



QUARTERLY REPORT

1 APRIL - 30 JUNE 2024

Quarter 1
2024/25 Financial Year





APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ___/___/2024	Rank: Chairperson	Date: ___/___/2024

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

This report covers the period 1 April – 31 June 2024 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- The IMF predicts real GDP growth of only 0.9% for 2024, while the SARB predicts 1.2%, and the National Treasury expects 1.3% growth. The SARB expects inflation to be 5.1%, whereas the IMF and the National Treasury predict a slightly lower rate of 4.9%.
- In the first quarter of 2024, all provinces experienced an increase in unemployment rates. The number of unemployed individuals surpassed those employed in all provinces, with Limpopo experiencing the highest growth in the number of those unemployed.
- Petrol prices have increased significantly more than consumer prices or average wages. Average wages increased at a compounded annual average rate of 6.7% since 2008, compared to 5.6% for headline inflation.
- Nedbank reports a significant decline in fixed investment activity for 2023. The total value of new projects announced was R184.8 billion, a drop from R259.9 billion in 2022. The most significant project planned by the private sector, valued at R11 billion, involves the construction of a solar farm in the Northern Cape by Mulilo Renewables. Nearly 50% of the private sector projects focus on transitioning to renewable energy sources, with a combined value of R27 billion.
- Between 2012/13 and 2022/23, health spending per uninsured individual increased across most provinces, except Limpopo, Northern Cape, and Mpumalanga. Limpopo and Mpumalanga experienced a considerable shift from the highest to the lowest levels of spending.
- The concentration of imports from South Africa's top 8 import trading partners steadily increased from 2019 to 2023. Over the last four years, China, the US, Germany, and India have been the most significant contributors to South Africa's imports.
- According to estimates by Productivity South Africa, the Finance, Insurance, Real Estate, and Business Services industry experienced the highest labour productivity growth. Conversely, several industries have seen significant declines in labour productivity since 2000.
- Regarding municipal finances, service charges constitute approximately 40% of municipal revenue, with electricity accounting for about 40%, property rates 25%, and water 15%.
- Wages are typically the largest expenditure component, followed by bulk purchases, while municipalities spend very little on maintenance.

[Economic and Employment Trends in South Africa: January 2024]



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

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

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

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

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the organisational strategic plan and the details contained in this report outlines the progress made during Quarter 1 of the 2024/25 financial year.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

During the period under review, the Board and/or its sub-committees held the following meetings:

3.1) Board Meeting

The Proudly SA Board of Directors met on 27 June 2024 and considered the following:

- The Board considered the misalignment between the MOI and the Board Charter on the appointment of Board Members and agreed to get a formal legal opinion on the best way to proceed.
- The Board noted the registration of the new company for the purpose of running the e-Commerce platform.
- The Board approved the commencement of the process of getting the Liquor Licence for the e-Commerce platform.
- The Board reviewed the contract with Southern Sun and agreed that the Sandton Convention Centre become the preferred venue and home for the Buy Local Summit and Expo, due to the long-standing agreement with Southern Sun in this regard, but also owing to its suitability for the organisation's requirements.
- The Board agreed to host a Strategic Session to explore ways of how to strategically position the campaign and ensure that it can seamlessly navigate the new political landscape.
- The Board considered and approved the Quarterly Report for submission to the DTIC.
- The Board received the progress report on the development of the Proudly SA e-Commerce platform.
- The Board received the report on the plans for the Wine Expo and how this would benefit the sector as well as raise awareness and access to market opportunities for the members' local wines to be showcased at the expo.
- The Board noted the Events Calendar for the remainder of the calendar year.
- The Board approved the extension of the lease agreement, as recommended by the FINCO.
- The Board reviewed and accepted the list of members who received Membership Fee Discounts.
- The Board received the reports from the Subcommittees.
- The Board reviewed and accepted the Management Accounts and Cash Flow.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 30 May 2024 and the meeting considered the following:

- The Draft Annual Financial Statements had been sent to the External Auditors.
- The concurrence letter from the Auditor General's office on the re-appointment of the external auditors was awaited.
- The Committee noted the budget adjustments effected due to the reduction in the grant allocation from the dtic.
- The Internal Audit Reports for both the Membership and Compliance as well as Financial Disciplinary Review were received by the Committee.
- The Committee considered the quarterly Risk Management Report and requested additional information on the impact of each risk and how it was being mitigated.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 13 June 2024 and the meeting considered the following:

- The Committee received a report on the protracted negotiations with the landlord, where the landlord had eventually agreed to a 0% increase in the rental amount for the first year and a 6% increase in years 2 and 3.
- The Committee noted the Draft Annual Financial Statements and the deficit which was in line with the reduction in the grant allocation from the dtic.
- The Committee noted the significant improvement in obtaining sponsorship for various properties that were made available to those that were in a position to sponsor.
- The Management Accounts and Cash Flow were noted. The grant for the first quarter had been received from the dtic.
- The report listing companies approached for sponsorships for the Wine Expo and the Local Fashion Police were noted by the Committee.
- The Membership target list was reviewed and noted by the Committee.
- The Membership Discounts list was presented to the committee and noted.
- The Committee approved the RFI for the sourcing of a Sponsorship Management Agency, as it would help guide the company on acceptable compensation rates for in the market.
- The Committee approved the RFP for a new company to be sought for the supply of stands for the 2025 BLSE.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 10 June 2024 and the meeting considered the following:

- The CEO reported on the engagements with National Treasury, aimed at finding a date for the planned joint public sector SCM Forum.
- The Committee discussed the Procurement Bill as per the correspondence from National Treasury.
- It was agreed to send a letter to NEDLAC in order to escalate the campaign's concern around the draft Labelling Regulations, as detailed in the letter sent to the Department of Health.
- The report on Revitalising the Manufacturing Sector would be used to draft opinion pieces and conduct roundtables to counter localisation naysayers.
- The Committee noted the Marketing and PR Report. The highlight was the BLSE, as well as the R51 Million worth of PR value generated during the quarter.
- The Committee received the plans for the Local Wine Expo. Hotels, Restaurants, Liquor Outlets and Retailers would be approached to participate in the matchmaking programme and in the buyers' session planned for Day 1 of the Expo.
- The Committee received the report detailing management's efforts to obtain sponsorship for the flagship events. 19 Companies had been approached for potential sponsorship of the Local Wine Expo and 8 for the Local Fashion Police.
- 112 new members were recruited during the period under review and the renewal rate was 89%. 890 New products and services were added to the database of locally made products and services.
- The Committee noted the membership discount given to Summer Day Investments
- The committee received a progress report on the development of the e-Commerce platform and noted that the platform was functional and was in testing phase.
- The list of members being pursued was presented, and there were 29 meetings planned with potential high value members.
- 15 Companies had given localisation commitments at the BLSE, and this included Nestle, SAB and Takealot.
- Proudly SA was working with SOE's, DFI's and government agencies for inclusion of localisation conditions in their lending and preferential procurement policies.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 13 June 2024 and the meeting considered the following:

- The organogram was presented, and the Committee approved the proposed restructuring that included upgrading the Senior Events Coordinator role to an Activations Manager role.
- The Committee noted that 2 disabled interns were recruited and placed with a host employer.
- The Employment Equity and Staff Profile reports were noted.
- The performance scores for the quarter under review were tabled to the Committee and were noted.
- A report on Staff Wellness was presented and this included a report on the usage of the Employee Assistance Programme by staff and their respective dependants.
- The Committee received the Training and Development Report which included 6 Study subsidies, 3 on-going learnerships, 2 learnerships in HR, 2 in IT, 1 in Project Management and 1 in Management Leadership.
- The Committee approved the amendments made to the contract of employment, in order to bring it in line with applicable provisions.
- The REMCO met with the Chair of the Board to discuss training opportunities for Executives.
- The REMCO agreed to keep the sliding scale model for annual increases as the model considers the limited income the organization.

3.6) Social and Ethic Committee

The members of the HR and Remunerations Committee held their meeting on 13 March 2024 and the meeting considered the following:

- The declaration of interests made by staff were noted by the Committee.
- The CEO's declaration of interest was submitted to the Chairperson of the Board
- The updated POPI Compliance checklist was tabled and noted by the Committee.
- The Checklist was reviewed and noted by the Committee.

THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2024/25 financial year.

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

- The organisation remains compliant with its financial and human resources reporting obligations.
- In driving access to market programmes for the benefit of locally made products and services, the campaign participated in 4 trade expos and 2 consumer markets.
- Private sector engagements (targeted at both SMEs and big businesses) included the hosting of 8 webinars, participating in 2 business forums, in 10 industry stakeholder forums, engaged 7 business chambers/industry bodies and attended 10 SARS-led industry forums.
- Social media growth continues its positive trajectory by registering growth across all different platforms with a collective growth of 16% across all platforms (i.e. Facebook, Twitter, LinkedIn, Tik-Tok and Instagram).
- As part of tender monitoring initiatives by Proudly SA, 477 tenders issued were identified in the Public Sector against the planned target of 300 as part of the strategic goal of increasing procurement of goods and service in the public sector.
- Proudly South African has been engaging various potential partners in order to strengthen its Media and PR relations and as a result a media partnership was concluded with SAfm which showcased 11 member companies, and in the process issued 11 press releases, a media cookoff event with Nestle, and engagement with 13 media representatives of various media houses (TV, Print, Digital /Online and Radio).
- Below The Line and PR related activities ensured that the campaign received coverage on platforms that have a collective reach of approximately 61million people.
- 80 new members were recruited, whilst an 81%-member retention rate was achieved during the 1st Quarter against set target of 80%. This can be attributed to the concerted efforts of growing the value proposition with a focus on access to market opportunities; and
- Furthermore, there has also been an increase in the database of South African made products/ or services with a total of 201 new products registered against a target of 200 of for the reporting period.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2024/25 financial year, and below are some of the areas where the campaign fell short for the quarter:

- The effects of budget cuts resulted in limited above the line campaigns conducted in the first quarter of the current financial year.
- The organisation came short in respect of securing a new localisation commitment as per the set target for the quarter, with the focus being on following up on the implementation of the 15 commitments given at the end of the 2023/24 financial year (previous quarter).
- The target to conduct at least 10 dipstick surveys with members and delegates attending our events was missed as only 8 were conducted, with plans in place to make up for this deficit in the next quarter.
- The campaign postponed its plans to engage unions and/or labour federations during this quarter, due to national elections, with plans postponed until the latter part of the financial year.
- Whereas it was anticipated that a presentation will be made to at least 1 University or Business School during the quarter, this has since been deferred to the second quarter of the current financial year for operational reasons; and
- No member companies were integrated with the CSD to date, as envisaged, however development work has been finalised for both the CSD and Proudly SA systems to synchronise. The CSD team is rolling out the project in phases – Phase 1 is completed (i.e. declaration/inclusion of local content for companies). It is anticipated that Phase 2 (actual integration) will take place in the latter part of the financial year, as soon as National Treasury concludes its testing of the development work.

Proudly SA is continuing to monitor its operational plans to ensure it meets its total delivery commitments as per the approved 2024/25 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q1- 2024/25

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q1 2024/2025	3,043
New Members	
Target	80
Achievement	80
Renewal Rate	
Target	80%
Achievement	81%
Database of Local Products and Services	
Target	200
Achievement	201
PPrevious Quarter: Q4 2023/2024	24,537
Current Quarter: Q1 2024/2025	24,738

4.3.2) Overview

During Quarter One of 2024-2025, 80 companies joined as new members of the Buy Local Campaign, against the set target of recruiting 80 new members. The retention target of 80% was reached at 81% and the addition of new products was exceeded by 6%.

The manufacturing sector remains the strongest across new and renewing member companies. FMCG and Industrial manufacturing is growing amongst SMME's, this is especially positive as the expansion of local production will make way for the economy to become more inclusive while simultaneously creating more opportunities for new entrants into the sector.

Isanti Glass and Constructo have joined as two new Diamond companies of the campaign. Members within the Diamond category have been utilizing the logo effectively and across all platforms. Tetra Pak, Adcock Ingram, HTH Pool Care and Lactalis are currently utilizing the logo on their vetted Proudly South African products, on all their social media campaigns as well as in their respective through the line marketing campaigns. CTM and Italtile currently utilise the logo prominently in-store and on their above the line marketing campaigns. This is especially positive for brand equity and exposure for the campaign.

The access to market benefits being made available to members remains the key driver for new member acquisition as well as retention of member companies.

Retail and Wholesale readiness programmes, as well as the match-making exercise work hand in glove to drive our access to market benefits.

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

Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000.00
	Silver Companies turning over between R10 million and R30 million per annum	R10,000.00
	Gold Companies turning over between R30 million and R50 million per annum	R20,000.00
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000.00
	Diamond Companies turning over R100 million or more per annum	R100,000.00

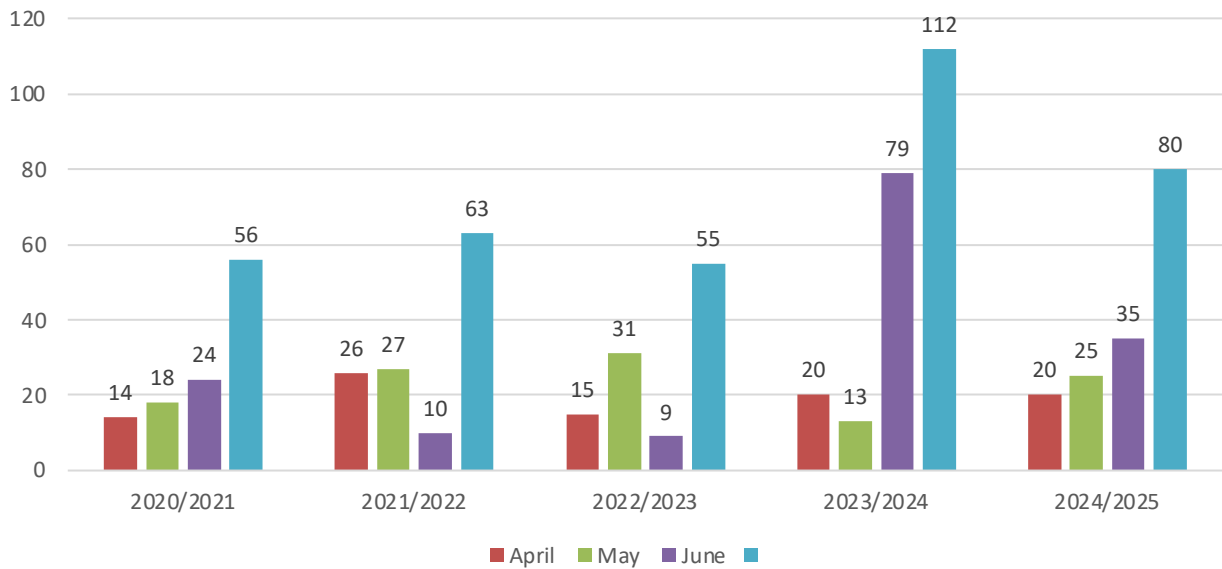
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Leads (Company before it is converted to a member)	Lead Origin (origination of a lead)	
	Consultant-generated	A member consultant who is chasing to convert a lead they have generated themselves
	Direct	Enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly South African's presence at events
	Referral	Referral of a company from an internal or extra stakeholder

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2020/2021 to 2024/2025

MONTH	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024
April	14	26	15	20	20
May	18	27	31	13	25
June	24	10	9	79	35
	56	63	55	112	80

Graphical Representation YOY Comparison
2020/2021 to 2024/2025



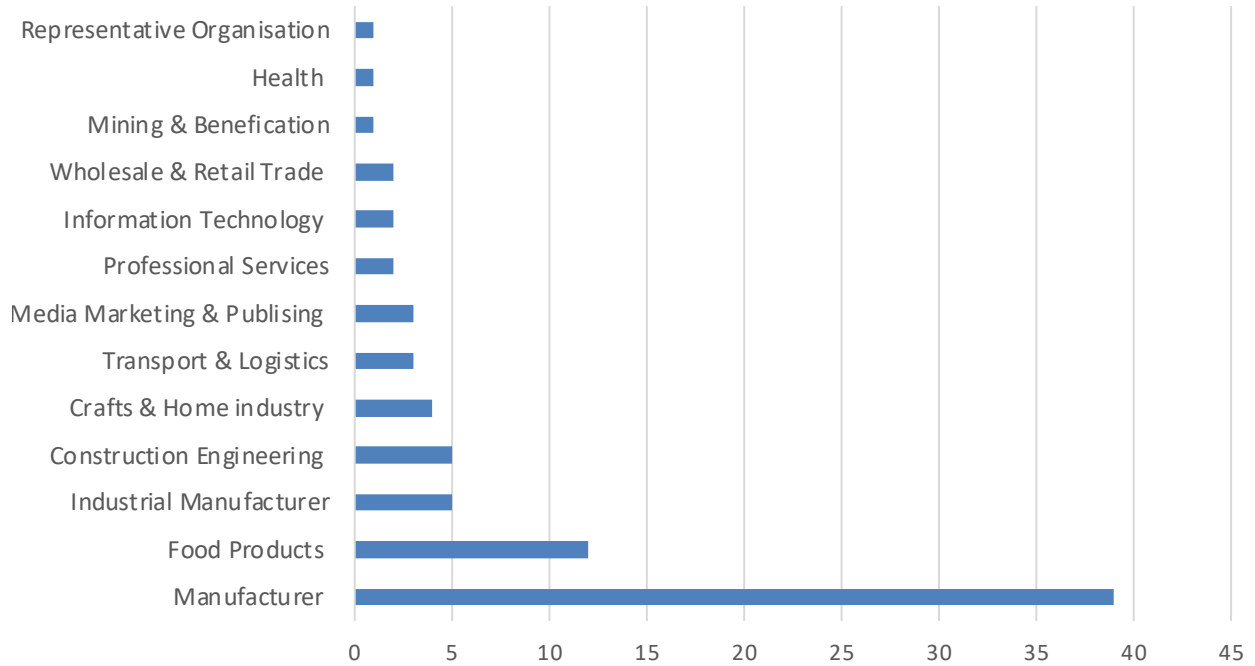
2024/2025 Q1 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
April				
Agata Lonia (Pty) Ltd	Manufacturer	Gauteng	Silver	Direct
Aluminium Federation SA	Representative Organisations	Gauteng	SMME	Referral
AluSouth 9(Pty) Ltd	Industrial Manufacturing	Gauteng	SMME	Referral
Bakwena Sebenza Scaffolding	Construction Engineering	North West	Gold	Referral
Bingelela Alloys	Industrial Manufacturing	Kwazulu-Natal	SMME	Referral
Bote Industries	Industrial Manufacturing	Kwazulu-Natal	SMME	Referral
DG Lab Services (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Doolai Creations (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Emergency Security and Medical Solutions	Professional Services	Western Cape	SMME	Consultant Generated
Fashion Fusion	Professional Services	Gauteng	SMME	Consultant Generated
Ganala Kriel Occupational Health and Wellness Centre	Health	Mpumalanga	Bronze	Consultant Generated
Gin Shack SA (Pty) Ltd	Food Product	Gauteng	SMME	Consultant Generated
Global Insync	Manufacturer	Gauteng	SMME	Consultant Generated
Hivve Wholesale	Wholesale and Retail Trade	Gauteng	SMME	Consultant Generated
House Of Kele	Food Products	Gauteng	SMME	Consultant Generated
Imba Films Records and Publishing	Manufacturer	Gauteng	SMME	Referral
Integration Mining Supplies	Industrial Manufacturing	Gauteng	Bronze	Referral
Iyathile (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
Maats Grill (Pty) Ltd	Wholesale and Retail Trade	Gauteng	SMME	Consultant Generated
Mogurt Dairy (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Opulent Fragrances	Manufacturer	Gauteng	SMME	Consultant Generated
Outclass Crystallized (Pty) Ltd	Mining and Beneficiation	Northern Cape	Bronze	Consultant Generated
Potenza Packaging Solutions	Manufacturer	Gauteng	SMME	Consultant Generated
Releight (Pty) Ltd	Manufacturer	North West	SMME	Consultant Generated
Sober Design House	Manufacturer	Gauteng	SMME	Referral
Solana Group (Pty) Ltd	Construction Engineering and Architecture	Kwazulu-Natal	SMME	Referral
Stream Alive (Pty) Ltd	Information Technology and Telecommunication	Gauteng	SMME	Consultant Generated
Texta Manufacturing	Manufacturer	Eastern Cape	SMME	Consultant Generated
Thatch Cubed (Pty) Ltd	Crafts and home industries (A)	Free State	SMME	Consultant Generated
The Real Makoya Cleaning Chemicals	Manufacturer	Limpopo	SMME	Consultant Generated

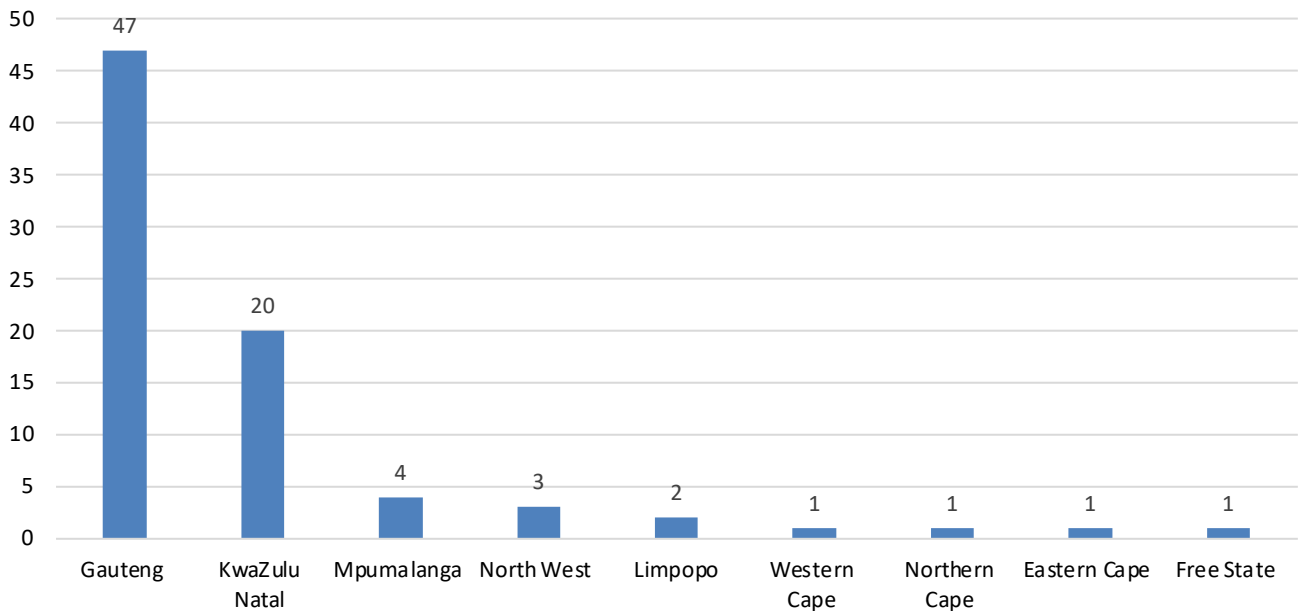
Company	Sector	Province	Classification	Lead Origin
Woza Woza Online (Pty) Ltd	Information Technology and Telecommunication	Gauteng	SMME	Referral
Yusuf Mahomed	Education, Development and Training	Gauteng	SMME	Consultant Generated
Zazi Holdings (Pty) Ltd	Manufacturer	Eastern Cape	SMME	Consultant Generated
May				
BSPOKEVENTZ (Pty) Ltd	Media Marketing and Publishing	Gauteng	SMME	Consultant Generated
Buhle Bomqhele (Pty) Ltd	Manufacturer	North West	SMME	Consultant Generated
Constructo	Construction Engineering	Gauteng	Diamond	Direct
Diamond Tissue Manufacturers	Food Products	Gauteng	SMME	Direct
Fresh (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Golden Dew Distributors	Food Products	Gauteng	SMME	Direct
International Agric Foods	Food Products	Gauteng	SMME	Direct
Isanti Glass	Manufacturer	Gauteng	Diamond	Direct
Kusini Water (Pty) Ltd	Manufacturer	Gauteng	Bronze	Direct
Lashongwe Designers	Manufacturer	Gauteng	SMME	Direct
Londile Cab Travel and Tours	Transport and Logistics	Gauteng	SMME	Consultant Generated
Masigcobe Holdings	Healthcare	Eastern Cape	SMME	Direct
Phenomenal Light (Pty) Ltd	Construction Engineering and Architecture	Gauteng	SMME	Referral
Rock Auto Dealer	Transport and Logistics	North West	SMME	Consultant Generated
Summit Business Consulting (Pty) Ltd	Manufacturer	Kwazulu-Natal	SMME	Direct
Village Water Filters SA (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
June				
Admire Billy Malubana Foundation (NPC)	Media Marketing and Publishing	Mpumalanga	SMME	Direct
Alude Arts (Pty) Ltd	Crafts and home industries	Kwazulu-Natal	SMME	Referral
Amanyuswa Amahle Holdings	Manufacturer	Kwazulu-Natal	SMME	Referral
Blush Proof	Manufacturer	Gauteng	SMME	Direct
Cleanfest (Pty) Ltd	Manufacturer	Kwazulu-Natal	SMME	Referral
Domiday Distributors	Manufacturer	Kwazulu-Natal	SMME	Referral
Isu Brands (Pty) Ltd	Food Products	Kwazulu-Natal	SMME	Referral
Iyanah Solutions	Manufacturer	Kwazulu-Natal	SMME	Referral
Katso Lux Curtains	Manufacturer	Gauteng	SMME	Direct
Khalipha Business Solutions	Manufacturer	Kwazulu-Natal	SMME	Referral
Kweenz of Ink	Manufacturer	Gauteng	SMME	Direct

Company	Sector	Province	Classification	Lead Origin
Kwinda Fashion Designing and Decoration	Manufacturer	Gauteng	SMME	Direct
La Persys Interior Design	Manufacturer	Kwazulu-Natal	SMME	Referral
Local Roots Africa	Wholesale And Retail Trade	Gauteng	SMME	Consultant Generated
Maggie – Africa	Mining and Beneficiation	Kwazulu-Natal	SMME	Referral
Mangala Kreationz	Crafts and home industries	Kwazulu-Natal	SMME	Referral
Maribobex Trading and Projects (Pty) Ltd	Professional Services	Mpumalanga	SMME	Direct
Mnisley Beverages (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
Mokka Chocolates and Confectionery	Food Products	Gauteng	SMME	Consultant Generated
Ngimnyama Empire	Manufacturer	Kwazulu-Natal	SMME	Referral
Optic Computers	Information Technology and Telecommunication	Limpopo	SMME	Direct
Rare Ethnic Accessories	Manufacturer	Kwazulu-Natal	SMME	Referral
Rave About Sauce	Food Products	Gauteng	SMME	Consultant Generated
Silvermoon Enterprise	Food Products	Gauteng	SMME	Direct
Spoontjie Trading & pro-jects	Manufacturer	Gauteng	SMME	Consultant Generated
Strawberry Concepts	Media Production	Gauteng	SMME	Direct
The Space Studio	Manufacturer	Kwazulu-Natal	SMME	Referral
Themba Liyeza Logistics	Transport & Logistics	Mpumalanga	SMME	Direct
Ubuchule Bezandla	Crafts and home industries (A)	Gauteng	SMME	Direct
Whoppa Engineering CC	Manufacturer	Gauteng	SMME	Direct
Yearn Skin	Manufacturer	Kwazulu-Natal	SMME	Consultant Generated
Zama Original	Manufacturer	Gauteng	SMME	Direct
Zee Organics Haircare and Skincare	Manufacturer	Kwazulu-Natal	SMME	Referral
Ziphozomusa Zipho (Pty) Ltd	Manufacturer	Kwazulu-Natal	SMME	Referral

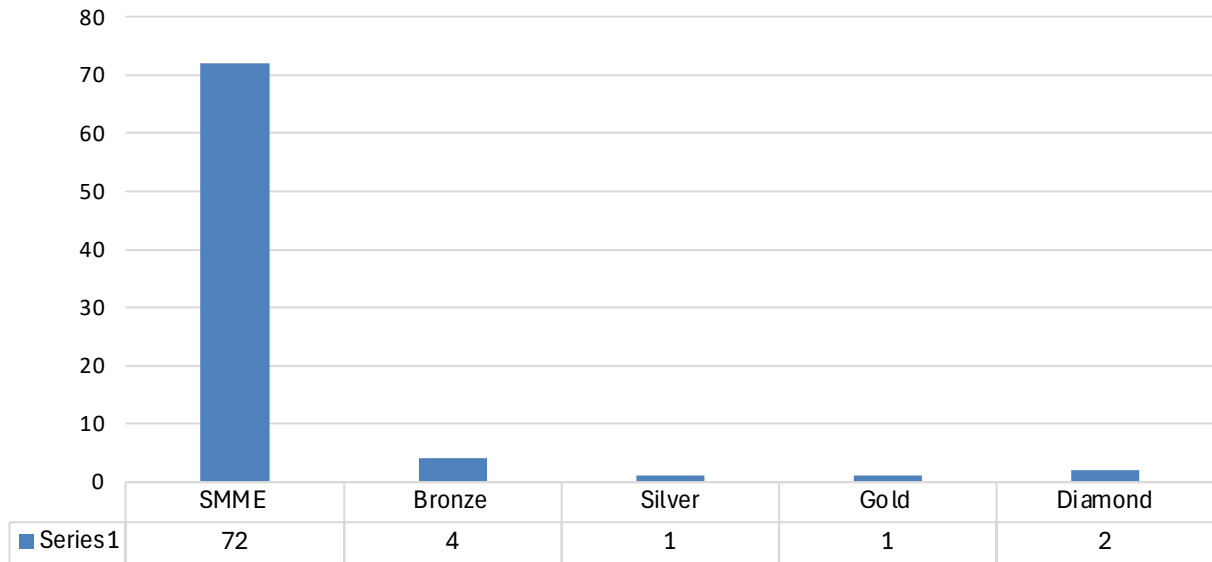
2024-2025 Q1 NEWLY RECRUITED MEMBERS BY SECTOR



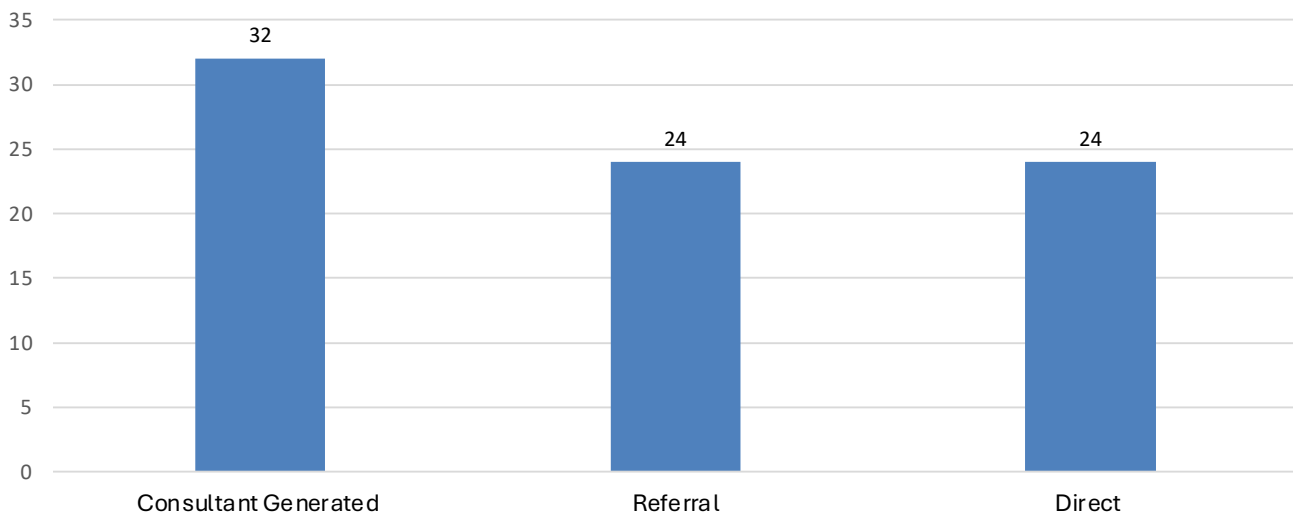
2024-2025 Q1 NEWLY RECRUITED MEMBERS BY PROVINCE



2024-2025 Q1 NEWLY RECRUITED MEMBERS BY SECTOR



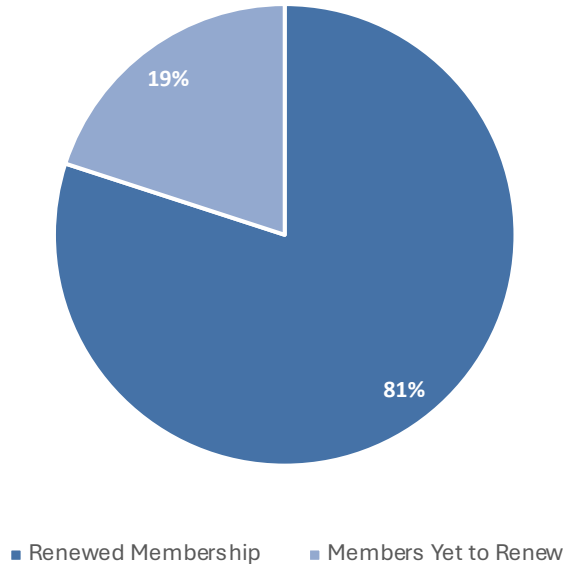
2024-2025 Q1 RECRUITED MEMBERS BY LEAD GENERATION



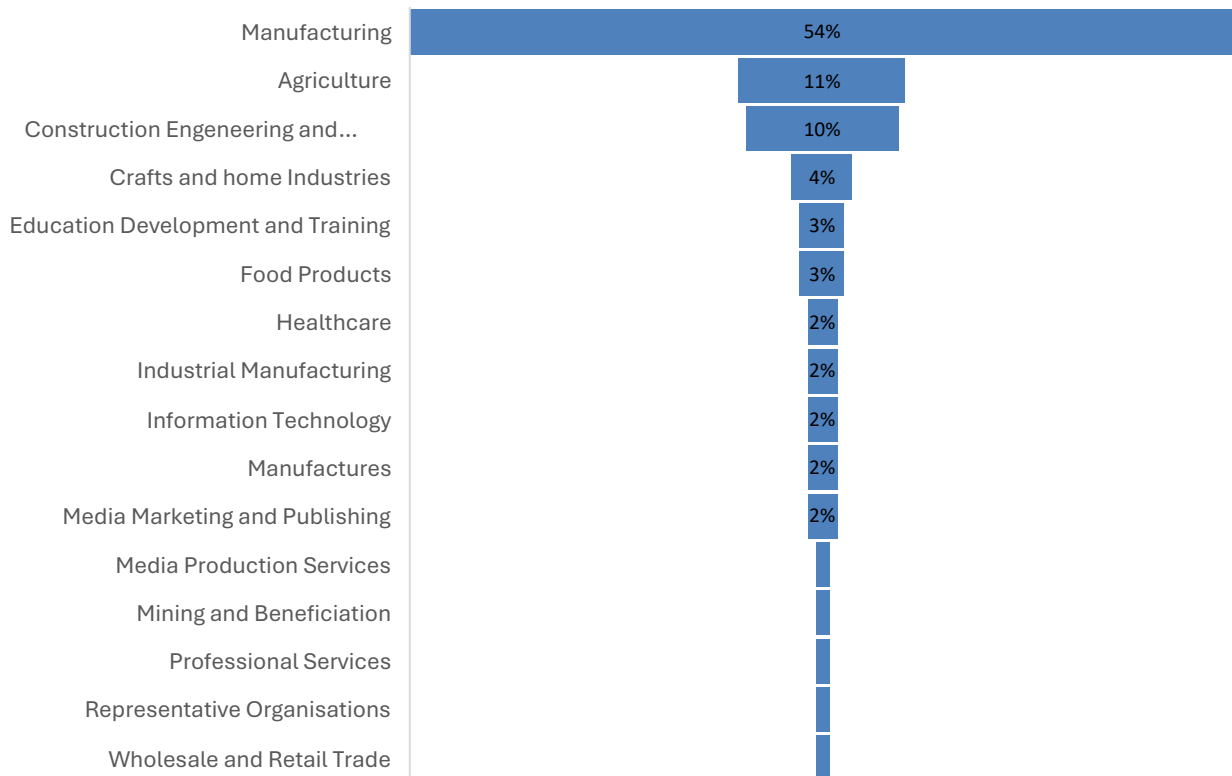
2023/2024 Q4 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	81%
Target:	80%
REASON FOR GROWTH	
The renewal rate has been consistent in the SMME tier, specifically in manufacturing, as the access to market benefits are assisting members with listings across retail, wholesale and e-commerce platforms. This means new streams of revenue and financial growth for member companies.	

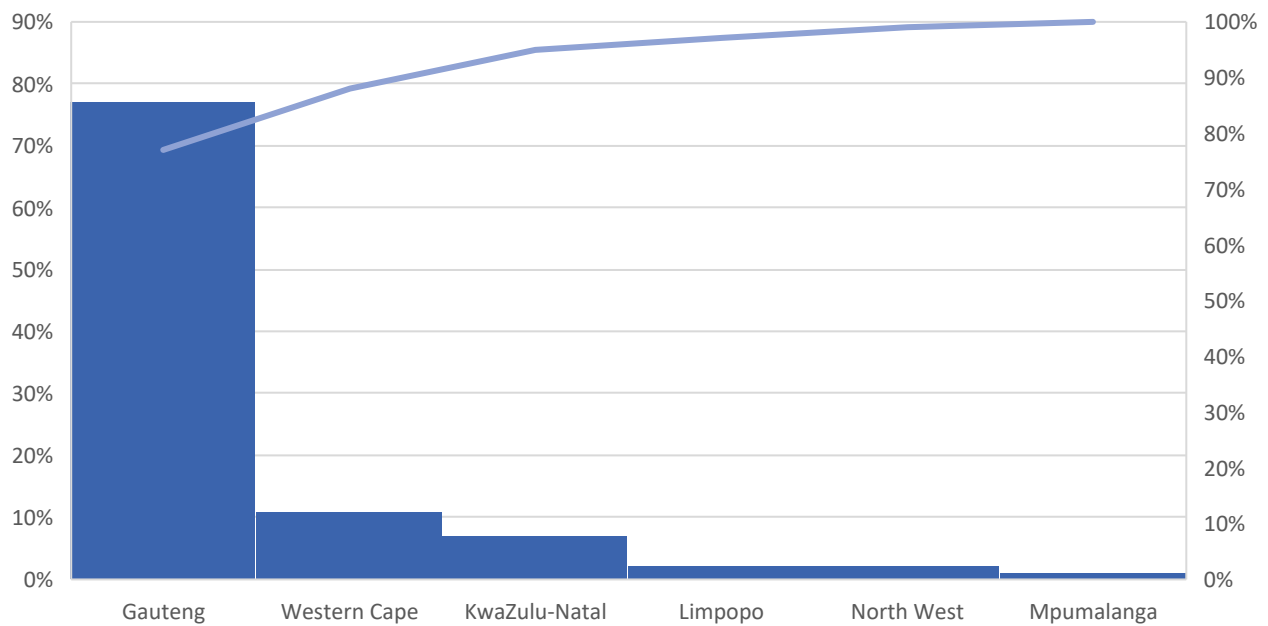
RENEWED MEMBERSHIP VS YET TO RENEW
Q1: 2024 / 2025



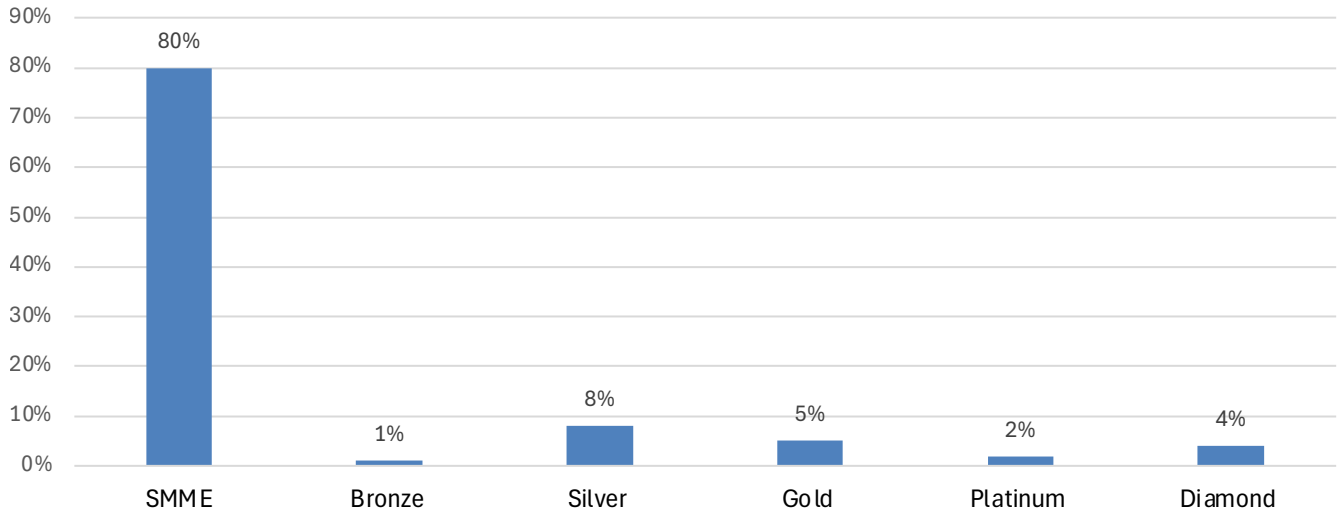
RENEWING MEMBERS COMPARISON BY SECTOR 2024 - 2025



2024-2025 Q1 RENEWING MEMBER BY PROVINCE



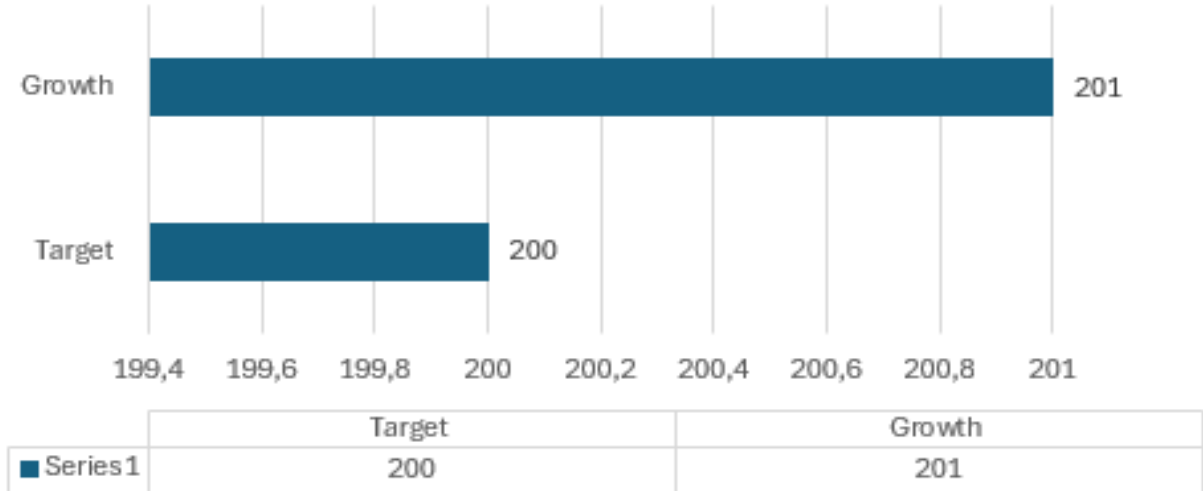
2024-2025 Q1 RENEWING MEMBERS COMPARISON BY CLASSIFICATION



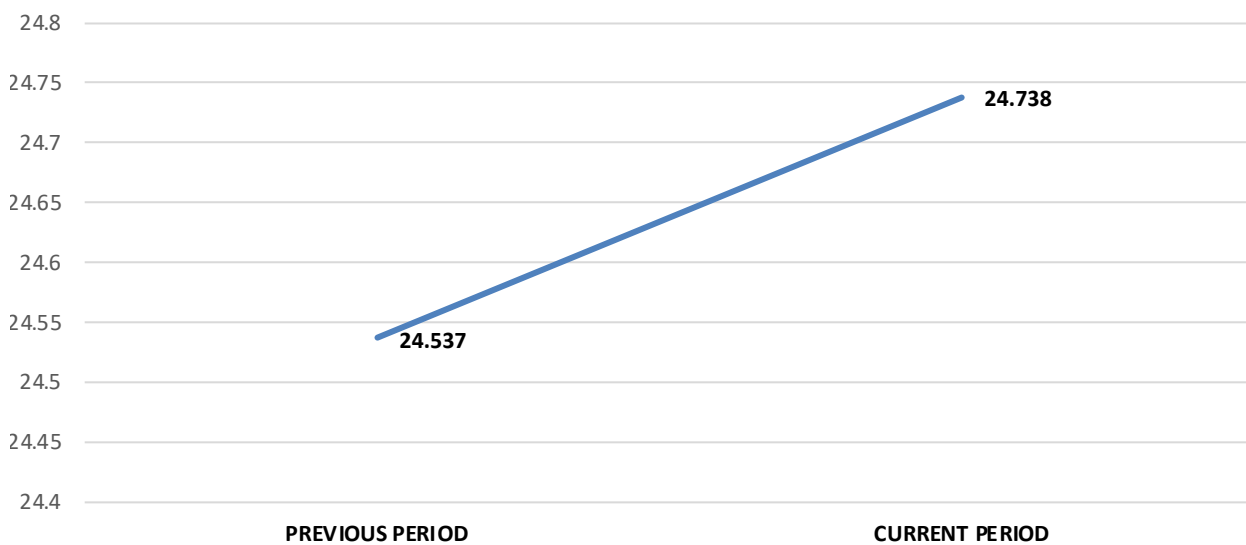
2024/2025 Q1 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q4 2023/2024	24,537
Current Quarter: Q1 2024/2025	24,738
2024/2025 Q1	
Target	200
Achievement	201

2024/2025 DATABASE OF LOCAL PRODUCTS & SERVICES TARGET VS GROWTH



2024 - 2025 Q1 DATABASE OF LOCAL PRODUCTS AND SERVICES PREVIOUS PERIOD V CURRENT PERIOD



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Empowa Youth Exhibition Summit: 18 April 2024



Proudly South African participated at the Empowa Youth Week, which kicked off with an Entrepreneur Funding Summit held at The Forum in Bryanston. The event was well attended and was aimed at bringing to light opportunities for young people, bridging the gap between ambition and success in peri-urban and rural areas.

An exhibition stand was allocated for the campaign, which Proudly SA leveraged by conducting a robust membership drive. The event was well branded with Proudly SA branding and there was interest from the delegates who wanted to understand the work Proudly SA does. Proudly SA offered them insights on how best to raise or develop their companies.

Through Proudly SA's participation in the event, there was an increased level of interest from local businesses who are seeking to join the campaign as member companies.

Reach: 250

Target audience: Youth, Entrepreneurs, Media

Empowa Youth Funding Summit: 25 April 2024

Empowaworx creates events that ensure impact, growth and transformation, across different audience streams – from youth and entrepreneurs to women and men.

Proudly SA CMO, Happy MaKhumalo Ngidi, delivered the opening address which hit the right nerve as the localisation message was positively received by the entrepreneurs in the room. Held at the Saul Tsoetsi Complex in Sebokeng, the key messaging aligning to Proudly SA's mandate was tailor-made for the demographic in the audience, ensuring that all audience members left having an idea what Proudly SA stands for.

Reach: 300

Target audience: Youth, Entrepreneurs, Stakeholders



Isu-'Lihle Primary School Activation and CSI Project Handover: 26 April 2024

Proudly South African hosted an interactive corporate social investment project and activation at Isu'lihle Primary School at Zola, Soweto on Friday, 26 April 2024.

As part of the CSI project, Proudly SA did repairs to the ceiling, donated 190 chairs, and installed a Proudly SA branded school signage board. During the activation, dairy products from Lactalis were donated to the school. There was an MC who entertained the scholars through music and dance. The young school kids received a surprise visit from Proudly South African's mascot, Lolo Warona.

The school deputy principal who represented the school passed her appreciation to Proudly SA and requested that the partnership be a long lasting one. The learners showed their appreciation by presenting Proudly SA with an art piece with a message of appreciation.

Reach: 750 learners, 56 staff members including educators

Target audience: Learners, Educators and School Governing Body, Media

Kota Festival: 27 April 2024

Proudly SA participated at the Kota Festival that took place at The Station in Newtown on 27 April 2024. The objective of the event was to give kota businesses access to market opportunities. Proudly SA invited two members, 2Selai and Kota King, to participate at the festival. The membership team attended the festival with the quest to recruit potential members in the food and beverages sector.

At the Proudly SA stall there was a spin-to-win wheel competition directing patrons to buy from our members to stand a chance to win lekker local goodies. This competition mechanism increased sales for the member companies, as festival goers were excited about the prizes.

30 leads were generated from this event.

Reach: 3 000 people

Target audience: Small businesses in the catering sector, Kota Festival visitors (consumers), Media nearby schools.



ANOTHER WORLD-CLASS ACCESS TO MARKET OPPORTUNITY IN THE ONLINE SPACE



Takealot Market Place – E Commerce Webinar: 20 May 2024

Proudly SA believes in giving members market access opportunities in order for their businesses to have a thriving chance. One of the ways in which the campaign gives such opportunities is through strategic collaborations, such as with Takealot. This key collaboration has enabled Proudly SA members to enter the e-commerce field and are able to list their respective products and services on these platforms. To equip members with the information they require to navigate the ecommerce sphere, Takealot and Proudly SA conducted an e-commerce led webinar which was facilitated by Take-A-Lot's Alexander Slabbert.

Takealot Market Place – E Commerce Webinar speakers:
Proudly South African: Taryn Collister (ecommerce manager)
Takealot: Alexander Slabbert (team leader acquisition & onboarding)

The speakers collaboratively shared comprehensive information regarding the different offerings of the two organisations. The session was extremely interactive where attendees provided questions during the Q&A segment. There was a positive turnout from Zoom and X attendees illustrating the high interest from Proudly SA members to list their offerings in the ecommerce space.

Reach:

Zoom – 134
You Tube – 2
Facebook – 12
X – 108

Target audience: Proudly SA Members, Prospective Proudly SA members, Takealot Team

Takealot Market Place – E Commerce Webinar: 22 May 2024

In collaboration with Takealot, there was an additional webinar convened to further delve into the intricacies around ecommerce. Takealot afforded Proudly SA the platform to engage their database through this webinar. Proudly SA's role was to take the audiences through the campaign's mandate, offerings and membership benefits.

Jeannine van Straaten gave a keynote address to a broad array of audience who were all prospective members. She further unpacked the membership criteria in detail and emphasized the access to market opportunities available for prospective members.

Proudly SA cemented its stance of localisation to the audience which was made up of various Takealot Marketplace sellers. This webinar was aimed at encouraging the audience to register as Proudly SA members, in order for them to fully explore the benefits of being a full Proudly SA member.

The Speakers included:
Alexander Slabbert – Takealot
Jeannine van Straaten – Proudly SA
Alicia Logan – Proudly SA

Reach: 150

Target audience: Takealot business database, Proudly SA members



Nestlé ESAR Media Cookout: 23 May 2024

Proudly SA hosted 20 key media and food influencers at a cookout event hosted in partnership with our diamond member, Nestlé ESAR. The cook-off was to strengthen Proudly SA's buy local narrative with members of the media, by demonstrating that everyday groceries that are made local can create amazing meals.

Using unique local ingredients with recipes provided by Nestlé ESAR, we saw the media and influencers showcase their culinary skills. The engagement was facilitated by a skilled chef who conducted a pre-cooking demonstration to the excited guests.

Lesedi Mashale, head of PP & Events at Nestlé ESAR welcomed guests and gave a brief nutritional benefit of each of the products that made up the recipes. Proudly SA's CMO, Happy MaKhumalo Ngidi unpacked the buy local narrative and engaged media on why it's important to check country of origin labels when buying food products, ingredients and more.

The cook-off was an exciting way to get media involved and entrenched in the buy local to create jobs movement and narrative. The tactical approach to seeding the message assisted Proudly SA in spreading the mandate far and wide through the media coverage derived after the event.

Happy, Lesedi, and the day's chef made up the trio of judges that identified the best winning meal combo. Spices for Africa offered an array of spices to add some texture to the different dishes. Our members, Switch Energy drink, Nandzu Wines and Absolute Style also provided beverages to the guests, and in turn received great media coverage from the event.

Reach: 20

Target audience: Media, Food Influencers

The Ecosystem of Tourism Webinar: 27 May 2024

The Ecosystem of Tourism webinar was convened in order to discuss the local travel expenses and the current trends in tourism. Cultural Tourism, Sustainability in the industry, customer experience and why South Africans are not traveling within our borders were some of the topics covered.

Proudly South African CMO, Happy MaKhumalo Ngidi educated the consumers about the campaign. She further highlighted the access to market activities executed by the organisation, the membership process & benefits, as well as the importance of buying local.

Furthermore, the array of panelists discussed how the tourism industry was affected by Covid-19, how it has grown after Covid-19, and how jobs have been created post the Covid-19 era. The different speakers expressed their shared values around the buy local mandate, which speaks to promoting locally made products and local attractions, whilst positively impacting the community. The ecosystem was explained in terms of how each area of the tourism sector plays a role in job creation from transportation, accommodation to food.

The panelists stated that they advocate for locally made products and services in order to strengthen the economy. The key take-out from the speakers was a message from Sakhumzi restaurant owner, Sakhumzi Maqubela, who stated that they require skills development in their businesses to ensure that the businesses operate well and create much-needed jobs.

The Panel Included:

Sakhumzi Restaurant: Mr Sakhumzi Maqubela (Owner)

Gauteng Tourism Authority: Ms. Sthembiso Dlamini (CEO)

Soweto Tours: Ms Mel Tlhapi

Proudly SA & Facilitator: Mrs Happy MaKhumalo Ngidi (CMO)

Reach: 224

Target audience: Proudly SA members, general consumers, companies in the travel and tourism industry, Media

Dipstick Survey Complete: Yes



The Localisation of the Automotive Sector Webinar: 31 May 2024

Proudly SA hosted a webinar aimed at highlighting the importance of localisation within the automotive sector. Key industry players were part of the webinar and shared critical facts about the industry. The identified speakers unpacked and solidified the importance of the sector's contribution to the economy.

The webinar gave prominence to Proudly SA members and they used the platform to market their respective business - this was both big and small companies, who were pulled in the high-level webinar, to share their views and the profiles of their companies. The key facilitator understood the brief and executed it professionally, the webinar facilitation went well, and the Facilitator was at the forefront of encouraging delegates, to be proactive in the webinar and this created an active/on-going chat on the webinar platform, which was integrated with social media.

The panel was facilitated by the exceptional Carol Tshabalala, and the industry voices included:

Proudly SA: Mr Eustace Mashimbye (CEO)

DTIC: Mr Frank Stevens

NAAMSA: Mr Mike Mabasa

Automotive Industry Development Centre: Mr Anton Fiets

MasOil: Mr Andrew Masuku

Reach: 395

Target audience: Proudly SA members, Non-Proudly SA members, Automotive Industry players

Dipstick Survey Completed: Yes



THE LOCALISATION OF THE AUTOMOTIVE SECTOR





YFM Youth GrYnd: 1 June 2024

Proudly South African participated at the YFM's GrYnd event that took place on 1 June 2024 at Atlas Studios in Braamfontein. This event marked the opening of Youth Month. Proudly SA invited two members to participate at the exhibition, i.e. Fresh Style and Cheetah Energy Drink.

The CMO, Happy MaKhumalo Ngidi, delivered a presentation on what the Proudly SA campaign is about and how it helps the youth to take their businesses to another level, while in the process contributing to the creation of jobs and growing the economy. She encouraged the youth to persevere through the tough economic times, but also highlighted the role they play in reshaping the future for the better.

Reach: 100

Target audience: Youth content creators, youth entrepreneurs and general consumers.



Manufacturing Circle Golf Day: 4 June 2024

Manufacturing Circle hosted a charity golf event on June 4th, 2024, with the aim of fundraising. Proudly South African partnered in the putting competition, wherein players contributed a fee to participate in the activity to raise more funds.

Furthermore, Proudly SA branded the putting activation and added some mini chocolates and drinks as part of the refreshments. Mr Sibusiso Ketwa, the Activations Manager, attended the prize giving dinner to handover the prizes that were won at the putting competition.

Reach: 90

Target audience: Golf enthusiasts, sponsors, and public

Garden Route Youth Expo: 7-8 June 2024

Proudly SA participated at the Garden Route Youth Expo and Business breakfast that took place on 7 and 8 June 2024, respectively.

The expo was attended by high school learners, unemployed youth, and graduates. Different organisations from the public and private sector exposed the youth to different career opportunities available in their organisations. The youth were also given information about business opportunities in the region. Proudly SA CMO, Happy MaKhumalo Ngidi, participated in a panel discussion that focussed on youth matters. The CMO spoke briefly on what the Proudly SA campaign does and how it benefits the country's economy and its contribution to the creation of jobs.

On the second day, the Garden Route business breakfast was hosted at the Garden Route Casino and Hotel. The event was attended by small businesses from the Garden Route region. The Mossel Bay municipality Executive Major Ald. Dirk Kotze, gave a welcome and opening address. Proudly SA CEO, Mr Eustace Mashimbye, gave a presentation which looked at the broad overview of Proudly SA. Furthermore, Proudly SA Executive, Jeannine van Straaten, briefly touched on membership benefits. CMO, Happy Ngidi, gave a brief overview of the work done by the campaign and how it has benefitted the members.

Reach: 700 youth and 100 businesspeople

Target audience: High school learners, unemployed Youth, graduates, and small businesses



SAITEX: 11-13 June 2024

SAITEX is a multi-sector expo featuring local and international exhibitors. Proudly SA approached the organisers to get an opportunity to exhibit as well as bring 4 members to be part of the experience. An opportunity for Proudly SA CEO, Eustace Mashimbye, to speak was also secured.

As part of the decor for the stand, Proudly SA approached a furniture member, Opulent Interior D-Zines, who dressed the stand on the day. Proudly SA featured the member on SAFM and published content on social media.

The members, Khoi Tech, Freshmo, Switch Energy drink, and Africa Mamas, who attended the event generated sales and leads from the access to market opportunity.

Reach: 1 800

Target audience: Corporates, Small businesses, international suppliers, government departments and walk in visitors

NYDA Youth in Clothing and Textile Workshop: 12 June 2024

During Youth month, the NYDA hosted the Textile Industry Workshop in Pretoria. Hosted at the Nubase Sewing Academy, the students came in numbers to absorb knowledge imparted by the experts speaking on the day.

Proudly SA's CMO, Happy MaKhumalo Ngidi, delivered an impactful address under the theme "Unpacking Opportunities in the Textile Industry." She emphasized the importance of localisation and educated the delegates about the campaign's mandate. With each speaker engaging with budding designers and entrepreneurs in the room, it became clear that the workshop was much needed, and the information given was important to the students.

Speakers included various experts from the RCTFL sector. The day closed on a high as students took notes and asked the various speakers present questions.

Reach: 180

Target audience: Students, Young Designers, Entrepreneurs



Unlocking Opportunities: Financial and Non-Financial Benefits for Youth in Business Webinar: 14 June 2024

Proudly SA hosted a webinar focusing on highlighting financial and non-financial benefits for young business owners. This webinar inspired and brought together various financial institutions and banks to offer tailored solutions for the youth. While youth often face challenges, the webinar aimed to foster solution-driven conversations that paved the way for progress.

Five experts shared strategic insights on navigating the complexities of the financial world during the webinar.

The experts included:

Proudly SA

Jeannine van Straaten

Executive: Strategy, Stakeholder Relations & Legal

First National bank (FNB)

Mpho Mokotedi

ESD Funding Manager, FNB Commercial Transactional Solution SME

Industrial Development Corporation (IDC)

Manyatsa Nkutha

Senior Youth specialist

Business basics shop CC

Roger Smith

Retail development consultant

Passion is assisting business-owners to grow & develop

Valuable insights were provided by finance industry representatives from IDC, FNB, and Proudly SA on supporting organizations financially and enhancing their market reach. Proudly SA highlighted their market access platforms. Nicollette Mashile, a finance mentor and author, facilitated the discussion among the speakers and engaged both speakers and the audience across various social media platforms.

To close off the webinar the facilitator took questions from the audience across social media platforms and gave an opportunity to the panellists to give closing remarks.

Reach: 319 across Zoom, Facebook, YouTube, X and LinkedIn**Target audience:** Proudly SA member, Proudly SA non-members, Youth in Business**Top 16 Youth Owned Brands Awards: 22 June 2024**

Proudly SA partnered with the 2024 Top 16 Brands by endorsing the Manufacturing Category. The top 16 youth-owned brands awards understands that young people are undergoing an economic battle.

With the continued increase of unemployment in the 18-35 age group, these awards recognize the ones trying to make a difference. They are creators of businesses, brands and most importantly employment opportunities. These are the drivers of this economy, are bringing change, they are the underdogs, the hustlers, the creators and they are more than movers and shakers.

The nominees for the Manufacturing Category were vetted according to Proudly SA's standards to ensure that the products being put forward at this competition, were truly locally made.

Jeannine Van Straaten, an executive at Proudly SA, delivered a stella speech before announcing the winner. The category was quite a tight one because 3 of the nominees were Proudly SA members.

The nominees included:

- Afro Coat
- Splash Coating Africa
- Grace Gras Empire
- All Day Jam

The room was full of suspense when the nominees were announced, the room erupted with cheers as Grace Gras Empire was announced as a winner. The winner of this category received 6 months' free membership at Proudly SA, amongst other prizes.

Reach: 190**Target audience:** Youth in business



Rosebank Sunday Market: 23 June 2024

Proudly South African participated at the Rosebank Sunday Market on 23 June 2024, as part of giving access to markets for the members, as well as an opportunity to recruit long standing exhibitors of the market.

For this opportunity, four members were invited to participate, i.e. Memuka Mats, Tolokazi Beers, Aylah Hair Products and Mist Candles. These members were given the opportunity to showcase their brands and sell their products to market attendees.

Reach: 180

Target audience: Consumers, Business Owners

SMME Skills Development Webinar: 24 June 2024

Skills Development promotes economic growth and social development by creating a more skilled and diverse workforce. As such, Proudly SA hosted an SMME Skills Development Webinar. The purpose of the webinar was to discuss skills development initiatives for SMMEs and reduce inequality by providing training and education opportunities.

In addition, it helped to address the skills shortage that exists in various sectors of the South African economy which is a barrier to economic growth and hinders job creation. It was identified that one of the key challenges facing the development of skills in South Africa is the lack of funding and resources available to implement the programs. The webinar underlined and promoted opportunities to improve Skills Development strategies in South Africa.

The webinar was facilitated by Gugu Jiyane from NYDA, a Specialist: Training and Jobs Education and Skills Unit.

The speakers were Alicia Logan, Membership Manager from Proudly SA, who took the audience through the Proudly SA campaign mandate, the importance of buying local and membership process. Letitia Moller, Skills Development Strategist from The Skills Development Corporation discussed their company offering to SMME's. Peter Koape, Administrator: Advocacy, Awareness and Education from BEE Commission, took the audience through how Skills Development benefits their company on their BEE scorecard. Sonwaro Coffee, Managing Director from Johnson Sehoru spoke about the training they offer, and the benefits of being a Proudly SA member.

Reach: 237

Target audience: SMME's, Proudly SA members and non-members



Unlocking the Potential of SA's Youth to Shape South Africa's Future Webinar: 25 June 2024

Proudly SA partnered with Harambee on a webinar tackling issues surrounding potential opportunities available for the youth who are struggling with unemployment. Unemployment has been proven to be one of the contributing factors to multiple social ills and multiple mental issues amongst young people in South Africa.

Harambee Youth Employment Accelerator is a non-profit company and an anchor partner in a breakthrough tech platform called SA Youth, which is part of the Presidential Youth Employment Intervention. This initiative brings together many partners to create a single national network (SA Youth) that allows over 4 million young people to access a wide selection of jobs and skilling opportunities.

WEBINAR OBJECTIVES INCLUDED:

- Sharing insights and analysis on the youth employment landscape and the role that SMME's can play in addressing this as key drivers of economic growth.
- Promoting the SA Youth Partner Network and the programmes of Proudly SA, the National Youth Development Agency (NYDA) and the National Business Initiative (NBI) to SMMEs in order to promote economic inclusion at scale.

Valuable information was shared by the speakers at the webinar. Proudly SA CMO, Happy MaKhumalo Ngidi gave an opening address and put into perspective the partnership between Harambee & Proudly SA which set the tone for the webinar.

Guests were indulged in robust conversations as the facilitator ensured that the panellists gave as much information as possible.

The speakers and panellists of the day included:

Facilitator:

Zengeziwe Sangweni

Speakers:

Ms Alicia Logan, Membership Manager at Proudly SA

Marie Louise Funston

Harambee Youth Employment Accelerator

Waseem Careem, Chief Executive Officer, National Youth Development Agency

Gugu McLaren-Ushewokunze, Head of Economic Inclusion and Social, National Business Institute

Stephen Shields, Chief Opportunity Development Officer, Harambee Youth Employment Accelerator

The webinar was held on the Harambe Zoom platform and was not published on all other platforms.

The informative panel discussion ended with multiple questions from the audience from the Zoom platform, and these were exceptionally tackled by the panel to the satisfaction of the audience.

Reach: 60

Target audience: Proudly SA Members, Harambe Youth Programme attendees, Proudly SA non-members



SMME Employment Webinar: 26 June 2024

Small, Medium, and Micro Enterprises (SMMEs) are important players in economies worldwide, and this is no different in South Africa because SMME's play a crucial role as catalysts for sustainable development and economic growth.

Their significance lies in their contribution to poverty alleviation and the reduction of unemployment where they contribute between 37% and 40% to the GDP, and almost 60% to job creation.

This is why, Proudly SA hosted the SMME Employment Webinar bringing to the fore industry players who unpacked stats and gave perspective to SMME Employment wholistically. Despite SMME's limited capital and financial resources, empowering SME owners with essential tools, managerial, operational, and marketing skills to enhance their knowledge and improve their overall performance, is crucial. The webinar was aimed at unpacking and imparting knowledge to a diverse audience about the possibilities available for SMME's in our country.

Proudly SA CEO, Eustace Mashimbye, kicked off the webinar, setting the tone and ensuring that Proudly SA's role was thoroughly explained. The Innovation Hub's area manager, Buti Makama, elaborated on the incentives and support they provide, focusing on assisting SMMEs with employment matters.

Shanee Kelly, Education Specialist at CIPC, delved into compliance and corporate education. Lerato Moamogwe who is the National Youth Service Office at NYDA unpacked the programmes offered by the institution.

Closing the panel of speakers was Proudly SA's member Reabetswe Dire founder of Beauty Edenvinne who shared her journey as a business owner showcasing the challenges and triumphs.

Reach: 204 Across all media platforms

Target audience: Proudly SA Members, media, SMME's and general consumers



Promoting the Localisation Mandate Across Manufacturing Sectors and Subsectors: 27 June 2024

The manufacturing sector has a paramount role to play in the broader economy, contributing significantly to job creation and addressing social challenges like poverty and inequality. It's important to redirect efforts within the industry towards its growth and sustainability, thereby fostering a continuous circulation of capital within South Africa.

Proudly SA hosted a webinar which zoomed into issues surrounding and understanding the broader manufacturing ecosystem, and recognizing the importance of various subsectors which form part of the Proudly SA membership matrix. These included chemical manufacturing, apparel manufacturing, non-metallic mineral products, food manufacturing, steel manufacturing, and the R-CTFL sector.

The facilitator Nzinga Qunta, gave a warm welcome to the audience before handing over to the Proudly SA Membership Manager, Alicia Logan, to present the overview of the buy local campaign and highlight the membership benefits.

Our member NQ Jewellery Design Services Nqobile Nkosi, delivered a compelling presentation giving hope to a lot of entrepreneurs who attended the webinar. Nqobile expressed his challenges and triumphs displaying utter courage that is possible of any entrepreneur.

The Steel and Engineering Industries Federation of South Africa (SEIFSA) was represented by the COO Tafadzwa Chibanguza, who took the audience through their offerings. Tafadzwa gave insight on the pillars which govern SEIFSA, and this includes:

- Advocacy
- Collective Bargaining
- Industry Solutions
- SEIFSA Technical Training Centre

These were unpacked thoroughly ensuring that the audience has a clear understanding of what SEIFSA stands for and how the body can assist in amplifying the work of SMME's within the Manufacturing sector.

Reach: 128

Target audience: Proudly SA members and non-members, SMME's, Entrepreneurs



FMCG Market Webinar: 28 June 2024

Proudly SA hosted a webinar on providing tips on effective marketing and branding techniques within the FMCG sector.

The fast-moving consumer goods sector is a cornerstone of South Africa's economy, providing essential goods to millions of households. As the industry faces unprecedented changes and challenges, understanding the future landscape is critical for businesses, policymakers, and stakeholders.

The webinar unpacked the future of the FMCG Sector, highlighting trends, challenges, and local opportunities which the sector embodies. The industry experts during the webinar shared informative insights about the ever-changing ecosystem of the FMCG Sector.

The webinar consisted of experts from the following organisations:

Restaurant Association of South Africa (Rasa) who unpacked the role of Restaurant Association of South Africa and why localisation matters in the restaurant industry.

Foodbev SETA (Food and Beverages Manufacturing Sector Education and Training Authority) was also represented and shared insights on identifying critical skills for the future of the sector. Their core presentation emphasized on the training and development programs to upskill employees as well as the importance of ensuring employment opportunities are available within this FMCG sector.

The Consumer Goods Council of SA (CGCSA) brought to light the major challenges facing the FMCG industry. While highlighting the challenges, Tarryn Daniels from the CGCSA also indicated the solutions available within the Consumer Goods Council.

Funky Ouma who is a member of Proudly SA shared her brand story and journey. Johannita from Funky Ouma gave advise on the importance of solidifying one's brand within the FMCG sector and expressed how to work around challenges in business.

Reach: 934

Target audience: Proudly SA members and non-members, general consumers, SMME's



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The period from April to June 2024 was a bustling time for the PR division, focusing on the Buy Local campaign. The team not only kept consumers informed about campaign activities but also emphasized the "Buy Local to Create Jobs" message on national media platforms.

Proudly SA's PR initiatives included engaging with the media to amplify the buy local message, utilizing platforms to drive awareness and influence. Strategic tactics like media cook-offs, community outreach projects, factory visits, and webinars were employed to promote the campaign.

Through awareness posts and press releases, PR initiated communication around the upcoming Local Wine Expo. The Local Wine Expo garnered attention across various regions, generating a buzz on social media.

Proudly SA collaborated with YFM GrYnd to emphasize the importance of youth involvement in supporting locally made products for economic growth.

AVE/PR Value:

Total AVE Value: R 8,422,866.54

PR/Editorial Value: R 25,268,599.62

Consumer Reach: 50,756,914 reached through traditional media outlets

Interview Highlights:

Media engagements with SABC News, eNCA, 702, SAFM, OFM, Radio 2000, Times Live, Business Live, and IOL resulted in 157 stories across broadcast, print, and online platforms.

The PR division's efforts significantly boosted Proudly SA's visibility, reinforcing the importance of supporting local businesses for job creation and economic development.

4.5.2) PRESS RELEASES/OP EDS/ MEDIA ARTICLES

The following were issued between April to June 2024:

No.	Date	Release/Commission	Headline
1.	30 Apr '24	Press Release	Proudly South Africa gives back to Isu'lihle Primary School
2.	24 May '24	Press Release	COOK-UP SPICES FUN-FILLED PROUDLY SA DAY
3.	24 May '24	Media Advisory	The Ecosystem of Tourism In South Africa Webinar
4.	30 May '24	Media Advisory	Proudly South African webinar: The Localisation of the Auto-motive Sector
5.	3 Jun '24	Media Advisory	Driving Localisation Transportation Sector
6.	06 Jun '24	Press Release	The Youth Have The Power to Change SA's Future For The Better
7.	07 Jun '24	Press Release	PROUDLY SA ENDORSES THE TOP 16 YOUTH-OWNED BRANDS AWARDS
8.	19 Jun '24	Q&A	Driving a Proudly South African agenda to create jobs
9.	19 Jun '24	AD Write-Up	THE BUY LOCAL MOVEMENT
10.	25 Jun '24	Press Release	The Proudly SA Local Wine Expo returns
11.	28 Jun '24	Press Release	GALLOPING TOWARD JOB CREATION AT THE HOLLY-WOODBETS DURBAN JULY

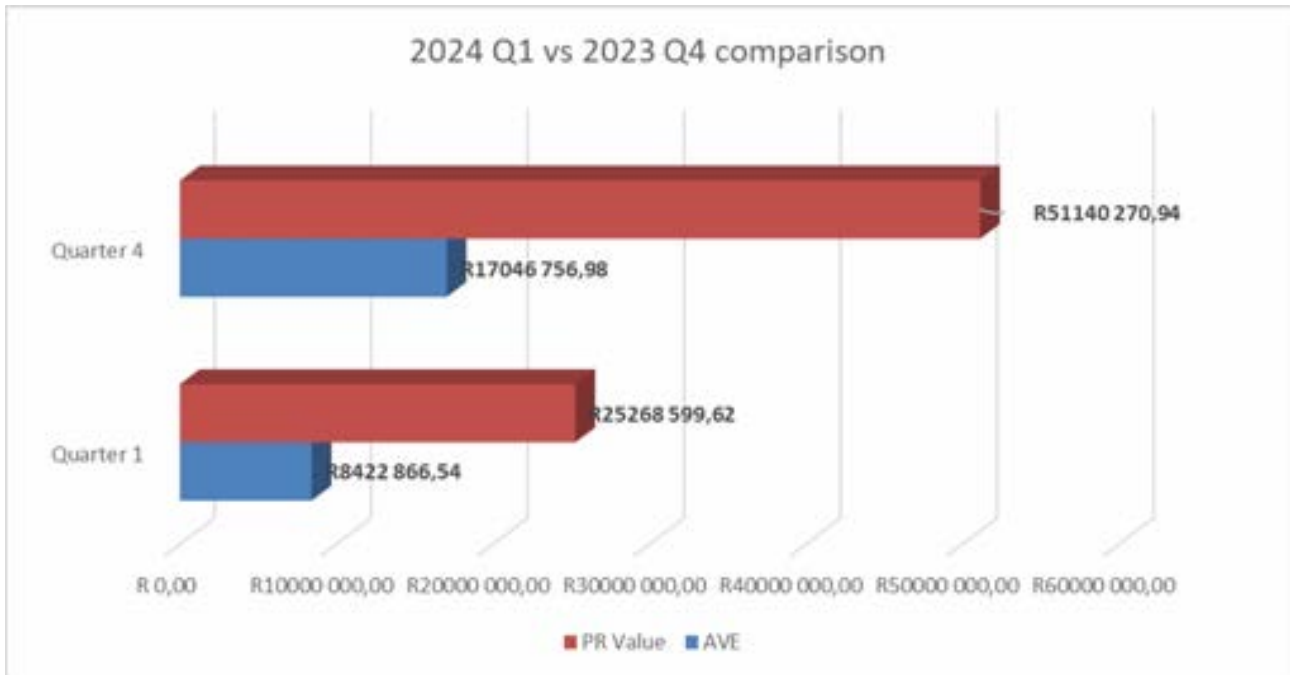
4.5.3) MEDIA ENGAGEMENTS

The following media engagements took place between October to December 2023:

No.	Date	Media Engagement
1.	23 Apr '24	Meeting with Topco Media
2.	26 Apr '24	Isu'Lihle Primary School Outreach
3.	26 Apr '24	Mafikeng FM Press Drops
4.	23 May '24	Media Cook-off
5.	24 May '24	Heart FM Meeting
6.	27 May '24	Local Tourism Webinar
7.	31 May '24	Localisation Webinar
8.	01 Jun '24	Y-FM GRIND
9.	03 Jun '24	Transportation Webinar
10.	12 Jun '24	Saitex
11.	14 Jun '24	Brand Africa's Top 100 Brands
12.	16 Jun '24	Chepa Factory Visit
13.	18 Jun '24	SME Mag Meeting

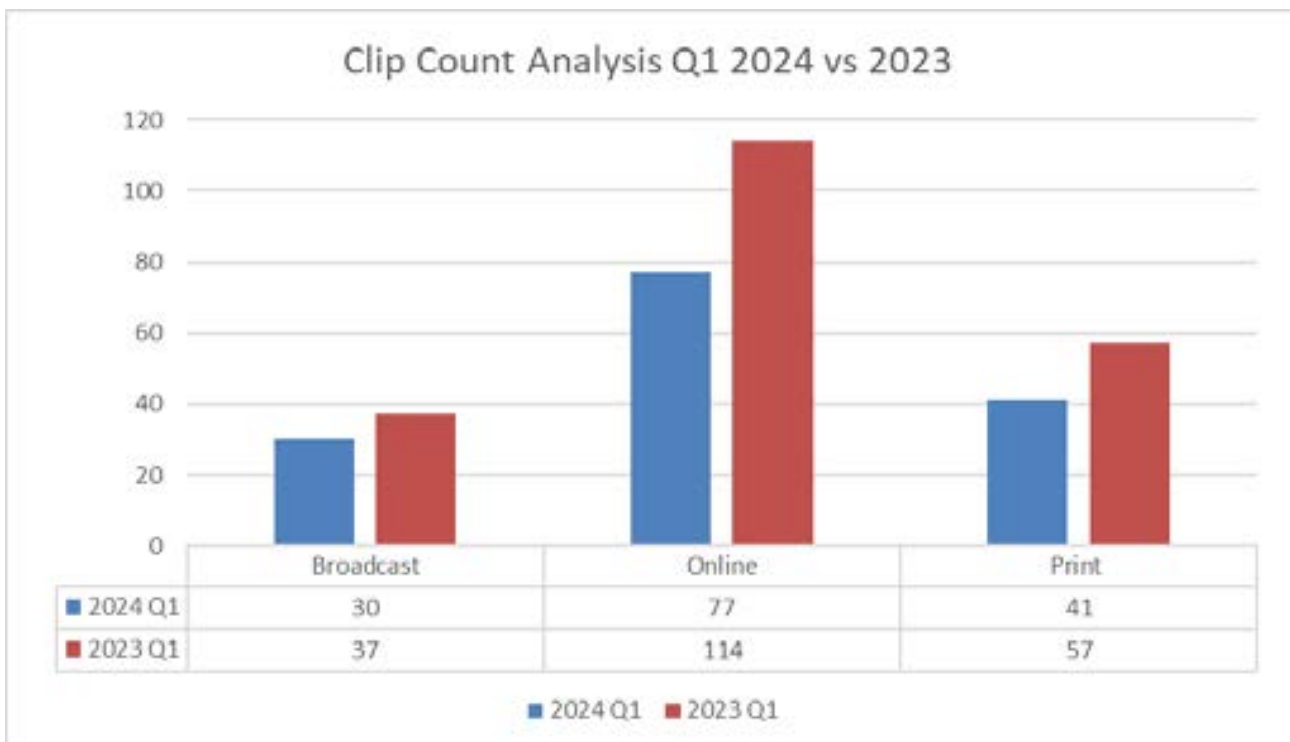
4.5.4) AVE/PR VALUE

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 between April and June 2024 is R 8 422 866,54 and the PR/editorial value translates to R 25 268 599,62.

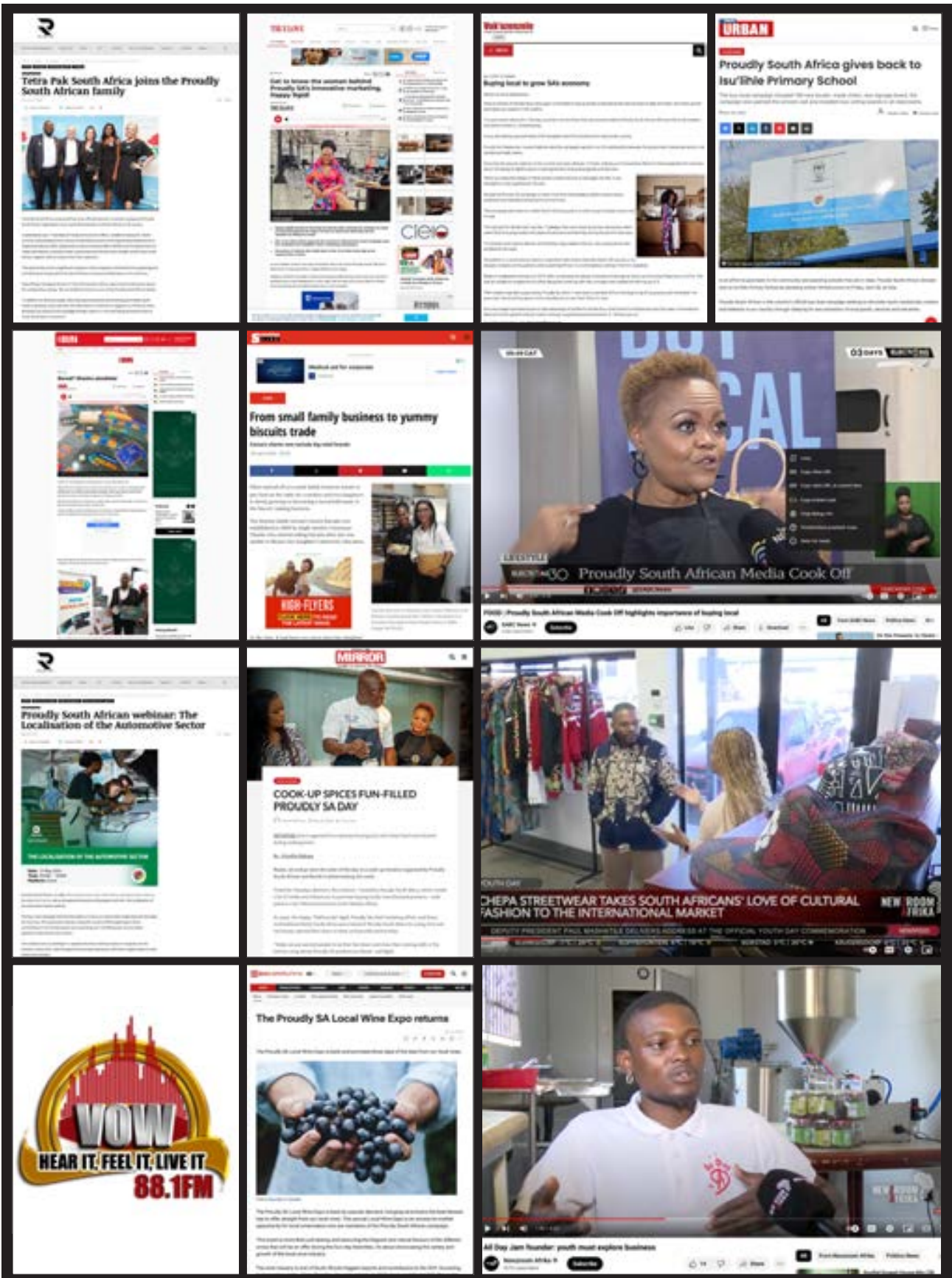


4.5.5) CLIP COUNT ANALYSIS

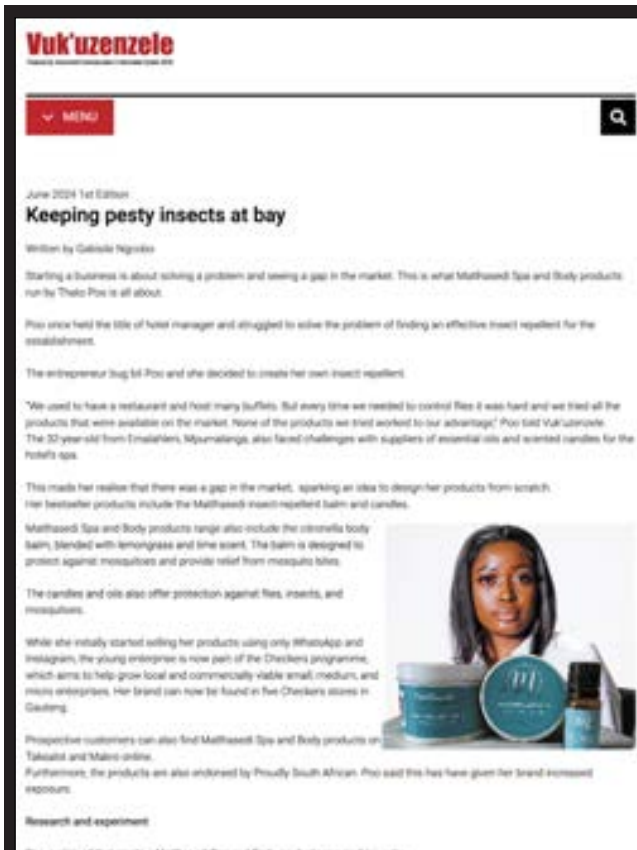
The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Oct – Dec 2023). A comparison is made between Q4 analysis for 2022 vs 2023.



COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS



Vukuzenzele
 June 2024 1st Edition
Keeping pesty insects at bay
 Written by Gabelele Ngweni
 Starting a business is about solving a problem and seeing a gap in the market. This is what Mathwezi Spa and Body products run by Thabo Pos is all about.
 Pos once held the title of hotel manager and struggled to solve the problem of finding an effective insect repellent for the establishment.
 The entrepreneur bug bit Pos and she decided to create her own insect repellent.
 We used to have a restaurant and host many buffets. But every time we needed to control flies it was hard and we tried all the products that were available on the market. None of the products we tried worked to our advantage! Pos said Vukuzenzele. The 32-year-old from Emalaheni, Mkhomsheni, also faced challenges with suppliers of essential oils and wanted remedies for the hotel's spa.
 This made her realize that there was a gap in the market, sparking an idea to design her products from scratch. Her bestseller products include the Mathwezi insect-repellent balm and candles.
 Mathwezi Spa and Body products range also include the citronella body balm, blended with lemongrass and lime scent. The balm is designed to protect against mosquitoes and provide relief from mosquito bites.
 The candles and oils also offer protection against flies, insects, and mosquitoes.
 While she initially started selling her products using only WhatsApp and Instagram, the young entrepreneur is now part of the Checkers programme, which aims to help grow local and commercially viable small, medium, and micro enterprises. Her brand can now be found in five Checkers stores in Grahamstown.
 Prospective customers can also find Mathwezi Spa and Body products on Takealot and Makro online.
 Furthermore, the products are also endorsed by Proudly South African. Pos said this has given her brand increased exposure.
 Research and experiment



SOUTH AFRICA'S BEST BRANDS Proudly SA
Driving a Proudly South African agenda to create jobs
 Lynette Davy
 Proudly South African is the country's official local brand advisory organisation, aligned to government's objectives of creating quality jobs and employment. The low level of unemployment has an impact on the country's economic growth, as well as the country's reputation. The low level of unemployment has an impact on the country's economic growth, as well as the country's reputation. The low level of unemployment has an impact on the country's economic growth, as well as the country's reputation.
 South Africa is a country with a rich history and a vibrant culture. It is a country that is full of opportunity and potential. It is a country that is full of opportunity and potential. It is a country that is full of opportunity and potential.
 South Africa is a country with a rich history and a vibrant culture. It is a country that is full of opportunity and potential. It is a country that is full of opportunity and potential. It is a country that is full of opportunity and potential.



THE BUY LOCAL MOVEMENT
 1990-2014
 2016-2024
 Buy local, support local, buy local to create jobs.



Counterfeit couture: 'We must make it harder for these syndicates to copy'
 Leanne Wagner
 Ever wondered what goes into a bottle of Bangle? Counterfeit couture is a growing problem in the fashion industry. We must make it harder for these syndicates to copy.



Proudly SA announces the top 33 South African Brands Awards
 The awards ceremony will be held in Durban on July 11, 2024.



Proudly South African celebrates the winners of the 2024 South African Brands Awards
 Congratulations to all the winners of the 2024 South African Brands Awards.



ARE YOU WEARING LOCAL TO THE HOLLYWOODBETS DURBAN JULY?
 Wear local, support local, buy local to create jobs.
 Proudly South African Rides the Wave with the Hollywoodbets Durban July
 The month-end Hollywoodbets Durban July is set to gather with the South African community on Saturday, July 13, 2024, and Proudly South African is honoured to be a part of it. This event, which will also host the South African Fashion and Beauty Awards, is a major economic boost for Durban and KwaZulu-Natal.

4.5.5 SOCIAL MEDIA SNAPSHOT

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

Below is a table that illustrates Proudly South African's following on social media platforms for April to June 2024.

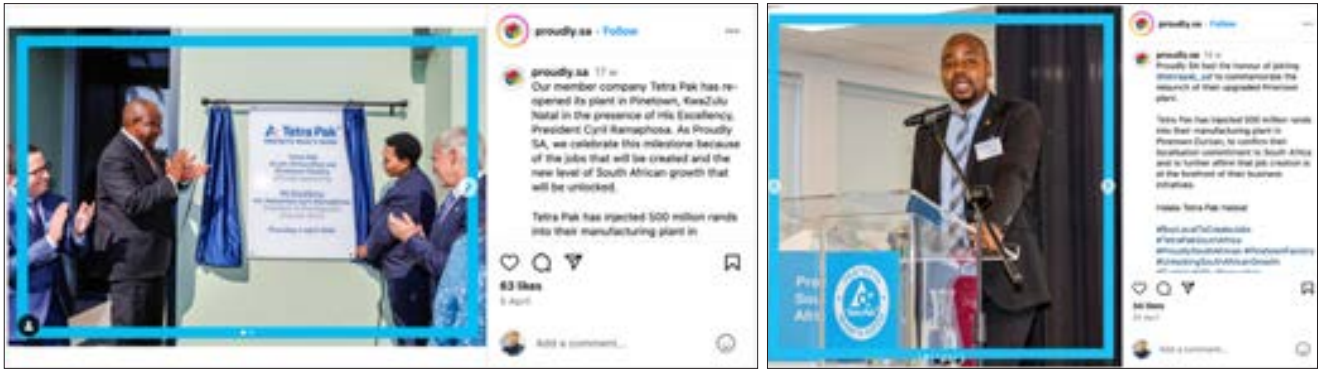
	Followers 1 Jan – 31 Mar 24	Followers 1 Apr – 30 Jun 24	Q4-Q1 growth 218	Q/Q growth (%)
Facebook likes	39 396	39 614	218	0,55%
Facebook follows	89 185	124 731	35 546	28,49%
Instagram	29 979	33 485	3 506	10,47%
LinkedIn	8 912	10 115	1 203	11,89%
Twitter	186 620	187 360	740	0,39%
YouTube	786	848	62	7,31%
TikTok	20 507	52 452	31 945	60,90%
TOTALS	375 385	448 605	73 220	16,32%

ON THE SOCIALS

Buy Local Summit



Tetra Pak Factory Opening



DStv Delicious Festival



Banyana Banyana



Eid Mubarak



Empowa Entrepreneur Funding Summit



SA Fashion Week



EmpowaYouth Week



Lolo's Gig Guide



Freedom Day



Isu'Lihle Primary School



Isu'Lihle Primary School



Marketing Team Lunch



Cocktails and Blurbs Podcast



Mother's Day



Joy Of Jazz Media Launch



Local Wine Expo Announcement



Webinars



Media Cook-off



Elections 2024



Elections 2024



Freedom Day



Y-FM GRYND



Localisation Webinar



SAITEX



NYDA Youth in Textile Workshop



Unlocking Opportunities for Youth in Business



Bafana Bafana



NYDA - Youth in Textile Workshop



SAITEX



CHEPA Factory Visit



Presidential Inauguration



Local Wine Expo 2024



Hulets Competition



Father's Day



Youth Day



Township Economies Partner Announcement



Youth Day



Rosebank Sunday Market



SMME Employment Webinar



DStv Delicious International Festival



DStv Delicious International Festival



Brand Africa 100 Brands



4.6 CONCLUSION

In conclusion, the PR division has continued to spread the localisation agenda through PR tactics that ensured brand visibility and mandate awareness. The efforts during this period significantly enhanced Proudly SA's visibility and reinforced the importance of buying local to create jobs and support for the South African economy to all sectors of society.

4.7 PRESENTATIONS

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

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



DATE	PRESENTATION	VENUE
1 April 2024	Presentation to Buy Zimbabwe	Rosebank
18 April 2024	Takealot Township Economy	Mamelodi
23 April 2024	Tetrapak Factory Opening	Kwa-Zulu Natal
31 May 2024	Localisation of the Automotive Sector	Webinar
1 June 2024	Transportation Webinar	Webinar
11 June 2024	Brand Africa 100 SA's Best Brands	JSE Sandton
26 June 2024	SMME Employment	Webinar

BRAND MANAGEMENT



In this quarter, our team significantly contributed to the Marketing Department and the broader company's objectives through various initiatives. The team developed and delivered impactful proposals for meetings, enhancing our communication and client interaction strategies. Our digital and print media efforts included designing and producing a range of e-cards for social media, and creating invitations and mailers for the Events Team, ensuring seamless and attractive communications for upcoming events.

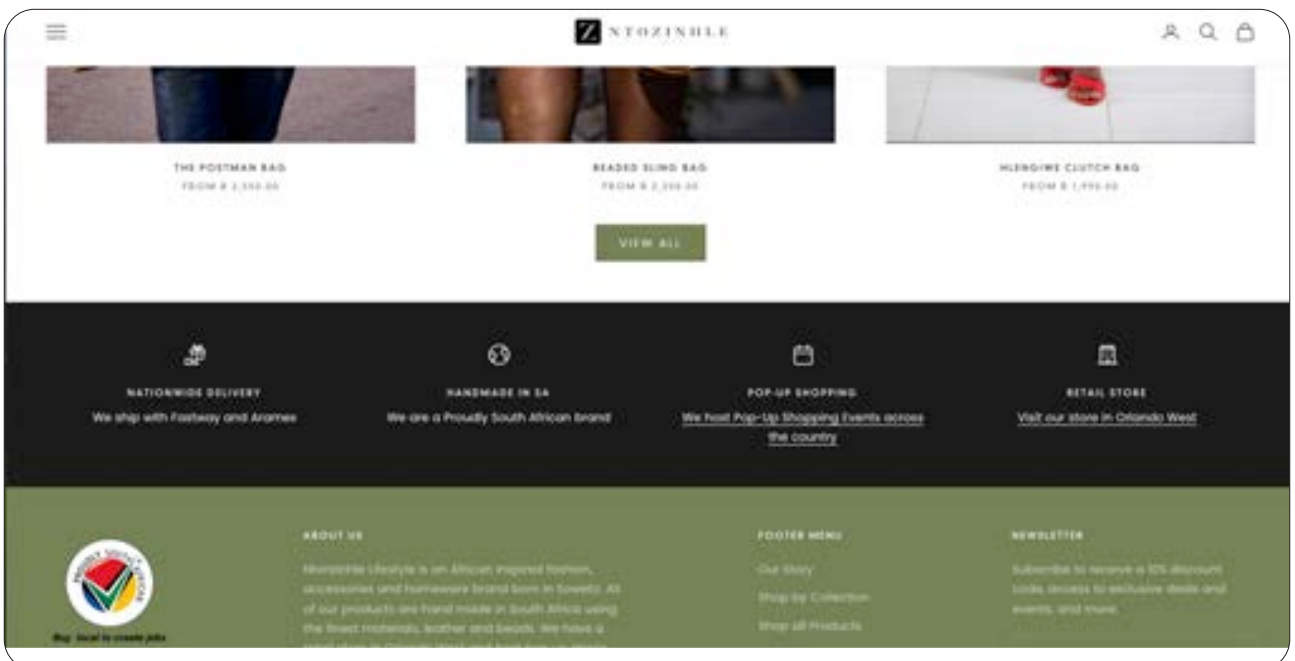
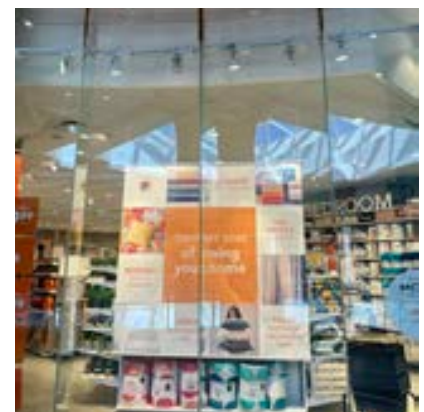
In addition, we secured a full-page advertisement in the Best Brands Supplement on Business Day, providing substantial exposure and reinforcing our brand's market position. Furthermore, we developed creative assets for our upcoming major events, including the Local Wine Expo and the Hollywoodbets Durban July activations. These efforts underscore our team's dedication to enhancing Proudly SA's brand visibility and supporting our company's strategic marketing goals.

Our team is committed to maximising our brand's presence across various platforms, ensuring that we reach our target audience effectively. By strategically aligning our marketing efforts with key events and publications, we are confident in our ability to strengthen brand recognition and drive business growth.

LOGO USAGE

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

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



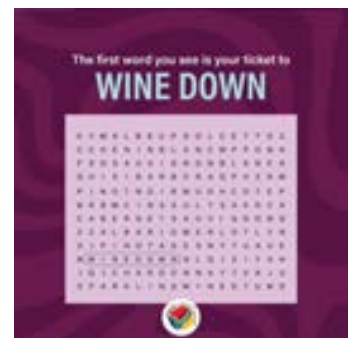
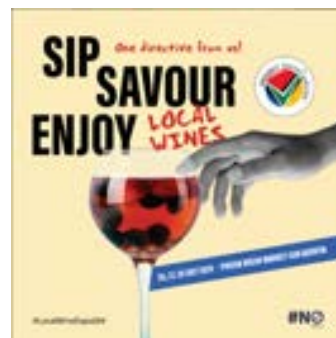
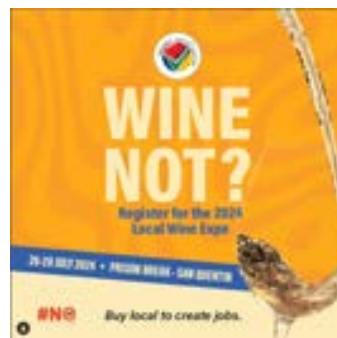
SOCIAL MEDIA E-CARDS

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

Delicious Mile



Local Wine Expo



Eid Mubarak



Lolo's Gig Guide



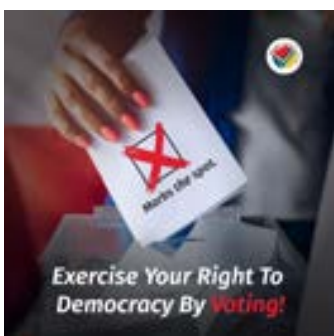
Workers Day



Mothers Day



Elections



BET Awards



Wear Local Post



Durban July



PROUDLY SOUTH AFRICAN ACCESS TO MARKET LOCALISATION TOOLS

LOCALISATION – PRIVATE AND PUBLIC SECTOR

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

(i) PRIVATE SECTOR**Localisation Commitment Pledges:**

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

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

Localisation Commitment Pledges from Proudly SA's membership base to date 2023/2024

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

2024/2025

1. The South African Breweries
2. The SABC
3. TFG
4. Nestlé South Africa
5. Lesco Manufacturing
6. Hisense South Africa
7. Lactalis South Africa
8. The South African Vehicle Rental and Leasing Association
9. Naspers
10. The Takealot Group
11. Telkom
12. Absa Group
13. FNB
14. ACTOM
15. Tetra Pak, South Africa

For the duration of this financial year, Proudly SA will be following up with the organisations above to report on the progress of their respective localisation commitment pledges in order to measure the impact in terms of investment made in the country, change in procurement practices to favour local products and/ services, and jobs retained and/or created.

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

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

1. Proudly SA eCommerce Partnerships

Proudly SA is partnering third-party eCommerce platforms for market access opportunities for its members, and the request from each of the platforms is:

- Preferential rates for members (listing fees and/or commission or succession fees on products sold).
- Use of the logo and/or phrase on members' products and/or product descriptions
- Group member companies together, e.g. a Proudly SA tab
- Promote the partnership to its vendors for them to become Proudly SA members
- Participate jointly with Proudly SA in a PR and Communications drive to promote localisation on platforms' landing pages.
- Promote Proudly SA members enlisted on the platforms on the platform's marketing collateral (including promotions, eCards, brochures, newsletters, etc.)

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

Platform	Members	Products
Zulzi	23	78
Made by Artisans	19	158
Makro Marketplace	51	1,033
Bizzmed	8	75
Loot Marketplace	14	181
OneDayOnly	24	75
Bobshop	18	2,103
Takealot	4	25
Local Roots Africa	new partnership	
Woza Woza Online	new partnership	
Hive Wholesale	new partnership	
Total Vendors/Products as at the end of June 2024	161	3,728

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

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

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

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

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/furniture-portal)

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 will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only does this portal serve as a marketplace for local furniture manufacturers and related products, it is also indicative of the availability of locally-made products more broadly in the country.

5. Other Localisation Initiatives Currently supported by Proudly SA:

Proudly SA's Localisation Partners	
Private Sector:	
1.	Absa
2.	Adcock Ingram
3.	EY
4.	Macsteel
5.	MultiChoice
6.	SAPPI
7.	Sasol
8.	South African Breweries
9.	Southern Sun
10.	TFG
11.	The Sleep Group
12.	ACTOM
13.	Discovery Health
14.	Tetra Pak
15.	Lesco Manufacturing
16.	Nestlé South Africa
17.	Hisense South Africa
18.	Lactalis South Africa
19.	Naspers
20.	The Takealot Group
21.	FNB
22.	South32
23.	The JSE Limited
24.	Youth-owned Business Awards (newly added)
25.	Massmart (newly added)
26.	Hello Group (newly added)
Industry Bodies and Associations:	
1.	Apparel Manufacturers of SA
2.	Business Leadership of South Africa
3.	Cement SA
4.	Centre for Development and Enterprise
5.	Conscious Companies
6.	Fresh Produce Association

7.	Informal Economy Development Programme
8.	Medical Device Manufacturers of South Africa
9.	Mining Equipment Manufacturers of SA
10.	South African Furniture Initiative
11.	Southern African Energy Efficiency Confederation
12.	Italian Business Chamber
13.	National Association of Automotive Component and Allied Manufacturers (NAA-CAM)
14.	National Association of Automobile Manufacturers of South Africa (NAAMSA)
15.	Franchise Association of South Africa (FASA)
16.	Tourism Business Council of Southern Africa (TBCSA)
17.	Taverners Association
18.	Restaurant Association
19.	Consumer Goods Council of South Africa
20.	UCanGrow
21.	GS1 Barcodes
22.	Property Point
23.	Black Business Council
24.	Southern Africa Vehicle Rental and Leasing Association (SAVRALA)
25.	MSM (Macadamia Nut) Marketplace
26.	National Black Business Caucus (newly added)
28.	WeConnect International (newly added)
Programmes:	
1.	BUSA Localisation Committee
2.	Localisation Support Fund
3.	Harambee Youth Employment Accelerator
4.	SA Food Alliance
5.	Annual Local Timber Summit
6.	SA Canegrowers Association: Home Sweet Home Campaign
7.	Quality Council of India (newly added)
8.	Buy Zimbabwe (newly added)

Public Sector:	
1.	Companies and Intellectual Property Commission with BizPortal
2.	Council for Scientific and Industrial Research
3.	Department of Small Business Development (Small Enterprise Development Agency (SEDA) & Small Enterprise Finance Agency (SEFA))
4.	eThekweni Metropolitan Municipality
5.	Gauteng Department of Economic Development
6.	Government Communication and Information System (GCIS)
7.	International Trade Administration Commission (ITAC)
8.	Import and Export Control
9.	National Treasury with the Central Supplier Database
10.	State-owned Enterprise Procurement Forum
11.	South African Revenue Service (SARS) Industry Stakeholder Forums (Clothing and Textile & Furniture)
12.	South Coast Tourism
13.	Trade & Investment KwaZulu-Natal (TIKZN)
14.	Wine Transformation Unit (WITU)
15.	Dube TradePort
16.	Richards Bay Industrial Development Zone
17.	Gauteng Tourism
18.	National Consumer Commission
19.	National Lotteries Commission
20.	the dtic's Localisation through Procurement Cross-Cutting Sectorial Intervention Task Team
21.	City of Cape Town Localisation Programmes
22.	National Presidential SMME and Co-operative Awards
23.	The African Growth and Opportunity Act (AGOA) Forum
24.	Consumer Protection Forum
25.	IDC Clothing Textile and Footwear Desk
26.	National Treasury SMC Forums (National Departments, State-owned Enterprises and Provincial Treasuries)
27.	South African Standards Bureau Roundtable Discussions
28.	Land Bank

29.	South African Education and Training Authority (SASSETA)
30.	BankSETA
31.	Local Government Sector Education and Training (LGSETA)
32.	Invest South Africa
33.	B-BBEE Commission
34.	The SABC
35.	Telkom Limited SOC
36.	the dtic's Black Industrialist Scheme
37.	The Tshwane SEZ
38.	COEGA Development Corporation
39.	National Empowerment Fund (NEF)
40.	Durban Government (SMME programme)
41.	Ithala Bank
42.	Department of Economic Development: Gauteng Office of Consumer Affairs
43.	Medical Research Council
44.	Brand SA: Canadian Food Innovation Network (newly added)
45.	Competition Commission (newly added)
46.	Mosselbay Municipality's office of the Mayor (newly added)
47.	Gautrain (newly added)
48.	Department of Forestry, Fisheries and Environment (newly added)

(ii) PUBLIC SECTOR

Proudly SA is mandated to:

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

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

1. Proudly SA's Tender Monitoring Function

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

In Q1 of 2024/2025, the Proudly SA tender monitoring function picked up 477 tenders (target 300) related to the 28 products previously designated for local content.

The former list of products designated for local content includes:

Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014
Working Vessels (Boats)	60%	01-08-2014
Residential Electrivity Meters and Water Meters	90%	01-08-2014
Steel Conveyance Pipes, Pipe Fittings and Special	80-100%	28-09-2015
Transformers and Shunt Reactors	10-90%	28-09-2015
Two Way Radio Terminals	60%	30-06-2016
Solar PV Components	15-90%	30-06-2016
Rail Signalling System	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar Water Heaters	70%	19-07-2012
Fire Fighting Vehicles	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
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 in quarters 3 and 4 of 2023/2024:		
	Bids Reviewed Quarter 4 (2023/2024)	Bids Reviewed Quarter 1 (2024/2025)
Compliant	13 (8%)	7 (6%)
Non-compliant	151 (90%)	98 (91%)
Partially Compliant	3 (2%)	3 (3%)
TOTAL	167	108

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

With the dtic Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA intended to host an event at the 2024 Buy Local Summit and Expo to educate the public sector on the importance of localisation and how best they can contribute (i.e. include local content provisions in their SCM policies). However, due to the lack of interest, the event was cancelled.

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

In 2024, Proudly SA will again join National Treasury on its roadshow to inform the public sector about the new procurement regulations, and Proudly SA will again emphasise the importance of including local content provisions in the public entities' respective Supply Chain Management Policies. The Supply Chain Management Forums are targeting National Departments, State-owned Entities, and Provincial Treasuries.

3) Updating of Specifications

Piloting office furniture, Proudly SA is working with **the dtic** sector desk and industry to update specifications to match what industry can supply.

4) SABS Local Content Verification

Proudly SA is participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform. The partnership will be reviewed in quarter one of 2024/2025 to further drive and support the respective parties' localisation initiatives.

5) Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations have been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place in quarter 1 of 2024/2025.

6) State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

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 achievements made in Quarter 1:

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

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

Table of contents	
1	The Breadbox Bakery
2	Sawubona Mycelium
3	BWGL Group



The Breadbox Bakery – PR Exposure (26 March 2024)

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.

Proudly SA intervention

Interview opportunities with the Sowetan newspaper. The article was published on the newspaper in the GP (early & 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.

The PR Value is R839 125.44

Impact

- Brand awareness
- Publicity
- Build credibility

Long-term effect

- Acquire new consumers
- Building and increasing brand awareness
- Attract a bigger audience



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.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January – 31 March 2024) – Performance against the Annual Performance Plan targets for the quarter

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

Strategic goal Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
			<p>Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour</p> <p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>* Above the line campaign, i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;</p> <p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:</p> <p>*PR & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities</p> <p>*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);</p> <p>*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)</p>	<p>Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum</p> <p>Buy Local Game Time campaign reached more than 20 million people during 2020/21</p> <p>Reached more than 10 million people during 2020/21</p> <p>Hosted 4 Activations during 2020/21</p> <p>*12 Campus/ Community and/or youth campaigns undertaken during 2020/21</p>	<p>2.5 million consumers</p>	<p>1x full page advertisement: Best Brands Special Report, Business Day. Readers/Reach: 83 000</p>

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			Variance
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	
	* Consumer education programmes targeting basic education learners	* Initial meeting with the team for higher Education and Training Curriculum Development in 2022/23.	*At least one consumer education programme targeting basic education learners	None	None	-
	* Consumer education programmes targeting tertiary education learners	*To ensure the student demographic is reached, the campus radio stations were utilized to spread the buy local to create jobs narrative as well as utilized social media platforms, radio interviews,TV-showcasing our back-to-school message.	*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	None	This will be covered in quarter 2
	*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos	*Participated in 12 trade expos and events during 2022/23	*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	None	Target for the year achieved earlier in the financial year
	*Sector specific expo and/or activations showcasing Proudly SA products	*Wine Expo and Local Fashion Police hosted during 2022/23	*Participation in at least 8 major trade fairs / expos per annum	*Participation in 2 expos / trade fairs per quarter	*4 Expos / trade fairs SAITEX, Garden Route Youth Expo, Empowa Youth Expo, YFM GrYnd.	+2
	*Proudly SA participation in 3 rd party markets for consumer education purposes	*New Activity during 2022/23	*Sector specific expo highlighting at least two industries/products (Agro-processing – Food and Wines)	None	Nestle Cook-off media activation (focus on Foods industry)	+1
			*Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets per quarter.	2 consumer markets Kota Festival, Rosebank Sunday Market.	-

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			Variance
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	
	*Increased awareness of the buy-local message and/or campaign during Heritage month	*Rolled out 2 major activities promoting Buy Local during Heritage Month in 2022/23	*Roll out of at least 1 major Heritage month consumer targeted activity per annum	None	None	-
	*Proudly SA CSI Projects	*Participated in 1 CSI projects in 2020/21	*At least 1 CSI project per annum	1 x CSI Project	Isutlile Primary School CSI Project	+1
	*Buy Local Summit – focusing on buying local (consumer education)	*Annual Buy Local Summit held during 2022/23	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	None	None	-
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	* Annual Buy Local Expo held annually, but did not take place in 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	None	None	-
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*New activity (participated in the Nediac community roadshows in 9 provinces during 2021/22)	*Reach at least one broad community focused group, with a national footprint per annum	*1 community focused activity	*2 Community based activities undertaken <ul style="list-style-type: none"> Garden Route Youth Expo Empowwa Youth Expo 	+1
	*Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	*Presentations made to FEDUSA, Sactwu and NuLaw conferences and workshops during 2022/23	*Reach members in at least three labour federations and/or major unions, per annum	One federation and/or major union reached during the quarter.	None	*Plans in place to engage unions and federations during the latter part of the year (elections made it difficult to reach unions in Q1)
	*Partnership with organisations rolling out massive consumer education programmes nationally	*New Activity during 2022/23	*Partner with at least one major organisation to roll out consumer education programmes	None	None	-
	*Development and introduction of a consumer targeted initiative (edutainment – Buy Local game to educate consumers on importance thereof)	*New Activity	*Development of the Buy Local consumer initiative (game) by the end of Year 1	None	None	-

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

Strategic goal	Performance Indicator/Measure	Baseline	Performance Targets			Variance
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	<p>Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>*Partnership with National Treasury on the education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments (including SOEs) to drive up local procurement within the public sector</p>	<p>* Presented to SOEs at a SOEPF meeting during 2022/23 and at a Joint SM Forum for SOEs in 2023/24</p> <p>*Presented to a Joint SCM forum for provincial treasuries in 2023/24</p> <p>*New Activity</p> <p>*3 239 tenders/RFPs were identified in 2022/23</p> <p>*New Activity – introduced in 2019/20; integration did not take place in 2020/21</p>	<p>* Participation in at least 1 platform per annum targeted at heads of procurement/finance in SOEs</p> <p>*Participation in at least 1 platform targeted at heads of procurement/treasury in provincial government per annum</p> <p>*Participation in at least 1 platform targeted at heads of procurement/finance at local government per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum</p> <p>* Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1</p>	<p>None</p> <p>None</p> <p>None</p> <p>300 tenders/RFPs per quarter</p> <p>None</p>	<p>None</p> <p>None</p> <p>None</p> <p>477</p> <p>-</p>	<p>-</p> <p>-</p> <p>-</p> <p>+177</p> <p>Phase 1: Complete (highlighting of local producers on the CSD). Phase 2: Proudly SA's system will integrate with that of NT in quarter 2 as widely publicised by NT themselves (Proudly SA awaited the go-ahead from NT with regards to technical development).</p>

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

Strategic goal Strategic Goal Objective /Output	Performance Indicator /Measure	Baseline	Performance Targets			Variance	
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement		
Increase procurement of local products and services in the private sector through engagements with Business.	<p>National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:</p> <p>*Presentations to apex business bodies, including Business Chambers, associations and /or industry events</p> <p>*Local Procurement Partnerships with large retailers and/or manufacturers</p> <p>*Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments</p> <p>*Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector</p> <p>*Sector Specific Workshops/Forum</p>	<p>*3 x presentation made to each BLSA, BUSA & BBC in 2022/23</p> <p>*Presented to 10 Business Chambers and/or associations in 2022/23</p> <p>*Participation in industry stakeholder forums in support of localisation</p> <p>* Reworked activity to focus on retailers</p> <p>*Annual Buy Local Summit held in 2022/23</p> <p>*Annual Buy Local Expo held in 2022/23</p> <p>*1 x sector specific forum hosted in 2022/23</p>	<p>*Partnerships with at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI</p> <p>*Presentations to at least 8 business chambers, associations and or industry bodies per annum</p> <p>*Participate in at least 6 industry (stakeholder) forums in support of localisation</p> <p>*Partnerships with at least 4 major retailers / manufacturers</p> <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus)</p> <p>*At least 1 Buy Local Expo held per annum virtual or otherwise) with a private sector local procurement focus</p> <p>*1 x sector specific engagement per annum</p>	<p>None</p> <p>Presentation to at least 2 business chambers or associations per quarter</p> <p>*Participate in at least 6 industry (stakeholder) forums in support of localisation</p> <p>*Partnerships with at least 1 major retailer / manufacturer</p> <p>None</p> <p>None</p> <p>None</p> <p>None</p>	<p>1</p> <p>7</p> <p>10</p> <p>2</p> <p>None</p> <p>None</p> <p>None</p> <p>None</p>	<p>+1 BUSA Localisation Committee</p> <p>+5</p> <p>+4</p> <p>+1</p> <p>-</p> <p>-</p> <p>-</p>	
							<p>National Black Business Caucus, Mosselbay Annual Stakeholder Forum, SA Alliance, Consumer Goods Council, WeConnect International, Family Tree Holdings, Medical Device Manufacturers of SA.</p>
							<p>Consumer Goods Council of SA, Harambee Youth Accelerator, Medical Technology Masterplan, Poultry Masterplan, Youth-owned Business Awards, Retail-Clothing Textiles Footwear and Leather Masterplan, Buy Zimbabwe, Quality Council of India, Localisation Support Fund, Manufacturers listed on Takealot.</p>
							<p>South32, Isanti Glass.</p>
							<p>None</p>
							<p>None</p>
							<p>None</p>
							<p>None</p>
							<p>None</p>
							<p>None</p>

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
	*Business Forums/ webinars with dtic and other strategic partners	*49 Business Forums held during 2022/23	*40 Business forums and/or webinars per annum, targeted at the private sector	* 10 Business Forums and/or webinars per quarter	8 Webinars and 2 business forums; i.e. Garden Route Stakeholder Breakfast and Empowa Finance Seminar	-
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos	*Participated in 12 trade expos in 2022/23	*Participation in at least 8 major trade fairs / expos per annum (as per 1.1 above)	*Participate in at least 2 major trade fairs /expos per quarter.	1x Major Trade fair SAITEX	-1 This will be covered in the second quarter
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*Local Wines Expo hosted during 2022/23	*Sector specific expos showcasing at least two industries/products (Agro-processing – Food and Wines)	*1 sector specific expo (Wine industry)	None	-1 This will be covered in the second quarter
	*Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose	*3 Rolled out were achieved during 2022/23(Webinars were facilitated for members with E-Commerce platforms: made by Artisans(x2), BizMed and Zulzi(x2) for them to list their products on those platforms)	*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	Maintenance and continuation of a Market access programme for members (locally made products)	-	Done (System is ready and is being promoted with each presentation, a buyers' targeted approach is underway)
	Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Commitments secured during the BLSE from 25 entities (made up of large corporates and industry bodies) at the Buy Local Summit during 2022/23	*Secure new localisation commitments from at least 4 major corporates per annum	At least one new localisation commitment per quarter	-	15x commitments were collated in quarter 4 of 2023/2024.

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

Strategic goal		Performance Targets			
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	2023/24	Quarter 1 Achievement	Variance
			Quarter 1 Performance Target	Quarter 1 Achievement	Variance
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	*370 new members recruited during 2022/23	Recruit at least 320 new members per annum	80	-
	(The criteria for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy)	*82.5% of all members due for renewal retained during 2022/23	Retain at least 80% of all members due for renewal per annum.	81%	+1%
	Growing the database of South African supplier products and services for local procurement	*Database had 1287 registered products and services in 2022/23	200 new products and services added to the database	201	+1

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

Strategic goal		Performance Targets			
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	2023/24	Quarter 1 Achievement	Variance
			Quarter 1 Performance Target	Quarter 1 Achievement	Variance
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	*Develop partnerships with Intergovernmental State Enforcement Agencies, and participation in multi-disciplinary processes with key stakeholders	* Participated in 5 Custom & Excise industry stakeholder forums in 2022/23 (Finalisation a collaboration with the DF-land Bank to implement localization conditions for its beneficiaries.	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	10	+7 Downstream Steel Forum, Furniture Forum, Plastic Industry Forum, DSBSD Special Committee with SEDA and sefa and the Innovation Hub, Competition Commission, Gautrain, BrandsA's Canadian Food Innovation Network, Department of Forestry Fisheries and Environment, Consumer Protection Forum, SA Medical Research Council.
	*Collaboration with ITAC in increasing industry participation in efforts being made to reduce unfair trade practices.	*New Activity	*Develop at least one localisation driven programme aimed at driving local procurement in partnership with at least one entity per annum	None	-
		*New Activity	*At least one industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per annum	None	None

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

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research done by the Think Foundation During 2022/23	*Brand or Consumer Research to be undertaken at least once per annum	None	None	Research postponed to the first quarter due to budget constraints
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*16 Dipstick surveys done at events during 2022/23	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	*10 x dipstick surveys done post rolling out of events and exhibitions / consumer outreach campaigns	8 X Dipstick Surveys Conducted	-2 dipstick surveys to be covered in Q2.
Effective management of Proudly SA intellectual property	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	100%	-
			*Annual compliance reviews of all members	Annual compliance reviews of all members – 100%	100%	-
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	100%	-

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

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023 /24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
Strengthening Media and PR relations and Social Media	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Daily, weekly and monthly reporting	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Newsclip daily media monitoring	-
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders);	*35 press releases issued during 2022/23	* Press releases: At least 48 press releases and/or opinion pieces per annum	At least 10 press releases and/or opinion pieces per quarter	12x writes up conducted this quarter (see reference on section 4.5)	+2
	*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors, as well as strengthen relations with the media	*52 media engagements held during 2022/23	* Media engagement: 48 x Media engagements per annum	At least 12 media engagements per quarter	13x media engagements (see reference on section 4.5)	+1
		*10 media meet & greets held during 2022/23	* Media Events: At least 4 media events/ networking sessions per annum (virtual)	At least 1 media event/ networking session per quarter	1x Nestle ESAR cook-off media event.	+3
		*New Activity (contracts concluded with various media houses previously)	* Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	None	SAFM – earned media partnership showcased the following members: AV Baloyi Consulting 5 April 2024 SMT Labs 12 April 2024 Mathasedi Organics 19 April 2024 Mwahi 26 April 2024 Business Basics 3 May 2024 Well n Well 19 May 2024 Edenvinne 24 May 2024 Donkey Dairy 31 May 2024 Opulent Interior Dzines 20 June 2024	+11
Increased growth and awareness through Social Media platforms	*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.	*Following grew by 12% in 2022/23	*Increase following on all social media platforms by 2% per annum	Increase following on all social media platforms by 2% per annum	Facebook: Likes: 39,614 Follows: 124,731 (+28.49%) Instagram: 33,485 (+10.47%) LinkedIn: 10,115 (+11.89%) Twitter: 187,360 (+0.39%) YouTube: 848 (+7.31%) TikTok: 52,452 (+60.90%) Total Growth: +16.32%	+14.32%

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

Strategic goal		Performance Targets				Variance
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and private sector buyers wishing to buy locally made products and services)	*Launch and maintenance of a Proudly SA online store, with a marked increase in number of products and services	*New Activity	Launch of platform and 20% growth in number of products and/or services registered on the platform(s) per annum.	20% growth in number of products and/or services registered on the platform(s) per quarter.	50x members (from a zero base) and their products have been loaded, but the platform is not yet launched. Launch will take place in quarter 2. GROWTH quarter on quarter: 3% (Participating Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot, Bob Shop, Takealot, Kasi Konnect)	
	*Grow the number of products registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	*New E-Commerce strategy: Proudly SA is enlisting products of member companies on third party. Total of products listed by the end of Q4	*5% growth in number of products and/or services registered on the platform(s) per annum	*5% growth in number of products and/or services registered on the platform(s) per quarter	Q4 2023/2024: total number of products registered = 120 Q1 2024/2025: total number of products registered = 39 Participating platforms: Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot, Bob Shop, Takealot, Kasi Konnect. New partnerships concluded: Local Roots Africa, Woza Woza Online, Hiwe Wholesale)	39 products were registered in quarter 1; the quarterly growth was at 1% from a very high base. The focus will be to achieve the 5% annual growth.

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

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1 Achievement	Variance
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*Campaigns were done in support of 4 sectoral masterplans during 2022/23	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	None	Campaigns in support of masterplans to commence during Q2

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

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1 Achievement	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	*Discussions with Dube Trade Port underway. Presented to the Richards Bay IDZ (RBIDZ) and a partnership agreement being negotiated. The MOU's will be concluded in 2023/24.	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	None	-

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

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023 /24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
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	Unqualified opinion received for 2020/21 AFS	*Unqualified opinion/ audit report for 2020/21 financial year end audit – Annual Financial Statements	Unqualified opinion/ audit report for 2022/23 financial year end audit – Annual Financial Statements	100%	-
	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance	100%	-

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

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

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

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

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

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

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

PFMA for Public Entities: Planning and Budgeting

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

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

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

PFMA for Public Entities: Management of Working Capital

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

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

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: <ul style="list-style-type: none"> An annual report on the activities of the public entity during that financial year; The financial statements for that financial year after the statements have been audited; The report of the auditors on those statements. 	X X X			The Annual Report, Annual Financial Statements and the Auditors report on the financial statements, are all submitted to the dtic on time, as required in the MoA

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

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

PFMA for Public Entities: Cash Management, Banking and Investment

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

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

Current Risk Register and the related planned mitigating initiatives.

The following strategic risks were reviewed by Management during the first quarter of the 2023/24 financial year including the related planned strategies to enhance control environment:

STRATEGIC RISK REGISTER 2024/25		
High Level Definition		Initiatives Or Planned Strategies To Enhance Control Adequacy
1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.		<ul style="list-style-type: none"> Further identify strategic partners, platforms and activities driving policy formulation and economic activities in the country Grow media partnerships and leverage these to deepen understanding of localisation and publicise the localisation efforts of Proudly SA.
2. The erosion of the current membership base due to lack of economic growth and perceived value proposition.		<ul style="list-style-type: none"> Implementation and improvement of localisation-driven access to market programmes. Profiling localisation as well as the work of the campaign and its members. Grow the levels of the sector specific initiatives and activities aimed at giving support to the sectoral masterplans.
3. Lack of internal capacity, knowledge, experience and resources to develop, roll out, manage, maintain and market an e-commerce platform for locally made products in South Africa		<ul style="list-style-type: none"> Identify member companies and suitable third parties to work with in growing the presence and accessibility of locally made products on online shopping platforms. Appointment of a suitable fit for purpose service provider for the development and management of the envisaged in house e-commerce platform.
4. Lack of sufficient funding to roll out impactful, high reach and sustained consumer education campaigns.		<ul style="list-style-type: none"> Continue with the research measuring the impact of the campaign and its programmes on an annual basis.
5. The lack of local procurement requirements in the public sector, following the introduction of the new procurement regulations.		<ul style="list-style-type: none"> Partner with Provincial treasuries and National Treasury to utilise their existing procurement forums to lobby state entities to include local content requirements in their respective preferential procurement policies. Host a flagship Public sector procurement forum (workshop) with DTIC and SABS in partnership with NT, SOEPF and SALGA Development of a database of approved products for use by SOEs for technical or speciality products

6.	Lack of procurement of locally made products and services by the private sector	<ul style="list-style-type: none"> • Promoting localisation in the private sector. • Continue sourcing localisation commitments • Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector
7	Lack of uptake of Locally made products due to erosion of consumer purchasing power, high unemployment, and benign economic growth.	<ul style="list-style-type: none"> • To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of locally made products, raise the profile of locally made products and educate consumers on the importance of buying local and checking country of origin labels through: <ul style="list-style-type: none"> • Above the line campaign and Below and Through the line: activities using social media, press releases, interviews on all media touch points and other PR related activities.
8	Business Continuity potentially adversely affected due to Loss of capacity attributable to attrition at Board and Management Level(s).	<ul style="list-style-type: none"> • Process underway to strengthen succession planning process both at board and management level

Audit Findings – 2023/24

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

FINANCIAL REPORT

Financial Report - Expenditure vs Budget Quarter 1 (1st April – 30th June 2024)

Description of item	Budget for the quarter (Q1) Rands	Actual for the quarter (Q1) Rands	Variance for the quarters (Q1) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 June 2024) Rands	YTD Variance (30 June 2024) Rands
INCOME								
Memberships Fees	1,312,500	905,667	(406,833)	(31,0%)	Various leads are being followed up – timing challenge	5,250,000	905,667	(4,344,333)
Grant – the dti	28,238,000	28,238,000	-	-		40,340,000	28,238,000	(12,102,000)
Trade Exchange	-	-	-	-		-	-	-
Sponsorship	300,000	-	(300,000)	(100,0%)	Sponsorships anticipated to be received in the second half of the financial year.	13,500,000	-	(13,500,000)
Other Income	-	374,398	374,398	100,0%	Interest income & sale of promotional items.	-	374,298	374,298
Total Income	29,850,500	29,518,065	(332,435)	(1,1%)		59,090,000	29,517,965	(29,572,035)
EXPENDITURE								
HR and Staffing costs	7,730,880	7,445,763	285,117	3,7%	Spending within budget limits.	31,879,521	7,445,763	24,433,758
Administrative costs	1,643,837	1,321,801	322,036	19,6%	Spending reprioritization and operational efficiency.	7,241,486	1,321,801	5,919,685
Memberships costs	94,342	23,493	70,849	75,1%	Spending reprioritization and operational efficiency.	377,370	23,493	353,877
Marketing costs	1,389,044	841,950	547,094	39,4%	Spending reprioritization and operational efficiency.	16,077,154	841,950	15,235,204
Capital Expenditure & IT	878,617	841,111	37,506	4,3%	Spending within budget limits.	3,514,469	841,111	2,673,358
Total Expenditure	11,736,720	10,474,118	1,262,602	10,8%		59,090,000	10,474,118	48,615,882

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