
22	5 September 2023	Press release	Green Entrepreneurship Programme Gives Learners A 'Step Up'
23	7 September 2023	Press release	DStv Delicious Festival Powered by Lottostar Is More Than Just A Good Time, It's A Vehicle For Job Creation
24	12 September 2023	Press release	Mzansi Shows Us How They Are Fashionably Local
25	19 September 2023	Press release	Road To DStv Delicious: What To Bring, Who To See And Where To Have The Best Experiences To Make It A Festival To Remember
26	23 September 2023	Press Release	Chepa Streetwear, Sumting Fresh, Kota King, Afrikan Passion Designs Are Among The SMMEs That Showcased At This Year's DStv Delicious International Food And Music Festival Powered By Lottostar
27	17 October 2023	Q&A article	Local Trade Threatened
28	20 October 2023	Opinion piece	Entrepreneurs Talk Business At Breakfast
29	20 October 2023	Media advisory	Unpacking The Economic Impact Within The Local Events Industry
30	27 October 2023	Press release	Proudly SA: Celebrating South Africa's Fashion Sector, Paving The Way For Economic Growth.
31	3 November 2023	Press release	Abe Proudly SA Babungaza Umkhakha Wezemfashini Waseningizimu Afrikaukuvula Indlela Yokukhula Komnotho.
32	6 November 2023	Press release	Gert-Johan Coetzee, JJ Schoeman, Palesa Mokubung And Otiz Seflo Have Spoken, The Local Fashion Police Top Ten Finalists Revealed
33	8 November 2023	Press release	Proudly SA Announces 2023 Fashion Police Competition Winners
34	12 November 2023	Press release	Proudly SA Celebrates Ongoing Partnership With The Feather Awards, Showcasing Commitment To Localisation
35	13 November 2023	Press release	Proudly SA And Amatyma Wellness Network – Fostering Men's Well-being And Fuelling Job Creation For A Stronger Tomorrow.
36	17 November 2023	Blurb	Yaya Mavundla To Shine Spotlight On South African Fashion At The Samas
37	24 November 2023	Press release	Local Is Lekker Says Local Fashion Police Campaign
38	12 December 2023	Press release	Primestars Announces Winners Of Step Up 2A Startup
39	13 December 2023	Press release	Live Lekker Locally These Holidays And Win With Proudly SA
40	16 January 2024	Media advisory	
41	25 January 2024	Press release	Captains of industry and thought leaders gathered to address localisation naysayers
42	6 February 2024	Press release	Proudly SA encourages MPs and guests to wear local at #Sona2024

No.	Date	Release/Commission	Title
43	8 February 2024	Press release	SONA 2024 a 'unique' milestone after 30 years of democracy
44	11 February 2024	Press release	Dealing with unemployment and growing the economy one thread at a time.
45	13 February 2024	Press release	Buying local is a love language – boosting the local economy one rose at a time
46	14 February 2024	Press release	Love takes flight as airline surprises passengers with roses, fashion show and local charm
47	6 March 2024	Press release	South Africa's Look book: The 12th Buy Local Summit and Expo 2024
48	10 March 2024	Media advisory	Buy Local Summit and Expo at the Sandton Convention Centre
49	15 March 2024	Press release	A show-stopping line-up at the 12th Proudly SA Buy Local Summit and Expo 2024
50	25 March 2024	Press release	President Ramaphosa to address 12th Proudly SA localisation dinner
51	28 March 2024	Press release	Minister Patel calls on citizens to buy local at the 12th annual Buy Local Summit and Expo

## 1.2.5 SOCIAL MEDIA

Below is a table that illustrates Proudly SA's following across social media platforms.

	Mar 2023	Jun 2023	Sep 2023	Dec 2023	Mar 2024	Financial year growth
<b>Facebook likes</b>	34,182	35,307	36,485	38,422	39,396	5,214 (15%)
<b>Facebook follows</b>	56,746	58,234	60,285	62,967	89,185	32,439 (57%)
<b>Instagram</b>	19,739	20,538	22,618	23,795	29,979	10,240 (52%)
<b>LinkedIn</b>	6,064	6,330	6,795	7,980	8,912	2,848 (47%)
<b>Twitter</b>	185,574	186,327	186,639	186,722	186,620	1,046 (0.005%)
<b>YouTube</b>	652	680	719	744	786	134 (2%)
<b>TikTok</b>	505	535	694	773	20,507	20,002 (3,961%)
<b>TOTALS</b>	303,462	307,951	314,235	321,403	375,386	71,924 (24%)

During this period, the Proudly SA CMO corner contributed towards the increased followers across all platforms.

## 1.2.6 MEDIA VISITS/ENGAGEMENTS

Fostering engagement is crucial for cultivating and reinforcing positive working connections with the media. Our success lies in actively engaging and communicating with media representatives during marketing events and campaigns. Additionally, we facilitated networking opportunities for the media, involving them in the Buy Local campaign. Our relationships were established and upheld through various media channels and platforms.

Date	Media Engagement
24 Apr '23	Localisation Webinar
25–28 Apr '23	Press drops – Mascot
9 May '23	Honeymoon movie media engagement
10 May '23	Access to Market forum, KZN
18 May '23	Free State Business Forum
17–18 May '23	Free State press drops
6 Jun '23	Bloemfontein DESTEA Fashion event
14 Jun '23	COSATU Cape Town
17 Jun '23	TT Mbha Fathers' Day event
20–21 Jun '23	Township Economic Expo
24 Jun '23	YFM Grynd
28–29 Jun '23	Multichoice Market
13 Jul '23	Wine Expo – Buyers and Media Session
13 Jul '23	Wine Expo Main event
14 Jul '23	Wine Expo Main event
15 Jul '23	Wine Expo Main event
18 Jul '23	Nestlé Localisation Factory Visit and Media Engagement
20 Jul '23	Breakfast with Aspasia Karas – Sunday Times
11 Aug '23	#987Woman Take Over
16 Aug '23	Producers' Dinner
1 Sep '23	Local Fashion Police Young Designer Workshop
5 Sep '23	Primestars Launch
7 Sep '23	Sunday Times GenNext Activation
22 Sep '23	Delicious Festival Media Walkabout
23 Sep '23	Delicious Festival Main event
24 Sep '23	Delicious Festival Main event
29 Sep '23	Joy Of Jazz Main event
30 Sep '23	Joy Of Jazz Main event
13 Oct '23	Business Breakfast KwaThema
13 Oct '23	Feathers Awards Launch
26 Oct '23	Local Fashion Police Adjudication
2 Nov '23	AGOA
7 Nov '23	CEO Roundtable
9 Nov '23	Feather Awards
16 Nov '23	Local Fashion Police Fashion Show Finale

18 Nov '23	SAMA Awards
19 Nov '23	Amatyma International Men's Day
7 Dec '23	'Last Supper' Media Dinner
02 Dec '23	STADIO Annual Fashion Show
12 Dec '23	Proudly SA Shopping with SMAG
12 Dec '23	Prime Stars Step Up 2A Start Up Awards
24 Jan'24	CEO Roundtable (KZN)
07 Feb '24	SONA Media Cocktail
08 Feb '24	SONA
14 Feb '24	Valentine's Day PR activation
16 Feb '24	Makhelwane Fest
17 Feb '24	Makhelwane Fest
18 Feb '24	Makhelwane Fest
6 Mar '24	SEZ Workshop on the African Continental Free Trade Area
20 Mar '24	Black Industrialist Conference
14 Mar '24	BLSE Media Launch
25 Mar '24	BLSE Day 1
26 Mar '24	BLSE Day 2

### 1.2.6. Summary of media coverage

The table below is a summary of the top 10 media that supported the Buy Local campaign, zooming into Mainstream Community/ Youth/Regional/Campus, and Bloggers/Online platforms.

MAINSTREAM	COMMUNITY/YOUTH/REGIONAL/ CAMPUS	BLOGGERS/ONLINE
Business Day	702	Agriculture South Africa
CNBC Africa	East Coast Radio	BizCommunity
ENCA	Kaya FM	Daily Sun
Morning Live	Mahikeng FM	Farmer's Weekly
Newzroom Afrika	OFM	Guy Gal Corner
Radio 2000	Power FM	Retail Brief
SAFM	Radio Khwezi	Sowetan Live
SABC News	UJFM	Stokvel Talk
SMAG	Vow FM	That Queer Mom
Sunday Times	YFM	Your Alter Ego

## 03

# BRAND MANAGEMENT

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Building a strong brand for Proudly SA is pivotal for enhancing organisational value, as it cultivates a distinct identity that resonates deeply with both consumers and stakeholders. Proudly SA's robust brand strategy involves consistently promoting the benefits of supporting local businesses, fostering trust and establishing an emotional connection with the South African public. This strategy necessitates a cohesive vision that permeates every aspect of the organisation, from marketing communications to event participation and access-to-market opportunities for our members. Proudly SA differentiates itself in a competitive market by leveraging compelling storytelling, a distinctive visual identity and a clear brand message.

A brand's messaging and management are powerful tools in propagating the specific message of the organisation that created it. For a company to possess a brand identity, all elements of the brand must be considered holistically. This entails ensuring that components work in synergy across events, advertisements, internal documents, presentations and all touchpoints with internal and external stakeholders. Moreover, it is crucial to consistently communicate the brand's values and message to build trust and loyalty among customers. This can be achieved through a clear brand voice, a visual identity and messaging that resonates with our target audience.

A strong, recognisable brand can create value through familiarity alone. It can also engender customer retention and reduce buyer dissonance,

but only if it can be trusted. As more businesses realise the importance of their brand in their industry, they invest more in building brand credibility and the added value it can bring to their bottom line. At Proudly SA, we have worked tirelessly to build a brand proposition that can add value to the companies that carry our logo. We have increased logo usage on various platforms, from packaging to websites, promotional material and through all above and below-the-line media channels. Our aim is to create awareness and promote the benefits of supporting local businesses, which in turn helps to grow the South African economy. By partnering with us, companies can demonstrate their commitment to social responsibility and gain access to a network of like-minded businesses.

We have collaborated with more members to promote our 'buy local' message and encourage consumers to purchase local products by identifying our logo on the products they choose. Our objective has always been to ensure that our logo is frequently visible and stays top-of-mind with consumers. We strive to help more consumers understand the reason behind the logo and why they should care. A strong brand drives consumer loyalty and retention by highlighting the positive impact of local purchasing on the economy and job creation. Ultimately, a well-established Proudly SA brand contributes to long-term sustainability and growth, solidifying the organisation's position and value in the marketplace.

**Building a strong brand  
for organisational value.**

# SUMMARY



## Marketing and Campaign Support:

Throughout the year, our team provided extensive support to the Marketing Department, creating presentations, e-cards, invitations and web services. Key projects included developing artwork for various campaigns such as the mascot competition, the Buy Local Summit and Expo, support for the sports industry, Festive Season and Back to School initiatives.

## Campaigns and Awareness:

We launched significant campaigns to raise awareness about the benefits of supporting local businesses. These included:

- **Proudly SA Second Half Launch:** Highlighted the impact of buying local on the economy and job creation, particularly for the youth. The campaign's key event was the launch of the Buy Local messaging on 27 May, supported by an extensive Above-the-line campaign at major airports and on social media.
- **Second Half Ad Campaign:** Aired on SABC and Dstv channels, this campaign focused on educating consumers about the negative effects of not supporting local businesses.
- **Festive Season and Back to School Campaigns:** Emphasised the importance of purchasing locally made products during peak shopping periods, with mall advertising and competitions to encourage consumer participation.

## Event Participation and Branding:

Our involvement in events like the DStv Delicious Food and Music Festival and the Joy of Jazz event provided substantial branding opportunities. The Buy Local Summit and Expo was a highlight, with the theme of 'Localisation: An All-Inclusive Approach for Economic Growth and Job Creation' driving our branding strategy. The strategic integration of this theme in all visual elements resulted in a cohesive and impactful presence.



## Our logo

The Proudly SA logo can be placed anywhere on your platforms that will complement your brand. When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less. The Proudly SA brand does not compete with yours, but rather adds value and shows your commitment to the development of South African economy.

## Brand trademark

Proudly SA is an internationally recognised organisation and is South Africa's national 'Buy Local' campaign. In South Africa, Proudly SA is the proprietor of the Trademark phrase, 'Proudly South African'. As the proprietor of the trademark registration, Proudly SA is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using the mark in the course of trade, without Proudly SA's authority, that is identical or confusingly similar to the Proudly SA Logo. The trademarks (the phrase and logo) are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law. Only registered members of the Proudly SA campaign (and those given special permission) are authorised to use the trademarks.

## Correct use of trademarks

Proudly SA members, upon approval of membership, are given access to the Members' Portal. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials. Members are also given the option to forward their designs to Proudly SA, to ensure that the logo is applied correctly. A Corporate Identity Manual was repackaged to give users of the logo guidance on the use and application of the logo. Continuous communication and marketing of the logo is used to educate members about correct logo use and correct logo application. This includes getting members to use the logo to promote their membership to the Proudly SA campaign. Using trademark permissions to ensure that the Buy Local message reaches the youth, Proudly SA often grants publishers permission to use the trademark in various educational materials.



## Trademark Permissions

The trademark is also given to all members and partners of the campaign.

The right to use the logo lies with the Proudly SA campaign and we hold the right to decline the use of the logo. Once companies are granted membership, they are given the Corporate Identity manual that guides them to use the logo correctly.

## Unauthorised use of trademark

The use of the trademark is monitored both internally and also through Proudly SA's intellectual property lawyers, Adams and Adams. Illegal use of the logo includes:

- A company continuing to use the logo when they have not renewed their membership.
- A company that is not a registered member of the campaign using the logo.
- Using the incorrect logo.
- Misleading the public by using wording that is confusingly similar to that of the campaign, to gain undue benefits from association with the campaign.
- Misleading the public by using a logo that is confusingly similar to that of the campaign, to gain undue benefits from the association with the campaign.
- The illegal use of the logo will result in an internal cease and desist letter. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams.
- Cases are monitored with the law firm through monthly meetings, and updates on open cases and new infringement cases.





## Logo usage

Branding plays a pivotal role in bolstering the efforts of the Membership Department by actively promoting the adoption of the Proudly SA logo across multiple touchpoints. This initiative is not merely an exercise in visual consistency but a strategic endeavour to fortify national identity and economic resilience. By encouraging both existing and prospective members to prominently display the Proudly SA logo on products, packaging, in-store touchpoints, websites and other platforms, the initiative aims to engender a sense of unity and pride among consumers, while simultaneously driving economic growth.

The concerted efforts of brands such as Mr Price, Hisense, PPC, Tetra Pak and TFG in incorporating the Proudly SA logo into their social media posts, websites and in-store displays exemplify the positive impact of this initiative. Their active participation serves as a testament to the logo's potential to enhance brand reputation and foster consumer trust. When consumers encounter the Proudly SA logo, they are reminded of the intrinsic value of supporting local businesses, which in turn stimulates economic activity and job creation. This cyclical effect underscores the significance of cohesive branding strategies in amplifying national economic benefits.

Furthermore, the widespread adoption of the Proudly SA logo signifies a collective commitment to elevating local industries and products. It encourages consumers to make informed purchasing decisions that favour local goods, thereby reducing reliance on imports and strengthening the national economy. This initiative not only supports the growth of individual businesses but also contributes to a more robust and self-sustaining economic ecosystem. Essentially, strategically incorporating the Proudly SA logo across different touchpoints acts as a catalyst for wider economic advantages, showcasing how local initiatives can lead to significant national economic progress.

We are continuously working to get the logo usage up by getting more brands to use the Logo on their products and advertising.



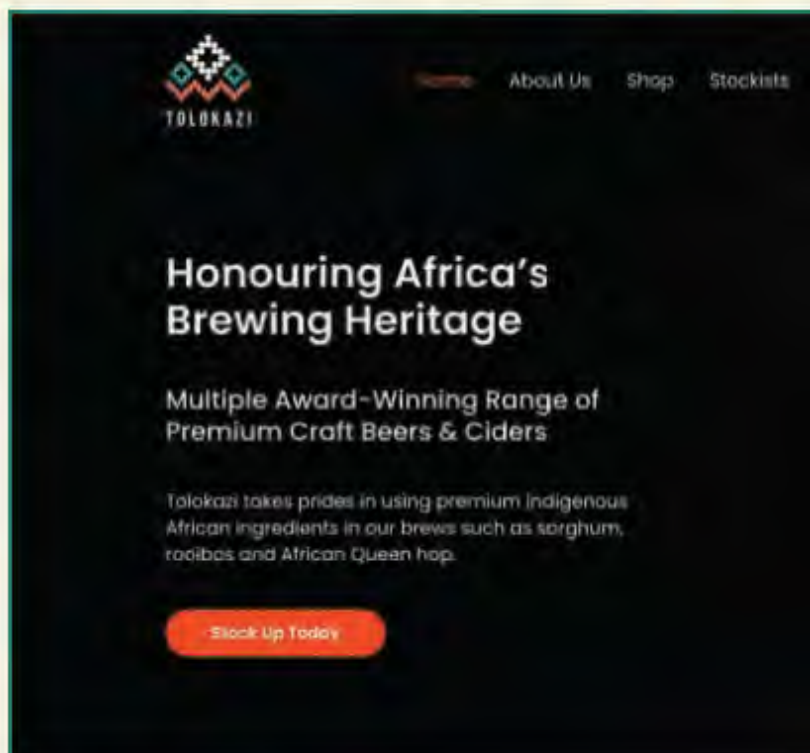
**PROUDLY SOUTH AFRICAN**

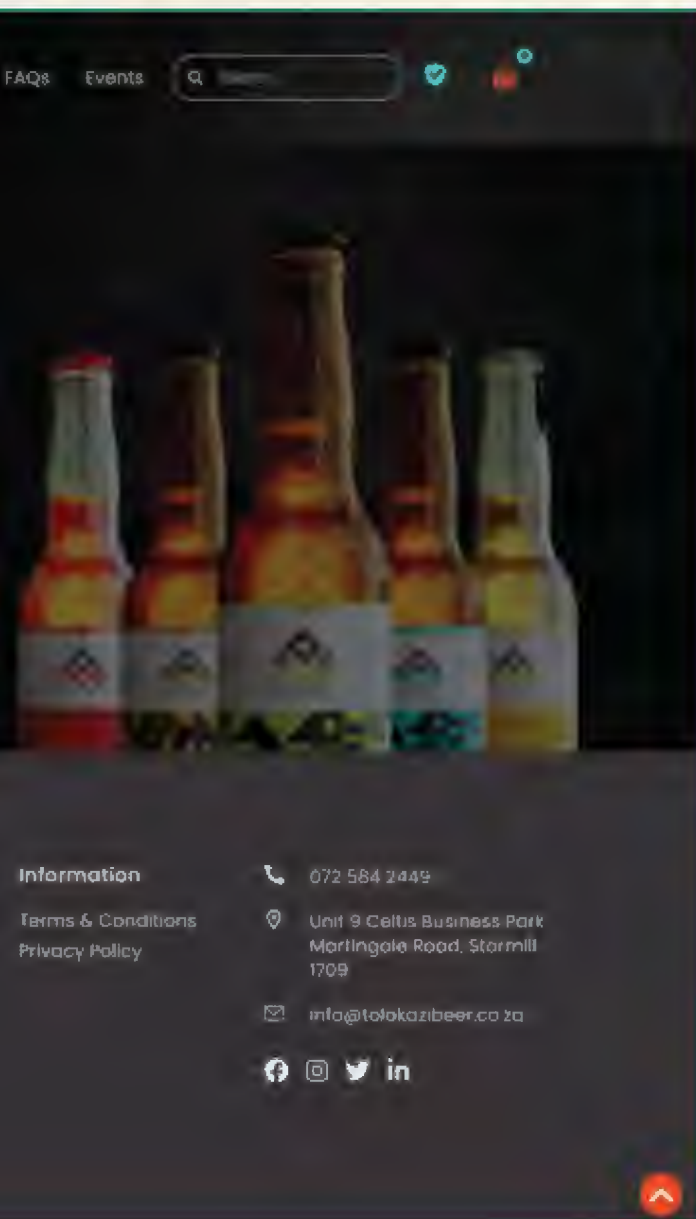


In putting your logo and ours together (that's co-branding) you are showing your pride and telling consumers that your product is great, because you say so, and we agree.

*And that it's made here.  
In South Africa.*









proudly.sa

Follow

Message

🔔 ...

3,212 posts

37.8K followers

1,042 following

Proudly South African

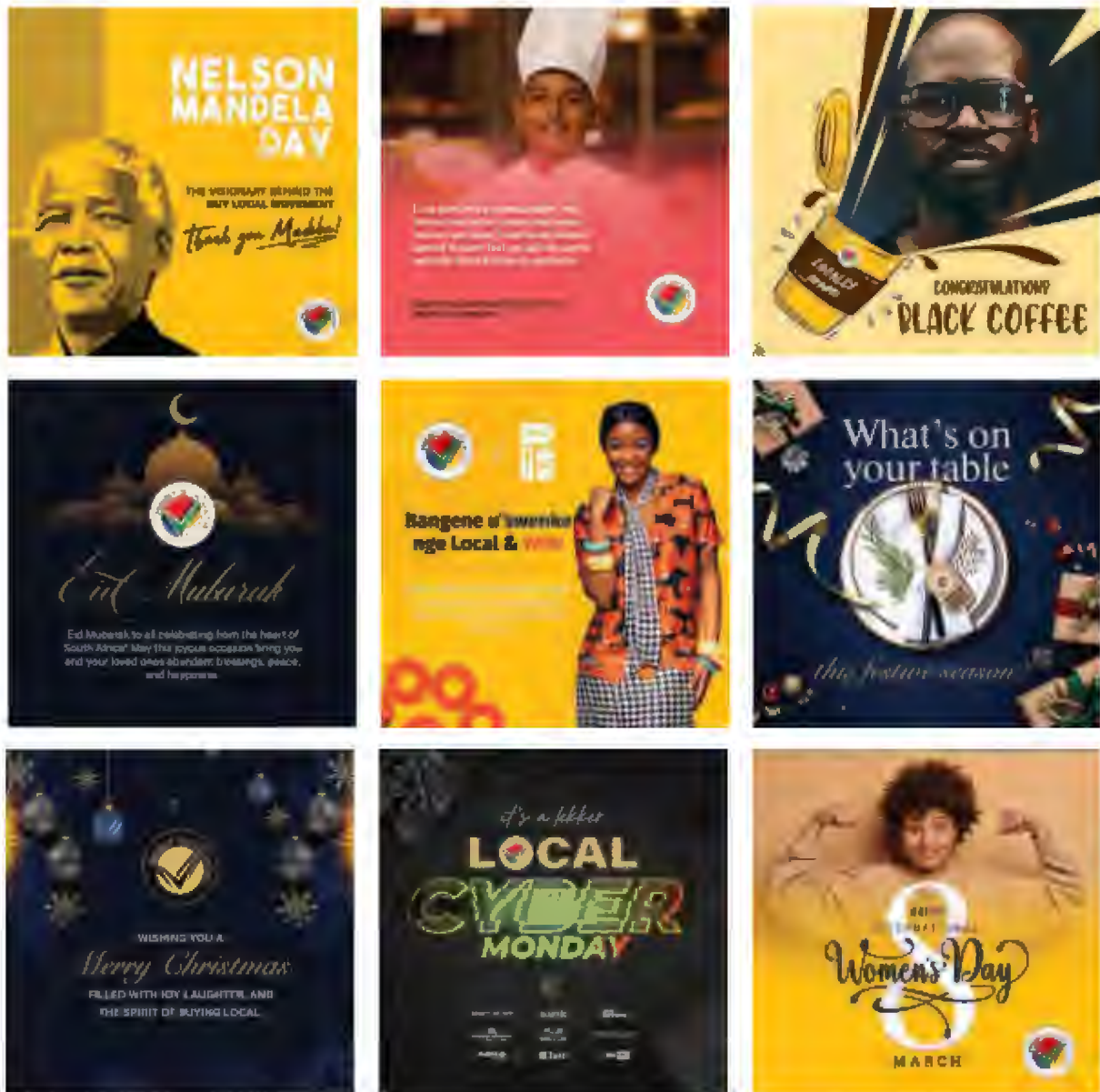
📍 proudly.sa

South Africa's Buy Local campaign, promoting local procurement & job creation

## Social Media E-cards

Proudly SA harnesses the power of visual communication by designing various electronic social media posts. These e-cards serve as instrumental tools in promoting the organisation's events, special days and member companies. The strategic use of e-cards not only enhances the visibility of Proudly SA but also fortifies its online presence, thereby driving broader economic advantages.

The impact of these digital marketing initiatives is substantial; as brand awareness and loyalty grow, so does consumer investment in local goods, ultimately boosting national economic development.



## Local Fashion Police

To promote growth in the Clothing, Textile, Footwear and Leather (CTFL) industry, Proudly SA strategically launched a social media campaign that centred on consumer engagement. By encouraging consumers to upload pictures of themselves wearing locally designed and/or manufactured apparel on platforms including Facebook, Twitter, TikTok and Instagram, the campaign aimed to raise awareness and appreciation for South African designers and clothing brands. This initiative not only fostered a sense of community but also underscored the importance of supporting local industries to drive sustainable economic growth.

The campaign's primary objective was to elevate the visibility of local designers. By leveraging the reach of social media, Proudly SA seeks to create a ripple effect that amplifies the voices and works of talented designers within the nation. High-profile designers such as Otiz Seflo, Gert-Johan Coetzee, JJ Schoeman and Palesa Mokubang contributed significantly to the campaign's traction this quarter. Their participation not only added credibility but also inspired a broader audience to participate, thereby enhancing the campaign's overall impact.

The event branding was bold and striking, effectively capturing the essence and objectives of the occasion. The visual elements employed in the branding strategy were meticulously designed to command attention and evoke a strong emotional response. Utilising a vibrant colour palette, dynamic typography and compelling imagery, the branding communicated the event's theme with precision and flair.





## Local Wine Expo

The Proudly SA Local Wine Expo concluded with great success, showcasing the diversity and excellence of the nation's wine industry. Held at the Prison Break Market, this event served as a testament to the rich heritage and innovative spirit of South African winemaking. The choice of the Prison Break Market, a venue renowned for its historical significance and vibrant ambience, played a pivotal role in enhancing the overall experience for exhibitors and attendees alike.



**The Wine Expo's branding elements were meticulously designed to unify the event's visual identity and provide an immersive, aesthetically pleasing experience for all attendees. This strategic approach not only enhanced the overall ambience but also ensured a cohesive and memorable engagement for visitors.**

1. Strategically placed teardrop banners served as navigational aids, guiding visitors seamlessly through the Expo.
2. Adding a playful touch, the pathways leading to the Expo were marked with footstep decals featuring clever, wine-related messaging. This whimsical element transformed the journey into an enjoyable and memorable experience, setting the tone for the event even before attendees arrived at the venue.
3. Throughout the Expo grounds, benches were adorned with fun messaging and subtle branding elements. These benches provided comfortable spots for attendees to rest and savour their wine samples, while simultaneously reinforcing the event's visual identity. This thoughtful integration of branding into functional elements enhanced the overall attendee experience.
4. Each member company's stand was thoughtfully designed to reflect the wine industry, featuring backdrops of vineyard landscapes and alternating displays of red and white wine imagery. This not only highlighted the diversity within the industry but also created a visually appealing and thematic setting for each exhibitor.
5. The exterior of the venue was equally captivating, with pop-up banners, branded registration desks and wall banners enhancing the visual appeal. These elements ensured that the event's branding was evident from the moment attendees arrived, further unifying the event's identity and creating a welcoming atmosphere.







## Delicious Festival

Proudly SA's support for the festival perfectly aligned with its core mission of creating and retaining jobs. Beyond the enjoyable atmosphere, great company and fantastic outdoor experiences, the festival contributed to a tangible ecosystem that encompassed industries such as tourism, food and beverage, hospitality and transportation. Job opportunities covered a variety of roles, including cleaning services, security personnel, branding, stage management, artist management and other key areas that brought the festival to life.



Proudly SA was given the naming rights for the Delicious Mile, a section where more than 200 food SMMEs presented their offerings. In 2023, eight Proudly SA member food SMMEs and six lifestyle SMMEs in the R-CTFL space were showcased in our village at the festival.



**Proudly SA capitalised on numerous branding opportunities.**

- **Festival Main Stage Screen:**
  - The branding on the festival's main stage screen captivated thousands, making it a central focal point.
- **Lower Embankment Banner:**
  - The lower embankment banner provided another key branding opportunity, prominently displaying the Proudly SA brand to ensure constant visibility among festival-goers.
- **Teardrop Banners and Info Towers:**
  - Strategically placing teardrop banners along the Food Mile and Lifestyle Area, along with informative towers, attracted festival-goers to visit the Proudly SA stand.
- **Food Mile:**
  - The journey through the Food Mile was thoughtfully designed, featuring footprints leading to the food and lifestyle village. Within the village, visually appealing branding elements showcased values and dedication to supporting local businesses. The vibrant colours and engaging designs caught the attention of festival-goers, creating excitement and curiosity. Proudly SA's branding not only emphasised their backing for local enterprises but also sparked interest and enthusiasm among attendees.

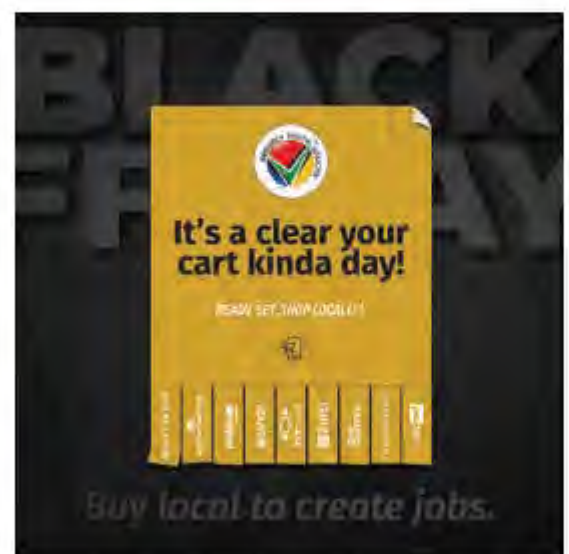
# BLACK FRIDAY

## Festive Season Campaign

During this period, our team strategically dedicated efforts to develop and implement campaigns for two pivotal events: the Festive Season and Back-to-School initiatives. These campaigns, prominently featured in mall environments, significantly bolstered our visibility and engagement within our target demographic. This structured approach ensured that our objectives were not only met but exceeded, reinforcing our brand's presence and fostering community engagement.



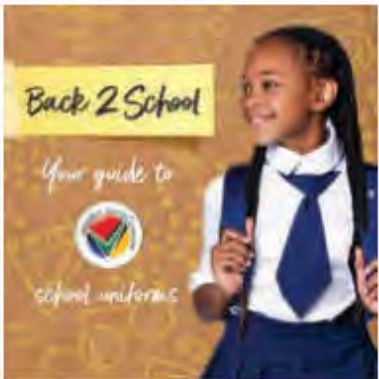
The team successfully conceptualised the 'What's on Your Table' Festive Season Campaign, an initiative designed to showcase the importance of supporting local businesses during the holiday season. In collaboration with a dedicated service provider, we meticulously developed the digital campaign's overall look and feel, ensuring it resonated with our target audience and conveyed our core message effectively. Key elements included a visually appealing aesthetic and a clear, compelling message that underscored the multifaceted benefits of local consumerism.



# Festive Season Campaign

Our Back-to-School campaign leveraged both digital marketing strategies and targeted mall advertising. The performance of the mall advertisements was particularly noteworthy, surpassing all anticipated metrics and delivering a return of over double the media investment value. In addition, our mall advertising not only attracted large numbers of shoppers but also promoted local buying, generating excitement about our locally made back-to-school offers.

The Campaign ran until 27 January 2024 and successfully increased foot traffic and online engagement, attributed to our strategic targeting and the creation of compelling, relevant content, which was attributed to strategic targeting and compelling creative content that resonated with our target audience.



# #BuyLocalSummit2024

Buy Local Summit and Expo: 25 and 26 March 2024



The branding team dedicated their efforts to creating visuals for the Buy Local Summit and Expo, which stood out. The theme of the event, 'Localisation: An All-Inclusive approach for all sectors of society to contribute to economic growth and job creation,' served as the cornerstone for the branding initiatives. This theme was not only articulated through verbal communication but also meticulously incorporated into the visual aspects of the event. Acknowledging the invaluable support of our main sponsors – Absa, the dtic and DSBD – their logos and branding took first preference on all branded materials. This ensured their prominent visibility and recognition throughout the event.

We took a bolder, modern approach to the look and feel while integrating the event theme throughout the venue. The colour scheme, signage and promotional materials all reflected this theme, creating a cohesive and impactful visual identity for the event.

The event space was meticulously designed to create a highly immersive brand experience for attendees. By strategically placing a diverse array of branded elements throughout the venue, we ensured maximum impact and engagement. These elements included prominent street pole advertising that caught the eye of passers-by, as well as expansive outdoor building wraps that transformed the exterior into a massive billboard for the brand. Inside the

venue, the branding continued with features like escalators, wall banners and bar counters.

Footsteps imprinted with the brand's logo guided visitors through the expo areas. Pillar wraps added to the visual appeal, ensuring that even structural elements of the space contributed to the overall branding effort. This comprehensive approach ensured that no matter where an attendee looked, they were constantly reminded of the brand and its message.

The effect of this strategy was a seamless and continuous brand experience that reinforced the message of localisation at every turn. By covering every possible touchpoint, we created an environment where the brand was omnipresent but not overwhelming. This not only heightened brand recall but also fostered a deeper connection between the attendees and the brand. The success of this approach lay in its ability to blend creativity with strategic placement, ensuring that the brand remained top-of-mind throughout the event.



# SOCIAL MEDIA CONTENT







## Social media content

Across the diverse social channels, we employed striking content as a key tool in our arsenal. Each design was carefully crafted to resonate with our audience, delivering not only our message but also a compelling visual and auditory experience. With engaging visuals and compelling narratives, we didn't just communicate; we inspired, educated and entertained. The result was an expansive digital presence that not only engaged but also left a lasting impression on our audience, making our campaign truly memorable and impactful.

**SPIN TO WIN  
GRAND PRIZE!**

**WIN A TRIP FOR TWO**

This includes two nights stay in Cape Town or Durban, return flights, accomodation and transport from and to the airport.

To take part, Visit Proudly South African Lifestyle Pavilion at the DStv Delicious International Food & Music Festival.  
Only 1 Grand Prize per day

Logos: Proudly South Africa, DStv, and a fork and knife icon.

**Eid Mubarak**

Eid Mubarak to all celebrating from the heart of South Africa. May this joyful occasion bring you and your loved ones abundant blessings, peace, and happiness.

**Merry Christmas**

WISHING YOU A MERRY CHRISTMAS FILLED WITH JOY, LAUGHTER, AND THE SPIRIT OF BUYING LOCAL.

**GOOD LUCK  
BAFANA BAFANA**

**YOUR DEMOCRACY OWN IT**

Proudly SA urges all South Africans to register to vote in support of our democracy.

**LOCAL FASHION POLICE**

Guess the Top 10 & stand a chance to be our VIP at the #LocalFashionPolice2023 fashion show!

**WINE LOCALEXPO**

**SAVE THE DATE**

PRELIM DRINK MARKET JOHANNESBURG



# 04

## STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

### PRIVATE SECTOR

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



#### Localisation Commitment Pledges:

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

#### **Proudly SA is asking individual companies to participate in this initiative through the following mechanisms:**

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains, by favouring locally made products over imported products, as best as possible.
- Increase levels of local content in raw materials and/or components utilised in production processes and in their respective value chains.
- For retailers (physical and online) give more 'shelf space' and/or 'target more' local manufacturers, as possible suppliers.
- For Enterprise/Supplier Development Programmes, include localisation conditions for companies that are benefitting from companies' ESD programmes.

In 2022/2023, Proudly SA obtained the following localisation commitments from its membership base and stakeholders

Aspen Pharmacare	MaxProf
Absa Group	Olympic Paints
Twizza	Adcock Ingram
Mr Price Group	PPC
OBC Group	Bizzmed
The South African Breweries	Medical Device Manufacturers of South Africa
Macsteel	South African Furniture Initiative
Zulzi	Harambee Youth Employment Accelerator
Sizwe IT Group	National Hospital Network
PG Bison	Franchise Association of South Africa
Restonic	South African Chamber of Commerce and Industry
Safripol	Tourism Business Council of South Africa
OneDayOnly	The Sleep Group

Commitment pledges received for the 2023/2024 financial year	
The South African Breweries	<ul style="list-style-type: none"> <li>• Almost 95 per cent of all the raw materials that go into the SAB products are locally sourced.</li> <li>• Molete community project in the supply of Corona limes: the project has seen the planting and growth of 34,000 trees that are bearing 1.1 million limes – SAB has created sustainable jobs in the Molete community.</li> </ul>
The South African Broadcasting Corporation	<ul style="list-style-type: none"> <li>• The SABC through ICASA regulations require the SABC to comply in terms of the promotion of local content in music, radio, video entertainment programming and language.</li> <li>• In the current financial year:             <ol style="list-style-type: none"> <li>i. the SABC invested almost R331 million in video entertainment content through their support of 134 local productions,</li> <li>ii. over R100 million was spent on sports, and</li> <li>iii. R214 million was spent on local productions.</li> </ol> </li> </ul> <p>thereby addressing unemployment in the country. The SABC uses its radio stations, such as Ukhozi FM, Umhlobo Wenene FM, as well as Thobela FM, to partner with big locally produced sneaker owners in the country</p>
TFG	<ul style="list-style-type: none"> <li>• TFG, SA's largest clothing manufacturer, has and continues to invest in local manufacturing. Over the last 10 years, it has diversified its local supply chain, thereby reducing reliance on other international suppliers and positively influencing local job creation and upskilling.</li> <li>• TFG has made a R1 billion investment into building capacity to make garments locally, a shift from the 20-year disinvestment in the local clothing manufacturing industry in the country as a whole.</li> <li>• The company will spend a further R2 billion over the next three years in building their capacity and expanding their store footprint.</li> <li>• More than 76 per cent of their apparel merchandise is now procured locally in South Africa and the SADC region; with a commitment to sustaining this localisation effort.</li> </ul>

	<ul style="list-style-type: none"> <li>Along with their investment in local manufacturing, TFG will also continue to invest in the communities around their operations. They have recently announced five major CSR commitments for 2030 in South Africa including: <ol style="list-style-type: none"> <li>funding of at least 100 bursaries and data science fellowships,</li> <li>injecting R250 million into their supply base to incubate young fashion designers to further build their CMT capacity and providing market access to suppliers,</li> <li>create 15,000 new job opportunities for many young South Africans within their various businesses and brands,</li> <li>invest R100 million worth of merchandise to disaster relief victims to help vulnerable women who are starting out small enterprises, and</li> <li>funding of the rollout of boreholes to South Africans who have never had easy access to fresh drinking water.</li> </ol> </li> </ul>
Nestlé South Africa	In July 2023, the company invested R79 million into expanding a plant in Hammanskraal by Babelegi in the North West province to produce Agnes Café coffee mixes locally. Over 100 jobs were created (totalling 67 per cent of the jobs created in the area).
Lesco Manufacturing	<ul style="list-style-type: none"> <li>Lesco is starting a brass stamping division to reduce their reliance on imports to further vertically integrate their manufacturing process. This division is expected to create around 10 jobs.</li> <li>Lesco will also be outsourcing an operation to a community in Orange Farm that houses people living with severe intellectual disabilities. This group of people is going to become business owners where they will become suppliers to Lesco (instead of Lesco importing the products).</li> </ul> <p>Lesco has expanded significantly and are now operating in a new facility where they employ 260 people.</p>
Lactalis South Africa	<ul style="list-style-type: none"> <li>Lactalis manufactures some of South Africa's much-loved brands, such as Parmalat, President, Steri Stompi, Melrose and many more. With five factories and four distribution centres, the company employs more than 3,500 people locally.</li> </ul> <p>In celebration of their 90th anniversary, the company seeks to nurture the future through their local procurement practices. For example, their suppliers' base is 90 per cent local, affirming their role in fostering domestic growth and sustainability.</p>
The South African Vehicle Rental and Leasing Association	<ul style="list-style-type: none"> <li>SAVRALA is a trade association for car rental companies and fleet management companies.</li> <li>The rental members employ more than 5,000 people, and the leasing members employ over 2,000. Collectively, their members procure over 60 per cent of their vehicles from local OEMs.</li> </ul> <p>SAVRALA has committed to support the buy local campaign by encouraging their members to also join Proudly SA and support the campaign in its efforts to localise.</p>
Naspers	The Naspers companies are focused on supporting small and medium-sized enterprises in South Africa by ensuring that entrepreneurs are able to scale significantly, promoting inclusive growth for prosperity of the future of the country. The company is investing R578 million in black-owned companies in South Africa – thereby providing access to capital for these entities.
The Takealot Group	<ul style="list-style-type: none"> <li>Takealot.com's marketplace has grown from only 120 local sellers to more than 12,000 local entrepreneurs selling their goods on the platform. Many have evolved from self-manufacturing to hiring and renting facilities to manufacture for the platform.</li> </ul> <p>Takealot remains committed to building small businesses to assist companies to utilise their scalable products and tools to serve Takealot's more than four million customers nationally.</p>

Telkom	<ul style="list-style-type: none"> <li>• Telkom encourages the set-up of manufacturing and pre-manufacturing materials to be produced locally through their partnership with various global OEMs</li> <li>• It also further contributes to localisation in its deployment of fibre through OpenServe of which 100 per cent is locally produced, the white labelling of ISPs in the local townships, as well as the deployment of solar.</li> <li>• Through Telkom’s enterprise and supplier development programme, Telkom FutureMakers, it has been able to support hundreds of SMMEs in the ICT space.</li> </ul>
ABSA	<p>Feedback on ABSA’s 2023 commitment:</p> <ul style="list-style-type: none"> <li>• ABSA intends to spend 50 per cent of their total procurement spend with 51 per cent black-owned local entities by 2027. In 2023, as a part of their provincial procurement spend, ABSA spent R10.5 billion with entities that are at least 51 per cent black-owned entrepreneurs. Of that spend, R8,5 billion went to at least 30 per cent black women-owned entities. Furthermore, R4,6 billion was spent with SMMEs, and R1,7 billion was spent with youth-owned entities.</li> </ul> <p>Previously, ABSA announced its support for the development of a local manufacturer of bank cards (chip cards) in order to stop importing this part of its value chain. Since 2023, the factory has been bought and commissioned and was ready to roll out its first batch in April 2024.</p>
FNB	<ul style="list-style-type: none"> <li>• As South Africa’s leading SMME bank, it continues to invest in this business community by contributing skills and upliftment. The bank has also advanced R53 billion of funding to this sector. In the asset banked finance section, R3,8 billion was advanced.</li> <li>• Over 50,000 Stokvels have registered with FNB to the value of R1 billion in deposits.</li> <li>• Through the Youth Employment Scheme, FNB has employed almost 4,800 individuals.</li> </ul> <p>The bank also has a solar initiative to assist advancing solar solutions specifically for SMMEs.</p>
ACTOM	<ul style="list-style-type: none"> <li>• Locally, ACTOM employs 7,800 people across all nine provinces.</li> </ul> <p>The company has been supporting local manufacturers and integrated them into their supply chain (including vertical integration). For example, in Knights (Ekurhuleni, Gauteng), the company has employed women based in this community by training them as electricians, plumbers and handy people and employing them to work for the company in its factories.</p>
Tetra Pak, South Africa	<p>The Tetra Pak Group made a significant investment in the local Tetra Pak manufacturing facility in Pine Town, KwaZulu-Natal. Through this initiative, customers are now able to secure a shorter lead time of approximately two weeks.</p>

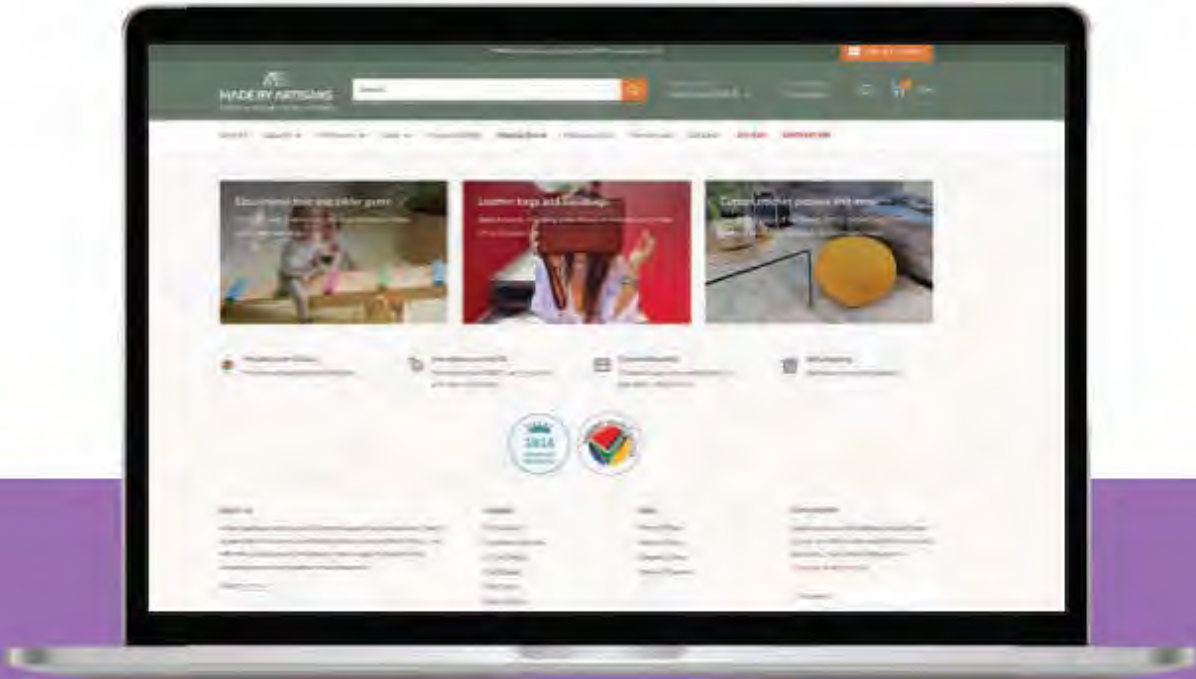
To support the private sector with its localisation commitment pledges, Proudly SA has launched and participates in various initiatives to showcase its membership base and facilitate business-to-business procurement, namely:

1. Proudly SA eCommerce partnerships
2. Sectoral masterplans (initiated by various government Departments)
3. Market Access Platform (MAP)
4. Proudly SA's portals
5. Other localisation initiatives

## 1. Proudly SA eCommerce Partnerships

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

- Preferential rates for members (listing fee, or commission on products sold).
- Use of the logo and phrase on members' products or product descriptions.
- Group member companies together, e.g. a Proudly SA tab.
- Promote the partnership to its vendors for them to become Proudly SA members.
- Participate jointly with Proudly SA in a PR and Communications drive to promote localisation on the landing pages of platforms.
- Promote Proudly SA members enlisted on the platform's marketing collateral (including promotions, eCards, brochures and newsletters).



Due to this initiative, Proudly SA member products were enlisted on various platforms, as follows:

eCommerce Partner	Number of member companies enlisted	Number of products loaded
Zulzi	23	78
Made by Artisans	19	158
Makro Marketplace	51	1,033
Bizzmed	8	75
Loot Marketplace	14	167
OneDayOnly	24	75
Bobshop	18	2,103
<b>Total Vendors/Products at the end of December 2023</b>	<b>157</b>	<b>3,689</b>

## 2. Sectoral Masterplans (as initiated by various government Departments)

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

**Proudly SA is currently supporting the following sectoral masterplans:**

- Retail - CTFL (facilitated by **the dtic**)
- Sugar (facilitated by **the dtic**)
- Poultry (facilitated by **the dtic**)
- Creative Industries (facilitated by DSBD)
- Furniture (facilitated by **the dtic**)
- Agriculture and Agro-processing (facilitated by the Department of Agriculture, Land Reform and Rural Development)
- Steel (facilitated by **the dtic**)
- Automotive through the National Association of Automobile Manufacturers of South Africa (facilitated by **the dtic**)
- Plastics (facilitated by **the dtic**)
- Renewable Energy (facilitated by the Departments of Mineral Resources and Energy, and Science and Innovation, and **the dtic**)

## 3. Market Access Platform (MAP) [www.mapcollaboration.com](http://www.mapcollaboration.com)

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

The platform includes elements of preferential procurement such as B-BBEE designation and youth-owned businesses. MAP is now a main point of focus at all Proudly SA presentations in order to encourage corporate buyers to enlist and utilise MAP as a tool for localisation in line with local procurement commitment pledges that have been made.



#### 4. Proudly SA's Furniture Portal ([www.proudlysa.co.za](http://www.proudlysa.co.za))

The Proudly SA furniture portal comprises a comprehensive list of local manufacturers producing furniture and related products that have been vetted in accordance with industry standards (where applicable) as determined by the regulators and in accordance with the specifications determined by the public sector. Buyers interested in procuring these local products have access to the company name, the contact person, the company's location, the website and contact details, including an image of the product offering as well as a detailed description. Not only does this portal serve as a marketplace for local furniture manufacturers and related products, but it is also indicative of the availability of locally made products more broadly in the country.

The portal is an initiative proudly supported by the dtic.

#### 5. Other Localisation Initiatives supported by Proudly SA:

##### *Proudly SA's Localisation Partners*

PRIVATE SECTOR
Absa
Adcock Ingram
EY
Macsteel
MultiChoice
SAPPI
Sasol
South African Breweries
Southern Sun
TFG
The Sleep Group
ACTOM
Discovery Health
Tetra Pak
Lesco Manufacturing
Nestlé South Africa
Hisense South Africa
Lactalis South Africa
Naspers
The Takealot Group
FNB
South32
The JSE Limited

<b>INDUSTRY BODIES AND ASSOCIATIONS:</b>
Apparel Manufacturers of SA
Business Leadership South Africa
Cement SA
Centre for Development and Enterprise
Conscious Companies
Fresh Produce Association
Informal Economy Development Programme
Medical Device Manufacturers of South Africa
Mining Equipment Manufacturers of South Africa
South African Furniture Initiative
Southern African Energy Efficiency Confederation
Italian Business Chamber
National Association of Automotive Component and Allied Manufacturers (NAACAM)
National Association of Automobile Manufacturers of South Africa (NAAMSA )
Franchise Association of South Africa (FASA)
Tourism Business Council of Southern Africa (TBCSA)
Taverners Association
Restaurant Association
Consumer Goods Council of South Africa
UCanGrow
GS1 Barcodes
Property Point
Black Business Council
Southern Africa Vehicle Rental and Leasing Association (SAVRALA)
MSM (Macadamia Nut) Marketplace
<b>PROGRAMMES:</b>
BUSA Localisation Committee
Localisation Support Fund
Harambee Youth Employment Accelerator
SA Food Alliance
Annual Local Timber Summit
SA Canegrowers Association: Home Sweet Home Campaign

PUBLIC SECTOR	
Companies and Intellectual Property Commission with BizPortal	National Presidential SMME and Co-operative Awards
Council for Scientific and Industrial Research	The African Growth and Opportunity Act (AGOA) Forum
Department of Small Business Development (Small Enterprise Development Agency (SEDA) and Small Enterprise Finance Agency (SEFA))	Consumer Protection Forum
eThekweni Metropolitan Municipality	IDC Clothing Textile and Footwear Desk
Gauteng Department of Economic Development	National Treasury SMC Forums (National Departments, State-owned Enterprises and Provincial Treasuries)
Government Communication and Information System (GCIS)	South African Standards Bureau Roundtable Discussions
International Trade Administration Commission (ITAC)	Land Bank
Import and Export Control	South African Education and Training Authority (SASSETA)
National Treasury with the Central Supplier Database	BankSETA
State-owned Enterprise Procurement Forum	Local Government Sector Education and Training (LGSETA )
South African Revenue Service (SARS) Industry Stakeholder Forums (Clothing and Textile and Furniture)	Invest South Africa
South Coast Tourism	B-BBEE Commission
Trade and Investment KwaZulu-Natal (TIKZN)	The SABC
Wine Transformation Unit (WITU)	Telkom Limited SOC
Dube TradePort	the dtic's Black Industrialist Scheme
Richards Bay Industrial Development Zone	The Tshwane SEZ
Gauteng Tourism	COEGA Development Corporation
National Consumer Commission	National Empowerment Fund (NEF)
National Consumer Commission	Durban Government (SMME programme)
the dtic's Localisation through Procurement Cross-Cutting Sectorial Intervention Task Team	Ithala Bank
City of Cape Town Localisation Programmes	Department of Economic Development: Gauteng Office of Consumer Affairs
Medical Research Council	

# STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

## PUBLIC SECTOR



Proudly SA is mandated to:

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

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

### 1. Proudly SA's Tender Monitoring Function

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

**The former list of products designated for local content includes:**

Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	<b>Per Tender</b>	<b>07-12-2011</b>
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
Rail Signalling System	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar water Heaters	70%	19-07-2012
Fire Fighting Vehicle	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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

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

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

**the dtic reported the following in terms of compliance levels for 2022/2023:**

Bids Reviewed Quarter 1 of 2022/2023	
Categories of Bids	Number (%)
Compliant before and after 16 January 2023	26 (23%)
Compliant before but not after 16 January 2023	34 (30%)
Non-compliant before and after 16 January 2023	53 (46%)
Unclear	1 (1%)
<b>TOTAL</b>	<b>114</b>

	Bids Reviewed Quarter 2	Bids Reviewed Quarter 3	Bids Reviewed Quarter 4
<b>Compliant</b>	17 (30%)	45 (37%)	13 (8%)
<b>Non-compliant</b>	40 (70%)	43 (36%)	151 (90%)
<b>Partially Compliant</b>	0	32 (27%)	3 (2%)
<b>TOTAL</b>	<b>57</b>	<b>120</b>	<b>167</b>

## 2. Events - Public Sector Procurement Forums (education drive)

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

In 2023, Proudly SA joined National Treasury on its roadshow to inform the public sector about the new procurement regulations, and Proudly SA emphasised the importance of including local content provisions in the public entities' respective supply chain management policies. These supply chain management forums are targeting national departments, state-owned entities, and provincial treasuries.

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## 3. Updating of Specifications

Piloting office furniture, Proudly SA is working with the dtic sector desk and industry to update specifications to match what industry can supply.

#### 4. SABS Local Content Verification

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

#### 5. Integration with the CSD

To ease the process of enlistment for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations has been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place in the 2024/2025 financial year.

#### 6. State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

#### 7. Other

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

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

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

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

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

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



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

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

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

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

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

### **Part 1: General observations of Chapter 4 of the Bill, and comments in relation to Chapter 4** **The Bill itself must contain a proper framework for preferential procurement. This is currently lacking.**

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

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



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

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

- i) The public sector to commit to actively expanding the list of (national) products (it was envisaged that the Regulations on certain items will be included in the Bill) by at least five products per annum. The list of items must be in consultation with all social partners.
- ii) The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Bill, but not publishing the required information) (see below for

further discussion).

- iii) Centralised purchasing of all (national) designated items through commercialising local technology as per Section 24. Proudly SA is of the view that a central point will advance local procurement to ensure aggregated spend, with advantages for economies of scale.
- iv) To further advance centralised purchasing, procurement officials must have access to product specifications in line with the needs of the Republic and the capabilities of local manufacturers. Therefore, product specifications must be revised and published in one central point to alleviate any confusion from the public sector in order to invite local companies to bid accordingly. Should procurement officials have a need for a product not yet made locally, the contract period should be shortened to ensure local manufacturers seek support from government and/or social partners to build capacity to start manufacturing locally.
- v) Development of resources, including people and IT structures, is of utmost importance to ensure that the objectives of the Bill are met.

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

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

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

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

## **Part 2:**

(i) **Addressing Non-compliance with the Bill** To ensure the fluid implementation of the Bill and its integrity be upheld, consequences for non-compliance must also be addressed. It is recommended that the Public Procurement Officer works closely with the Office of

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

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

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

# 05

## PROUDLY SA SUCCESS STORIES



In line with Proudly SA's mandate to support member companies through its various programmes and initiatives, Proudly SA has collated a number of successes achieved during the 2023/2024 financial year. In this report, reference is made to those 100 achievements:

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

Details regarding the companies and the opportunities afforded to them are also briefly included in the report.

Q1
The Breadbox Bakery
Sawubona Mycelium
BWGL Group



<b>The Breadbox Bakery – PR Exposure (26 March 2024)</b>	
<p>A conversation with some unemployed women ignited an urge to embark on a journey in skills development. A journey to establish a business while also providing others with a skill and a job. Matlhogonolo, began this journey in her home kitchen and soon left her job in ICT to focus on the company's rapid growth. The first retail store, located in Midrand, was opened in 2018 with her savings and some family investment. The company's ethos is to effect meaningful change in the community while building a formidable brand and enterprise in the food preparation and manufacturing sector locally and eventually globally.</p>	
<b>Proudly SA intervention</b>	<p>Interview opportunities with the Sowetan newspaper. The article was published on the newspaper in the GP (early &amp; late edition), KZN, and Free State provinces reaching 1 548 000 potential customers. The article was also syndicated via SowetanLive which has 3 588 367 audiences.</p> <p>The PR Value is R839 125.44</p>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Publicity</li> <li>• Build credibility</li> </ul>
<b>Long-term effect</b>	<ul style="list-style-type: none"> <li>• Acquire new consumers</li> <li>• Building and increasing brand awareness</li> <li>• Attract a bigger audience</li> </ul>



**Sawubona Mycelium – Access to Market (Buy Local Summit & Expo – 25 & 26 March 2024)**

Sawubona Mycelium is a Biotechnology company based in Centurion. It was established in 2018, combining the age-old process of fermentation with advances in biotechnology, to produce bio-based ingredients from nature, to enable sustainable manufacturing of cosmetics, pharmaceutical products, food and bio-materials.

**Proudly SA intervention**

Proudly South African hosted the 12th annual Buy Local Summit and Expo on 25th and 26th March 2024. The Buy Local Summit & Expo affords active members with a large-scale Access to Market opportunity where they can showcase and sell their business offerings and services to visitors and consumers from various industries across the country. The members selected to participate in the Buy Local Summit & Expo were strategically chosen, according to key business-matchmaking criteria.

**Impact**

- Sawubona Mycelium generated significant sales amounting to R3,000.
- The brand gained extensive brand awareness through this access to market opportunity and secured reputable leads.

**Long-term effect**

- Sawubona Mycelium could retain their current staff complement.



### **BWGL Group – Access to Market (Buy Local Summit & Expo – 25 & 26 March 2024)**

BWGL specialise in cleaning services and the distribution of hygiene products such as toilet paper and cleaning products.

#### **Proudly SA intervention**

Proudly South African hosted the 12th annual Buy Local Summit and Expo on 25th and 26th March 2024. The Buy Local Summit & Expo affords active members with a large-scale Access to Market opportunity where they can showcase and sell their business offerings and services to visitors and consumers from various industries across the country. The members selected to participate in the Buy Local Summit & Expo were strategically chosen, according to key business-matchmaking criteria.

#### **Impact**

- BWGL Group generated sales amounting to R780.
- The brand gained extensive brand awareness through this access to market opportunity and secured reputable leads.

#### **Long-term effect**

- BWGL Group has retained their current staff complement.

Q2		
Memuka Plastic Mats	Freshmo Brands	Aslina Wines
Ledikana	Sibeko Jewellers	Cassie Kids Mineral Makeup
Khoi Tech	Tosh Detergents	BSMS Chilli House
Afrikan Passion Designs	Matomani	Sheer Elegance
Lali Wines	Mopani Bites	Corner Dladla Pizzeria
Nanola Wines (Access to Market)	AnneMe Handmade	TOSH Detergents
Nanola Wines (PR Exposure)	The Bread Box Bakery	Zulu Brides
Nandzu Wines	Why Cook	Seven Sisters
Lucmo Wines	Lesco	Vermont Leather Craft Manufacturers
M'Hudi Wines	Nestlé South Africa	Southern Sun
Libby's Pride Wines	NILOTIQA	WOA Fuels & Oils
Lavo Wines	Macsteel	
Homewood Crafted Luxury	Absolutely Coffee	



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



**Ledikana – Access to Market (Multichoice): 28-29 June 2023**  
*Clothing and Textile Accessory Designer/Manufacturer*

**Proudly SA intervention**

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

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

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

**Impact**

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

**Long-term effect**

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





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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



<b>Nanola Wines – PR Exposure (Proudly SA Wine Expo): 13-15 July 2023</b>
<p><b>Proudly SA intervention</b></p> <p>The second edition of the Proudly SA Local Wine Expo took place at the Prison Break Market in Randburg over a three-day period that allowed 28 local wine brands (consisting mostly of transformed, women-owned businesses) to exhibit, showcase and sell their product offering to consumers as well as buyers from the private sector (that formed a part of retail including the liquor trade, wholesale, restaurant, bars and taverns, hospitality more broadly, hotel, and the franchise industries), media, industry experts and influencers. These relatively new players in the industry were afforded the opportunity to tell their stories, so that they create memorable experiences for those who are newly-introduced to their products.</p> <p>Each wine brand was given a branded stand to ensure extra visibility to almost 1,500 visitors from all over the country.</p> <p>Nanola Wines was also selected by Proudly SA to appear on an eNCA interview to the value of R213,600.</p>
<p><b>Impact</b></p> <ul style="list-style-type: none"> <li>• Brand recognition and awareness, that lead to over R25,000 in sales to consumers/members of the public.</li> <li>• 35% growth in their social media platforms.</li> <li>• Exposure to 37,000 eNCA viewers which could lead to sales and brand recognition by a new audience.</li> </ul>
<p><b>Long-term effect</b></p> <ul style="list-style-type: none"> <li>• Brand awareness and new access to market opportunities within the local wine buying industry.</li> <li>• Sales – ensured that the jobs were retained, and growth for the business to further create jobs.</li> </ul>



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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





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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

- Currently in discussion to export.



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

**Proudly SA intervention**

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

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

**Impact**

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

**Long-term effect**

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



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

**Proudly SA intervention**

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

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

**Impact**

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

### Long-term effect

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



### Matomani – Access to Market (online): July 2023

*Produces Food Products using Mopani Worms*

#### Proudly SA intervention

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

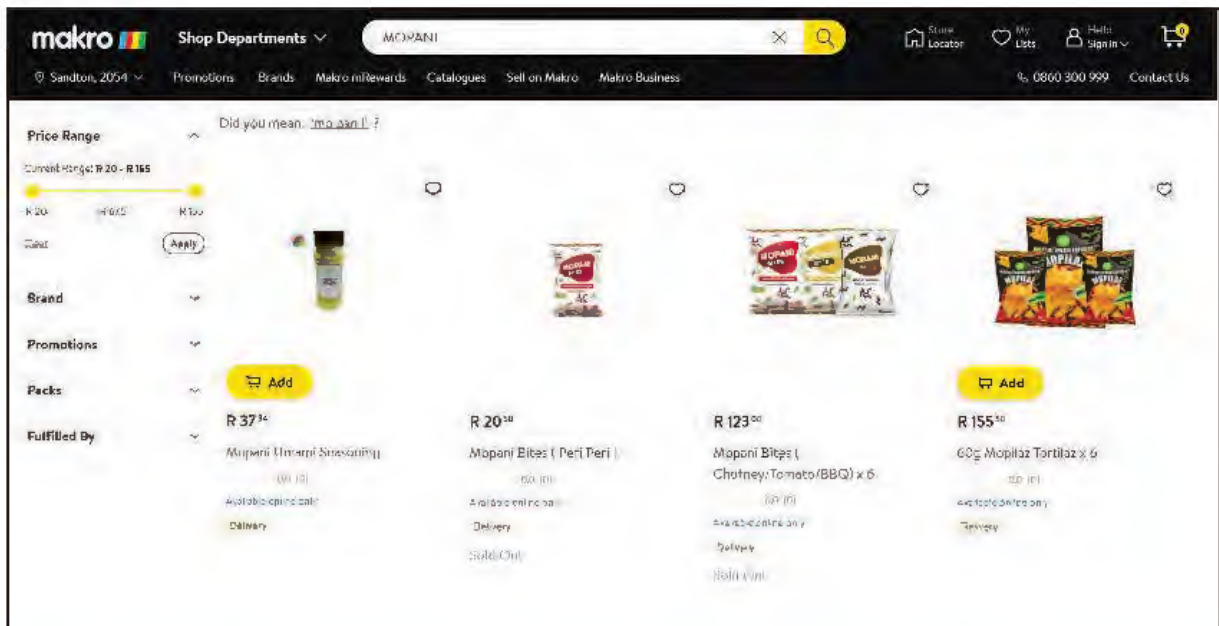
Currently, the member has two products listed on the platform.

#### Impact

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

#### Long-term effect

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



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

#### Proudly SA intervention

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

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

#### Impact

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

#### Long-term effect

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



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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



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

#### Proudly SA intervention

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

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

#### Impact

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

#### Long-term effect

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



### Why Cook – PR Exposure: 14 July 2023

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

#### Proudly SA intervention

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

#### Impact

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

#### Long-term effect

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



<b>Lesco – PR Exposure: 17 July 2023</b> <i>Manufacturer of Electrical Products</i>	
<b>Proudly SA intervention</b>	
<p>Inclusion in Proudly SA CEO's opinion piece that was published on IOL, the Business Report (including its online publications) which included Pretoria News, Cape Times, The Star and The Mercury.</p>	
<b>Impact</b>	
<ul style="list-style-type: none"> <li>The PR exposure was valued at R405,752.00 and reached an audience of over 8,5 million people, exposing the brand to consumers (brand awareness and recognition in retail stores) as well as corporate clients.</li> </ul>	
<b>Long-term effect</b>	
<ul style="list-style-type: none"> <li>Lesco was on the brink of closing one of their operations, but due to Proudly SA's intervention, could retain over 120 jobs.</li> </ul>	



<b>Nestlé South Africa – PR Exposure &amp; Investment/Expansion: 18 July 2023</b>	
<b>Proudly SA intervention</b>	
<p>On 18 July 2023, Nestlé South Africa inaugurated the coffee mixes manufacturing plant in Babelegi, Hammanskraal, showcasing dedication to employment creation, community upliftment and economic development.</p>	
<p>To increase awareness of this Proudly SA member's endeavours, Proudly SA invited its member to participate in an interview on Power FM to talk about its most recent venture in further driving localisation.</p>	
<b>Impact</b>	
<ul style="list-style-type: none"> <li>27 new jobs were created.</li> <li>The value of the interview was R97,920, reaching an audience of over 262,000.</li> </ul>	
<b>Long-term effect</b>	
<p>Uplifting and improving the livelihoods of the Hammanskraal community.</p>	



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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

Brand exposure and recognition of the story behind the business.



**Macsteel – Investment/Expansion & PR Exposure: July 2023**  
*Over 40 service centres, branches, franchise partnership outlets, warehouses, and staff, have established the company as the leading manufacturer, merchandiser and distributor of steel and value-added products.*

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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





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

**Description of member**

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



**Aslina Wine (PR Exposure), 1 September 2023**

**Description of member**

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

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



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

**Description of member**

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

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



**BSMS Chilli House – Permanent Supplier on Zulzi**

**Description of member**

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



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



**Corner Dladla Pizzeria – Proudly SA Local Wine Expo, July 2023**

**Description of member**

Corner Dladla Pizzeria is a quick service restaurant specialising in wood-fired pizzas, chicken wings and ribs.

**Proudly SA intervention**

The 2023 Proudly SA Local Wine Expo 2023 was a three-day event that focused on showcasing the best in South Africa's wines. Hosted at the Prison Break Market in Lonehill, Johannesburg, brought together approximately 28 South African wine brands under one roof. These members were profiled and given a branded stand to exhibit in order to sell their goods to Corporate SA and consumers. The show saw approximately 1,500 visitors from all over the country made up of local buyers, business owners, media & people of influence as well as the general public/consumers. Attendees had the opportunity to discover new favourites and engage with passionate winemakers and industry experts. Proudly SA members in the fast food and restaurant space, were also given the opportunity to sell to the public where each member was provided an outside catering area within the venue.

**Impact**

Corner Dladla Pizzeria was able to generate additional income for the business and provided additional shifts for staff to contribute to business sustainability and brand awareness to new clientele.

**Long-term effect**

Exposure to new clientele and brand awareness.



**TOSH Detergents (Social Media Exposure): 6 September 2023**

**Description of member**

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

**Proudly SA intervention**

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

**Impact**

Wider brand visibility and exposure to 90,000 people.

**Long-term effect**

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



### Zulu Brides (Social Media Exposure): 15 September 2023

#### Description of member

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

#### Proudly SA intervention

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

#### Impact

Wider brand visibility and exposure to 90,000 people.

#### Long-term effect

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



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

#### Description of member

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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

**Vermont Leathercraft Manufacturers – Handmade Contemporary Fair, 1-3 September 2023)****Description of member**

Leather and synthetic leather goods manufacturer.

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



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

**Description of member**

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

**Proudly SA intervention**

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

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

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

**Impact**

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

**Long-term effect**

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





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

**Description of member**

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

**Proudly SA intervention**

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

**Impact**

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

**Long-term effect**

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



Q3	
Chepa Streetwear	Spec Tank South Africa
Corner Dladla Pizzeria	Sky Washing Powder
100KM Icon's Merchandise	Tradishnal
Memuka Plastic Mats	Sarikraft 360
The Vegan Chef	Maxe South Africa
Township Luxury	Township Luxury
African Mamas Crafts	Khoi Tech
Afrikan Passion Designs	Memuka Mats
TM Innovations	Mist Candles
Cosmo Dumpling	Sbhiva
Yamama Gemmer	Fresh Advertising and Marketing
Sumting Fresh	The Boxman
All Day Jam	Switch Energy Drink
Khoi Tech	Portia M Skin Solutions
Tosh Detergents	Uju Pure Honey Gummies
Extremely Soft	Dimzique Jewellery
Glass Escapes	



### Chepa Streetwear - Access to Market (DSTV Delicious Festival 23- 24 September 2023)

Chepa Streetwear is a local African Print Streetwear clothing brand that was launched in August 2017, by local Entrepreneur, Dumisani Mahlangu. Dumisani has always been a strong supporter of localisation and launched Chepa in aid of this.

#### Proudly SA intervention

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

#### Impact

- Chepa was one of the Proudly South African members selected to showcase their African Print-inspired clothing apparel to the festival goers. Dumisani, founder of Chepa found the brand very well received and supported.
- Chepa generated a substantial amount of sales accumulating to R22 000,00. The sales comprised various clothing items from T-shirts, Caps and Dresses.
- Chepa retained all their current employees and has made no internal changes.
- Dumisani engaged in promising conversations with executives from Coca-Cola Beverages and Mercedes Benz who were participating exhibitors of the festival. Dumisani alluded to the fact that both brands expressed strong interest in Chepa’s corporate offering and further mentioned that the discussions could lead to future collaborations between Chepa, and each of these brands soon.
- The Proudly South African team wore Chepa shirts and caps on day 1 of the festival in support of localisation and to further enhance brand awareness for the Chepa Clothing Brand.

#### Long-term effect

- Dumisani is confident that the exposure gained at the festival, and the revenue generated will assist with the future growth of Chepa and the employment retention of his employees.



**Corner Dladla Pizzeria - Access to Market (DSTV Delicious Festival 23- 24 September 2023)**

What started out as a simple “create your own pizza challenge” upon entering a restaurant in 2009, led to a promising business prospectus, for Kgomotso Motshegoa. Kgomotso founded Corner Dladla Pizzeria to offer people from his township mouth-watering pizza prepared in a unique way in as short a time as possible. Corner Dladla has seen substantial growth since its establishment and is said to reach greater heights over the coming months, according to Kgomotso.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Corner Dladla Pizzeria was selected as one of the members to participate in the Proudly South African Food Mile to showcase and sell their mouth-watering pizza offering to the festival goers.
- Kgomotso, Founder of Corner Dladla Pizzeria engaged in promising conversation with members from the Liquor Brand, Windhoek who were impressed with their offering. Kgomotso alluded that this has led to more in-depth talks and possible collaborations on Windhoek’s upcoming events.
- Corner Dladla generated over 585 sales at the event which equates to a 1.15% increase from the 2022 festival.
- Corner Dladla Pizzeria was able to retain all their staff and, also managed to employ an additional assistant in their main pizza outlet.

**Long-term effect**

- Corner Dladla was able to showcase and promote their brand successfully at the festival and has also enabled a collaboration with a strong, well-known brand.



**100KM Icon's Merchandise - Access to Market (DSTV Delicious Festival 23- 24 September 2023)**

The 100KM Icon's Merchandise is a sports-marathon clothing brand that was founded by Vulithuba B. Sangoni and was inspired by Nelson Mandela's rural up-bringing in the Rural Villages.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called "The Proudly South African Food Mile". The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- 100KM Icon's Merchandise was able to showcase its brand to a wider audience and grew its marathon awareness and campaign.
- 100KM Icon's Merchandise generated sales of R10 000,00 in value. The sales comprised various sports-clothing items from socks, caps, jackets and hoodies.
- Vulithuba engaged in discussions with a few individuals looking to collaborate in the 100KM Icon's Marathon soon.
- 100KM Icon was impressed by the international presence in the lifestyle area and found their brand to be well-received and appreciated.
- 2 temporary staff members were employed to assist at the 2-day festival.

**Long-term effect**

- 100KM Icon's Merchandise was successfully able to showcase their brand to a wider audience which has led to potential collaborations with new clientele from privately owned institutions and Non-Governmental Organisations.



**Memuka Plastic Mats – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Memuka Plastic Mats is a Proudly South African Plastic Mats Manufacturer that was launched in 2018 by young, black entrepreneurs.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

Memuka Plastics Mats was able to sell 34 plastic mats of various sizes to the festival goers which accumulated to R11 300,00 and was able to showcase their brand to a very wide, diverse audience.

**Long-term effect**

- The exposure at the event and the revenue generated has retained all the jobs created by Memuka Plastic Mats.



**The Vegan Chef – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

The Vegan Chef is a gourmet and artisanal vegan, plant-based food chain and food manufacturer. The Vegan Chef was launched to sustain the environment through a mouth-watering meat-alternative and plant-based menu.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- The event allowed The Vegan Chef to gain more brand exposure and generate a new client base.
- The Vegan Chef generated a substantial amount of revenue which has allowed it to retain the jobs of their employees.
- The Vegan Chef made sales to the value of R27 200,00.

**Long-term effect**

- The Vegan Chef was able to acquire a new customer base from the festival which they will communicate with regularly.



**Township Luxury – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Township Luxury is an urban street-wear fashion label operating in the ready-to-wear apparel market. The company was founded in 2019, by Lebogang Khumalo with the purpose of providing an alternative in the South African fashion context and create an authentic clothing brand that embraces the township lifestyle and culture.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Township Luxury was able to generate new reputable business leads at the festival which they believe will turn into promising collaborations.
- The Proudly South African staff wore Township Luxury shirts on Day 2 of the festival in support of localisation which added to the maximum brand exposure for the Township Luxury brand.
- Township Luxury was able to generate a 12 sales to the value of R4 200,00 at the festival which has allowed them to retain their current staff.

**Long-term effect**

- Township Luxury was a first-time festival participant and gained major brand exposure.
- The festival encouraged Township Luxury to grow their social media presence and create more eye-catching campaigns.



**African Mama's Crafts – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

African Mama's Crafts creates and offers a stunning selection of handmade, beaded accessories, household décor items, and a range of corporate gifting items that are made from high-class quality glass beads and up-market materials.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called "The Proudly South African Food Mile". The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Nomaswazi, founder of African Mama's Crafts managed to secure an interview on the SAFM radio station which allowed the brand to gain further exposure.
- African Mama's Crafts generated sales worth R3 400,00 and have received enquiries for additional orders from clients that they engaged with at the festival.
- They retained all employees from the festival.

**Long-term effect**

- Nomaswazi is confident that the business cards and leads they generated while activating at the festival will turn into a solid business.





**Afrikan Passion Designs – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Afrikan Passion Designs handcrafts environmentally conscious leather handbags, wallets, laptop bags and leather shoes.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Afrikan Passion Designs was able to generate a significant number of sales that accumulated to R12 000,00 of which R7 000,00 were on-site sales and R5 000,00 were pre-orders.

**Long-term effect**

- Afrikan Passion Designs was able to gain maximum brand exposure at the event which has also afforded them pre-orders from the festival-goers.



**TM Innovations – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

TM Innovations was founded by Chef Mahlomola Thamae who provides private chef services and corporate catering services.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- TM Innovations had originally planned and prepared 1,200 meal portions for the festival and sold an outstanding 750 portions. This is a phenomenal achievement, as stated by Chef Mahlomola.
- TM Innovations was approached by a major brand and co-participant at the festival, Coca-Cola, to cater for 100 of their staff members at the festival. This was a challenge that Chef Mahlomola delivered exceptionally well and could lead to more collaborations and event catering deals.
- TM Innovations generated R69 400,00 in sales.

**Long-term effect**

- TM Innovations was able to hand out 500 business cards and managed to gain maximum brand exposure at the event.
- TM Innovations was able to retain all its staff due to this opportunity.



**Cosmo Dumpling – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Cosmo Dumpling is a black female owned bakery that was founded in January 2017. Cosmo Dumpling specialises in making Dumplings by following the traditional African method. The dumpling offerings by Cosmo Dumpling are made in all shapes, sizes and come in a variety of flavours.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Cosmo Dumpling was able to drive strong brand awareness at the event.
- Cosmo Dumpling was able to generate a substantial amount of revenue at the event that accumulated to R17 647,00.

**Long-term effect**

- Cosmo Dumpling has not recruited any new staff members and has retained all their staff post the festival. Petunia, founder of Cosmo Dumpling mentioned that the business was strong and well-received by the people in her community and she intends to further expand the brand awareness.



**Yamama Gemmer – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Yamama Gemmer is a traditional homemade, locally produced, non-alcoholic ginger beer concentrate that is made with natural, local ingredients.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.

**Impact**

- Yamama Gemmer managed to secure an event deal with a South African Insurance company that visited the stand during the festival. The heritage-inspired event consisted of 150 attendees for which Yamama Gemmer catered.
- Mosibudi, Co-Founder of Yamama Gemmer managed to secure a speaking slot at the University of Johannesburg’s Hospitality & Tourism Faculty post the event and even managed to land an interview with Power FM.
- Yamama Gemmer generated a significant number of leads from the festival that have now converted to reputable sales.
- Yamama Gemmer generated revenue to the value of R35 999,00.

**Long-term effect**

- Yamama Gemmer was able to gain maximum brand exposure which has led to more radio interviews, a wider, more diverse client database and more interactive discussions on entrepreneurship at University Faculties.



<b>Sumting Fresh – Access to Market (DSTV Delicious Festival 23-24 September 2023)</b>
<p>Sumting Fresh is an Asian African American Fried Chicken outlet that was founded by Andrew Leeuw and his good friend, Hezron Louw in early 2012. Sumting Fresh started out as a simple entrepreneurship dream that turned into a successful, fruitful business for both co-owners.</p>
<p><b>Proudly SA intervention</b></p> <p>Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. Our participation spanned over what was called “The Proudly South African Food Mile”. The Food Mile comprised of 8 Proudly South African Food Vendors - along the main mile, an interactive Lifestyle Area that included 6 of our Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.</p>
<p><b>Impact</b></p> <ul style="list-style-type: none"> <li>• Sumting Fresh welcomed over 1700 festival-goers to their stand at the festival which enabled them to generate a substantial amount of revenue and maximise on their brand exposure.</li> </ul>
<p><b>Long-term effect</b></p> <ul style="list-style-type: none"> <li>• Andrew stated that with this momentum and the support from Proudly South Africa, the Sumting Fresh brand is more determined than ever to become the next international food brand from South Africa. The dream of taking our flavours and culture to the world is closer to becoming a reality, from their participation in this event and we owe a significant part of our success and drive to Proudly South African.</li> </ul>



**All Day Jam – Various Access to Market Opportunities in 2023**

All Day Jam is a youth owned company from Orange Farm in Gauteng. The company plants organic fruits and vegetables, and produces jam out of the harvest. Their sun-ripened fruits are hand-picked and sorted, to ensure only freshest, finest ingredients go into every jar or bottle. Gontse is a co-founder of the business established 2019 and works closely with customers to ensure, well, good service and quality products. The focus of All Day Jam is to create fresh, hand-made jams while retaining the highest quality of standards. All Day Jam aim is to infuse this bespoke product with the re-energizing and tranquil feeling in every bite of this jam.

**Proudly SA intervention**

Through introductions and interventions, Proudly SA was able to assist with the following:

- Product testing through SABS.
- Product Barcoding through GS1.
- Proudly South African endorsement and listing on eCommerce platforms.
- Being part of the Proudly SA endorsement as a member, has played a big role in their business. Being part of the Buy Local Summit and Expo in March gave All Day Jam huge exposure and good numbers of sales at the event. There was nothing more satisfying than seeing fellow South Africans buying local and leaving with the member's stock at the Buy Local Summit and Expo.

**Impact**

- Development of a website
- Capacity building – All Day Jam benefited from various trainings that were offered and referred by the centre.
- The company managed to sustain 2 jobs and they are looking forward to creating more jobs and empowering the youth with the skills to manufacture Jam.

**Long-term effect**

- All Day Jam and it's customers have gained confidence on the product and brand as it has raised an increase in clientele. The company supplies Restaurants, Day care Centres, Homes for physically challenged people and school feeding schemes.
- All Day Jam has partnered with distributors to distribute the product to customers outside Gauteng.



**Khoi Tech – Access to Markets (Made In Africa Exhibition 2-4 November 2023 (AGOA Forum))**

Khoi is an African technology business offering that specialises in consumer electronics and related software services. Khoi Tech (Pty) Ltd was established in August 2020 and undertook extensive research and development with leading international OEMs to offer high quality consumer electronics and related software services. The Khoi brand is dedicated to the original sub-Saharan Africans, the Khoisan people. The member celebrates their inventiveness and resilience.

**Proudly SA intervention**

Proudly SA invited Khoi Tech to the Made in Africa Exhibition which formed part of the AGOA Forum. The exhibition took place over three days at the Expo Centre in Johannesburg and Proudly SA invited ten member companies to exhibit. Khoi Tech was selected based on their product or services being export ready to the United States.

**Impact**

- Government ministers and the presidency attended the event on Friday 1st November, they did a walk about of the exhibition floor. President Cyril Ramaphosa stopped and interacted with Khoi Tech as one of the 300 exhibitors who were at the event. Khoi Tech was also awarded a television interview which has potentially led to a new customer base as well as brand awareness and exposure.

**Long-term effect**

- Brand awareness and exposure
- Networking and potential sales leads with US representatives



**Tosh Detergents – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

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

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. In addition to our food and lifestyle member participation, the DSTV Delicious Festival organiser's, through the guidance and support of Proudly South African Membership, procured detergents & general ablution items from two Proudly South African members for the festival. The ablution items were ordered and paid for in support and appreciation of localisation.

**Impact**

- The total order for the two-day festival was R7 919,80.

**Long-term effect**

- Sales & revenue
- Brand awareness
- Future orders with the festival



**Extremely Soft – Access to Market (DSTV Delicious Festival 23-24 September 2023)**

Extremely Soft is a toilet tissue manufacturing company based in Soshanguve, pure 100% virgin pulp and eco-friendly paper.

**Proudly SA intervention**

Proudly South African identified the DSTV Delicious Festival as a prime consumer access to market opportunity for our food and lifestyle members. In addition to our food and lifestyle member participation, the DSTV Delicious Festival organiser's, through the guidance and support of Proudly South African Membership, procured detergents & general ablu-tion items from two Proudly South African members for the festival. The ablu-tion items were ordered and paid for in support and appreciation of localisation.

**Impact**

- The total order for the two-day festival was R25 835

**Long-term effect**

- Sales & revenue
- Brand awareness
- Future orders with the festival



**Glass Escapes Studio – PR Exposure on Proudly SA various social media platforms, 23 October 2023**

Since 1987, Carol Mullany, has been creating exciting handmade glass art. Originally working with traditional stained glass, she now also produces fun mosaic pieces, as well as irresistible glass fusion. A successful glass studio, brought about by demand, operates from her home where many fascinating mediums of glass art are taught.

**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers of Glass Escapes' offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Spectank – PR Exposure on Proudly SA various social media platforms, 23 October 2023**

Spectank® is the original food grade stainless steel heated soak tank. CARBSOLVE® is a non-toxic and non-corrosive cleaning powder. Together, Spectank® and CARBSOLVE® will remove fat, oil and grease (black carbon) from your cooking and baking equipment.

**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers on Spectank's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Sky Washing Powder – PR Exposure on Proudly SA various social media platforms, 27 October 2023**

SKY Washing Powder is a locally manufactured, washing powder detergent brand. They offer products that are of superior quality, environmentally friendly packaging, and easily accessible to the average South African.



**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers on Sky Washing Powder's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Tradishnal (PR Exposure) – PR Exposure on Proudly SA various social media platforms, 30 October 2023**

Tradishnal brand started its journey in 2019 with a small range of bowl covers but has since added bags, dog accessories and so much more

**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers on Tradishnal's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Sarikraft - – PR Exposure on Proudly SA various social media platforms, 3 November 2023**

Sarikraft produces handmade products consisting of designer cushions, wedding décor accessories, bags, wedding trays, and rangoli décor.

**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers on Sarikraft's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Maxe South Africa – PR Exposure on Proudly SA various social media platforms, 6 November 2023**

Maxe South Africa manufacture a broad range of premium vehicle accessories for LCVs, SUVs, and Trucks and are committed to supporting local manufacturing, suppliers, communities, skills development and CSI initiatives.

**Proudly SA intervention**

Proudly SA published an awareness post informing Proudly SA's followers on Maxe South Africa's offerings through Social Media placements on Facebook, LinkedIn, and Instagram. The post was showcased at the forefront of over 100 000 followers.

**Impact**

- Exposure and Brand Awareness to a new audience of 100,000 followers
- Publicity

**Long-term effect**

- Strengthen business sales
- Encourage purchasing decisions
- Reach potential customers
- Ultimately – retain and create jobs



**Township Luxury - Access to Market (STADIO Spring Sessions 23 November 2023)**

Township Luxury is an urban street-wear fashion label operating in the ready-to-wear apparel market. The company was founded in 2019, by Lebogang Khumalo with the purpose of providing an alternative in the South African fashion context and create an authentic clothing brand that embraces the township lifestyle and culture.

**Proudly SA intervention**

STADIO School of Fashion hosted an interactive workshop at their Hatfield campus. The event was titled “African Fashion Futures”. Township Luxury was given the opportunity to be part of their panel discussion on their entrepreneurial journey within the fashion industry. Lebogang Khumalo founder of Township Luxury and former alumni of STADIO represented the company for the session.

**Impact**

- Township Luxury was able to share their story to future fashion stylists and business owners.
- Brand awareness.
- STADIO has over 46,000 students over their nine campuses (reach).

**Long-term effect**

- Insights into new technologies that are being used in curriculums to prepare future designers for the fashion industry.
- Business opportunities and future collaborations with other fashion icons currently under discussion.

**Khoi Tech - Access to Market (4IR Webinar: 30 November 2023)**

Khoi is an African technology business offering that specialises in consumer electronics and related software services. Khoi Tech (Pty) Ltd was established in August 2020 and undertook extensive research and development with leading international OEMs to offer high quality consumer electronics and related software services. The Khoi brand is dedicated to the original sub-Saharan Africans, the Khoisan people.

**Proudly SA intervention**

Proudly SA hosted a webinar titled “Business Digitalisation for growth through 4IR Inclusion”. The webinar focused on how business can become successful through digitalisation and becoming more innovative in how they think and operate. Khoi Tech was invited to be a panellist on the webinar and was represented by Thato Mangwegape, the Brand Development Manager. He spoke on how Khoi Tech who produces Smart Watches developed and how they continually use technology to assist consumers and business utilise technology to become more efficient.

**Impact**

- Engagement with a new audience; the webinar had 45 attendees and was restreamed on all Proudly SA’s social media platforms for increased (continuing) engagement.
- Networking for future collaborations with other businesses (panellists) such as Microsoft.

**Long-term effect**

- Increased brand awareness and an introduction to potential new customers.



**Memuka Mats - Access to Market (The Firs Christmas Market, 1-3 December 2023)**

Memuka Mats is a Proudly South African plastic mats manufacturer that was launched in 2018 by young, black entrepreneurs.

**Proudly SA intervention**

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

**Impact**

- Memuka Mats sold 22 mats over the 3-day event.
- Memuka Mats generated 3 pre-order leads at the event.

**Long-term effect**

- Participation in this event has enabled Memuka Mats to retain their staff and purchase additional materials to create more mats.



**Mist Candles - Access to Market (The Firs Christmas Market, 1-3 December 2023)**

Mist Candles locally manufactures a wide range of candles that are made of Soy, Paraffin, Room linen Spray, and Reed Diffusers in a variety of as-sorted scents.

**Proudly SA intervention**

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

**Impact**

- Mist Candles was able to gain extensive brand awareness at the market.
- Mist Candles generated R3 900,00 in sales over the 3-day event.

**Long-term effect**

- Mist Candles was able to reach a new audience and be privy to brand exposure.



**Sbhiva - Access to Market (The Firs Christmas Market, 1-3 December 2023)**

With deep roots in the township of Phiri in Soweto, South Africa, Sbhiva is a vintage clothing lifestyle brand that was founded in the deep roots of the Phiri Township in Soweto, South Africa.

**Proudly SA intervention**

Proudly SA hosted a Christmas market at The Firs shopping centre in Rosebank. The event provided members an access to market opportunity to showcase and sell their locally manufactured products to shoppers as the festive season kicked off. The event was themed around supporting and buying local during the festive season and created awareness for our members.

**Impact**

- Sbhiva's participation in the market enabled them to employ a new sales agent who generated R1 080 in sales over the 3-day event.
- Sbhiva was able to gain extensive brand exposure at the event.

**Long-term effect**

- Sbhiva is continuously looking at market trends and ways to grow its brand and business. The brand is currently based in Johannesburg, but with a 6-month plan in mind, the founder, Sihle, is looking to expand the business to surrounding cities.



**Fresh Advertising and Marketing (PR Exposure): 20 November 2023**

Fresh's work encompasses of marketing and advertising communications, online and digital experiences. At the core of Fresh are marketing experts and creatives with a wealth of experience, working collaboratively with trust and respect to best serve our clients.

**Proudly SA intervention**

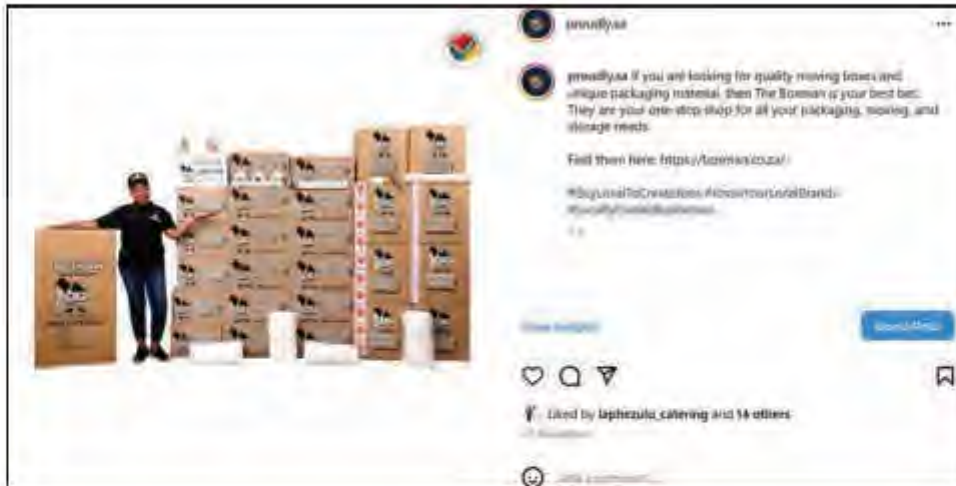
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

**Impact**

- Brand awareness and exposure
- Established brand reputation

**Long-term effect**

- Recruit new clientele which leads to retaining and creating jobs



<b>The Boxman (PR Exposure): 20 November 2023</b>
The Boxman has been supplying cartons over the past 30 years, initially as manufacturers and then as manufacturers and distributors.
<b>Proudly SA intervention</b>
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.
<b>Impact</b>
<ul style="list-style-type: none"> <li>• Brand awareness and exposure</li> <li>• Established brand reputation</li> </ul>
<b>Long-term effect</b>
<ul style="list-style-type: none"> <li>• Recruit new clientele which leads to retaining and creating jobs</li> </ul>



**Switch Energy Drink (PR Exposure), 23 November 2023**

Committed to quality and affordability, The Alternative Power (Pty) Ltd, a Proudly South African member company, and has been breaking boundaries with Switch Energy Drinks since 2014, bringing a demanding and diverse market an out of this world taste experience, all while boosting energy levels and keeping the market going.

**Proudly SA intervention**

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

**Impact**

- Brand awareness and exposure
- Established brand reputation

**Long-term effect**

- Recruit new clientele which leads to retaining and creating jobs



**Portia M Skin Solutions (PR Exposure), 24 November 2023**

Portia M is an award-winning cosmetic brand that specialises in skin care solutions. Their products are recommended for stretch marks, uneven skin tone, oily, dehydrated & acne prone skin. Portia M started with just one product in 2011, they now have over 40 facial and body skin care products that are sold in over 2000 retail stores.

**Proudly SA intervention**

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

**Impact**

- Brand awareness and exposure
- Established brand reputation

**Long-term effect**

- Recruit new clientele which leads to retaining and creating jobs



**Uju Pure Honey Gummies (PR Exposure), 27 November 2023**

Uju Pure Honey Gummies use honey that is sourced locally and responsibly from Africa’s honeybees. Uju Pure Honey Gummies are a delicious and satisfying treat without any guilt! They have a delicious and addictive texture somewhere between Turkish Delight and normal gummy sweets.

**Proudly SA intervention**

Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.

**Impact**

- Brand awareness and exposure
- Established brand reputation

**Long-term effect**

- Recruit new clientele which leads to retaining and creating jobs





<b>Dimzique Jewellery (PR Exposure), 1 December 2023</b>
Dimzique Jewellery, specializes in a variety of high-quality, handcrafted beaded jewellery designs that are affordable and locally manufactured.
<b>Proudly SA intervention</b>
Social media presence and brand awareness through the Proudly South African pages. Proudly SA has placed the brand in view of an audience of over 270 000.
<b>Impact</b>
<ul style="list-style-type: none"> <li>• Brand awareness and exposure</li> <li>• Established brand reputation</li> </ul>
<b>Long-term effect</b>
<ul style="list-style-type: none"> <li>• Recruit new clientele which leads to retaining and creating jobs</li> </ul>



All I ever dreamt of was to be a bird and fly high and now I have the wings to help others fulfill their dreams of flying high too.



*South Africa, their future is in your hands.  
Buy local to create jobs.*



# 5 Corporate Governance

- 01 Legislative and Governance Framework
- 02 Relationship with the dtic
- 03 Board and Board Committees' Report

# 01

## LEGISLATIVE & GOVERNANCE FRAMEWORK

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In 2024, the Institute of Directors in South Africa (IoDSA) emphasised five critical trends for boards to address.

Firstly, boards must make faster and firmer decisions in response to an increasingly dynamic environment, requiring directors to stay well-prepared and chairs to maintain focused discussions.

Secondly, there's a push for boards to utilise AI not just for generating reports but for gaining actionable insights from real-time data.

Thirdly, the focus for directors is shifting from operational expertise to effective oversight and continuous learning.

Fourthly, boards must cultivate agility to navigate the volatile, uncertain, complex and ambiguous (VUCA) world effectively.

Lastly, sustainability has become a central concern in boardrooms, with directors expected to understand and report on environmental issues like climate change. These trends underscore the evolving expectations and challenges facing corporate boards in South Africa.

The Board of Directors of Proudly SA continued to embrace change and thrived during the year under review.

### **Proudly SA: Legislative and Governance Framework**

Proudly SA operates within a robust legislative and governance framework, ensuring transparency, accountability and responsible use of resources. This framework goes beyond the standard requirements for companies and demonstrates a commitment to best practices.

#### **Core Legislation:**

- **Companies Act 71 of 2008:** This act forms the foundation for Proudly SA's corporate governance structure. It defines the responsibilities of directors and ensures compliance with essential business practices.
- **Memorandum of Incorporation:** This document outlines Proudly SA's purpose, objectives and limitations. It serves as a guiding document for all its activities.
- **Shareholder Compact:** This agreement defines the rights and responsibilities of Proudly SA and its stakeholders, fostering cooperation and achieving shared goals.

#### **Public Finance Management Considerations:**

- **Public Finance Management Act (PFMA) 1999 (Act No. 1 of 1999) and National Treasury Regulations:** While Proudly SA isn't a PFMA-listed entity, the Board recognises the importance of these regulations. They promote sound financial management, transparency and accountability – values that Proudly SA upholds.

### **King Code on Governance Principles (King IV Report):**

Proudly SA adheres to the King Code, a set of guidelines for good corporate governance in South Africa. This demonstrates a commitment to ethical leadership, effective risk management and strong stakeholder relationships.

### **Additional Legal Considerations:**

- Public Audit Act No. 25 of 2004: This act allows the Auditor-General to audit Proudly SA's finances due to its funding from the National Revenue Fund. This ensures independent oversight and financial accountability.

### **Governance Philosophy:**

The Board of Directors at Proudly SA views strong corporate governance as essential for achieving its strategic objectives. As a non-profit organization (NPO) funded through the Department of Trade, Industry and Competition, responsible management of resources is paramount.

### **Commitment to Transparency and Accountability:**

Proudly SA embraces the principles of transparency and accountability. This is reflected in its compliance with relevant legislation and its willingness to undergo external audits.

### **Board Mandate and Corporate Goals:**

The Board is entrusted with ensuring that the Proudly SA campaign fulfils its mandate. This involves establishing a financially sustainable business model, ensuring efficient resource allocation and complying with key legislation.

### **Procurement Framework:**

The procurement framework prioritises compliance with the Constitution, PFMA and the Preferential Procurement Policy Framework Act (Act No. 5 of 2000). This ensures fair and equitable practices, promoting ownership and participation of historically disadvantaged individuals, youth, women and people with disabilities.

Although Proudly SA is not a PFMA-listed entity, the Board sought external legal advice regarding the applicability of the Public Finance Management Act ('PFMA') to Proudly SA.

The recommendation obtained through the legal opinion was that, in as much as Proudly SA is not a PFMA-listed entity, it would make for good corporate governance for Proudly SA to subscribe and comply with the spirit, purpose and object of the PFMA as it elicits transparency, sound management and accountability. It was therefore decided that Proudly SA would migrate towards complying with the requirements set out in the PFMA that apply to public entities.

### **The Proudly SA Board: Stewards of the Campaign's Mission**

The Board of Directors at Proudly SA serves as the guiding force for the Campaign. They operate with leadership, integrity, and sound judgment to ensure the Campaign achieves its intended goals and objectives, as outlined in the founding documents.

### Setting the Course:

- **Defining Purpose and Values:** The Board establishes Proudly SA's core purpose and values, shaping the organisation's identity and guiding its actions.
- **Strategic Direction:** It sets the long-term strategic direction for the Campaign, considering the constraints and opportunities presented by the legal and governance framework.

### Financial Oversight and Efficiency:

- **Budget Approval:** At least annually, the Board oversees the development of, and approves, a budget that facilitates the execution of the approved strategy. This ensures financial resources are allocated effectively to achieve campaign goals.
- **Performance Monitoring:** The Board maintains ongoing oversight throughout the year, monitoring management's implementation of business and operational plans, along with adherence to agreed-upon financial objectives.

### Delegation and Accountability:

- **Delegated Authority:** The Board establishes appropriate levels of materiality and relevance for the Campaign's activities. They delegate operational authority to management through a written 'Schedule of Delegated Authorities.' This document outlines the scope of management's decision-making power and is reviewed periodically.
- **Monitoring Delegation:** The Board actively monitors how management exercises its delegated authority, ensuring responsible use of resources and adherence to established policies.

### Committee Structure for Enhanced Governance:

To support its diverse responsibilities, the Board has established dedicated committee:

- **Audit and Risk Committee:** Oversees financial reporting, risk management practices and internal controls.
- **Remunerations Committee:** Recommends compensation for directors and senior management.
- **Finance and Procurement Committee:** Provides guidance on financial matters and ensures ethical procurement practices.
- **Social and Ethics Committee:** Champions social responsibility and ethical conduct throughout the Campaign.
- **Marketing, Communications and Membership Committee:** Oversees communication strategies, membership development and public engagement.

### General Committee Principles:

- **No Executive Authority:** Board committees generally lack executive power. Specific exceptions may be granted by the Board for particular issues within a committee's area of responsibility.
- **Recommendations to the Board:** Committees discuss assigned matters and present their recommendations to the Board for final decisions.
- **Shared Procedures:** Board committees adhere to the same rules of conduct and procedures as the Board, unless explicitly stated otherwise in their terms of reference.

- **Committee Composition:**

- Non-executive directors are limited to serving on a maximum of three committees.
- Each committee consists of a maximum of four non-executive Board members.
- Committees are formed by considering the skills, expertise and experience of members relevant to the committee's specific mandate.
- Independent external professionals with relevant expertise can be invited to join committees as non-voting members to provide additional support.

**Seeking External Guidance:**

Board Committees have the authority to seek independent professional advice, at the Campaign's expense, when deemed necessary to fulfil their responsibilities effectively.

**Transparency and Communication:**

- **Committee Reporting:** Following each committee meeting, the Chair provides a written or oral formal report to the Board to ensure ongoing awareness and facilitate monitoring of committee effectiveness.
- **Open Consultation:** Board Committees can consult with or seek advice from any relevant individual to inform their work.

This revised version retains the original information while offering a clearer structure and improved readability. It emphasises the Board's role in setting strategic direction, ensuring financial accountability and promoting good governance practices through dedicated committees.

# 02

## RELATIONSHIP WITH the dtic

### PROUDLY SA AND the dtic: A STRATEGIC PARTNERSHIP

#### Proudly SA and the dtic: A Strategic Partnership

The Department of Trade and Industry (dtic) plays a critical role in supporting Proudly SA's mission. Recognising this vital relationship, a three-year Memorandum of Understanding (MOU) outlines the shared goals and collaborative efforts between the two entities.

#### Alignment with dtic's Vision and Mission:

The dtic's vision and mission resonate strongly with Proudly SA's objectives. Both entities strive to create a dynamic, globally competitive South African economy characterised by:

- Inclusive growth and development
- Decent employment and equity
- Broad participation in the economy
- Investment and trade opportunities

#### dtic's Strategic Objectives Supporting Proudly SA

Several of **the dtic's** key strategic objectives directly support Proudly SA's work:

- **Promoting Industrial Development:** Encouraging the production and consumption of locally manufactured goods aligns with Proudly SA's mission to promote local procurement.
- **Building Regional and Global Relations:** This objective creates opportunities for South African businesses to compete on a global scale, a goal that Proudly SA can support by fostering national pride in South African products.
- **Empowering Citizens:** The dtic's focus on broad-based economic participation, including women's empowerment and support for people with disabilities, complements Proudly SA's commitment to inclusive economic growth.

#### Key Deliverables of the dtic MOU

The MOU defines specific deliverables for Proudly SA, aligned with the dtic's priorities:

- **Promoting Local Procurement:** Raising awareness about the benefits of buying local products and services, including the importance of country-of-origin labels.
- **National Campaigns:** Developing and launching public awareness campaigns aimed at various sectors, including the public sector, private sector, workers and consumers.
- **Local Product Database:** Creating a comprehensive database of South African-produced goods and services.
- **Local Procurement Accord:** Supporting the implementation of the Local Procurement Accord, a government initiative promoting local procurement practices.



## **Proudly SA's Commitments**

In return for the dtic's support, Proudly SA commits to upholding high ethical standards and adhering to best practices outlined in:

- The Public Finance Management Act (PFMA)
- The Companies Act
- The King Code on Corporate Governance

This includes establishing strong governance structures, a code of ethics, and an Audit and Risk Management Committee. Proudly SA also agrees to maintain an effective staff performance management system and ensure board approval for any performance bonuses.

This revised version condenses the information while maintaining clarity. It emphasises the alignment between the dtic and Proudly SA's goals, highlights key deliverables, and clarifies the roles and responsibilities of each party.

# 03

## **PROUDLY SA BOARD & BOARD COMMITTEES**

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### **2023 Annual Report Summary**

This summary highlights the key activities and contributions of the Proudly SA Board and its Committees for the year ending 31 March 2022.

### **Board Composition and Governance**

- The Board comprises a majority of Non-Executive Directors, ensuring independent oversight.
- The CEO and CFO are the only Executive Directors on the Board.
- Strong governance principles are upheld through adherence to relevant legislation and the King Code on Corporate Governance.

### **Audit and Risk Committee**

- Oversees financial controls, accounting practices, information systems, and audit procedures.
- Reviews internal audit plans and reports, ensuring adequate risk identification and mitigation.
- Assures the effectiveness of internal controls and the reliability of financial reporting.
- Members include Non-Executive Directors, the CEO, CFO, and internal/external audit representatives.

### **The members of the Committee are:**

- Mr Thulani Tshefuta (Chairperson)
- Mr Howard Gabriels (Chairman of the Board, by special invitation)
- Dr Tebogo Makube
- Mr Michael Lawrence
- Ms Caroline Rakgotsoka
- Mr Eustace Mashimbye: CEO
- Internal Audit Representatives – MMM Advisory Services
- External Auditors – CA RA Mpako Incorporated
- Auditor General – Permanent Invitee
- Mr Mphume Lale: Chief Financial Officer

### **Finance and Procurement Committee**

- Provides strategic guidance on fiscal discipline and sound procurement practices.
- Recommends budget approval, reviews financial reports and monitors resource utilisation.
- Ensures effective and efficient procurement strategies that comply with legislation and BEE requirements.

**The members of the Committee are:**

- Adv. Priakumari Hassan: Chairperson
- Mr Ashley Benjamin
- Mr Masonwabe Sokoyi
- Mr Stavros Nicolaou
- Ms Lisa Seftel
- Mr Eustace Mashimbye: CEO
- Mr Mphume Llale: Chief Financial Officer

**Marketing, Communications, and Membership Committee**

- Develops and oversees marketing and communication strategies to promote the Proudly SA campaign.
- Recommends marketing agencies and monitors campaign implementation.
- Focuses on building a strong value proposition for campaign members.

**The members of the Committee are:**

- Mr Stavros Nicolaou: Chairperson
- Mr Eustace Mashimbye: CEO
- Mr Thulani Tshefuta
- Mr Michael Lawrence
- Ms Jodi Scholtz
- Mr Simon Eppel
- Company Secretary – Permanent Invitee
- Ms Happy Ngidi – Executive Manager Marketing and Communications – Permanent Invitee
- Ms Jeannine van Straaten – Executive Manager: Membership, Legal and Compliance – Permanent Invitee
- Mr Mphume Llale: Chief Financial Officer

**HR and Remunerations Committee**

- Provides strategic advice on human resource management and compensation.
- Reviews and recommends remuneration for senior executives and directors.
- Ensures effective HR strategies are implemented and oversees CEO succession planning.

**The members of the Committee are:**

- Mr Ashley Benjamin – Chairperson
- Mr Eustace Mashimbye: CEO
- Mr Nndwakhulu Lawrence Bale
- Mr Sipho Ndebele
- Adv. Priakumari Hassan
- Ms Caroline Rakgotsoka
- Company Secretary – Permanent Invitee
- Mr Mphume Llale: Chief Financial Officer
- Mr Veresh Ramkalawan – Permanent Invitee

## **Social and Ethics Committee**

- Monitors the organisation's adherence to social and ethical principles.
- Oversees compliance with relevant legislation, including Broad-Based Black Economic Empowerment (B-BBEE), Employment Equity, and the POPI (Protection of Personal Information) Act.
- Promotes good corporate citizenship in areas like community engagement, environmental impact and responsible marketing practices.

### **The members of the Committee are:**

- Ms Jodi Scholtz (Chairperson)
- Adv. Priakumari Hassan
- Mr Ashley Benjamin
- Mr Nndwakhulu Lawrence Bale
- Mr Masonwabe Sokoyi
- Mr Eustace Mashimbye: CEO
- Mr Mphume Llale: Chief Financial Officer
- Ms Jeannine van Straaten – Permanent Invitee
- Mr Veresh Ramkalawan – Permanent Invitee

Overall, the Board and its Committees play a critical role in ensuring Proudly SA operates effectively, adheres to good governance principles and delivers on its mission to promote local procurement, economic development and job creation.

# 6

## PERFORMANCE INFORMATION

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
<p>Educate consumers on the importance of buying local (Local Procurement Accord) – influencing 'Buy Local' purchase behaviour.</p>	<p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local and country of origin labels through:</p> <p>* Above-the-line campaign, i.e. Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns</p>	<p>* Above-the-line –Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum.</p>	<p>*Over 25 million consumers reached during 2023/24 through: Local Fashion Police, Local Wine Expo, Festive season campaign, Feather Awards, SAMA Awards, and DSTV Delicious Festival. *Digital advertising, social media, mainstream media presence and mall advertising.</p>	-
	<p>*To increase awareness of Proudly SA, influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p>			
	<p>*PR as well as Below- and Through-the-line activities through social media, press releases, interviews on all media touch points and other PR related activities.</p>	<p>*PR and Below the Line Activities reaching at least 10 million consumers per annum.</p>	<p>*In excess of 100 million consumers reached via traditional platforms with 30.5 million consumers reached through social media, mainstream media interviews and below the line consumer education activities.</p>	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment).	*At least 6 Consumers Activations hosted annually.	* Hosted and participated in 11 Activations and Access to Markets Opportunities: DSTV Delicious Festival, Local Fashion Police, Wine Expo, Joy of Jazz, NAACAM, Smart Procurement Indaba, Festive Season, Virgin Active 947 Ride Joburg Cycle Challenge, Back-To-School and Valentine's Day activations.	-
	*Youth- and/or Community-based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth-targeted commercial and community radio stations (programmes)	*8x Campus /community and/or Youth targeted Radio interviews/competitions per annum.	*Engagements undertaken with the following radio stations: [ Radio Khwezi, Vow FM, Alex FM, YEM, Jozi FM, Mahikeng FM, PE FM, Kingfisher FM, Bok Radio, Caledon FM, Maluti FM, Heiderberg 93.6 FM, Radio Namakwaland, CCFM, Valley FM, VCR 90.6 FM, Commuter FM and Mix FM (18 in total)].	-
	*Consumer education programmes targeting basic education learners.	*At least one consumer education programme targeting basic education learners.	*3 x Engagements undertaken during all quarters.	-
	*Consumer education programmes targeting tertiary education learners.	*At least one consumer education programme targeting tertiary education learners.	*3 Engagements undertaken during all quarters. i.e. with FEDISA School of Fashion, TUT Forum, IMM Conference and Stadio Fashion School.	-
	*Presentations in at least 4 universities or business schools per annum.	*Presentations in at least 4 universities or business schools per annum.	*Presentation at TUT Forum and IMM Conference.	*Did not reach target in Q1 and Q4 due to change of plans because of budget constraints.

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*Proudly SA Events/Exhibitions/ Expos/Villages at third party trade expos.	*Participation in at least 8 major trade fairs / expos per annum.	*Participated at 10 major expos: Africa Travel, Township Economy, Decorex, NAACAM, Smart Procurement Indaba, Takealot Expo, AGOA, SASOL Retail Conference, Mining Indaba, Meetings Africa	-
	*Sector specific expo and/or activations showcasing Proudly SA products.	*Sector specific expo showcasing at least two industries/products (Agro-processing – Food and Wines).	*Showcase of FMCG products at Buy Local Expo and showcase of local wines at Local Wine Expo	*Buy Local Summit and Expo was utilised to provide a focus on the FMCG sector, as required (Incl. through the matchmaking programme due to budget constraints).
	*Proudly SA participation in 3rd party markets for consumer education purposes.	*Participation in at least 8 consumer markets per annum.	*Participated at 10 markets: Jozi Kota Festival, YFM Youth Activation, Multichoice Lifestyle Market, Handmade Contemporary Fair, Inter Africa Trade Pop Up Fair, Pop Up Market Soweto, Christmas Market @ The First in Rosebank, Festive Season Market Maponya Mall, Back-to-school market and Makhelwane Festival.	-
	*Increased awareness of the buy-local message and/or campaign during Heritage month.	*Roll out of at least 1 major Heritage month consumer targeted activity per annum.	*2 activities conducted, i.e. Delicious Food and Music Festival and Joy of Jazz.	-
	*Proudly SA CSI Projects.	*At least 1 CSI project per annum.	*1x CSI activity undertaken during Q4 with a school in Gauteng.	-



Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*Buy Local Summit – focusing on buying local (consumer education).	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities.	*Buy Local Summit and Expo held in March 2024.	-
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector.	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	*Buy Local Summit and Expo held in March 2024.	-
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*Reach at least one broad community-focused group, with a national footprint per annum	*None	*Attempts made to partner with IEC were unsuccessful and will be revisited in the 2024/25 financial year.
	*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local.	*Reach members in at least three labour federations and/or major unions, per annum.	*Presentation done to TOWU at its conference, POPCRU Conference and at COSATU Shop steward engagement.	-
	*Partnership with organisations rolling out massive consumer education programmes nationally	*Partner with at least one major organisation to roll out consumer education programmes	*None	*Attempts made to partner with IEC were unsuccessful and will be revisited in the 2024/25 financial year.
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:			

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum.	*Participation in at least 1 presentation to SOEPF per annum.	*Presentation made to SOEPF at its quarterly meeting.	-
	*Partnership with National Treasury on the education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial and local government departments (including SOEs) to drive up local procurement within the public sector.	*At least 1 presentation to Technical MinMEC or at 1 government's SCM forum with heads of procurement from various national, provincial and local government, including SOEs	*Presented at 3 joint SCM NT Public Sector SCM Forums.	-
	*National, provincial and local government forums - engagement with procurement practitioners in the public sectors.	*Participate in at least 10 existing provincial/local government-led Public Sector Procurement officials' forums.	*Presented at 3 joint SCM NT Public Sector SCM Forums with representation of all national departments, provincial treasuries and municipalities.	-
	*Tender Monitoring - Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	*At least 1,200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	*Total of 2,559 tenders tracked.	-
	*CSD Integration - an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	*No member companies have been integrated with CSD to date.	* The CSD team is rolling out the project in phases. Phase 1 is done (declaration/inclusion of local content for companies). Phase 2 - the actual integration - will be rolled out in the first quarter of 2024/ 25.

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
Increase procurement of local products and services in the private sector through engagements with Business.	National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:	Partnerships with at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI.	*Participating in BUSA's localisation committee monthly; and Presentation done with the BBC members (CEO Roundtable). Partnered with BLSA in hosting the Localisation Dinner.	-
	*Presentations to apex business bodies, including Business Chambers, associations and/or industry events	*Presentations to at least 8 business chambers, associations and or industry bodies per annum	*Presented to: Medical Device Manufacturers of SA, Centre for Development and Enterprise, Cement SA, Informal Economy Development Programme, Apparel Manufacturers of SA, Gauteng Province beneficiaries of renewable energy initiatives, Southern African Energy Efficiency Confederation, participating companies of the Conscious Companies Summit, Fresh Produce Association, South African Furniture Initiative, South Coast Tourism, Mining Equipment Manufacturers of SA, Council for Scientific and Industrial Research, and vendors of eCommerce platforms Loot and OneDayOnly, Italian Business Chamber, Localisation Support Fund, National Association of Automotive Component and Allied Manufacturers,	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
			<p>South African Furniture Initiative, Centre for Development and Enterprise, Franchise Association of South Africa, Restaurant Association, Taverners Association, Consumer Goods Council of South Africa, Tourism Business Council of Southern Africa, Wine Industry Transformation Unit, beneficiaries of the programmes of the Gauteng Department of Economic Development, tenants of the Richards Bay Industrial Development Zone and Dube TradePort, Timber industry, uCanGrow, Afrimed, Fresh Produce, Harambee Youth Employment Accelerator, and participants of the South African Renewable Energy Masterplan, Franchise Association of SA Conference, SAVRALA (Southern African Vehicle Rental and Leasing Association), Property Point, SA Canegrowers Association, Consumer Goods Council SA, ZADNA, BevSA, MDMSA, Macadamia Marketplace (MSM), MEMSA and Family Tree Holdings (47 in total).</p>	
	<p>*Local Procurement Partnerships with large retailers and/or manufacturers.</p>	<p>*Partnerships with at least 4 major retailers / manufacturers.</p>	<p>*Partnerships concluded with Pro Roof Steel and Tube, Tetra Park South Africa, Lactalis South Africa and South 32</p>	-
	<p>*Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments.</p>	<p>*At least 1 Buy Local Summit to be held per annum – virtual or otherwise</p>	<p>*Buy Local Summit held in March 2024 (with private sector focused activities).</p>	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector.	*At least 1 Buy Local Expo to be held per annum – virtual or otherwise	*Buy Local Expo held in March 2024 (with private sector focused activities).	-
	*Sector Specific Workshops/Forum.	*1 x sector specific engagement per annum.	*The Local Fashion Police programme rolled out in support of the CTFL industry.	-
	*Business Forums/ webinars with dtic and other strategic partners.	*40 Business forums and/or webinars per annum, targeted at the private sector.	*42 Business Forums/webinars hosted during the year	-
	*Proudly SA Events/Exhibitions/Expos/Villages at trade expos.	*Participation in at least 8 major trade fairs / expos per annum	* Participated at 10 major expos: Africa Travel, Township Economy, Decorex, NAACAM, Smart Procurement Indaba, Takealot Expo, AGOA, SASOL Retail Conference, Mining Indaba, Meetings Africa	-
	*Sector-specific expos showcasing Proudly SA products from at least one industry/sector.	*Sector specific expos showcasing at least two industries/products (Agro-processing – Food and Wines).	*Showcase of FMCG products at Buy Local Expo and showcase of local wines at Local Wine Expo	-
	*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 utilisation of MAP (Market Access Platform) for this purpose. Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Development of a database of buyers and/or SCM officers for purposes of hosting at least one market access programme for the benefit of locally made products and services in partnership with at least one industry body per annum.	*Matchmaking Programme enabled Proudly SA registered 346 buyers (23 from major retailers) at the BLSE and they have been added to our database.	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
	*Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured	*Secure new localisation commitments from at least 4 major corporates per annum.	*18 commitments secured during all quarters from 25 entities (Made up of Large Corporates and Industry Bodies).	-
Retention and Recruitment of Members, as well as growth of the database of locally made products and services for local procurement	*Number of members recruited and retained	*Recruit at least 320 new members per annum	*Total of 347 new members recruited.	-
	*(The criterion for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy)	*Retain at least 80% of all members due for renewal per annum	* An annual average membership renewal of 89% achieved.	-
	*Growing the database of South African supplier products and services for local procurement	*750 new products and/or services registered per annum	*More than 1,287 new products and services registered.	-
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	*Develop partnerships with Intergovernmental State Enforcement Agencies, and participation in multi-disciplinary processes with key stakeholders	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	* Participated in the following 47 SARS Forums during all quarters – Clothing Textiles Footwear and Leather SARS Forum, Furniture SARS Forum, eThekweni Metropolitan Municipality, South Coast Tourism, National Treasury, the dtic, Gauteng Province, Import and Export Control, Furniture, Alcohol and Tyre SARS Forums, eThekweni Metropolitan Municipality, South Coast Tourism	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
			Gauteng Department of Economic Development, National Consumer Commission, Bizportal, Dube TradePort, Richards Bay Industrial Development Zone, TIKZN, Furniture Masterplan Furniture, Export Market, LGSETA, NEF, CPF Health Masterplan, Poultry Masterplan Downstream, Steel Forum, Department of Economic Development – Gauteng Office of Consumer Affairs, Furniture Forum, Ithala, SEZ for Tshwane, Black Industrialists, COEGA Development Corporation, SA and Medical Research Council.	-
Brand research – Development of a scientific basis for local procurement	*Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers.	*Brand or Consumer Research to be undertaken at least once per annum	*None	*Research postponed to the second Quarter of 2024/25 due to budget constraints.
	*Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns.	* 100% achieved. (Conducted 40 surveys in total).	-
Effective management of Proudly SA intellectual property.	* Percentage of successfully executed letters of demand and court actions against identified transgressors.	* Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified.	*100% of all identified illegal users were sent letters.	-
		* Annual compliance reviews of all members	*100% checked.	-
		*Monthly monitoring with Adams and Adams of companies that are using the phrase and logo illegally	*100% contact with all identified companies.	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
Strengthening Media and PR relations and social media.	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof.	*Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders.	*100% achieved. Received report from Newsclip. Refer to PR overview section.	-
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders).	*Press releases: At least 48 press releases and/or opinion pieces per annum.	*Total 51 press releases issued.	-
	*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors, as well as strengthen relations with the media.	*Media engagement: 48 x Media engagements per annum.	*Total of 53 media engagements conducted.	-
		*Media Events: At least 4 media events/ networking sessions per annum (virtual).	*Total of 14 media networking sessions: Durban Media (Local Movie Experience), Producer's Dinner, Power FM Take Over, Local Wine Expo Media session, Delicious Festival walkabout, Joy Of Jazz Weekend (Media room), Festive Season Media Last Supper, CEO Roundtable, SMAG shopping experience, LFP Adjudication, Valentines Day PR Activation, BLSE Media Launch, SONA Pre-Event Networking Session and SONA Gagasi FM/Heart FM screening.	-
		*Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	*100% achieved.	-



Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
Increased growth and awareness through Social Media platforms.	*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.			-
	* Increase following on social media platforms and increase in publicity by 2% per annum.	*Increase following on all social media platforms by 2% per annum.	*More than 20.8% average growth on all social media platforms: Facebook – 281,433 Twitter – 559,688 Instagram – 96,930 YouTube – 2,929 TikTok – 22,509 LinkedIn – 30,017	-
Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilised by all online shoppers in SA and private sector buyers wishing to buy locally made products and services).	*Grow the number of products registered on third party online/ eCommerce shopping platform(s) – percentage growth annually.	*20% growth in number of products and/or services registered on the platform(s) per annum.	*More than 88% annual average growth recorded in number of products and/or services registered on the e-Commerce platform(s).	-
			Proudly SA eCommerce Strategy includes participating in the following third-party platforms (Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot, and Bob shop).	-
Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans.	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans.	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum.	*Campaigns and activities rolled out during the fourth quarter of the financial year in support of the CTFI and the furniture industries	Planned Above-The-Line campaigns incl. for sugar and poultry postponed due to budget cuts

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers).	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones.	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones.	*Finalising Partnerships with Dube TradePort and Richards Bay Industrial Development Zone. Presented to Tshwane SEZ and COEGA Development Corporation).	-
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards Annual Strategic Risk Register.	*Percentage of processing of all financial transactions done accurately and correctly at all times.	*Unqualified opinion/ audit report for 2022/23 financial year-end audit – Annual Financial Statements.	*Obtained unqualified audit report for 2022/23. All financial transactions correctly and accurately processed during each quarter.	-
Organisational structure is always aligned to organisational strategy.	* Approved Annual Strategic Risk Register and quarterly risk management reports. *Extent (Percentage) of alignment of the functional organogram with the approved strategy.	* Approved Annual Strategic Risk Register and quarterly risk management reports. *Organogram with positions informed by the organisational strategy and aligned completely	*Risk management quarter reports submitted to all Audit and Risk Committee meetings. *Organogram fully aligned (100%) to the strategy.	-
Performance Management.	*Percentage of critical positions filled. *Performance Management System to set and evaluate performance targets and levels every 4 months.	* All (100%) critical positions filled at all times. *Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	* All critical positions filled as at year end. *100% compliance	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2023/24	Actual Achievement for 2023/24	Reason for Variance
Quality Management System in place.	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	-
Compliance to Statutory Requirements.	Comply with SARS, Employment Equity and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	*100% compliance	-



I create masterpieces  
that give South Africans  
an identity, comfort and  
confidence.

*South Africa, their future is in your hands.  
Buy local to create jobs.*





# 7

## AUDITED ANNUAL FINANCIAL STATEMENTS

## Audited financial statements

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01

# GENERAL INFORMATION

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## **Proudly South African**

(Registration number 2001/021636/08)  
Annual Financial statements  
for the year ended 31 March 2024

The Company Annual Financial Statements were audited in  
terms of the Companies Act 71 of 2008

The preparation of the Company Annual Financial State-  
ments was done by the Chief Financial Officer,  
M. Llale – [B. Com, MBL]

These Annual Financial Statements were authorised by the  
Board of Directors on 27 August 2024

<b>Company registration number</b>	2001/021636/08
<b>Country of incorporation and domicile</b>	South Africa
<b>Nature of business and principal activities</b>	Buy Local Campaign
<b>Directors</b>	H. Gabriels (Chairperson) E. Mashimbye (CEO) M. Lawrence S. Eppel Dr S. Nicolaou Adv. P. Hassan Dr T. Makube A. Benjamin N. Bale T. Tshefuta M. Sokoyi C. Rakgotsoka L. Seftel S. Ndebele J. Scholtz
Registered office	23 Sturdee Avenue Rosebank 2196
Business address	23 Sturdee Avenue Rosebank 2196
Postal address	P O Box 1062 Saxonwold 2132
Bankers	Nedbank
Auditors	CA RA Mpako Inc Registered Auditors



The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:	
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## 02

### DIRECTORS RESPONSIBILITIES & APPROVAL

The directors are required by the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the Annual Financial Statements and related financial information included in this report. It is the responsibility of the directors to ensure that the Annual Financial Statements fairly present the state of affairs of the company as at the end of the financial year and the results of its operations and cash flows for the period then ended, in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities. The external auditors are engaged to express an independent opinion on the Annual Financial Statements.

The Annual Financial Statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgments and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost-effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risks cannot be fully eliminated, the company endeavors to minimise

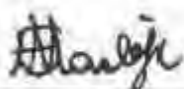
it by ensuring that appropriate infrastructure, controls, systems and ethical behavior are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

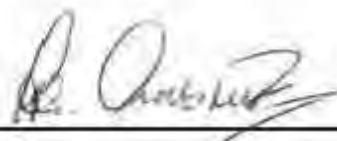
The directors have reviewed the company's cash flow forecast as well as the Medium-Term Expenditure Framework (MTEF) allocation for the 3-year period commencing on 1 April 2024 and ending 31 March 2025 as contained in the 2023/24 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has access to adequate resources to continue in operational existence for the foreseeable future.

The Annual Financial Statements have been examined by the company's external auditors and their report is presented on page 314 to 316

The Annual Financial Statements set out on pages 328 to 339, which have been prepared on the going concern basis, were approved by the Board of Directors on 27 August 2024 and signed on its behalf, by:



Mr. Eustace Mashimbye  
(Chief Executive Officer)



Mr. Howard Gabriels  
(Chairman)

# 03

## INDEPENDENT AUDITORS REPORT

### Independent Auditors Report to Parliament on Proudly South African

#### Report on the audit of the financial statements

#### Unqualified with no findings opinion

1. We have audited the financial statements of Proudly South African set out on pages 11 to 27, which comprise the statement of financial position as at 31 March 2024, the statement of financial performance, statement of changes in equity and statement of cash flows for the year then ended, as well as notes to the financial statements, including a summary of significant accounting policies.
2. In our opinion, the financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2024, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act, 2008 (Act No. 71 of 2008).

#### Basis for Unqualified with no findings opinion

3. Management have made all the material corrections to the annual financial statements for the period ending 31 March 2024.
4. The annual financial statements does not have any materially uncorrected misstatements in the annual financial statements.
5. There are also no instances of material non-compliances.

#### Responsibilities of management for the financial statements

6. Management is responsible for the preparation and fair presentation of the financial statements in accordance with the International Financial Reporting Standard on Small and Medium-sized Entities and the requirements of the Companies Act, No. 71 of 2008, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.
7. In preparing the financial statements, management is responsible for assessing Proudly South African's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

8. Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
9. A further description of our responsibilities for the audit of the financial statements is included in the annexure to this auditor's report.

#### **Report on the audit of the annual performance report**

10. The entity is not required to prepare a report on its performance against predetermined objectives, as it does not fall within the ambit of the PFMA and such reporting is also not required in terms of the entity's specific legislation.

#### **Report on the audit of compliance with legislation**

11. In accordance with the PAA and the general notice issued in terms thereof, we have a responsibility to report material findings on the entity's compliance with specific matters in key legislation. We performed procedures to identify findings but not to gather evidence to express assurance.
12. We did not identify any material findings on compliance with the specific matters in key legislation set out in the general notice issued in terms of the PAA.

#### **Other information**

13. Management is responsible for the other information. The other information comprises the information included in the annual report, which includes the directors' report, the audit committee's report and the company secretary's certificate as required by the Companies Act, 2008 (Act No. 71 of 2008) (Companies Act). The other information does not include the financial statements and the auditor's report.
14. Our opinion on the financial statements and compliance with legislation do not cover the other information and we do not express an audit opinion or any form of assurance conclusion on it.
15. In connection with our audit, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated.
16. After we receive and read the other information and we conclude that there is a material inconsistency, we are required to communicate the matter to the accounting authority and request that the other information be corrected. If the other information is not corrected, we may have to retract the auditor's report and re-issue an amended report as appropriate. However, if it is corrected this will not be necessary.

Internal control deficiencies

17. We considered internal control relevant to our audit of the financial statements however, our objective was not to express any form of assurance on it.
18. We did not identify any significant deficiencies in internal control.



Tshisikhawe Khangale CA(SA), RA

Cape Town

30 July 2024

# 04

## DIRECTORS REPORT

The directors submit their report for the year ended 31 March 2024.

### 1. Review of activities

#### Main business and operations

Proudly South African is a campaign formed by the NEDLAC social partners namely, Government, organized business, organized labour and the community constituency to help sustain existing jobs and create new jobs through promoting South African companies as well as the procuring of their local products and services.

There are four qualifying criteria for organisations who want to use the Proudly South African logo to identify their companies or their products, namely:

- **Local content** – at least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.
- **Quality** – the product or service must be of a proven high quality.
- **Fair labour practice** – the company must practice fair labour standards comply with labour legislation.
- **Environmental standards** – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Economic Reconstruction and Recovery Plan (ERRP), which was a follow up to the localisation commitments contained in the Jobs Summit Framework Agreement signed on October 2018, which was preceded by the Local Procurement Accord concluded on 31 October 2011, all of which were signed by representatives of government, organised labour, business and community organisations, wherein the Social partners all committed

to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services.

The operating results and state of affairs of the company are fully set out in the attached Annual Financial Statements and do not in our opinion require any further comment.

Net deficit for the current financial year amounted to (R2 449 745) 2023: (R6 073 497)

### 2. Going concern

The Annual Financial Statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

The Medium-Term Expenditure Framework (MTEF) allocation from the Department of Trade, Industry and Competition confirm allocations of R40,3m for the 2024/25 financial year, and increased allocations of R42,3m and R44,5m for the 2025/26 and 2026/27 financial years respectively. In addition to the current strengthened membership revenue model, some of our sponsorships have been successfully revived and will continue to contribute to the funding base of the organisation.

### 3. Subsequent events

The directors are not aware of any matter or circumstance arising since the end of the financial year up to date of this report.

#### 4. Directors

The directors of the company during the year and to the date of this report are as follows:

Name	Organisation
H. Gabriels (Chairperson)	Chairman
E. Mashimbye (CEO)	CEO Proudly SA
A. Benjamin	Labour
T. Tshefuta	Community
M. Sokoyi	Community
L. Bale	Community
S. Eppel	Labour
Adv. P. Hassan	Business
S. Nicolaou	Business
Dr. T Makube	Government
M. Lawrence	Business
C. Rakgotsoka	Labour
L. Seftel	NEDLAC
S. Ndebele	Government
J. Scholtz	Government

#### 5. Taxation

Proudly South African has been granted an exemption from income tax and donation tax by the South African Revenue Services in terms of section 10(1)(d)(iii) of the Income Tax Act and section 56(1)(h) of the Donation Tax Act.

#### 6. Auditors

CA RA Mpako Inc. was appointed for a 3-year period effective from the 2022/23 financial year end audit.

#### 7. Secretary

The company secretary is Ms. Jeannine van Straaten and was appointed by the board of directors.

# 05

## STATEMENT OF FINANCIAL POSITION

Figures in Rand	Note(s)	2024	2023
<b>Assets</b>			
Non-Current Assets			
Property, Plant and Equipment	2	1 389 613	1 693 564
Intangible Assets	3	928 344	1 268 344
		2 317 957	2 961 908
Current Assets			
Inventories	4	77 998	81 116
Trade and other receivables	5	7 769 937	6 655 347
Cash and cash equivalents	6	9 691 476	14 005 506
		17 539 411	20 741 969
<b>Total Assets</b>		<b>19 857 368</b>	<b>23 703 877</b>
Equity and Liabilities			
<b>Equity</b>			
Retained Income		7 992 267	10 442 012
<b>Liabilities</b>			
Non-Current Liabilities			
Deferred Income	9	422 500	1 047 136
Current Liabilities			
Trade and other payables	8	9 646 727	10 257 327
Deferred Income	9	1 266 749	1 256 415
Provisions	7	529 125	484 538
		11 442 601	12 214 729
<b>Total Equity and Liabilities</b>		<b>19 857 368</b>	<b>23 703 877</b>



## 06

# STATEMENT OF FINANCIAL PERFORMANCE

Figures in Rand	Note(s)	2024	2023
Revenue	10	59 045 382	48 956 340
Cost of sales	11	(3 118)	(12 436)
<b>Gross Surplus</b>		<b>59 042 264</b>	<b>48 943 904</b>
Operating Expenses		(63 344 800)	(56 734 628)
<b>Operating Deficit</b>	12	<b>(4 302 536)</b>	<b>(7 790 724)</b>
Interest income	13	1 852 791	1 717 227
<b>Surplus/(deficit) for the year</b>		<b>(2 449 745)</b>	<b>(6 073 497)</b>
Other Comprehensive income		-	-
<b>Total Comprehensive surplus/(deficit)</b>		<b>(2 449 745)</b>	<b>(6 073 497)</b>

# 07

## STATEMENT OF CHANGES IN EQUITY

Figures in Rand	Accumulated Surplus	Total Equity
<b>Balance at 01 April 2022</b>	<b>16 449 430</b>	<b>16 449 430</b>
Changes in equity		
Total deficit for the year	<b>(6 073 497)</b>	<b>5 746 030</b>
Prior year adjustment	66 079	(6 073 497)
Total changes		
<b>Balance at 31 March 2023</b>	<b>10 442 012</b>	<b>10 442 012</b>
Changes in equity	-	-
Total deficit for the year	<b>(2 449 745)</b>	<b>(2 456 551)</b>
Total changes	-	-
<b>Balance at 31 March 2024</b>	<b>7 992 267</b>	<b>7 985 461</b>

## 08

# STATEMENT OF CASH FLOWS

Figures in Rand	Note(s)	2024	2023
Cash flows from operating activities			
Cash used in operating activities	15	(5 876 200)	(5 307 699)
Interest income		1 852 791	1 717 227
Finance costs		-	-
<b>Net cash in operating activities</b>		<b>(4 023 409)</b>	<b>(3 590 472)</b>
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(290 621)	(587 755)
<b>Net cash in investing activities</b>		<b>(290 621)</b>	<b>(587 755)</b>
Total cash movement for the year		(4 314 030)	(4 178 227)
Cash at the beginning of the year		14 005 506	18 183 733
<b>Total cash at end of the year</b>		<b>9 691 476</b>	<b>14 005 506</b>

# 09

## ACCOUNTING POLICIES

### 1. Presentation of Annual Financial Statements

The Annual Financial Statements have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities, and the Companies Act 71 of 2008. The Annual Financial Statements have been prepared on the historical cost basis, and incorporate the principal accounting policies set out below. They are presented in South African Rands

These accounting policies are consistent with the previous period.

#### 1.1. Significant judgements and sources of estimation uncertainty

In preparing the Annual Financial Statements, Management is required to make judgements, estimates and assumptions that affect the amounts represented in the Annual Financial Statements and related disclosures. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results in the future could differ from these estimates which may be material to the annual financial statements.

##### *Critical judgements in applying accounting policies*

The following are the critical judgements, apart from those involving estimations, that Management has made in the process of applying the company accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

- **Impairment testing**

The company reviews and tests the carrying value of assets when events or changes in circumstances suggest that the carrying amount

may not be recoverable. When such indicators exist, Management determines the recoverable amount by performing value in use and fair value calculations. These calculations require the use of estimates and assumptions. When it is not possible to determine the recoverable amount for an individual asset, Management assesses the recoverable amount for the cash generating unit to which the asset belongs.

Expected future cash flows used to determine the value in use of tangible assets are inherently uncertain and could materially change over time. They are significantly affected by a number of factors, together with economic factors.

- **Provisions**

Provisions are inherently based on assumptions and estimates using the best information available. Additional disclosure of these estimates of provisions are included in note 7 - Provisions.

#### 1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

- Are held for use in the production or supply of goods or services, for rental to others or for administrative purposes; and
- Are expected to be used during more than one period.

Property, plant and equipment is carried at cost less accumulated depreciation and accumulated impairment losses.

Cost includes all costs incurred to bring the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add to, replace part of, or service it. If a replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognised.

Depreciation is provided using the straight-line method to write down the cost, less estimated residual value over the useful life of the property, plant and equipment, which is as follows:

<b>Item</b>	<b>Average useful life</b>
Leasehold improvements	5 years
Furniture and fixtures	7 years
Office equipment	5 years
IT equipment	5 years
Sundry equipment	7 years

The residual value, depreciation method and useful life of each asset are reviewed at each annual reporting period if there are indicators present that there has been a significant change from the previous estimate. The residual values of Property, Plant & Equipment vary between 3% and 10% of the cost of the asset depending on the asset class.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in surplus or deficit in the period.

Property, Plant & Equipment are derecognised on disposal or when no future economic benefits are expected.

### **1.3. Intangible assets**

An intangible asset is recognised when:

- it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity; and
- the cost of the asset can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

The amortisation period and the amortisation method for intangible assets are reviewed annually.

Intangible assets are derecognized on disposal or when no future economic benefits are expected.

Item	Average useful life
Computer Software	3

#### 1.4. Financial instruments

##### Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

Debt instruments, as defined in the standard, are subsequently measured at amortised cost using the effective interest method. Debt instruments which are classified as current assets or current liabilities are measured at the undiscounted amount of the cash expected to be received or paid unless the arrangement effectively constitutes a financing transaction.

At the end of each reporting date, the carrying amounts of assets held in this category are reviewed to determine whether there is any objective evidence of impairment. If so, an impairment loss is recognized.

#### 1.5. Leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership to the lessee. A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incidental to ownership.

##### Operating leases - lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease term except in cases where another systematic basis is representative of the time pattern of the benefit from the leased asset, even if the receipt of payments is not on that basis, or where the payments are structured to increase in line with expected general inflation.

#### 1.6. Inventories

Inventories are measured at the lower of cost and selling price less costs to complete and sell, on the first-in, first-out (FIFO) basis.

Inventories are derecognised on disposal or when no future economic benefits are expected.

#### 1.7. Impairment of assets

The company assesses at each reporting date whether there is any indication that an asset may be impaired. If there is any indication that an asset may be impaired, the recoverable amount is estimated for the individual asset. If it is not possible to estimate the recoverable amount of the individual asset, the recoverable amount of the cash-generating unit to which the asset belongs is determined.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (or group of assets) in prior years. A reversal of impairment is recognised immediately in profit or loss.

## **1.8. Employee benefits**

### **Short-term employee benefits**

The cost of short-term employee benefits, (those payable within 12 months after the service is rendered, such as paid vacation leave and sick leave, bonuses, and non-monetary benefits such as medical aid), are recognised in the period in which the service is rendered and are not discounted.

## **1.9. Provisions and contingencies**

Provisions are initially measured at the present value of the best estimate of the amount required to settle the obligation.

Provisions are recognised when:

- the company has an obligation at the reporting date as a result of a past event;
- it is probable that the company will be required to transfer economic benefits in settlement; and
- the amount of the obligation can be estimated reliably.

Contingent assets and contingent liabilities are not recognised.

## **1.10. Government grants**

Grants that do not impose specified future performance conditions are recognised in income when the grant proceeds are receivable.

Grants that impose specified future performance conditions are recognised in income only when the performance conditions are met.

Grants received before the revenue recognition criteria are satisfied are recognised as a liability. Grants are measured at the fair value of the asset received or receivable.

## **1.11. Revenue**

Revenue from the sale of goods is recognised when all the following conditions have been satisfied:

- the company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue for membership is recognised when the payment is received from the paying member, as at that point all the conditions for membership will have been satisfied and complied with by the paying member.

Revenue for sponsorship is recognised when the sponsorship contract is concluded with the contracting sponsor, after the goods and services to be exchanged for sponsorship have been determined and the value of the sponsorship has been agreed to.

Revenue is measured at the fair value of the consideration received or receivable and represents the amounts receivable for goods and services provided in the normal course of business, net of trade discounts and volume rebates, and value added tax. Interest is recognised, in profit or loss, using the effective interest rate method.

### **1.12. Trade exchanges.**

Trade exchanges are valued at market value and recorded as income with the corresponding amount reflected as a receivable. The receivable is reduced as and when the exchanged service or goods are utilised.

### **1.13. Related Parties**

The entity has processes and controls in place to aid in the identification of related parties. A related party is a person or an entity with the ability to control or jointly control the other party or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control. Related party relationships where control exists are disclosed regardless of whether any transactions took place between the parties during the reporting period.

Where transactions occurred between the entity any one or more related parties, and those transactions were not within:

- a) normal supplier and/or client/recipient relationships on terms and conditions no more or less favourable than those which it is reasonable to expect the entity to have adopted if dealing with that individual entity or person in the same circumstances; and
- b) terms and conditions within the normal operating parameters established by the reporting entity's legal mandate;

### **1.14. Deferred income**

Deferred income relates to membership fees received when the companies join Proudly South African. The revenue will be recognised over the period of the membership. Any such revenue which overlaps to future financial years are deferred and recognised as deferred income.

### **1.15 Prior period errors**

Prior period errors are omissions from, and misstatements in, an entity's financial statements for one or more prior periods arising from a failure to use, or misuse of, reliable information that:

- a) was available when financial statements for those periods were authorised for issue; and
- b) could reasonably be expected to have been obtained and taken into account in the preparation and presentation of those financial statements.

Such errors include the effects of mathematical mistakes, mistakes in applying accounting policies, oversights or misinterpretations of facts and fraud.



# 10

## NOTES TO THE ANNUAL FINANCIAL STATEMENTS

### Property, plant and equipment

	2024			2023		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	540 076	(445 686)	94 390	544 485	(449 943)	94 542
Office equipment	319 965	(77 084)	242 880	330 419	(33 498)	296 921
IT equipment	1 809 854	(1 172 764)	637 089	1 684 572	(1 036 237)	648 335
Leasehold improvements	1 092 306	(762 197)	330 109	1 092 306	(539 629)	552 677
Sundry equipment	196 259	(131 323)	64 936	190 174	(109 294)	80 880
Motor vehicle	84 202	(63 993)	20 209	84 202	(63 993)	20 209
<b>Total</b>	<b>4 042 662</b>	<b>(2 653 048)</b>	<b>1 389 613</b>	<b>3 926 158</b>	<b>(2 232 594)</b>	<b>1 693 564</b>

The Company did not pledge any item of Property, Plant and Equipment as security for borrowings during the year. (2023: R -)

### Reconciliation of property, plant and equipment – 2024

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	94 542	(15 994)	11 584	62 856	(58 598)	94 390
Office equipment	296 921	(10 454)	-	3 762	(47 349)	242 880
IT equipment	648 335	(147 670)	272 952	133 274	(269 802)	637 089
Leasehold improvements	552 677	(-)	-	-	(222 568)	330 109
Sundry equipment	80 880	(-)	6 085	4 030	(26 059)	64 936
Motor vehicle	20 209	(-)	-	15 998	(15 998)	20 209
<b>Total</b>	<b>1 693 564</b>	<b>(174 118)</b>	<b>290 621</b>	<b>219 920</b>	<b>(640 374)</b>	<b>1 389 613</b>

### Reconciliation of property, plant & equipment – 2023

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	75 684	(6 267)	28 527	62 856	(66 258)	94 542
Office equipment	4 597	(6 090)	299 064	5 644	(6 294)	296 921
IT equipment	572 165	(157 579)	260 164	129 156	(155 571)	648 335
Leasehold improvements	552 678	-	-	250 449	(250 450)	552 677
Sundry equipment	110 649	(22 856)	-	-	(6 913)	80 880
Motor vehicle	20 209	-	-	15 998	(15 998)	20 209
<b>Total</b>	<b>1 335 981</b>	<b>(192 792)</b>	<b>587 755</b>	<b>464 103</b>	<b>(501 484)</b>	<b>1 693 564</b>

*\*These amounts include the re-assessment of the useful lives of assets*

#### Figures in Rand

### 3. Intangible assets

	2024			2023		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	1 977 000	(1 048 656)	928 344	1 977 000	(708 656)	1 268 344

*None of the intangible assets have been pledged as security.*

### Reconciliation of intangible assets – 2024

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	1 268 344	-	92 333	(432 333)	928 344

## Reconciliation of intangible assets – 2023

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	1 608 344	-	92 333	(432 334)	1 268 343

## 4. Inventories

Promotional stock		77 998		81 116
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*None of the Promotional stock has been pledged as security.*

**Figures in Rand** **2024** **2023**

## 5. Trade and other receivables

Trade receivables	5 328 386	4 736 444
Deposits	305 950	305 950
VAT	1 769 347	1 176 574
Staff loans	-	500
Prepayments	310 501	326 882
Accrued income	55 753	108 997
	<b>7 769 937</b>	<b>6 655 347</b>

## 6. Cash and cash equivalents

**Cash and cash equivalents consist of:**

Cash on hand	-	3 529
Bank balances	9 691 476	14 001 977
	<b>9 691 476</b>	<b>14 005 506</b>

## 7. Provisions

### Reconciliation of provisions - 2024

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	484 538	529 818	(485 231)	529 125

### Reconciliation of provisions - 2023

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	821 523	1 522 603	(1 859 588)	484 538

*Leave provision is calculated at current salary rate multiplied by number of available leave credits. There are no uncertainties envisaged that may affect the above provision.*

Figures in Rand	2024	2023
<b>8. Trade and other payables</b>		
Trade payables	6 532 196	8 795 021
Accruals (Provision for expenses)	3 023 531	1 460 899
Salaries clearing	-	-
Unallocated deposits	-	1 591
Deposits payable	<b>91 000</b>	-
Other	-	-
	<b>9 646 727</b>	<b>10 257 327</b>

## 9. Deferred income

Current Liabilities	1 266 749	1 365 115
Non-Current Liabilities	422 500	1 472 864
	<b>1 689 249</b>	<b>2 520 000</b>

*Deferred income represents membership fees received from members which relates to fees for the following financial year/(s).*

<b>Figures in Rand</b>	<b>2024</b>	<b>2023</b>
<b>10. Revenue</b>		
Sale of promotional items	5 485	15 780
Government grant - <b>the dtic</b>	44 323 000	41 530 000
Sponsorship	9 063 044	3 620 000
Membership fees	5 584 547	3 788 481
Sundry Income	69 306	<b>2 079</b>
<b>Total</b>	<b>59 045 382</b>	<b>48 956 340</b>

## 11. Cost of sales

### Sale of goods

Promotional items	3 118	12 436
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## 12. Operating (deficit)

Operating deficit for the year is stated after accounting for the following:

### Operating lease charges

#### Premises

• Contractual amounts	1 097 390	1 119 315
-----------------------	-----------	-----------

#### Equipment

• Contractual amounts	168 432	188 849
-----------------------	---------	---------

<b>1 265 822</b>	<b>1 308 164</b>
------------------	------------------

#### Depreciation and Amortization

893 117	567 085
---------	---------

#### Key management emoluments

8 295 798	7 821 076
-----------	-----------

#### Employee costs

20 613 526	18 723 341
------------	------------

**Figures in Rand**

**2024**

**2023**

**13. Interest revenue**

**Investment income**

Interest received

**1 852 791**

**1 717 227**

**14. Auditors remuneration**

External audit fees

147 252

157 915

Internal audit fees

169 191

302 089

**316 443**

**460 004**

**15. Cash generated (utilised) from operations**

Surplus/(Deficit) before taxation

(2 449 745)

(6 073 497)

**Adjustments for:**

Depreciation and amortisation

893 117

567 085

(Profit)/ Loss on sale of assets

41 455

3 086

Interest received

(1 852 791)

(1 717 227)

Finance costs

-

-

Movements in provisions

44 587

(336 985)

**Changes in working capital:**

Inventories

3118

13 106

Trade and other receivables

(1 114 590)

(4 855 707)

Trade and other payables

(1 441 351)

7 026 361

**(5 876 200)**

**(5 373 778)**

<b>Figures in Rand</b>	<b>2024</b>	<b>2023</b>
<b>16. Commitments</b>		
Operating leases – as lessee (expense)		
Minimum lease payments due		
- within one year	603 030	1 305 064
- in second to fifth year inclusive	195 924	724 685
	<b>798 954</b>	<b>2 029 748</b>

*Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises has an escalation of 6% in the final year of the lease. The lease agreements do not carry option to purchase the assets at the end of lease terms.*

## **17. Related parties**

### **Relationships**

Proudly South African was a project initially launched through NEDLAC.

All related parties have been disclosed in note 19

## 18. Key Management Emoluments

**2024**

<b>Executive</b>	<b>Emoluments</b>	<b>Bonuses</b>	<b>Total</b>
Eustace Mashimbye	2 309 680	148 580	2 458 260
Mphume Llale	1 446 455	87 832	1 534 287
Happy Ngidi	1 718 086	107 900	1 825 986
Jeannine van Straaten	1 384 360	86 350	1 470 710
<b>Total Executive Emoluments</b>	<b>6 858 581</b>	<b>430 662</b>	<b>7 289 243</b>
<b>Non-Executive: Director's Fees</b>			
Howard Gabriels	396 868		396 868
Ashley Benjamin	109 540		109 540
Adv Pria Hassan	-		-
Thulani Tshefuta	111 465		111 465
Dr Stavros Nicolaou	-		-
Michael Lawrence	83 826		83 826
Caroline Rakgotsoka	80 928		80 928
Lawrence Bale	97 685		97 685
Simon Eppel	79 971		79 971
Masonwabe Sokoyi	46 272		46 272
<b>Total: Non-Executive Director's Fees</b>	<b>1 006 555</b>		<b>1 006 555</b>
<b>Total Emoluments</b>	<b>7 865 136</b>	<b>430 662</b>	<b>8 295 798</b>



## 2023

<b>Executive</b>	<b>Emoluments</b>	<b>Bonuses</b>	<b>Total</b>
Eustace Mashimbye	2 241 627	75 223	2 316 850
Naresh Patel (Resigned 30/04/2022)*	430 328	-	430 328
Mphume Llale (Appointed 01/06/2022)	1 218 126	15 537	1 233 663
Happy Ngidi	1 547 566	51 940	1 599 506
Jeannine van Straaten	1 350 642	44 599	1 395 241

\*Paid an additional amount of R 100 220 included in Consultancy Fees for the month of May '23

<b>Total Executive Emoluments</b>	<b>6 788 289</b>	<b>187 299</b>	<b>6 975 588</b>
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### **Non-Executive: Director's Fees**

Howard Gabriels	374 400		374 400
Ashley Benjamin	101 728		101 728
Adv. Pria Hassan	-		-
Thulani Tshefuta	85 290		85 290
Dr Stavros Nicolaou	-		-
Michael Lawrence	88 124		88 124
Caroline Rakgotsoka	45 137		45 137
Lawrence Bale	55 884		55 884
Simon Eppel	66 767		66 767
Masonwabe Sokoyi	28 157		28 157
Simon Eppel	62 710		62 710
Masonwabe Sokoyi	54 046		54 046

<b>Total: Non-Executive Director's Fees</b>	<b>845 487</b>		<b>845 488</b>
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<b>Total Emoluments</b>	<b>7 633 776</b>	<b>187 299</b>	<b>7 821 076</b>
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## 19. Events after the reporting date

The directors are not aware of any other material event which occurred after the reporting date and up to the date of this report.

## 20. Going concern

The annual financial statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

Figures in Rand

2024

2025

## 21. Financial instruments

Categories of financial instruments

**2024**

### Financial Assets

	<b>At amortised cost</b>	<b>Total</b>
Trade and other receivables	6 000 590	6 000 590
Cash and cash equivalents	9 691 476	9 691 476
	<b>15 692 066</b>	<b>15 692 066</b>

### Financial liabilities

	<b>At amortised cost</b>	<b>Total</b>
Trade and other payables	9 646 727	9 646 727

**2023**

### Financial Assets

	<b>At amortised cost</b>	<b>Total</b>
Trade and other receivables	6 655 347	6 655 347
Cash and cash equivalents	14 005 506	14 005 506
	<b>20 660 853</b>	<b>20 660 853</b>

### Financial liabilities

	<b>At amortised cost</b>	<b>Total</b>
Trade and other payables	10 257 419	10 257 419

**22. Prior period adjustment** **2023**

**Statement of Financial Position**

<b>Previously reported Trade and other receivables</b>	<b>7 046 350</b>
Prepaid Adjustment	(575 000)
VAT Input Adjustment	75 000
Accrued Income	108 997
<b>Restated Trade and Other Receivables</b>	<b>6 655 347</b>

**Statement of Financial Performance** **49 456 340**

<b>Previously Reported Revenue</b>	(500 000)
Adjustment to Sponsorship and Membership Fees	<b>48 956 340</b>

**Restated Revenue**

<b>Previously Reported Interest Received</b>	<b>1 674 309</b>
Adjustment to Interest Income	42 918
<b>Restated Interest Income</b>	<b>1 717 227</b>

**23. Change in Accounting Estimates**

**Property, Plant and Equipment**

**Furniture and Fixtures**

The useful life of Furniture and Fixtures was estimated to be up to 7 years. In the current financial year management revised their estimate on useful lives of some of the furniture and fixtures and have extended them by a maximum of one (1) year. The effects of these revisions have decreased the total depreciation charge by R 62 856 in the current financial year. The effect on future periods is an increase in the total depreciation expense by the same amount.

**Office Equipment**

The useful life of Office Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Office Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R 3 762 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

### **IT Equipment**

The useful life of IT Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the IT Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R133 274 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

### **Motor Vehicles**

The useful life of Motor vehicles was estimated to be up to 5 years. In the current financial year management revised their estimate on the useful lives of some of the motor vehicles and have extended them by a maximum of one year. The effects of these revisions have decreased the total depreciation charge by R15 998 by a year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by the same amount.

### **Sundry Equipment**

The useful life of Sundry Equipment was estimated to be up to 7 years. In the current financial year management revised their estimate on the useful lives of some of the Sundry Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 4 030 in the current financial year. The effect on future periods is an increase in the total depreciation by the same amount.

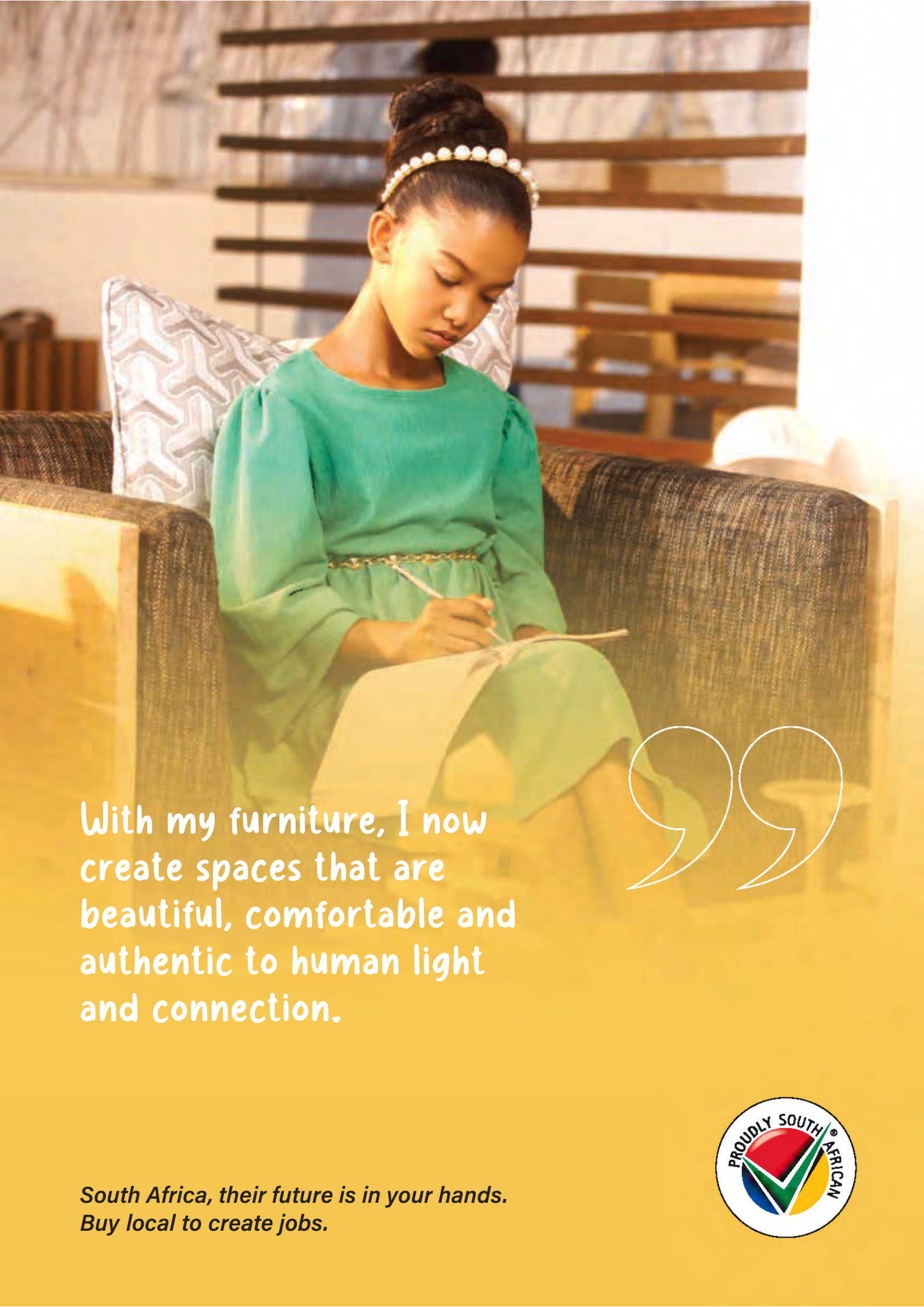
### **Intangible Assets**

The useful life of Intangible Assets was estimated to be up to 3 years. In the current financial year management revised their estimate on the useful lives of some the Intangible Assets and have extended them by 1 year. The effects of these revisions have decreased the total amortisation by R92 333 in the current financial year. The effect on future periods is an increase in total amortisation by the same amount.

# DETAILED INCOME STATEMENT

Figures in Rand	Note(s)	2024	2024
<b>Revenue</b>			
Sale of goods		5 485	15 780
Government grant - <b>The dtic</b>		44 323 000	41 530 000
Sundry Income		69 306	2 079
Sponsorship		9 063 044	3 620 000
Membership fees		5 584 547	3 788 481
	10	<b>59 045 382</b>	<b>48 956 340</b>
Opening stock		(81 116)	(94 222)
Purchases		-	-
Closing stock		77 998	81 116
<b>Cost of Sales</b>	11	<b>(3 118)</b>	<b>(12 436)</b>
<b>Gross Surplus</b>		<b>59 042 264</b>	<b>48 943 904</b>
<b>Operating expenses</b>			
Advertising posts and tenders		(79 268)	(185 413)
Auditors remuneration	15	(316 443)	(460 004)
Bad debts		(3 846)	(68 036)
Bank charges		(53 252)	(23 488)
Depreciation, amortisation and impairments		(1 205 371) *	(1 117 863) *
Assets Re-assessment Adjustment		312 254 *	550 778 *
Loss on disposal of fixed assets		(41 455)	(3 086)
Key management emoluments	19	(8 295 798)	(7 821 076)
Employee costs		(20 613 526)	(18 723 341)
Fines and penalties		(-)	(-)
IT expenses		(1 988 344)	(1 099 706)
Insurance		(239 668)	(210 302)
Lease rentals & Operating lease		(1 097 390)	(1 308 164)
Legal and professional services		(942 712)	(818 824)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(13 863 739)	(14 712 217) ^
Membership costs		(17 159)	(13 343)
Proudly SA Buy Local Summit and Expo		(12 101 652)	(7 991 864)
Photocopier costs		(168 432)	(47 934)
Postage		(30 132)	(23 805)
Printing and stationery		(153 857)	(219 032)
Proudly South African CSI activities		(64 352)	(49 391)
Repairs and maintenance		(122 734)	(180 476)
Staff training		(385 265)	(197 917)
Staff welfare		(475 740)	(439 576) ^
Subscriptions		(39 529)	(37 746)
Telephone and fax		(130 295)	(117 310)
Travel Local		(473 071)	(806 575)
Workshops and seminars		(143 734)	(126 447)
Workman's Compensation		(160 326)	(159 872) ^
Utilities		(449 964)	(322 598)
		<b>(63 344 800)</b>	<b>(56 734 628)</b>
<b>Operating surplus/(deficit)</b>	12	<b>(4 302 536)</b>	<b>(7 790 724)</b>
Interest Income	13	1 852 791	1 717 227
<b>Deficit for the year</b>		<b>(2 449 745)</b>	<b>(6 073 497)</b>

\* The net effect of depreciation, amortization, and impairment with the effects of revised useful life of assets at the end of the financial year. Refer to Note.2 ^ Reclassification of expense line items to Staff Welfare and Workman's Compensation from Marketing Expenses.



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