



QUARTERLY REPORT

1 JANUARY - 31 MARCH 2024

*Quarter 4
2023/24 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 January – 31 March 2024 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- The South African Minister of Finance, Enoch Godongwana delivered the budget speech in Parliament on 21 February 2024. In the period leading up to the speech, there was widespread speculation about how the National Treasury would address the anticipated revenue shortfall. “Increasing the VAT rate, not adjusting the personal income tax brackets for inflation or deep spending cuts all made the list of possibilities, etc”;
- South Africa’s public debt has risen substantially since 2010, largely due to consistently low tax revenues. After an additional spike during the COVID-19 pandemic, National Treasury was able to decrease the debt trajectory, compared to the pre-2020 trajectory, by decreasing the growth in non-interest spending. This decrease is particularly pronounced in per capita terms;
- In the 2026/27 fiscal year, real spending after interest is expected to be just over R1 000 less than in 2010, and nearly R5 000 less than in 2020. The Southern Centre for Inequality Studies points out that the current spending reduction is the largest in South Africa’s democratic history (SCIS 2024)
- As per the 2024 Budget, over the Medium-term, the debt trajectory is expected to turn negative. This is being achieved through decreasing of non-interest spending and tapping into the South African Reserve Bank’s Gold and Foreign Exchange Contingency Reserve Account (GFECRA) to lower government borrowing.



[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 4 of the 2023/24 financial year.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

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

3.1) Board Meeting

The Proudly SA Board of Directors met on 20 March 2024 and considered the following:

- The Board noted the MOI that was signed with the DTIC and was effective until April 2027.
- The Board discussed the matter of Board Tenure at length, and also considered the possible loss of capacity and institutional memory which could potentially affect the stability of the organisation, as a result of the relatively large number of members whose terms were all ending at the same time. It was agreed to write to NEDLAC regarding the nomination of replacements for those who would need to be retired.
- The Board recommended that the RFI for the appointment of a Sponsorship Management Agency be issued without any recommended commission in order to get feedback from the market and that the outcome of the process be reported to the Finco.
- The Board approved the recommendation from the REMCO for annual inflationary increases for staff and also took a resolution to effect an inflationary adjustment for directors fees payable to Board Members.
- The Board approved the Budget for the 2024-25 financial year, as per the recommendations from Finco.
- The Annual Performance Plan (APP), as considered by the Membership and Marketing Committee, was tabled and approved by the Board.
- The Quarterly Report was approved for submission to the DTIC.
- The planning report for the upcoming Buy Local Summit and Expo was noted.
- The Risk Register which was aligned with the APP was approved by the Board.
- The Membership Target List was noted.
- There were no discounts offered to members for the period under review.
- 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 7 March 2024 and the meeting considered the following:

- The Committee agreed to align their composition to that of other Public Sector entities and similar organisations, also taking into consideration King IV's recommendations.
- The Committee received and approved the Audit Engagement Letter and Audit Strategy which included the costs of the year-end External Audit.
- The Committee received and noted the Internal Audit Reports on Corporate Governance and Performance Information.
- The Risk Management Register as well as 2 additional risks around the impact of slow economic growth and lack of disposable income on the uptake of locally made products, were added to the register.

3.3) Finance and Procurement Committee

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

- The Committee thoroughly evaluated the proposed departmental budgets, the overall budget and the assumptions that informed the numbers. They then agreed to recommend the draft 2024-25 budget to the Board for adoption.
- The Committee noted the Membership Leads List and requested that it be emailed to them every 2 months.
- There were no changes to the Membership Fee Discounts reports tabled at the previous meeting.
- The Committee received the report on the sponsorship generated for the 2024 edition of the Buy Local Summit and Expo (BLSE). The anticipated amount was R9m.
- The Committee received feedback on the outcome of the RFP for appointing a sponsorship management agency. No bids had been received and management suggested that unsolicited bids be considered. To ensure good governance it was agreed that the unsolicited bids be sent to at least 2 Committee members and the Chairperson of the Board to obtain Round Robbin approval. The other alternative explored was for a Request for Information to be issued to the public and to assess the responses with a view of getting a sense of what the market will respond positively to and to appoint at least find service providers through this process.
- The Management Accounts and Cash Flow, as circulated and tabled, were noted.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 11 March 2024 and the meeting considered the following:

- Management reported on the 3 presentations made to the 3 public sector SCM Forums that were convened by National Treasury. A physical SCM forum would be held after the BLSE.
- The Committee suggested the formation of a smaller committee to work through the Procurement Bill and advise the Board on the implications and impact on the Campaign and localisation.
- The Draft Annual Performance Plan was discussed and recommended for approval to the Board.
- The Marketing Report was noted by the Committee.
- The report on the planning for the BLSE was noted by the Committee.
- A comprehensive Sponsorship update was provided to the Committee for the BLSE as well as other properties taking place during the year.
- 66 New members were recruited during the quarter and 517 new products and services were added to the database.
- No membership discounts were given during the quarter.
- The Committee received an update on the development of the in-house e-commerce site. The Committee suggested looking at making the site friendly for export purposes, as required by the dtic.
- The list of potential members being targeted and engaged by the campaign was presented to the Committee.
- The Committee received the report on the developments around localisation in the Private and Public Sectors.
- The success stories from members detailing the impact of the interventions from Proudly South African as a result of their membership, was highlighted to the Committee.

3.5) HR and Remunerations Committee

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

- The organogram was presented, and it was reported that the vacancies reflected thereon for a Senior PR practitioner and a Membership Consultant remained vacant.
- The Committee noted the Employment Equity Report and the plan that was submitted to the Department of Labour.
- The Committee received and noted the reports on Staff Profile and Movements, Training and Development, Performance Management and Staff Welfare.
- The performance scores for the quarter under review were tabled to the Committee and were noted.
- The policies related to Minimum Thresholds and Subsistence and Travel allowances were amended and tabled to the Committee.
- A report on Staff Wellness was presented and included a report on the usage of the Employee Assistance Programme.
- The Committee received and agreed to recommend an inflationary increase for staff as it had been provided for in the budget.

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 third quarter of the 2023/24 financial year.

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

- The campaign hosted its flagship event, the Buy Local Summit and Expo, which cast a spotlight on the contributions that can be made by each sector of society towards driving localisation. Amongst some of the successes of this event, was the matchmaking programme, which saw more than 346 buyers meet with the 200 exhibitors that showcased their products at the Expo.
- The below-the-line activities undertaken during the period were able to reach in excess of 50 million consumers through leveraging of various initiatives including the use of traditional & social media , as well as through the hosting of physical events and activations.
- Consumer education efforts during the quarter included running campaigns and competitions with at least 5 Campus/Community targeted radio stations, against the planned 2 for the fourth quarter of the current financial year.
- There were 2 major consumer activations initiated and hosted by the campaign (Back-To-School and Valentines activations), and in addition to this, participated in 3 major trade expos/fairs which also doubled as B2B platforms for our members.
- A total of 15 localisation commitments were solicited and secured from major corporates and this added to the existing list of commitments in support of locally made products and services.
- 607 tenders issued in the public sector for previously designated sectors/products were identified through the tender monitoring system against the planned target of 300.
- There were two partnerships secured with large manufacturers (i.e Lactalis South Africa and Tetrapak) during the current reporting period.
- The campaign was able to recruit 112 new members for the quarter under review, against the target of 80 new members.
- 89% membership retention rate was achieved for Quarter 4, against the set target to retain at least 80% of members due for renewal.
- The strengthening of the PR function saw the campaign conclude partnerships with at least 12 media houses, issued 12 press releases, and hosted 4 media events during the quarter.
- Social media growth continues its positive trajectory by registering growth across all different platforms (i.e. Facebook, Twitter, etc), and
- The organisation remains compliant with its financial and human resources reporting obligations.

4.2) Areas where targets were not met:

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

- The above-the-line campaign(s) as part of the strategic objective of educating consumers on the importance of buying local could only reach 2,4 million consumers against a target of 7,5 million due to the cancellation of some aspects related to TV and Radio placements, due to the reduction in the grant for the year.
- The campaign also postponed the hosting of its planned sector forum focused on mining, construction and cement industry to the next quarter (Q1 of 2024/25), after securing a strategic partner for this event too late in the quarter (South 32) .
- Proudly South African could not participate in at least 3 public sector procurement forums as planned because National Treasury requested that those be deferred to the first quarter of the new financial year; and
- Efforts to try partner with a major 3rd party organisation in driving consumer education programmes did not materialise, however this conversation will take place in the new financial year (the IEC was targeted for the financial year).

Proudly SA continued to monitor its operational plans to ensure it meets most of its delivery commitments as per the approved 2023/24 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q4 2023/24

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q4 2023/2024	2,963
New Members	
Target	80
Achievement	112
Renewal Rate	
Target	80%
Achievement	89%
Database of Local Products and Services	
Target	190
Achievement	265
Previous Quarter: Q4 2023/2024	24,272
Current Quarter: Q4 2023/2024	24,537

4.3.2) Overview

During Quarter 4 of 2024, 112 companies joined as new members of the Buy Local Campaign, against the target of 80. The target for the quarter was exceeded. The annual flagship event: the Buy Local Summit & Expo, was the factor that contributed to the organisation exceeding both targets for recruiting new members as well as the renewal of existing members.

The renewal rate achieved for the quarter is 89%. The positive renewal rate has been consistent for the entire financial year, which highlights the fact that member companies do see the positive impact that the campaign and the associated member benefits has on their businesses. In addition, the eagerness to exhibit at the Buy Local Summit & Expo also contributed to the positive retention of member companies in this quarter.

A notable point is the growth of the member base in the FMCG sector. The match making initiative that matched retail buyers with suppliers was especially positive for member companies that manufactured products in the FMCG sector. Products like detergents, skin care, body care, makeup as well as food and beverages were the most sought after products by the retail buyers. This initiative offers a twofold benefit as it offers member companies access to targeted markets, while offering the campaign well deserved exposure on retail shelves as most if not all member companies use the logo to ensure that their products are easily identified in stores as Proudly South African vetted products.

Members in the Diamond tier namely Tetra Pak, Adcock Ingram, HTH Pool Care and Lactalis have a roll out plan to utilize the logo on their vetted Proudly South African products, on all their social media campaigns, as well as in their through the line marketing campaigns. Some of the marketing initiatives have already begun and the use of the logo is prominent in all of these already launched campaigns.

Proudly SA's database of locally made products and services continues to grow steadily: the target of 190 new items was exceeded, as 265 new products were added. In previous years a large number of products almost always came from Diamond members. Currently a large number of products are coming from across all tiers of the membership base. One sector that is dominating is the FMCG category. SMME's are now manufacturing detergents, chocolates, tea and coffee, to name a few products.

These companies are receiving side by side shelf space with large corporate FMCG companies. Proudly South African's e-commerce benefit is affording these SMME's access to desired markets. The match making benefit linked to the Buy Local Summit and Expo has also created further opportunities for retail listings.

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

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

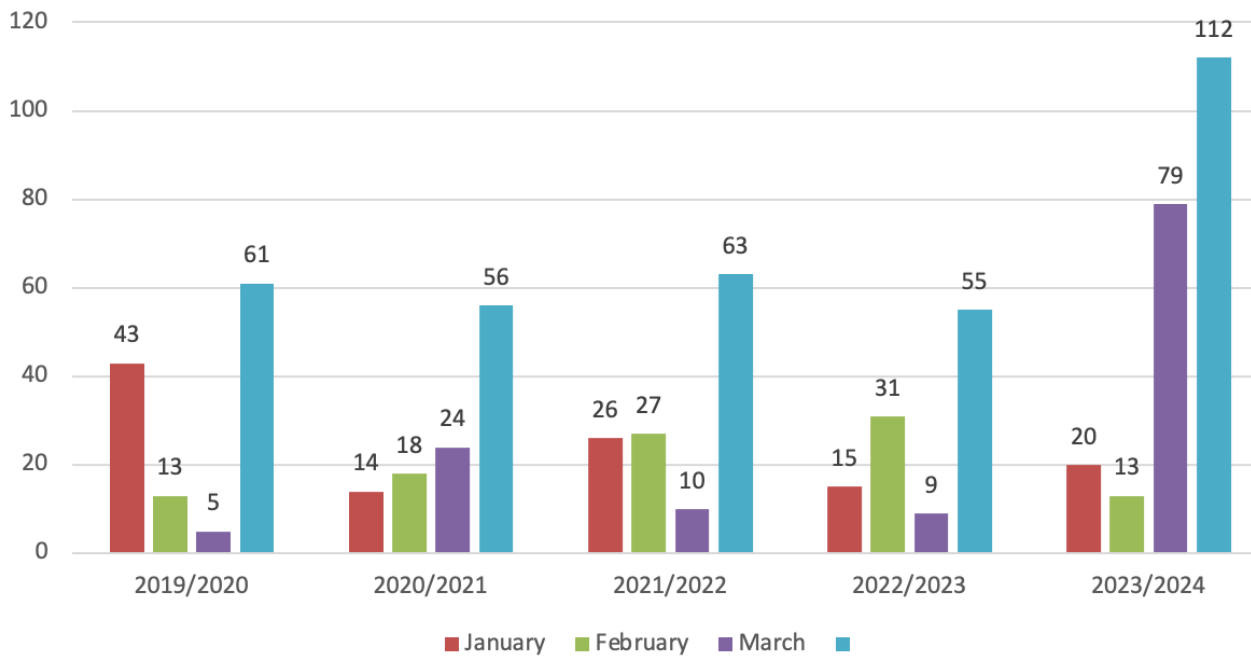
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation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

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2018/2019 to 2023/2024

MONTH	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024
January	43	14	26	15	20
February	13	18	27	31	13
March	5	24	10	9	79
	61	56	63	55	112

Graphical Representation YOY Comparison 2019/2020 to 2023/2024



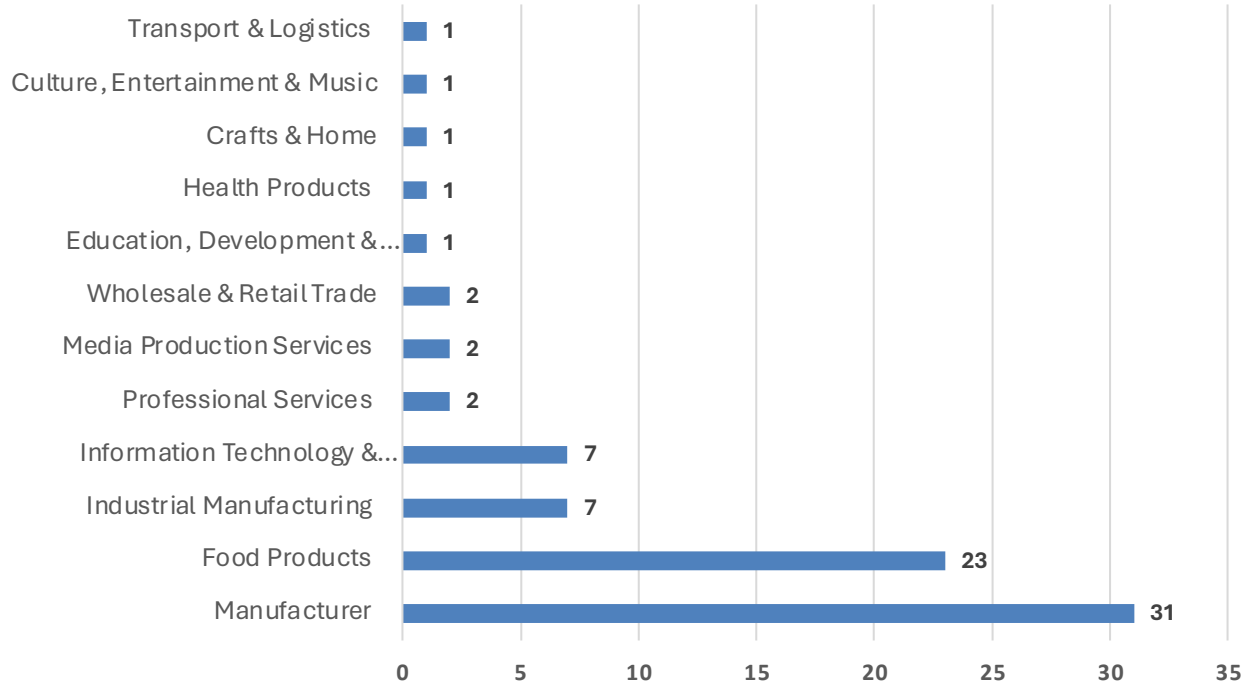
2023/2024 Q4 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
January				
Arezer Foods (PTY) LTD	AFood Products	Gauteng	SMME	Consultant-generated
Azania Tooling and Manufacturing Solutions	Manufacturer	Gauteng	SMME	Referral
Fast link Supply cc	Manufacturer	Gauteng	Bronze	Direct
Firebox (Pty) Ltd	Industrial Manufacturer	Gauteng	SMME	Consultant-Generated
Global Cuisine	Food Products	Western Cape	Bronze	Consultant-Generated
Gimmie Gummies	Health Products	Western Cape	SMME	Direct
Gouggra Clothing	Crafts and Home Industries	KwaZulu-Natal	SMME	Direct
Imadi (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Inno Dynamix Management Holdings (Pty) Ltd	Professional Services	Gauteng	SMME	Consultant-generated
Koop Furn (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Limekhaya Clothing (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Consultant-generated
Lusizo Vegetable Processing (Pty) Ltd	Food Products	KwaZulu-Natal	SMME	Direct
MMC & Kasi Talk (Pty) Ltd	Food Products	Limpopo	SMME	Consultant-generated
Mphe Creations (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Music and Innovation	Culture, Entertainment, Music and Recreation	Gauteng	SMME	Consultant-generated
Nalydia	Food Products	Gauteng	SMME	Direct
Ocean Freedom (Pty) LTD	Health Products	Western Cape	SMME	Direct
Pat on Brands (Pty) Ltd	Media, Marketing and Publishing	Gauteng	Bronze	Consultant-Generated
Robust Beans	Food Products	Gauteng	SMME	Consultant-Generated
Zoleka Wines (Pty) Ltd	Food Products	Gauteng	SMME	Consultant-Generated
February				
African Pride Collection	Manufacture	Gauteng	SMME	Direct
Amimo Investment Holdings (Pty) Ltd	Manufacture	Limpopo	SMME	Consultant-Generated
COOI Studios	Information Technology and Telecommunication	Gauteng	SMME	Direct
Fame Group	Manufacture	Gauteng	Bronze	Consultant-Generated
Funo Curls (Pty) Ltd	Manufacture	Gauteng	SMME	Direct
Genelle Van Der Riet Clothing	Manufacture	Eastern Cape	Bronze	Direct
GreenSoft Solutions (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Silver	Consultant-generated
International Health Pharmaceutical Suppliers (Pty) Ltd	Manufacture	KwaZulu-Natal	SMME	Consultant-generated
Local to Global Foods (Pty) Ltd.	Food Products	Gauteng	SMME	Consultant-generated

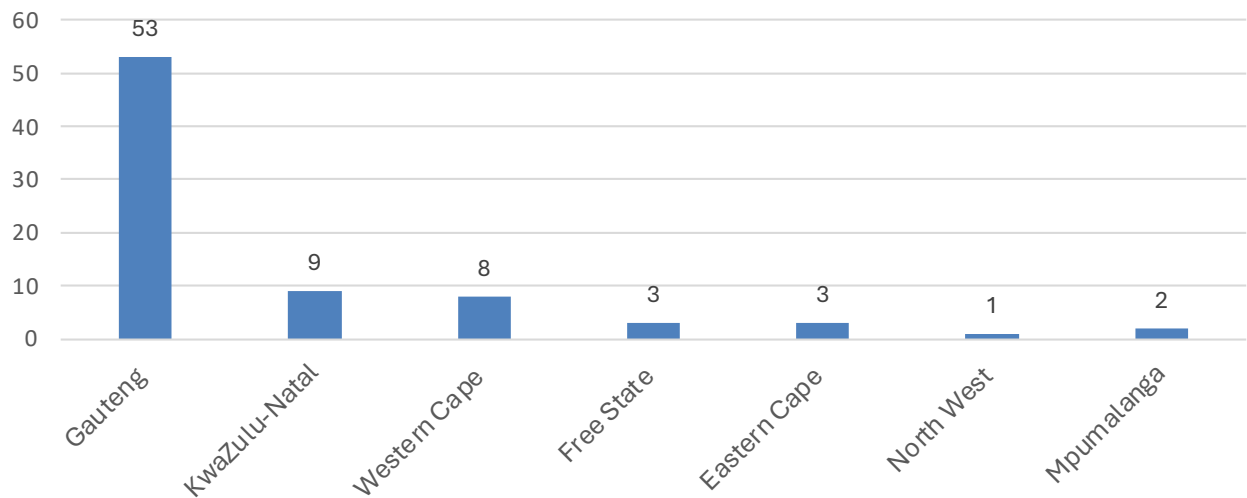
Company	Sector	Province	Classification	Lead Origin
Ntozinhle Lifestyle	Manufacture	Gauteng	SMME	Consultant-generated
Oro Farms (Pty) Ltd	Food Products	KwaZulu-Natal	SMME	Direct
Rush	Transport and Logistics	Gauteng	SMME	Direct
March				
Advannotech (Pty) Ltd	Food Products	Gauteng	Silver	Referral
Afrithrive Brands (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Consultant-generated
Amazizi Leather Works	Manufacturers	KwaZulu-Natal	SMME	Direct
Babalwa Hygiene Services (Pty) Ltd	Manufacturers	Gauteng	SMME	Direct
Bep Technologies (Pty) Ltd	Industrial Manufacturing	Mpumalanga	Silver	Referral
Blush Affluent Interiors	Manufacturers	Gauteng	SMME	Referral
Buttercup Farm House (Pty) Ltd	Food	Free State	SMME	Direct
Centrax Systems (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Silver	Referral
College Originals	Manufacturers	Western Cape	SMME	Direct
Come Again Holdings	Manufacturers	Gauteng	SMME	Referral
Delicious Festival Trader Academy (Pty) Ltd	Education, Development and Training	Gauteng	Gold	Referral
Deuce By Dazzle Collections	Food Products	Gauteng	SMME	Consultant-generated
Development hub (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Bronze	Referral
Droppa (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Bronze	Referral
Acquest (Pty) Ltd	Industrial Manufacturing	Western Cape	Silver	Consultant-generated
Escape Art Society (Pty) Ltd	Media Production Services	Gauteng	SMME	Consultant-generated
Fasbuilt	Industrial Manufacturing	Gauteng	SMME	Referral
Fawkes Thermal Manufacturing (Pty) Ltd	Industrial Manufacturing	Gauteng	Bronze	Referral
Fortune Brands (Pty)Ltd	Food Products	Western Cape	SMME	Direct
GM Boiler and Steam Engineering	Industrial Manufacturing	Gauteng	SMME	Referral
Hello Finance (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Gold	Direct
Honey Bee Engineering	Industrial Manufacturing	Gauteng	SMME	Referral
Hot Oven Confectionery	Food Products	North West	SMME	Referral
Isimodene Creations (Pty) Ltd	Mining And Beneficiation	Gauteng	SMME	Referral
JT35 Self-Care Range	Manufacturers	Gauteng	SMME	Consultant-generated
Kel Solutions (Pty) Ltd	Manufacturers	Gauteng	SMME	Consultant-generated
King Kong Leather and Cellular	Manufacturers	Western Cape	SMME	Referral
Lactalis South Africa (Pty) Ltd	Food Products	Gauteng	Diamond	Referral
Lephoko Trading Enterprise	Food	Gauteng	SMME	Consultant-generated

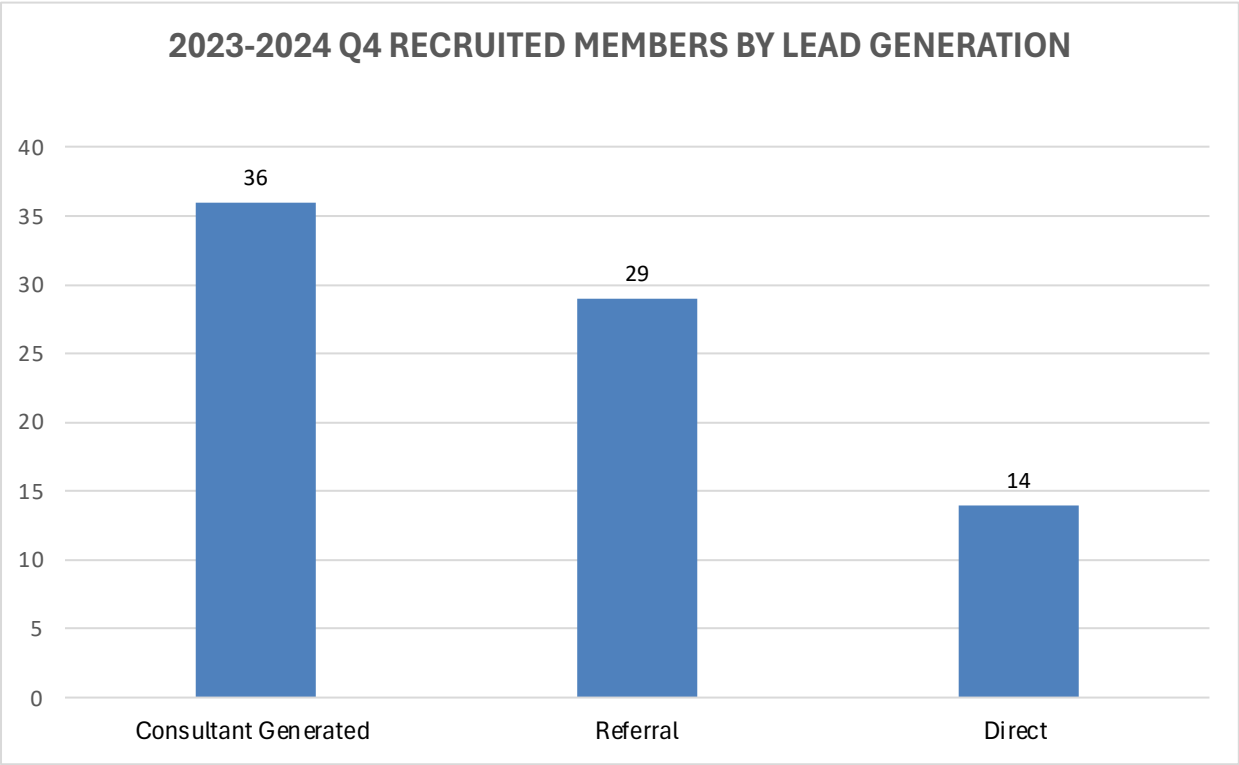
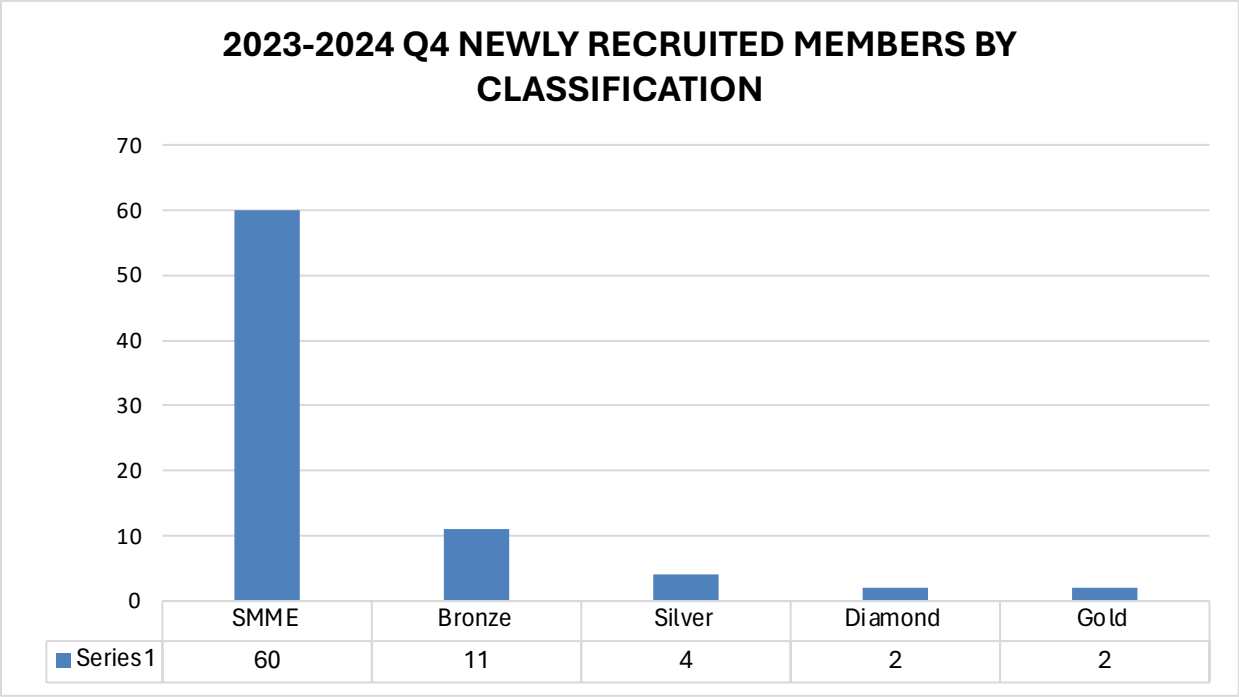
Company	Sector	Province	Classification	Lead Origin
March				
Lethaboekganya Home Fragrances	Manufacturers	Gauteng	SMME	Referral
Lookout Ceramics (Pty) Ltd	Manufacturers	Eastern Cape	SMME	Referral
Loot.co.za	Wholesale And Retail Trade	Western Cape	Diamond	Referral
Magaga Media and Communications (Pty) Ltd	Media Marketing and Publishing	KwaZulu-Natal	SMME	Consultant-generated
Masego Masite Holdings Pty Ltd	Manufacturers	Gauteng	SMME	Consultant-generated
Mc More International (Pty) Ltd	Food Products	Gauteng	SMME	Referral
MM Exclusive Homes	Manufacturers	Free State	SMME	Consultant-generated
Nande Urban Hub (Pty) Ltd	Manufacturers	Eastern Cape	SMME	Referral
New Planet Energy (Pty) Ltd	Manufacturers	Gauteng	Bronze	Consultant-generated
Nkazimulo Applied Sciences PTY LTD	Education, Development and Training	Gauteng	SMME	Referral
Omolemo Ankara Creations	Manufacturers	KwaZulu-Natal	SMME	Direct
Ramtsilo Trading Pty Ltd	Industrial Manufacturing	KwaZulu-Natal	SMME	Referral
Scented by Karabo	Manufacturers	Gauteng	SMME	Consultant-generated
Silver Solution 2959 CC	Industrial Manufacturing	Mpumalanga	Bronze	Consultant-generated
Sonwaro Coffee	Food Products	Gauteng	SMME	Consultant-generated
Splash Coatings Africa	Manufacturers	Free State	SMME	Referral
Tau Ya Phoko Group (Pty) Ltd	Media Production Services	Gauteng	SMME	Direct
Tembo Engineering Services	Industrial Manufacturing	Western Cape	Bronze	Referral
Tets Bakery	Food Services	Gauteng	SMME	Referral
The Solar Power Cafe (Pty) Ltd	Industrial Manufacturing	Gauteng	SMME	Referral
The Unorthodox Chef Catering	Food Services	Gauteng	SMME	Consultant-generated
Umvemvane Trading Enterprise CC	Manufacturers	Gauteng	SMME	Referral

2023-2024 Q4 NEWLY RECRUITED MEMBERS BY SECTOR



2023-2024 Q4 NEWLY-RECRUITED MEMBERS BY PROVINCE

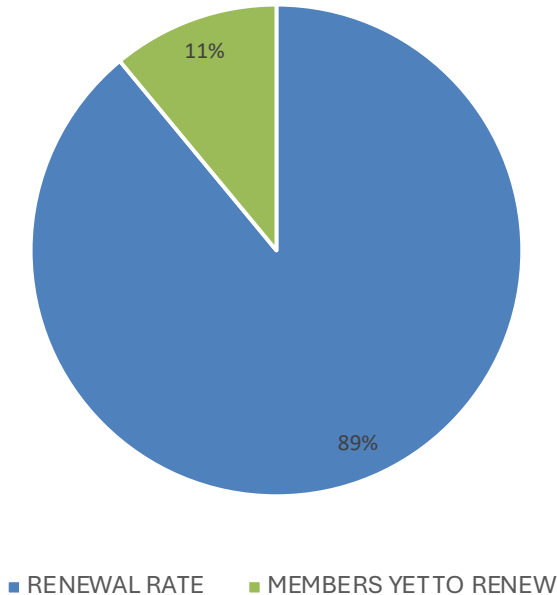




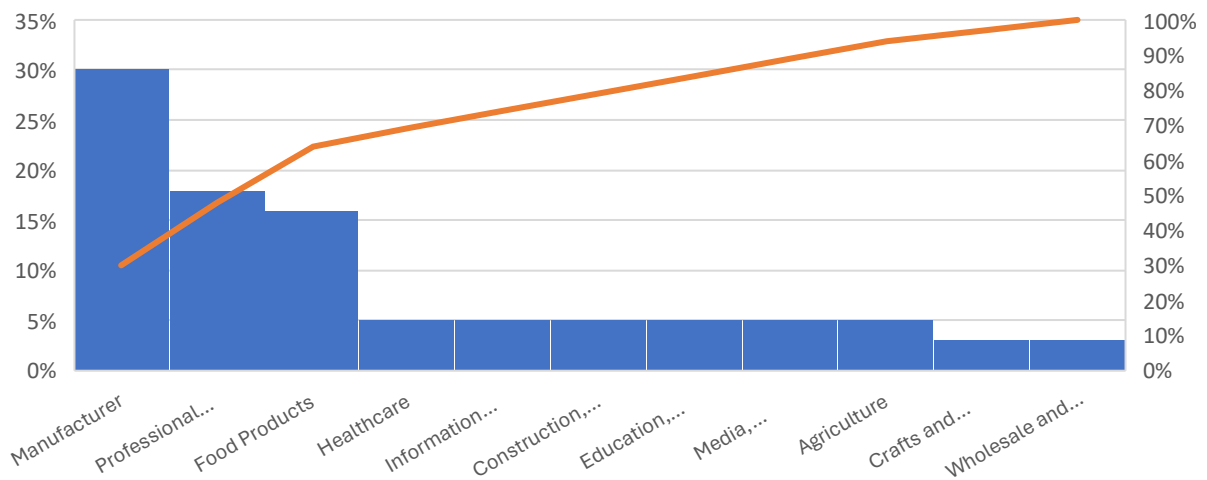
2023/2024 Q4 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	89%
Target:	80%
REASON FOR GROWTH	
The renewal rate has been consistent throughout the financial year. The value proposition has offered member companies access to market and this benefit has been the driving force behind sustaining the current base.	

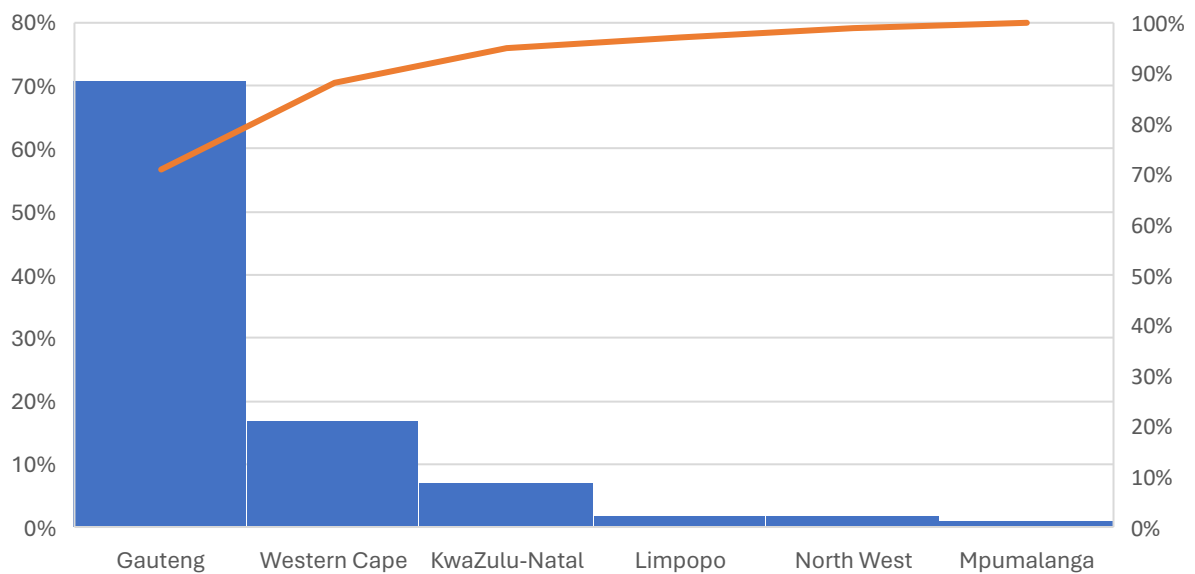
2023-2024 Q4 RENEWED MEMBERS VS YET TO RENEW

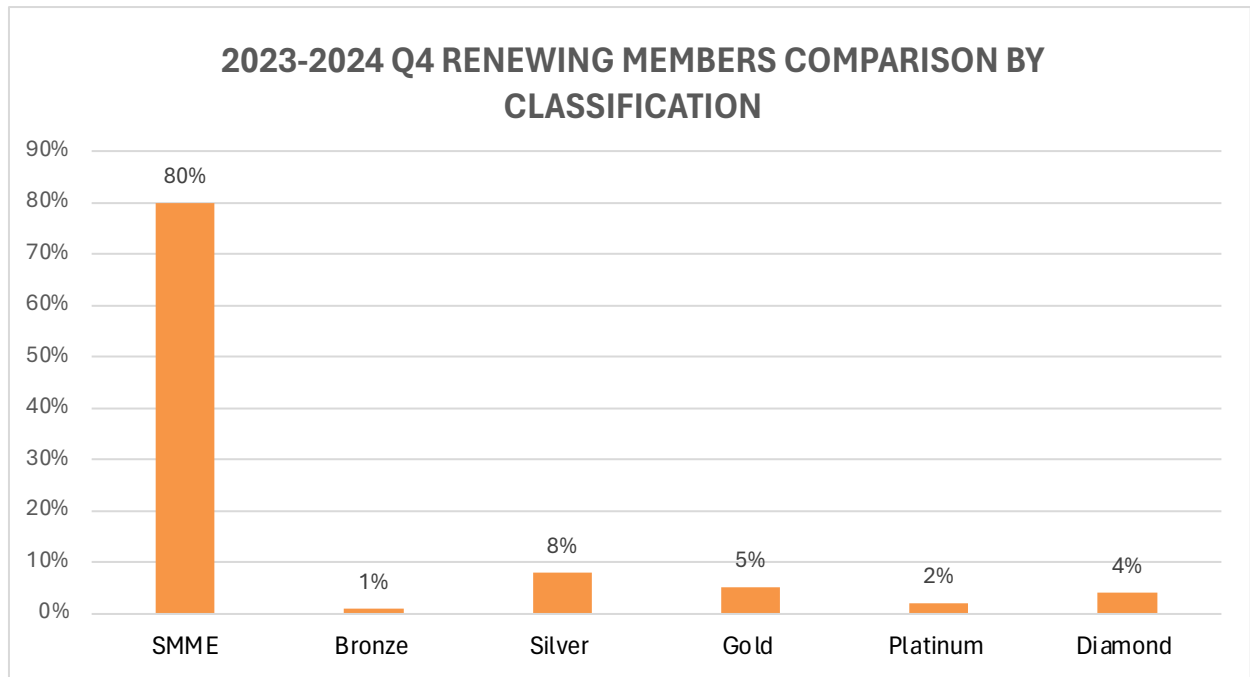


2023-2024 Q4 RENEWING MEMBERS BY SECTOR



2023-2024 Q4 RENEWING MEMBER BY PROVINCE

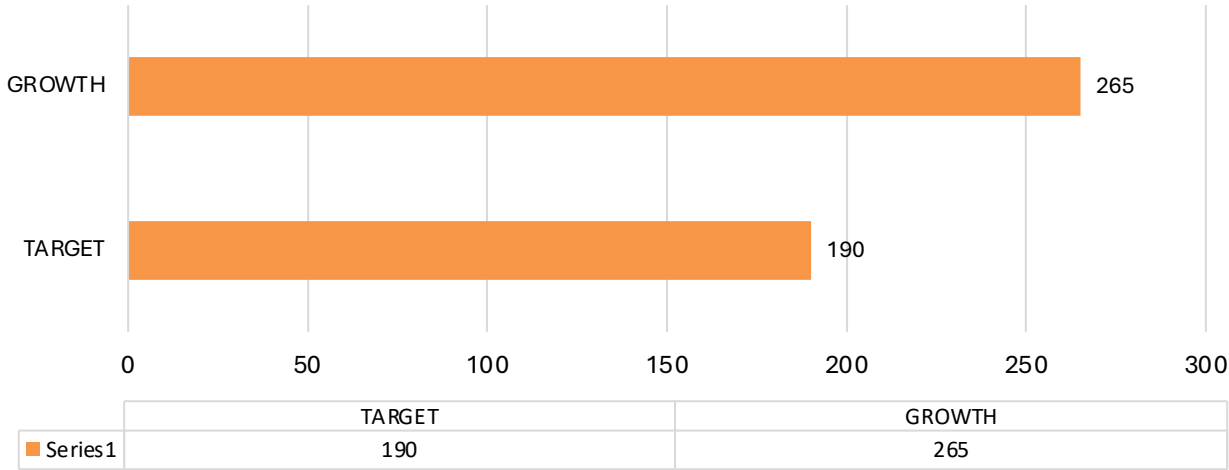




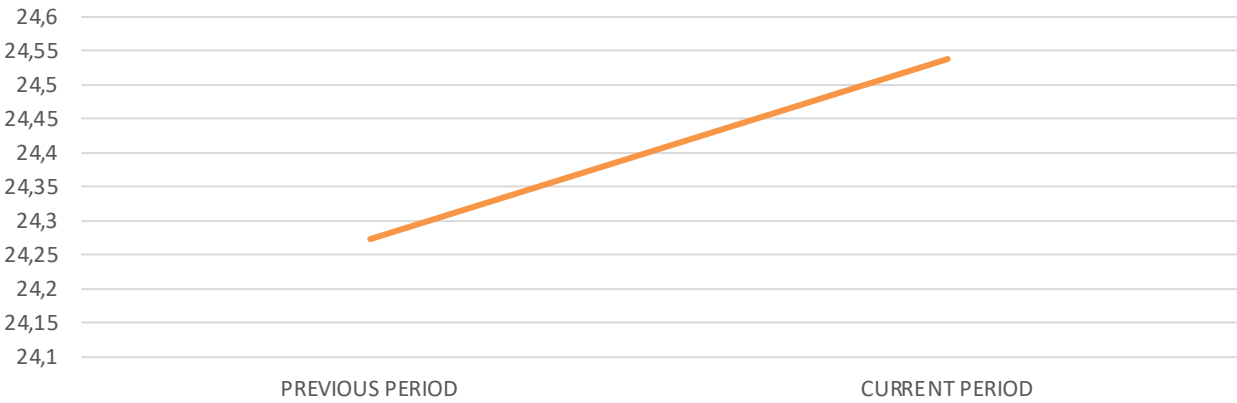
2023/2024 Q4 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q3 2023/2024	24,272
Current Quarter: Q4 2023/2024	24,537
2022/2023 Q4	
Target	190
Achievement	265
Target Exceeded: 40%	

2023/2024 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH



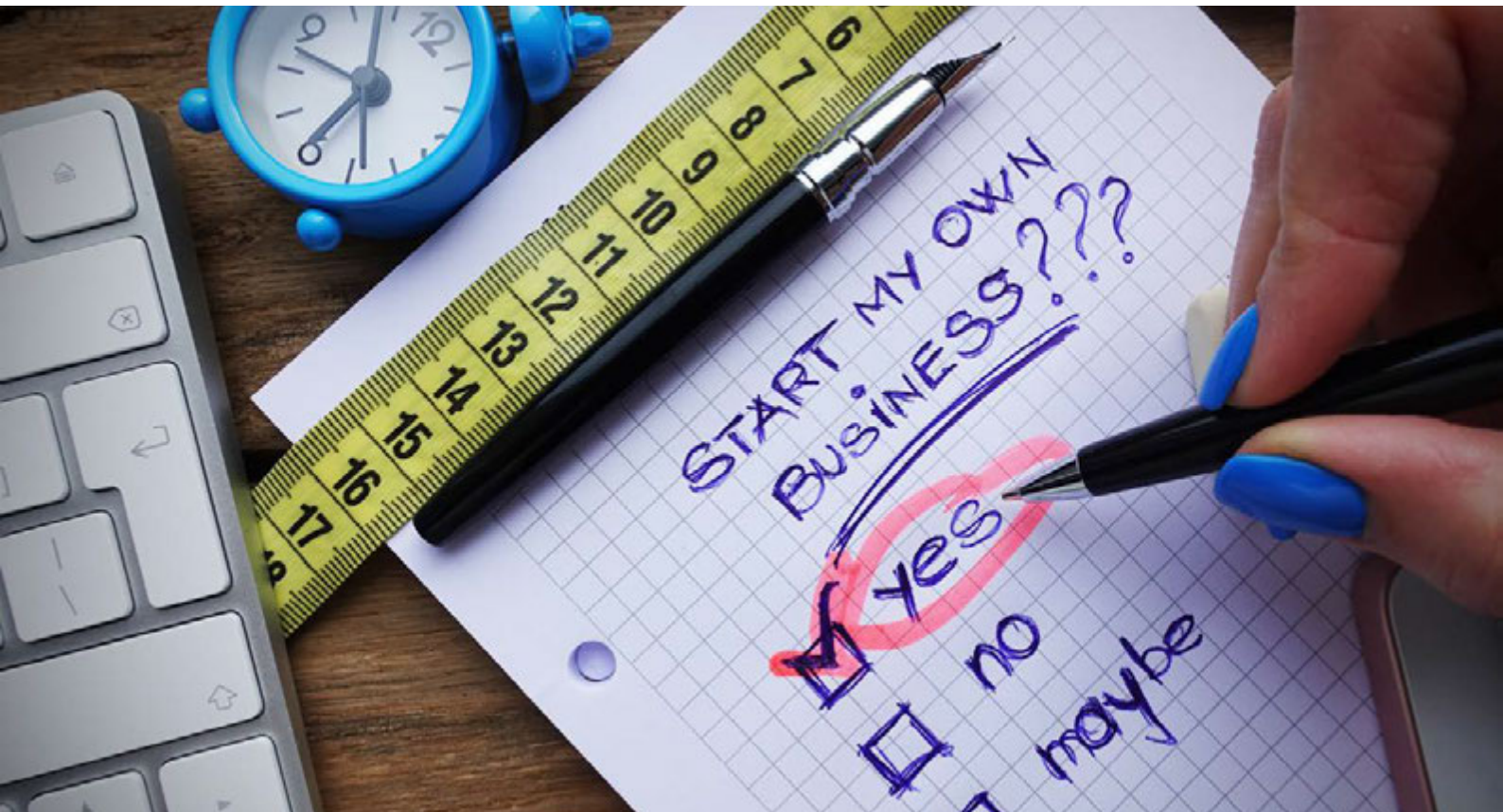
2023 / 2024 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Starting Your Local Business in 2024 Webinar: 19 January 2024



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

As such, we host several webinars throughout the year that focus on the needs of SMMEs and on localisation as a driver of economic growth and job creation.

It is in this context that we hosted the webinar on "Starting Your Local Business in 2024".

Local businesses are the backbone of South Africa's economy. Are you a budding entrepreneur dreaming of starting a local business in 2024 but unsure where to begin? Launching a business can be both thrilling and challenging, a journey filled with risk and reward but also with many important considerations. To navigate this process smoothly, equip yourself with the knowledge you need - join our Proudly South African webinar, "Starting Your Local Business in 2024."

Reach:

Expected attendance = 100

Unique Viewers = 28

Total Users = 55

Max Concurrent Views = 24

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

Dipstick Survey Conducted: Yes

CEO Round Table Discussion: 24 January 2024

Proudly South African partnered with Trade & Investment of KwaZulu Natal in an engaging and interactive round table discussion that focused on localisation in the manufacturing sector of South Africa.

The Round Table event welcomed CEO's from all sectors across South Africa and was inspired by the insightful "Revitalising SA's Manufacturing Sector" report, authored by renowned economist Dr. Iraj Abedian. Dr. Abedian's research provided valuable insights into the potential of localisation as a catalyst for South Africa's economic growth.

The session was opened and facilitated by Ms. Vino Govender of Certification Consulting Services who welcomed the first speaker, Proudly South African's CEO, Mr. Eustace Mashimbye who gave extensive insights into Proudly South African's campaign purpose and mandate. The presentation afforded the CEO attendees the opportunity to further unpack the importance of localisation, and how, by Buying Local, they retain jobs and contribute significantly to the South African economy.

Dr. Iraj Abedian was welcomed as the second esteemed speaker to unpack the research findings conducted around "Revitalising SA's Manufacturing Sector". He provided insights into the importance of localisation in the country, expressing the opportunities that localisation presents, and highlighting its potential to stimulate economic growth and foster sustainable business models.

The conversation welcomed a vast variety of questions from the business leader attendees who stressed the significance of collaboration and collective action in addressing the challenges associated with localisation. A few sectors who are significantly impacted by this are the Pharmaceutical and Rail-Road Manufacturing sectors in South Africa. The session served as a call to action for leaders to actively participate in fostering economic development and innovation in these sectors, and others.

A keynote address and remarks were delivered by the Acting CEO of Trade & Investment of



KwaZulu Natal who discussed their purpose, direction, affiliation with Proudly South African, and their contribution to uplifting the local economy. The Trade & Investment KwaZulu-Natal (TIKZN) is a South African trade and inward investment promotion agency, established to promote the province of KwaZulu-Natal as an investment destination and to facilitate trade by assisting local companies' access international markets.

Closing remarks were delivered by Proudly SA Board Member, Adv. Pria Hassan. Adv. Pria gave a heartfelt thank you to all the attendees, the speakers for their extensive insights into the importance of localisation and expressed gratitude to the work being done by the Trade & Investment of KwaZulu Natal.

Reach: 32 attendees

Target audience: Business Owners, Industry Leaders & CEOs from various sectors in South Africa, Media Personalities from various media publications.

Proudly South African Back To School Market and Activation: 27 January 2024

Proudly South African partnered with the Design Quarter to deliver a Back-to-School inspired Market & Activation. The centre was prominently branded with Proudly SA branding, from the parking areas to the activation space.

The activation element of the market consisted of an engaging and exciting Spin to Win activation where many shoppers won local goodies, a live interaction with the Proudly SA Mascot, Lola Warona, a creative Face Painter, a colouring in the corner on the Freedom Stationery activation space and a live DJ Performer.

The Back-to-School Market displayed a range of Proudly South African school-inspired members who showcased and sold their local items to visitors of the centre. The members who participated in the market were as follows:

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

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

The Design Quarter team collaborated with Anchor Tenants, Checkers and Clicks, in a Pop-a-Balloon activation. The activation afforded shoppers who bought from our local participating members a chance to pop a balloon to win either a Checkers or Clicks voucher.

Reach: 100 - 200

Target audience: General consumers of Design Quarter & the Fourways area, Learners and Principals of nearby schools.





Mining Indaba: 1 – 5 February 2024

The 2024, Investing in African Mining Indaba celebrated 30 years under the theme: "Embracing the Power of Positive Disruption: A Bold New Future for African Mining."

The meeting place for the African & Global mining leaders, Mining Indaba is the largest deal sourcing and corporate matchmaking event for the mining industry in Africa.

It offers networking, business transactions, and lead generation opportunities as well as showcasing the company brand.

The dtic had a pavilion exhibition stand at the 2024 Mining Indaba event, where 25 capital equipment companies had the opportunity to showcase their products.

Proudly SA was invited by the dtic to exhibit as part of their pavilion stand at the Mining Indaba and used this opportunity to showcase the Proudly South African brand to local and international visitors and key stakeholders attending the Mining Indaba.

The stand allocated to Proudly SA was a double one with 6 posters in a very modern, well decked setting. It was fully branded with eye-catching graphics depicting scenes relevant to the mining sector, our buy local mandate, as well as our Proudly SA logo.

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

Reach: 9600 visitors

Target audience: Mining companies, Government, Media, Local Manufacturing/Services companies to the mining industry



Mining Indaba 2024 - Proudly South African Power Hour Webinar: 6 February

Department of Trade, Industry and Competition partnered with Proudly South African and Mining Equipment Manufacturers of South Africa by hosting an insightful webinar on the sideline of the 2024 leg of Mining Indaba.

Details of the webinars were as follows:

06 February 2024:

Innovation, Digitisation and Collaboration in the South African Mining Supply Chain (Profiling of the 2023 MEMSA Innovation Awards winners)

The webinar session was welcomed, and facilitated by Ms. Jeannine van Straaten, Strategy, Stakeholder Relations and Legal Executive of Proudly South African.

The panellists welcomed on this webinar were:

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

Company Profile & Product Pitches were delivered by the following speakers:

Mr. James Pieters from Nkangala Mining Equipment delivered a pitch around the Innovation in Hard Rock Mining Equipment (The Navin Singh Award) & Innovation in Soft Rock Mining.

Mr. Sayeeda Mayat from Buraaq Mining Services delivered a pitch around Innovation in Hard Rock Mining Equipment.

Mr. Ruan Kukard from AZMET Technology and Projects delivered a pitch around the Innovation in Mineral Processing

Mr. Brendon Fernandez from Graf-In Tech delivered a pitch on Digital Solutions in the Mining Sector.

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

Reach: 150

Target audience: Mining-sector professionals

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

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

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

Awareness was created about the offerings of Proudly SA and SA Diamond & Precious Metal Regulator.

The benefits of being a member of Proudly SA was well introduced to SA Diamond & Precious Metal Regulator members during the webinar.

Reach: Expected attendance = 100

Unique Viewers = 45

Total Users = 73

Max Concurrent Views = 40

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

Dipstick Survey Complete: Yes



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

Proudly South African hosted an informative and insightful webinar structured around localisation in the Clothing & Textile Sector of South Africa. Industry leading speakers were invited to provide insights, career experiences, and advice in different aspects of the sector.

The session was engaging and well received by the attendees as many applauded the speakers and asked relevant, insightful questions that are crucial for their business development.

Our esteemed panel of speakers were:

Mr. Eustace Mashimbye – CEO of Proudly South African

The Importance of Localisation in the CTFL Sector

Mr. Mashimbye unpacked the importance of localisation in the CTFL Sector and explained the different campaigns that Proudly South African have been running in support of the CTFL sector.

Mr. Jimmy Ferendinos – CEO of Linen Drawer

How being a Proudly South African member and being part of a Textile Associations can boost your textile business.

Mr. Ferendinos gave an overview of Linen Drawer and how they have grown as a Textile business. Linen Drawer are one of the main linen & textile suppliers to the hospitality sector.

Mrs. Mayne Steenekamp – Dean/Head of STADIO School of Fashion

STADIO's 2024 Fashion Courses & Curriculum Outline

Mrs. Steenekamp gave an insightful introduction to who STADIO School of Fashion are, and further elaborated on the courses and programmes offered by the institution.

Mrs. Sarah Doyle – CEO of Romatex – One of the leading Textile manufacturers of South Africa

How the economy has influenced the day-to-day challenges in the Textile sector.

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

Mr. Dumisani Mahlangu – Managing Director & Founder of CHEPA Streetwear

Overview, advice, and insights into Entrepreneurship in the Clothing Sector of South Africa.

Mr. Mahlangu gave insightful words of encouragement to the attendees who are looking to take up clothing manufacturing as a career path. Dumisani shared his overall experience and achievements in becoming a successful entrepreneur and clothing manufacturer in South Africa.

Dr. Jaywant Irkhede – Director: Leather & Footwear at the DTIC

DTIC Policy Levers and Incentive Programmes.

Dr. Jaywant provided an in-depth presentation and discussion around the different incentive programmes that are offered by the DTIC, to the CTFL Sector.

Reach:

Unique Viewers – 67

Total Users – 143

Max Concurrent Views – 47

Target audience: Business stakeholders, Industry leaders, entrepreneurs, SMMEs, Procurement officials and Representatives from the Clothing & Textile Sector.

Dipstick Survey Completed: Yes





Proudly SA Valentines Activation: 14 February

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

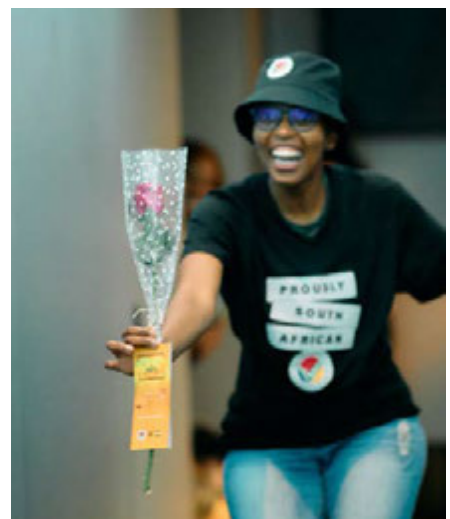
The activation began with a “Love Experience with Proudly SA - Fashion in the Sky” highlighting the CTFL sector where 6 local fashion designers showcased their local garments with a fashion show 36 000 ft above sea level on the Lift flights mainly JHB – CT and CT – JHB.

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

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

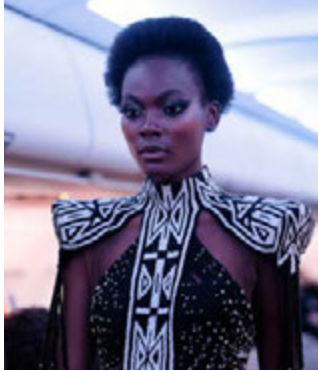
The designers who created the Fashion in the Sky experience were;

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



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

Following the fashion show one lucky passenger won a R5000 TFG voucher again linking the CTFL sector and our member company TFG.



Upon landing, Mercedes Bens assisted in transporting the Proudly SA team along and media in style on a locally manufactured C Class. The road trip was enroute to the Hisense Factory in Atlantis, where they were warmly greeted by the Hisense team who then took them on a factory tour to showcase the locally made TV's and refrigeration products. This was followed by lunch and then back to the airport for the second activation on flight back to Johannesburg.

Reach: 311

Target audience: Businessmen & women, general consumers, youth & families, Media representatives, influencers



Makhelwane Festival: 16 – 18 February 2024

As part of Proudly SA day-to-day consumer drive, it is critical to align with third party events that carry a valuable chain of job creation. As such, Proudly SA partnered with Makhelwane Festival, an immersive, community-based celebration that is deeply entrenched in the rich cultural tapestry of Soweto. It's a three-day experience where people get to enjoy the finest street food, shop with local crafters, artists, and it's a great opportunity to buy cool accessories and fresh clothing from local businesses.

Proudly SA took six members for the access to market opportunity where they exhibited and sold their products to the festival goers. The event is a force to be reckon with in the township markets because of power to attract attendees in far-flung areas because of its uniqueness.

The member selection consisted of food, drink, craft, and R-CTFL sectors bringing our members closer to consumers while elevating the Proudly SA buy local to create jobs mandate.

The following Proudly SA members were part of the event:

Corner Dladla (food)
Township Luxury (clothing)
Tolokazi beer (Alcohol)
Sbhiva (Clothing)
Mokgalaka Creations (Food)
Memuka Mats (Craft)

The event was a befitting brand awareness platform for Proudly SA, and the respective six member companies. The access to market opportunity gave the members an opportunity to network and exchange contact details, member such as Lebogang (Township Luxury), handed out leaflets to attendees to further drive brand exposure.



The event was a good illustration, that Proudly SA believes in the township economy because the market has buying power and is attractive the businesspeople. Proudly SA's involvement in the festival ensured that the mandate is reaching the right audiences while changing perceptions about buying and supporting local.

The three-day programme includes a panel discussion on the opening day where Proudly SA's CMO, Happy MaKhumalo Ngidi was invited to be one of the speakers which took place at the Thesis Lifestyle Mofolo village, chakane street, Soweto. The CMO spoke alongside the following speakers:

Banele Rewo, Author, Nomayini

Phatuwani Mukheli, Creative Director, Founder" I see a different you"

Saki Zaxaka, CEO, of Gauteng enterprise propeller

Media interviews were available for CMO onsite. The festival goers were also given the opportunity to interact and dance with the face of the campaign, Lolo Warona.

Reach: 1500

Target audience: Proudly SA Members, consumers, general members of the public, small medium enterprises and fellow exhibitors of the Makhelwane Festival, and Media.

Dipstick Surveys Completed: Yes





Maximizing your Proudly SA – Market Access & Opportunities available for service-related businesses: 20 February 2024

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

The membership team addressed the needs of members, within the services industry. This imperative discussion was a means to devise ways that places our members within the services industry in a better stand and give them the platform for strategic growth and acceleration of their opportunities for market access.

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

The service-related members got the opportunity to explain to the audience on the work they focus on, and this is done to offer the members access to market and ensure that they put their brand name out there. This was also an opportunity to network and see what other members do. Providing a platform that easily assists in inter-member trade.

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

The work of Proudly SA is highly attractive to the patriotic South African who wants to invest, and this then assist in showcasing the myriad of projects the organisation focuses on.

This was also an opportunity to garner more members, for the organisation.

Reach:

Zoom:

Attendees: 42

RSVP: 132

Restream:

YouTube: 1

Facebook: 6

Twitter (X): 6

Target audience: Proudly SA Members, Prospective Proudly SA members, Small medium enterprises (SMEs)

Dipstick Surveys Completed: Yes

Meetings Africa: 26 – 28 February 2024

Proudly South African secured a 3m x 3m exhibition stand at the Meetings Africa Trade Show that took place from the 26th – 28th of February 2024 at Sandton Convention Centre. The exhibition stand was utilised to generate membership leads in the Tourism Sector and create extensive brand awareness around localisation. The stand was also largely focused on exposing and promoting the Buy Local Summit & Expo to boost awareness and visitor registrations numbers.

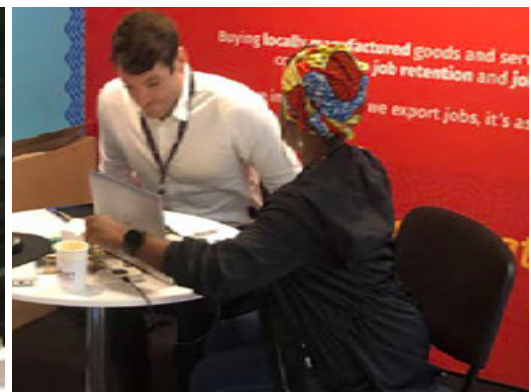
Meetings Africa is a 2-day trade show event that is the primary platform for enabling growth in the business events industry of the continent and contributes towards its economic growth.

An engaging panel discussion was secured for Chief Marketing Officer, Happy MaKhumalo Ngidi in the Meetings Africa BONDay Conference on Monday, 26 February 2024. The panel discussion was formed around the topic “The Pivotal Role of SMME’s in Transforming the Business Events Value Chain”. The BONDay Conference is the trade show's dedicated Educational Day that is used to connect key global, continental, and national industry associations.

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

Reach: 4 000 trade visitors & hosted buyers

Target audience: Professionals from the Hospitality & Events Sector of South Africa, SMME’s seeking insights & direction in the Business Events Sector, General consumers seeking insights in the Business Events Sector.



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

The 12th edition of Proudly South African's Buy Local Summit & Expo took place on the 25th & 26th March 2024, attracting industry leaders, entrepreneurs and consumers. The Buy Local Summit aims to bring local businesses together with potential consumers, suppliers, investors, and industry experts through a variety of exhibitors across various industries.

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

To officially announce this year's leg of the summit and expo, Proudly SA hosted a media launch event. The media launch is an event aimed at revealing the 12th annual Buy Local Summit and Expo programme to the media, stakeholders and sponsors to create anticipation. The launch provided more information on what this year's event was going to entail, who the sponsors are and what to expect and took place on the 14th of March 2024 at The San Deck, Sandton Sun and Towers in Sandton.

In the room we saw members of the media, key sponsors, and stakeholders. Some of the sponsors spotted in the room were representatives from Absa, SAB, Naspers, FNB, and Southern Sun.

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

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

Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal, Proudly SA gave the vote of thanks and thanked the sponsors who made the media launch possible.

Reach: 120

Target audience: Media, Sponsors, Stakeholders



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

Proudly SA's 12th edition Buy Local Summit and Expo is a platform of opportunity for businesses that manufacture locally, especially the SMMEs. Each year, the summit and expo, produces a Business Solutions Hub designed to equip the local businesses with sustainable solutions addressing challenges such as funding, business development, intellectual property law, and smart business banking solutions.

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

The webinar convened five (5) of the entities exhibiting at the event to set the tone and give a broad overview of the services offered by the companies that will be exhibiting at the event.

The webinar was a hive of activity and gave various entities platform to showcase their different offering. The webinar had very high viewership on twitter (x) this indicated that there is appetite for such a webinar, which essentially seeks to improve and build business.

The followings were part of the webinar:

Small Enterprise Finance Agency (SEFA)

Don Mashele
Head of Business Development

Tshaya Mashabela Attorneys

Tumelo Mashabela
Registered Patent Attorney and MD

The Tax Ombud

Senior Manager: Legal Services and systematic investigations

The CIPC

Shanee Kelly
Education specialist: Corporate education & compliance division

The event was facilitated by:

Alicia Logan: Proudly SA Membership manager

Reach: 180

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



#BuyLocalSummit2024

Buy Local Summit and Expo: 25 and 26 March 2024



The 12th edition of Proudly South African's Buy Local Summit & Expo took place on the 25th & 26th March 2024, attracting industry leaders, entrepreneurs and consumers. The Buy Local Summit aims to bring local businesses together with potential consumers, suppliers, investors, and industry experts through a variety of exhibitors across various industries.

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

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

In 2024 we saw an increase in the number of meetings between buyers and exhibitors which may yield to possible sales and seeing some of the products on retail shelves.

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



To have successful meetings with buyers, the exhibitors needed to be equipped with skills to conduct these meetings to successfully sell their products and services. This gave birth to the Festival of Ideas which took place on the 2nd day of the Summit.

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

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

Minister Ebrahim Patel officially opened the Buy Local Summit & Expo with a ribbon cutting ceremony on the first day of the event, which was attended by stakeholders, media, and delegates.



After walking the exhibition floor, Minister Ebrahim Patel proceeded to give a keynote address at the main conference room which was well attended by a room full of delegates. This was followed by an address from the Proudly South African Board Chairman Mr. Howard Gabriels who set the scene for the Summit.

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

The first panel discussion was facilitated by award winning snr anchor Ms. Fifi Peters, this panel discussion covered the topic: Localisation – an all-inclusive approach for all sectors of society to contribute to economic growth & job creation.

Contributors to the panel included:

- 4 Ms. Zingiswa Losi – President of Cosatu
- 5 Mr. Thulani Tshefuta – Community Constituency & Board Member or Proudly South African
- 6 Mr. Cas Coovadia – CEO Business Unity South Africa
- 7 Ms. Phuthi Mahanyelo Dabengwa – CEO Naspers





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

The panellists present in this discussion were:

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

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

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



Day two commenced with an exhibition walk-about by Minister Stella Ndabeni-Abrahams who was accompanied by the Proudly South African Stakeholder delegation as well as relevant media representatives.

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

The Panel consisted of the following representatives:

Proudly South African beneficiaries

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

ABSA's Beneficiaries

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

DSBD's Beneficiaries

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

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

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

He proceeded to introduce Minister Stella Ndabeni -Abrahams who gave a keynote address on how impressed she was by The Real Stories Panel Discussion. Minister Stella further commended Proudly South African for their contribution to the various sectors and our creation of various business-enrichment platforms for SMME's.





The second panel discussion looked at Localisation in Action that focused on driving industrialisation through ESD programmes. The panel included key players in the markets who thrive of supporting and driving ESD programmes in their respective sectors.

The panel consisted of the following speakers:

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

This panel was facilitated by radio broadcaster Noluthando Mthonti-Mlambo. With her sheer understanding of business, she was able to steer conversation on eCommerce and online platforms – a driver of Localisation, Industrialisation and growth of SMMEs in our country.

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

The key role-players of this panel included:

- Mr. Frederik Zietsman CEO – Takealot
- Ms. Jeannine van Straaten – Executive: Strategy, Stakeholder Relations and Legal
- Mr. Andy Higgins MD – Bob Group
- Mr. Vutlhari Valoi – Zulzi CEO
-

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

An engaging and impactful panel discussion around family-owned businesses "The Family Affair" was facilitated by Thabo "T-Bose" Mokwele. The panel discussion tackled dynamics of business where family members are involved.

The contributors to this panel were:

- Chabi's Gemere
- Khoi Tech
- MiDesk

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

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

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

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



Proudly South African hosted a business-pitching session on the 26th of March 2024, serving as a pivotal platform for fostering entrepreneurship and innovation within South Africa's business landscape. During the 12th annual edition of the summit and expo, Proudly SA brought to life the first ever 'Pitching Tank' programme. The pitching programme saw over 24 member companies garnering skills through a workshop that was led by experts. The workshop equipped the members with relevant skills that will assist them with crafting compelling pitching techniques and train them in doing one to three-minute elevated pitches to buyers and procurement officials. The workshop culminated into the prize giving of top five companies who pitched at the Buy Local Summit and Expo.



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

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

The competition saw the rise of three winners from strength to strength throughout this competition. The winners were:

- 1st Place – Edenvinne winning a cash prize of R 10 000
- 2nd Place – Tolokazi Beer winning a cash prize of R 5 000
- 3rd Place – School Lashushu winning a cash prize of R 2 500

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

Reach:

Attendance

Day One 25 March

Exhibitors – 191

Stakeholder - 116

Media – 184

Buyers – 23

Delegates – 3 235

Day two 26 March

Exhibitors – 191

Stakeholders - 43

Media – 184

Buyers-23

Delegates – 3 235

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



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The final quarter of the year was abuzz with various activities to spread the buy local campaign message far and wide. The PR department's sleeves were rolled up as we had an impactful end to the financial year by leveraging on specific consumer-facing special calendar dates.

Commencing quarter four, consumers engaged in a social media competition titled 'JanUWorry Blues'. Proudly SA's user-generated content highlighted the diversity and innovation in how South Africans responded to reimagining cabbage, dispelling the notion that it is only for financially struggling households. The competition sought out nine winners who truly demonstrated that #CabbageMustFall.

Proudly SA partnered with the Trade & Investment KwaZulu-Natal (TIKZN), a leading advocate for the promotion of South African goods and services, and successfully hosted a CEO Roundtable in the first month of the year. Captains of Industry and Thought Leaders gathered to address Localisation naysayers under the theme "Unlocking Growth Potential: A Call to Action to South African CEOs" addressing the pivotal role of localisation in driving economic development and challenging scepticism surrounding this transformative approach. The gathering was inspired by the insightful "Revitalising SA's Manufacturing Sector" report, authored by renowned economist Dr. Iraj Abedian.

To conclude January, PR supported the back-to-school market at Design Quarter through social media content. The back-to-school market enabled the department to continue cascading the buy local message far and wide while educating consumers and local businesses about Proudly SA's member companies that.

What followed was a targeted approach to highlight the R-CTFL sector at the State of the Nation address, by requesting that government officials show their support to our local designers. Proudly SA hosted a red-carpet activation, where Thami Dish pulled in various government officials to ask them if they were wearing local. We also roped in the likes of Otis Sefolo of Otiz Seflo, Biji Gibbs of Biji La Maison, and Hangwani Nengovhela of Rubicon, to discuss the business of fashion at #SONA24 and unpack the impact of supporting local designers on our economy. The campaign also collaborated with GCIS, which led to the inclusion of the buy local mandate being mentioned by the Presidency before and during the event.

Proudly SA proved that the sky is most definitely not the limit by taking local fashion 36 000ft above sea level. We redefined showing love for our country by spoiling unsuspecting Lift passengers with Nestlé Kit Kat, local roses, and a fashion show featuring garments from MaXhosa, Koop Studio, Scalo, Plus Fab, Biji La Maison and Ezokhetho. Thereafter the PR department, along with a few media friends went on a roadshow proudly driven by Mercedes Benz SA, to the Hisense factory.

Upon arrival, the entourage was treated to a tour of the factory, which detailed the production chain and jobs created in the community of Atlantis by Hisense.

The quarter ended with the 12th edition of the annual Buy Local Summit. The expo floor hosted 200+ of Mzansi's local SMMEs, who had the opportunity to showcase their goods and services to the public, private businesses, buyers, and procurement officials as well as special guests such as the Minister of the Department of Trade, Industry, and Competition (dtic), Ebrahim Patel and the Minister of the Department of Small Business Development, Stella Ndabeni-Abrahams during the two-day spectacle. Minister Patel delivered the keynote address and called for the buying of locally produced products and services, as this will strengthen the economy and create much-needed jobs. Minister Patel lauded Proudly SA for representing both a vision and a set of actions, stating; "Proudly SA's very vision is one of a country that produces more and more goods and services that consumers buy, proudly knowing that it is of high quality". Guests were treated to insightful panel discussions under the summit and expo's theme of "Localisation – an all-inclusive approach for all sectors of society to contribute to economic growth and job creation."

Proudly SA introduced three new segments in this year's summit, the first being family affairs, where the spotlight was on local businesses that were founded and run by family members. The second segment was the pitching tank, to equip small business owners with the necessary skills to be able to pitch for funding or business support from buyers and other commercial businesses. The third segment which is a robust reminder to the public, that our local fashion is on par with the best in the world, by hosting a "Local Walk" on the expo floor, which housed clothing brands such as Scalo, Zulu Madame, Otiz Seflo and the legendary David Tlale.

Throughout the quarter, Proudly SA issued a total of 12 media releases and commissioned articles. These pieces served to showcase our mandate, success stories, and the positive impact of supporting local businesses.

Proudly SA actively participated in 200 broadcast coverage, spanning both television and radio platforms. Our message was also shared in print media, with 39 pieces published in various publications. Proudly SA did not leave any stone unturned and made use of the available digital platforms by securing 112 online pieces.

Proudly SA actively engaged in 12 media events, to build and maintain partnerships, and collaborations with key influencers, journalists, and industry stakeholders. These engagements served as platforms to strengthen our network and advocate for the importance of supporting local businesses.

Our social media presence experienced a commendable growth rate of 14,56 % during the quarter. This growth signifies an expanding online community that shares our vision and actively participates in promoting Proudly SA initiatives.

The cumulative Advertising Value Equivalent (AVE) for the campaign is an impressive R17 289 038.69, showcasing the significant reach and visibility achieved through our strategic efforts. Furthermore, the campaign has generated a Public Relations (PR) Value of R51 867 116.07, underscoring the substantial positive impact on brand image and public perception.

4.5.2) PRESS RELEASES/OP EDS/ MEDIA ARTICLES

The following were issued between October to December 2023:

No.	Date	Release/Commission	Headline
1.	16/01/24	Media Advisory	Small local businesses are the key to economic growth and job creation
2.	25/01/24	Press Release	Captains of industry and thought leaders gathered to address localisation naysayers
3.	06/02/24	Press Release	Proudly SA encourages MPs and guests to wear local at #Sona2024
4.	08/02/24	Press Release	SONA 2024 a 'unique' milestone after 30 years of democracy
5.	11/02/24	Press Release	Dealing with unemployment and growing the economy one thread at a time.
6.	13/02/24	Press Release	Buying local is a love language – boosting the local economy one rose at a time
7.	14/02/24	Press Release	Love takes flight as airline surprises passengers with roses, fashion show and local charm
8.	06/03/24	Press Release	South Africa's Look book: The 12th Buy Local Summit and Expo 2024
9.	10/03/24	Media Advisory	Buy Local Summit and Expo at the Sandton Convention Centre
10.	15/03/24	Press Release	A show-stopping line-up at the 12th Proudly South African Buy Local Summit and Expo 2024
11.	25/03/24	Press Release	President Ramaphosa to address 12th Proudly SA localisation dinner
12.	28/03/24	Press Release	Minister Patel calls on citizens to buy local at the 12th annual Buy Local Summit and Expo

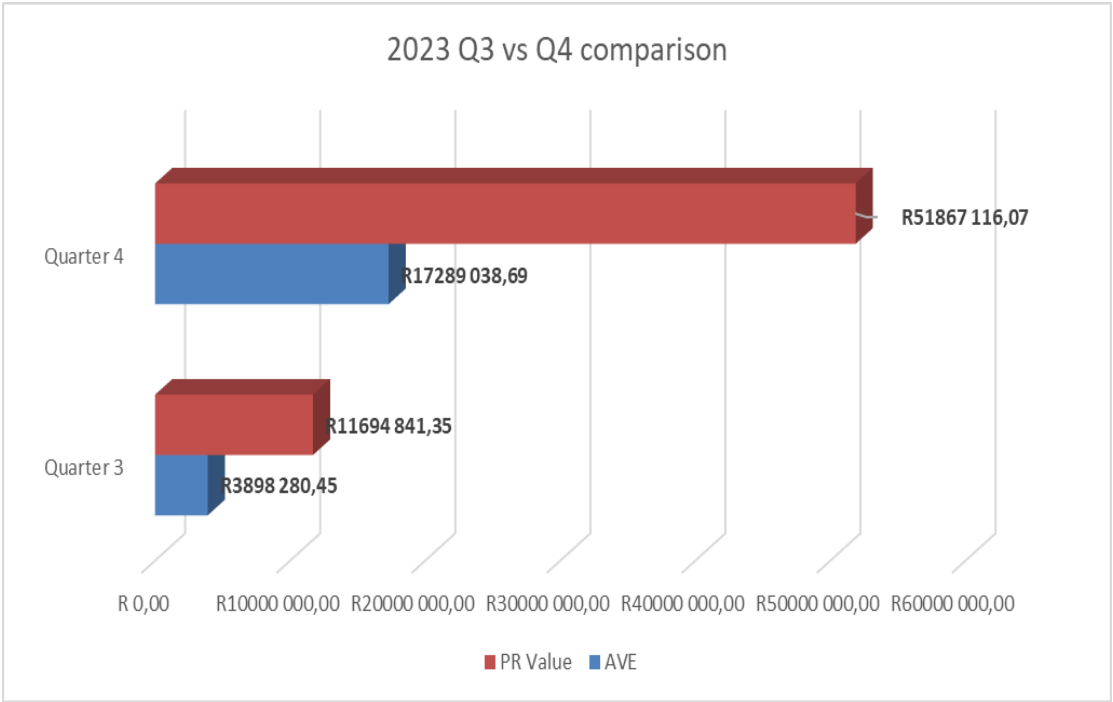
4.5.3) MEDIA ENGAGEMENTS

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

No.	Date	Media Engagement
1.	24/01/24	CEO Roundtable (KZN)
2.	07/02/24	SONA Media Cocktail
3.	08/02/24	SONA
4.	14/02/24	Valentine's Day PR activation
5.	16/02/24	Makhelwane Fest
6.	17/02/24	Makhelwane Fest
7.	18/02/24	Makhelwane Fest
8.	06/03/24	SEZ Workshop on the African Continental Free Trade Area
9.	20/03/24	Black Industrialist Conference
10.	14/03/24	BLSE Media Launch
11.	25/03/24	BLSE Day 1
12.	26/03/24	BLSE Day 2

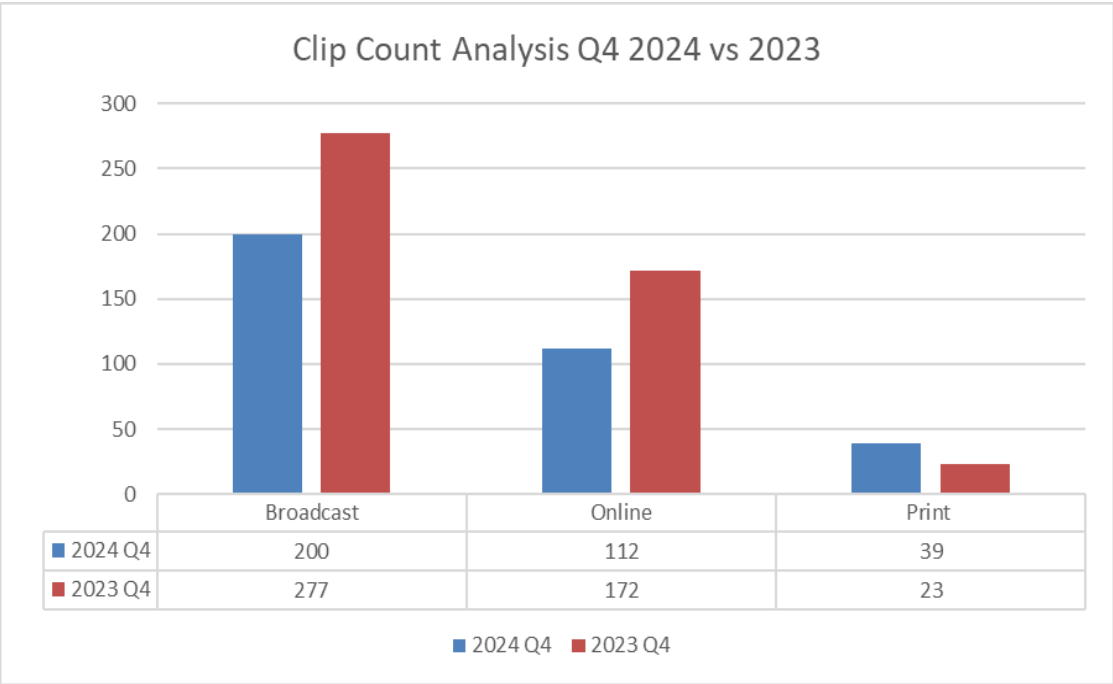
4.5.4) AVE/PR VALUE

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 January and March 2024 is R17 289 038.69 and the PR/editorial value translates to R51 867 116.07



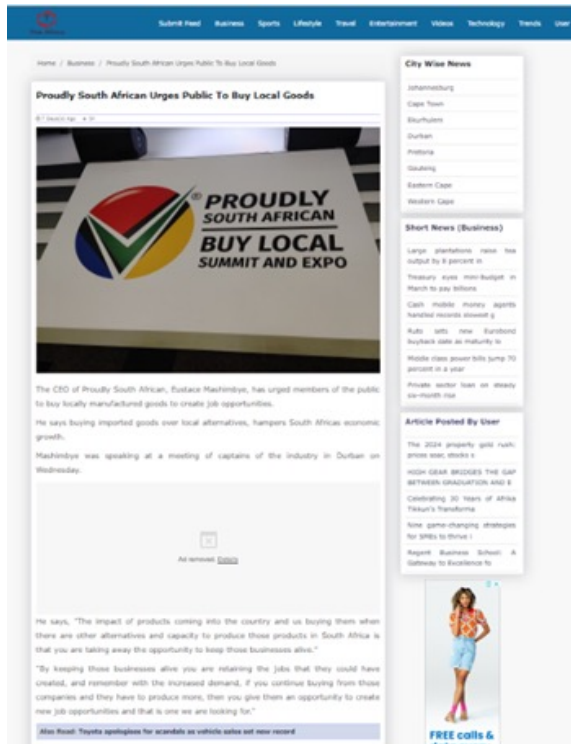
4.5.5) CLIP COUNT ANALYSIS

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 (Jan – Mar 2024). A comparison is made between the Q4 analysis for 2023 vs 2024.

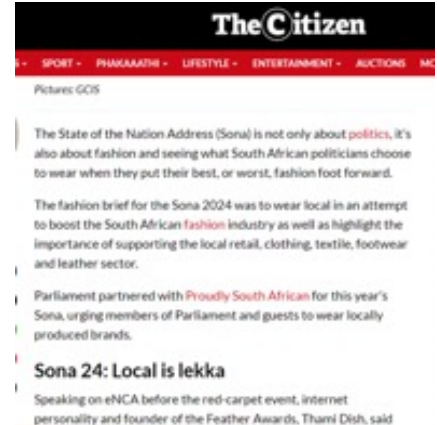
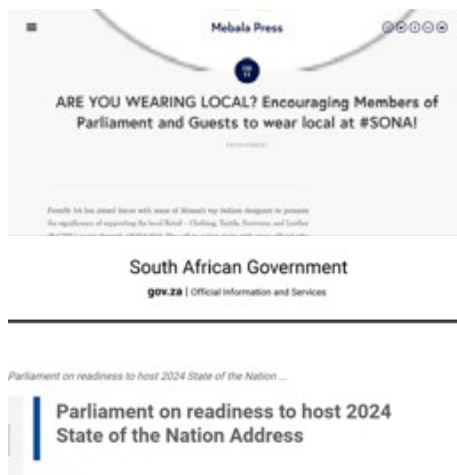


COVERAGE HIGHLIGHTS

CEO ROUNDTABLE



SONA 2024



PROUDLY SA X LIFT VALENTINE'S DAY ACTIVATION



MAKHELWANE FESTIVAL



Buy Local Summit and Expo 2024





PROUDLY SA

Why South Africans should support local brands

THOMAS HAZARD
thomas.hazard@proudlysa.co.za

The South African fashion and design industry is growing rapidly. South African designers such as Sindiso Khumalo, Thabiz Mngeni, Remy Mntsi, Maxhosa Africa, David Tlale, Ger-Johan Coetzee, Ruj La Malene and Lukhanyo Mdingi have proven that local designs can compete on the international market.

However, as the saying "buy local begins at home" goes, more South Africans need to get into the habit of supporting local designers.

"They don't have to support the designers mentioned above, per se, but can support other designers, especially emerging designers, so that they too can grow in the craft."

We have organisations like Proudly South Africa, dedicated to promoting local brands to the local market by hosting annual events like the Proudly SA Local Summit and Expo.

On why should we support local designers, Happy Makhumalo Ngidi, Proudly South Africa's chief marketing and communications officer, asks: "Why shouldn't we?"

"If we don't support South African brands, who should do it for us? If we don't support local, and choose to buy products that have been brought into the country, we are essentially creating a job and a demand in that other country."

"We must support local businesses to create jobs and to sustain the ones we already have. Because when we start doing that, it will deal with social ill-effects such as unemployment."

Some brands claim to be proudly South African, although their products are not made in the country.

Ngidi details the criteria followed by Proudly SA to certify a brand as proudly South African:

Local content
The making of the products has to be done by South Africans in South Africa. Understandably, you may have to import fabrics, raw materials and stuff. We get that because, as a country, we don't have enough, that's the reality.

Quality
Your products have to be of good quality. We want to be respectful of people who decide to spend money on your products.

Environmental standards
In the course of doing your business, are you aware of the environment around you? Do you respect the environment enough to make sure you take care of it?

Labour laws
As a business in South Africa, do you conform to the labour laws?

Should you meet these criteria, then you may be acknowledged as Proudly South African and benefit from all its programmes, including showcasing at the Proudly South African Summit and Expo taking place at the Sandton Convention Centre on March 25 and 26.

"It's very important for Proudly SA to host the Local Summit and Expo because by and large, it is an access-to-market opportunity," Ngidi said.

"You get in a room with about 300+ producers and services that are strictly local."

On what people can expect at the expo, she said: "They can expect a little bit of everything for everybody. We are a lifestyle-driven narrative."

"There are serious discussions that we are going to have, but there will be lifestyle-driven sessions and a lot of products, cars that are made here, furniture, smartphones, lighting, fashion, food, music, etc, and big local names sharing their stories."

Speaking of music, the founders of amapiano will be there to speak about the genre that has become a worldwide phenomenon.

GUMA Tena, creative director of Plus Fide, a proudly South African brand. Instagram

For fashionistas, the organisers will create a replica of Sandton's Diamond Walk, except that this one will be a "Local Walk", where proudly South African designers will be showcasing their luxury garments.

Buy Local Summit and Expo at the Sandton Convention Centre

Sandton Central - 10 Mar 2024

Switch View: Text | Image

Buy Local Summit and Expo at the Sandton Convention Centre Proudly South Africa's flagship event, the annual **Buy Local Summit and Expo** will celebrate its 12th edition in 2024. The event will be hosted at the Sandton Convention Centre, Johannesburg on the 25th and 26th March 2024 and will provide exposure to the exhibiting companies. The two-day showcase includes multiple elements and a large target audience from SMME focussed workshops, lessons in local procurement, business solutions hub, legislator compliance issues and an impressive exhibition of locally made goods and services on the expo floor. Date: March 25 @ 8:00 am - March 26 @ 5:00 pm For more information, contact Proudly South African on +27 (11) 327 7778 or send an email to info@proudlysa.co.za. < Back to Events U-Works, Office 4, 106 Johan Avenue, Wierda Valley... [View the entire article here](#)

4.5.6) Social Media Snapshot

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

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

	Followers 1 Jul – 30 Sep 23	Followers 1 Oct – 31 Dec 23	Q2-Q4 growth	Q/Q growth (%)
Facebook likes	36 485	38 422	1 937	5.31%
Facebook follows	60 285	62 967	2 682	4.45%
Instagram	22 618	23 795	1 177	5.20%
LinkedIn	6 795	7 980	1 185	17.44%
Twitter	186 639	186 722	83	0.04%
YouTube	719	744	25	3.48%
TikTok	694	773	79	11.38%
TOTALS	314 235	321 403	7 168	2.28%

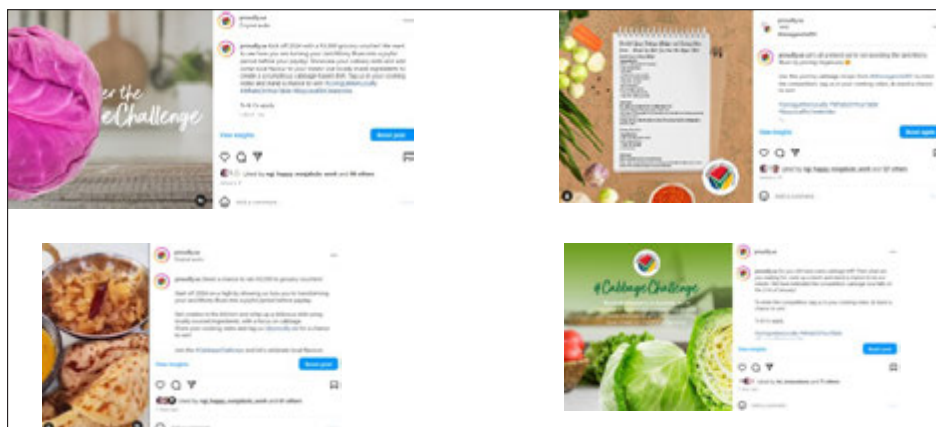
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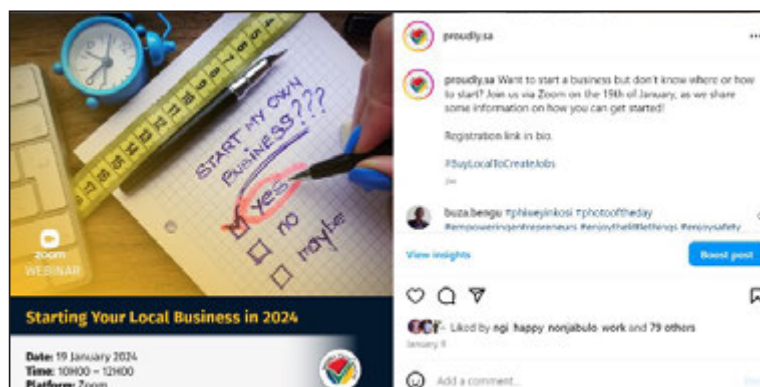
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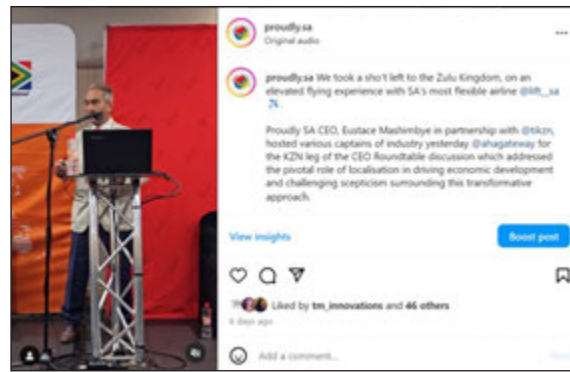
Cabbage Challenge



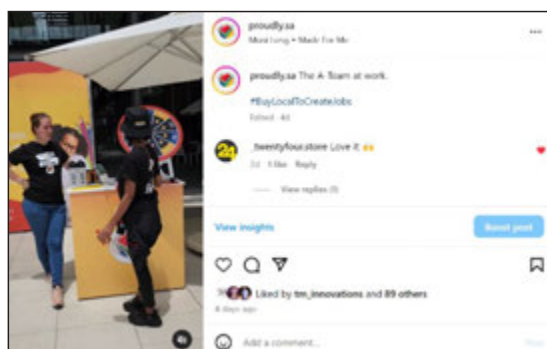
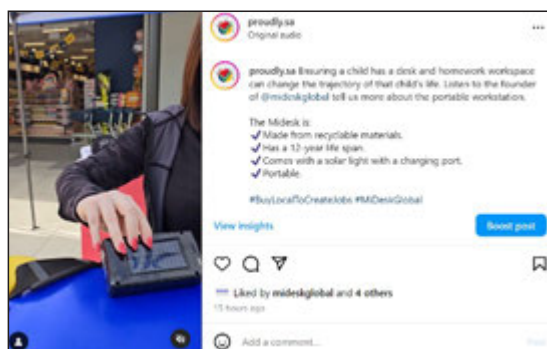
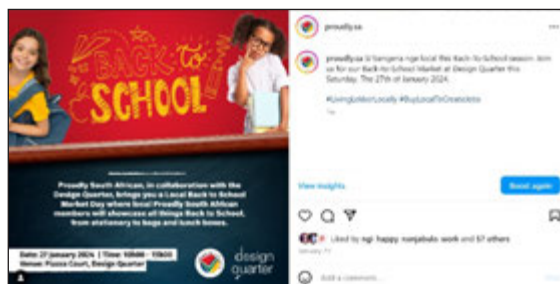
Starting your Business in 2024 Webinar



KZN CEO Roundtable Discussion



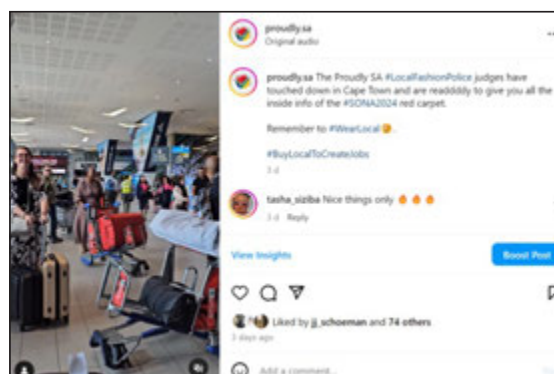
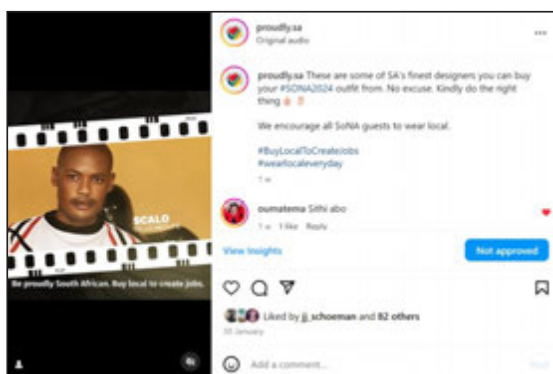
Back-to-school Market



Tetra Pak Membership Announcement



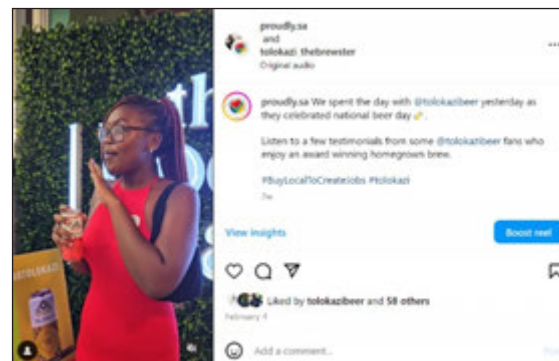
Local Fashion Police at SONA



eNCA Pre-SONA Interview



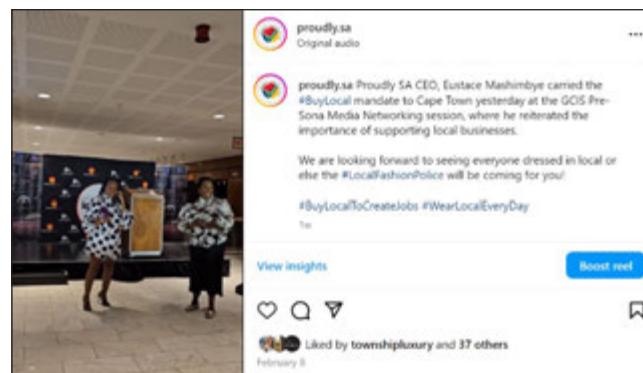
Tolokazi Beer Day Event



Mining Indaba



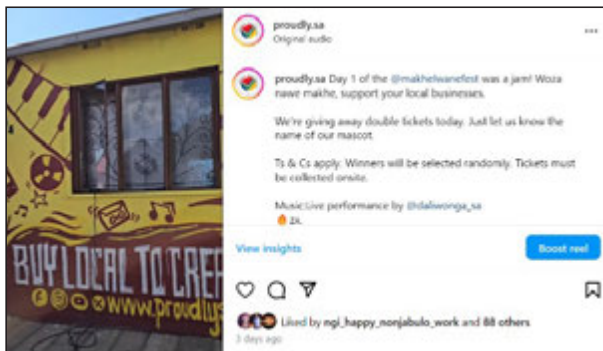
GCIS/Kagiso Media Pre-SONA Media Networking Session



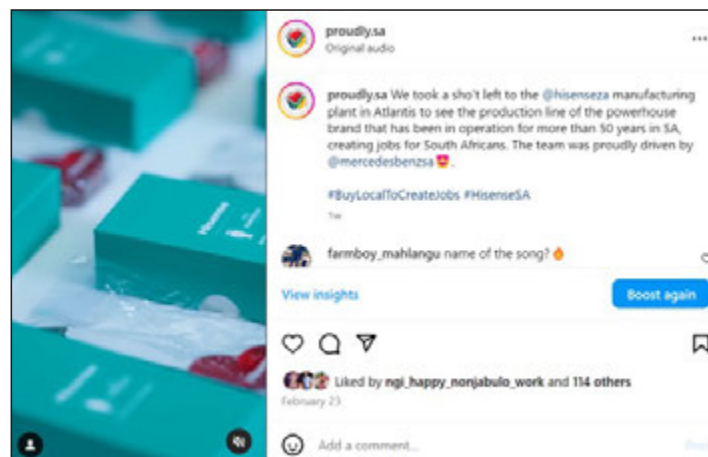
The image displays four screenshots of Instagram posts from the account 'personalitysa'. Each post features a different fashion-related image and a caption in Swahili. The posts are arranged in a 2x2 grid. Each post includes a 'View insights' link and a 'Recent post' button.

- Top Left Post:** Features a model in a red dress. The caption mentions 'personalitysa' and 'personalitysa'.
- Top Right Post:** Features a model in a red dress. The caption mentions 'personalitysa' and 'personalitysa'.
- Bottom Left Post:** Features a model in a black dress. The caption mentions 'personalitysa' and 'personalitysa'.
- Bottom Right Post:** Features a group of people. The caption mentions 'personalitysa' and 'personalitysa'.

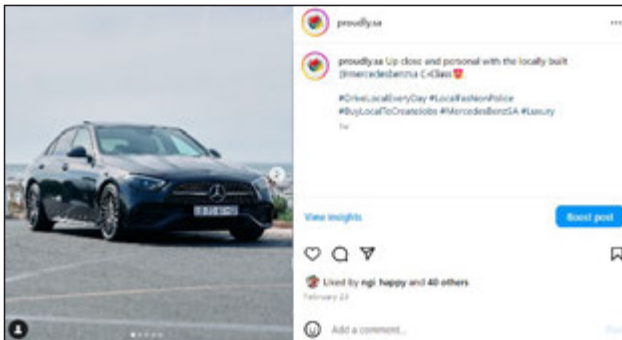
Makhelwane Festival



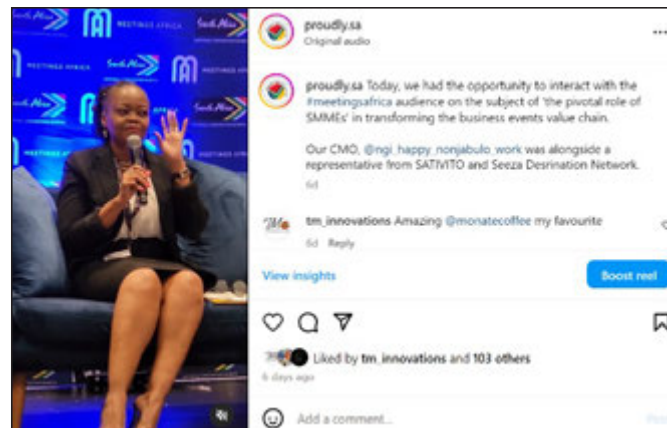
Hisense Tour



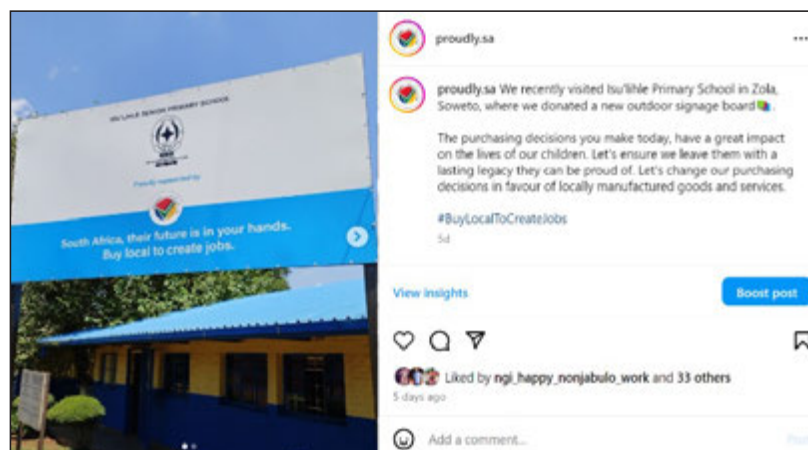
Mercedes Benz



Meetings Africa



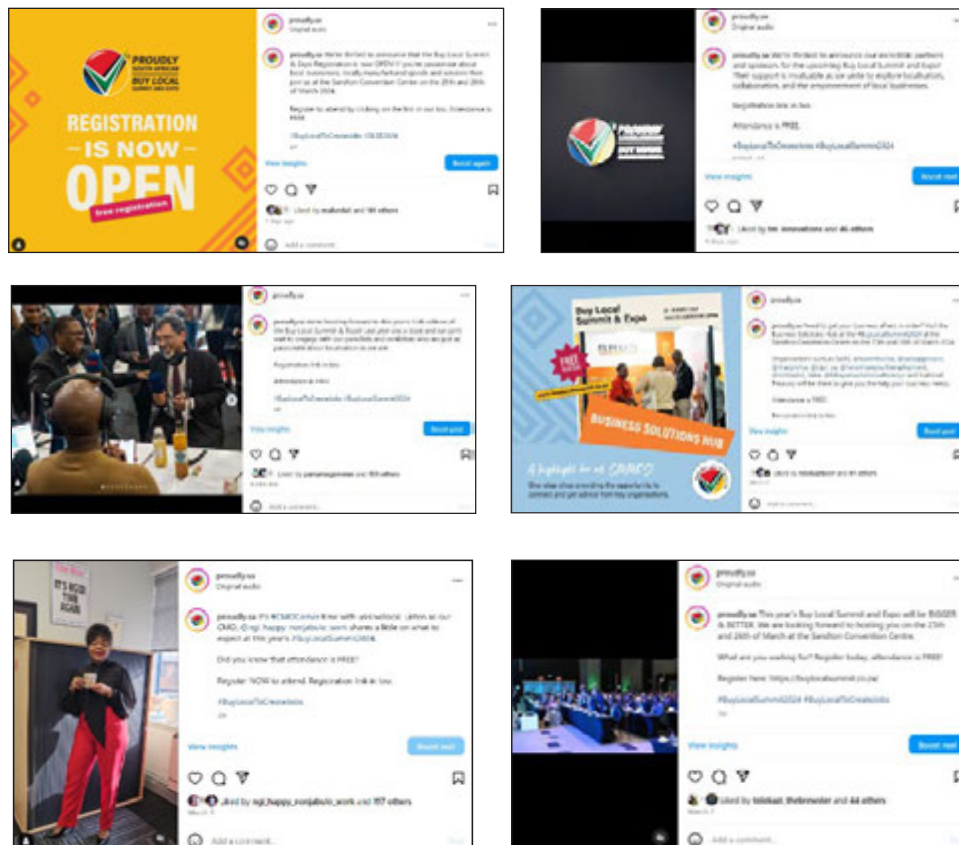
Isu'lihle Primary School



SOPA



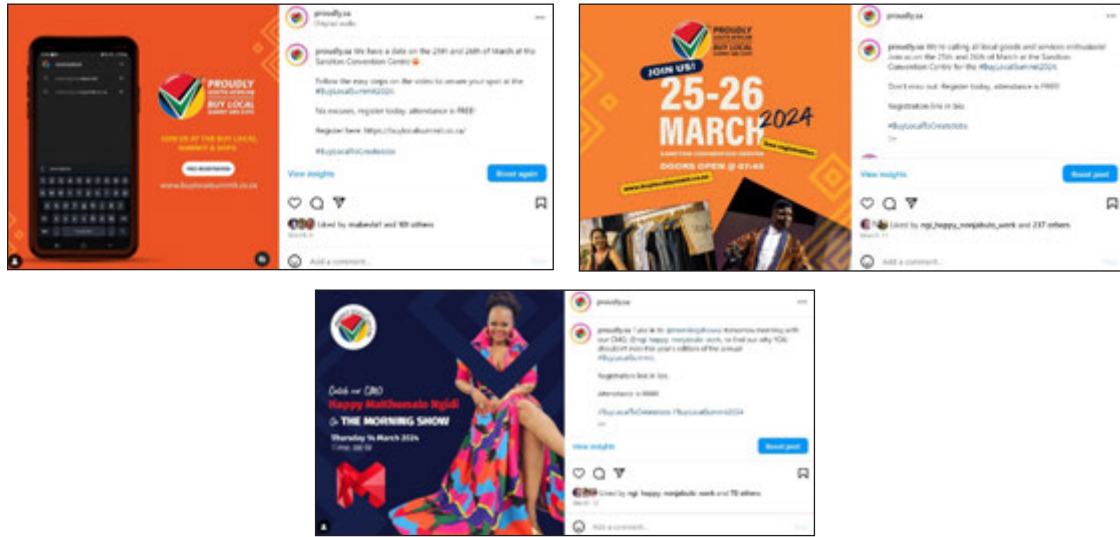
Buy Local Summit 2024



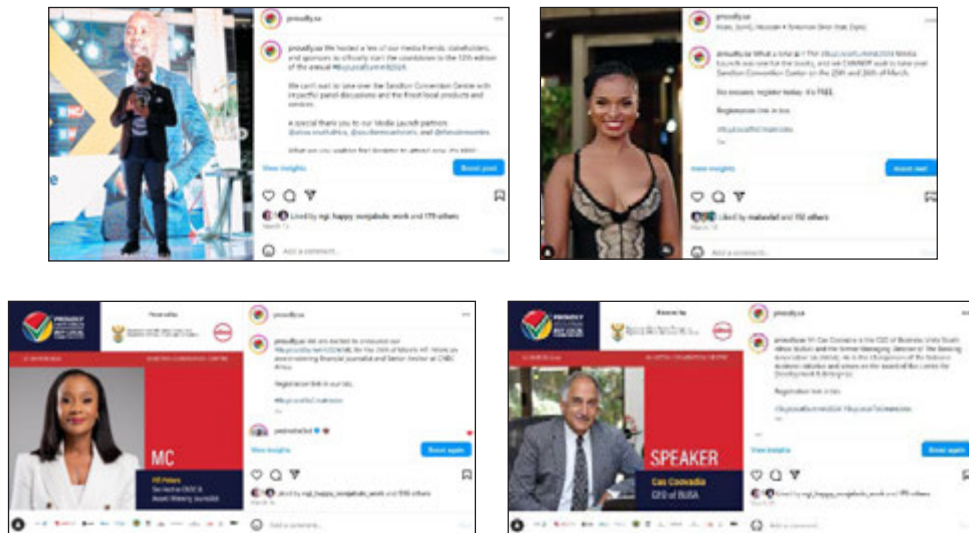
International Women's Day



Buy Local Summit



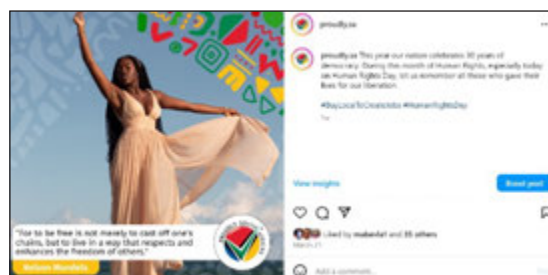
BLSE Media Launch



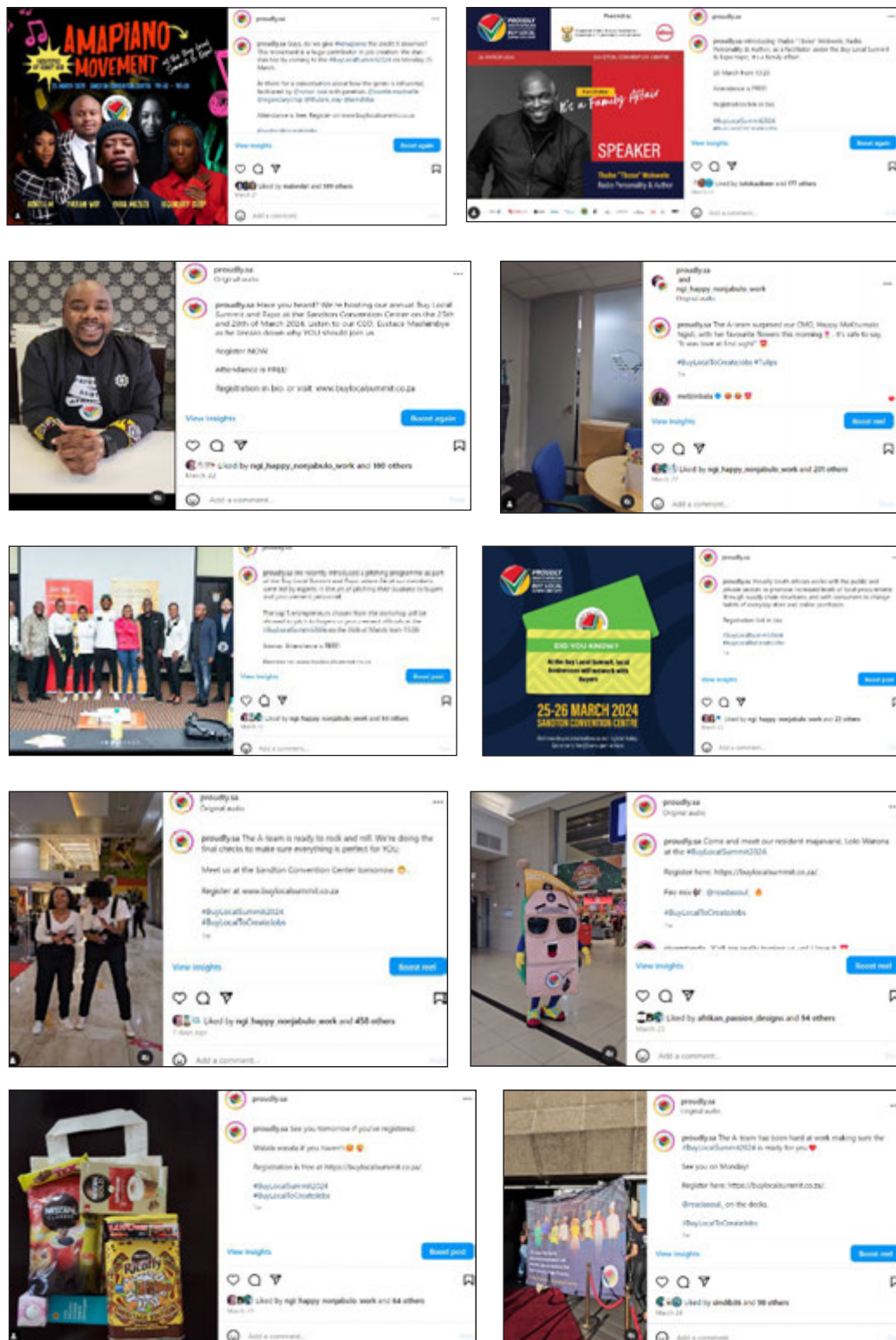
Future of Sustainability



Human Rights Day



Human Rights Day



4.5) Conclusion

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

4.6) PRESENTATIONS



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

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

DATE	EVENT	VENUE
19 January 2024	Proudly SA Webinar	Virtual
24 January 2024	TIKZN CEO Forum	Durban
13 February 2024	Proudly SA Webinar	Virtual
6 March 2024	SEZ's Workshop	Johannesburg
14 March 2024	BLSE Launch	Johannesburg
19 March 2024	Pitching Workshop for Proudly SA members	Johannesburg
19 March 2024	The future of sustainability conference	Johannesburg
28 March 2024	North west Business Expo and Summit	Johannesburg

BRAND MANAGEMENT



Our team continues to support the Marketing Department and the company in a variety of ways. This includes creating presentations for client meetings, designing e-cards for social media, invitations and mailers for the events team.

This quarter, our Back-to-School campaign continued on both digital marketing and mall advertising. The mall advertising performed exceptionally well, surpassing expectations in all areas and generating over double the media investment value. The campaign ran until 27 January 2024, resulting in a significant increase in foot traffic and online engagement. The success of the campaign was attributed to strategic targeting and compelling creative content that resonated with our target audience.

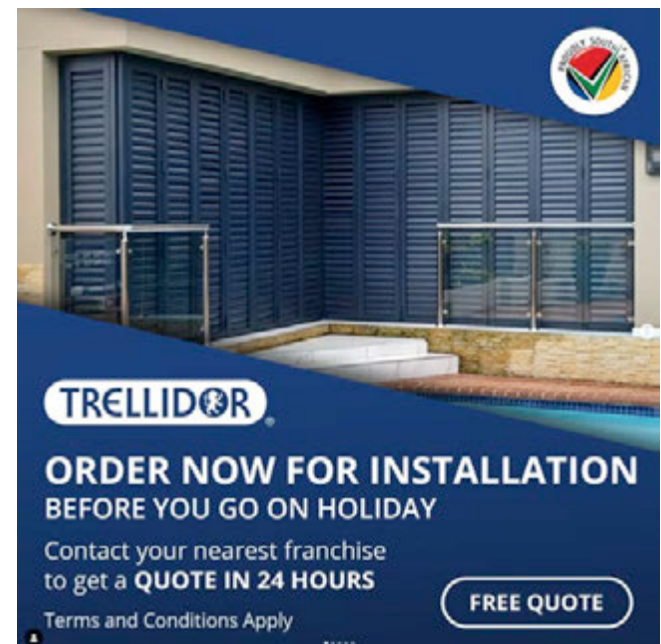
The branding team dedicated their efforts to creating visuals for the Buy Local Summit & Expo, which stood out. The theme of the event, "Localisation: An All-Inclusive approach for all sectors of society to contribute to economic growth and job creation," served as the cornerstone for the branding initiatives. This theme was not only articulated through verbal communication but also meticulously incorporated into the visual aspects of the event.

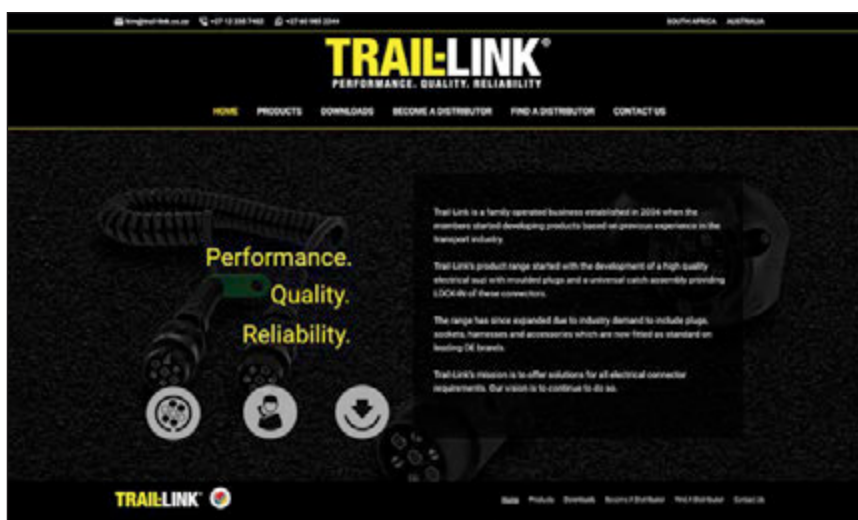
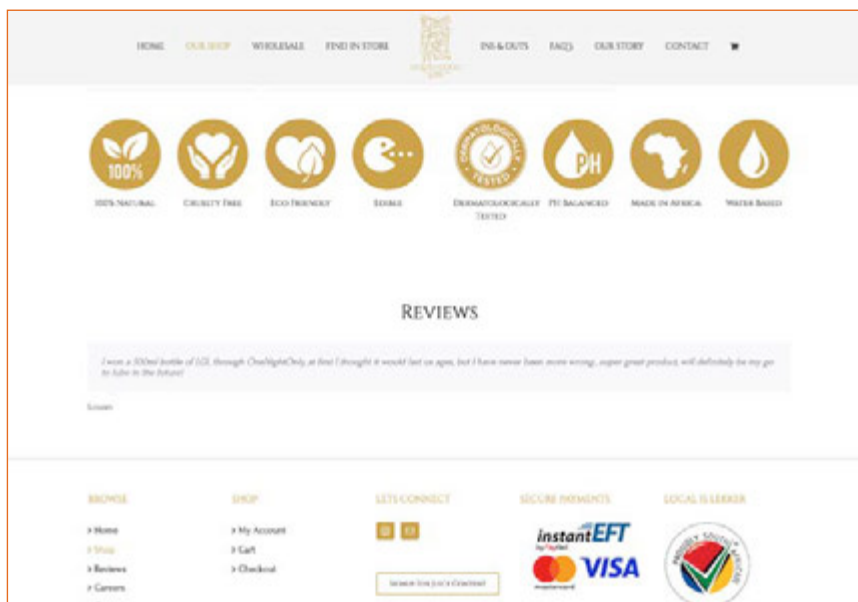
The branding for the Buy Local Summit and Expo was particularly noteworthy. The theme was seamlessly integrated into the venue through the colour scheme, signage, and promotional materials, resulting in a unified and powerful visual identity for the event.

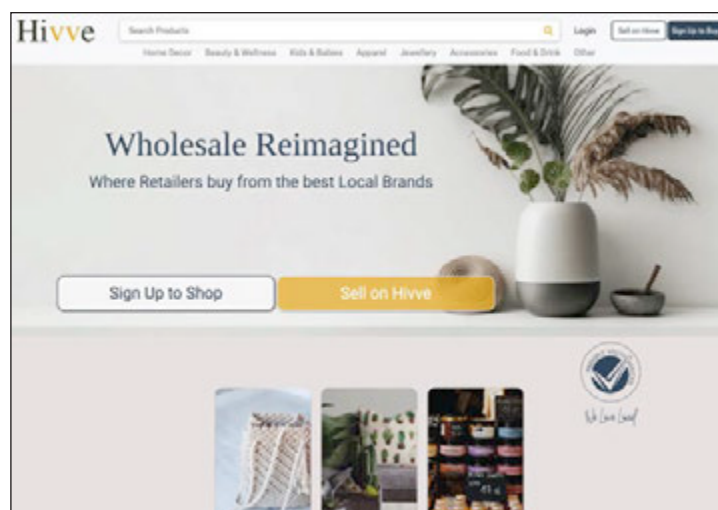
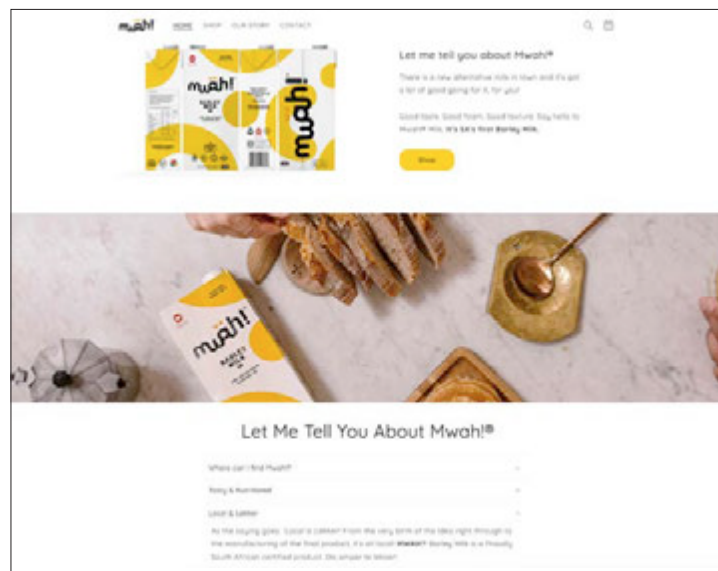
In conclusion, the branding efforts at the event were highly effective in conveying the theme of localisation and creating a memorable experience for attendees. Through careful attention to detail and strategic placement of branded elements, the event succeeded in fostering engagement and promoting the "Buy Local" message.

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.



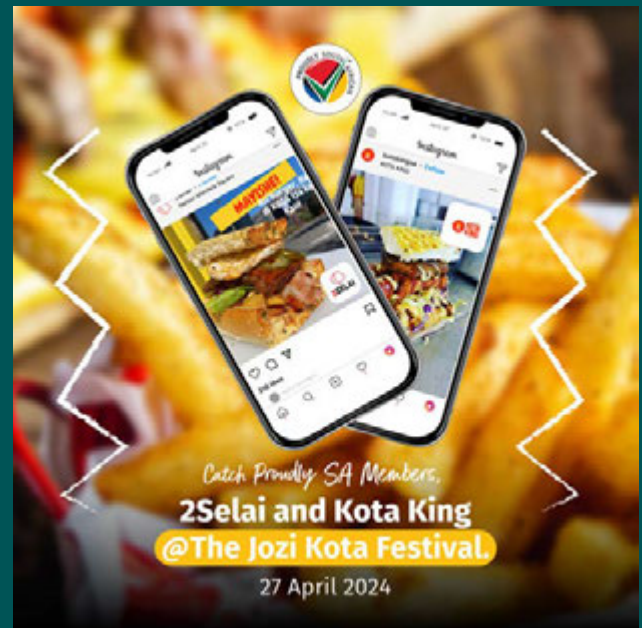




SOCIAL MEDIA E-CARDS



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.



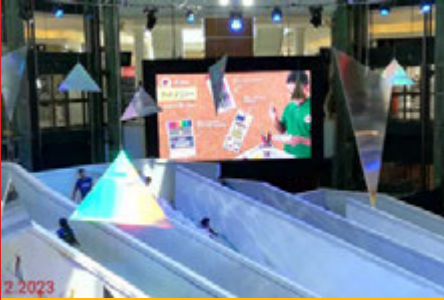
BUY LOCAL SUMMIT & EXPO

A diverse array of branded elements was strategically placed throughout the event space to ensure maximum impact and engagement. These included street pole advertising, outdoor building wraps, and indoor venue features such as escalators, wall banners, bar counters, screens, footsteps, and pillar wraps in the expo areas. This comprehensive approach ensured that attendees were constantly immersed in the brand experience, reinforcing the message of localisation at every turn.



BACK TO SCHOOL CAMPAIGN

The Campaign ran until 27 January and was a huge success, reaching millions of consumers. Our digital ads were strategically placed on popular websites and social media platforms, capturing the attention of our target audience. In addition, our mall advertising not only attracted large numbers of shoppers but also promoted local buying, generating excitement about our locally made back-to-school offers.



Canal Walk Mall



Clearwater Mall



Hyde Park Mall



Fourways Mall



Gateway Mall



Menlyn Mall



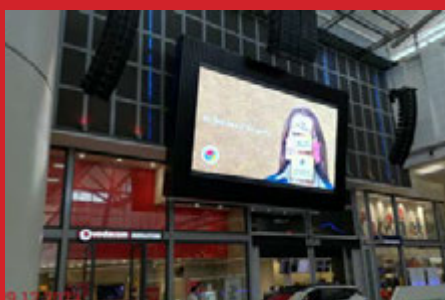
Pavilion Mall



Rosebank Mall



Somerset Mall



Tyger Valley Mall



Woodlands Mall

LOCALISATION – PRIVATE AND PUBLIC SECTOR

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

(i) PRIVATE SECTOR



Localisation Commitment Pledges:

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

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

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

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

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

The following members have given localisation commitments for the 2023/2024 financial year thus far:

1. The Sleep Group
The member has invested in two projects in Gauteng and KwaZulu-Natal at an investment of R175 million, creating 20 new jobs. Its Gauteng facility is utilising 80% locally-sourced raw material and its KwaZulu-Natal facility 99% locally-sourced raw material. It also supports 15 SMMEs as part of their enterprise supplier development programme.
2. Harambee Youth Accelerator
The organisation has had another 139 companies participating in the SA Youth Platform (to appoint youth enlisted on the platform). The platform has made possible an impressive 15,882 employment and learning opportunities for young people. These opportunities stem from various partners within the ecosystem including (but not limited to) the public, private, and social sectors, ensuring a diverse range of possibilities for the youth.
3. Adcock Ingram has significantly expanded on its list of products manufactured locally.
4. ACTOM is investing R100 million in its Pretoria Plant. The expansion of the Pretoria plant will see 30 more people being employed, in addition to the company's 7 000-strong staff complement across 34 operating units, 53 production and repair facilities and 33 distribution outlets throughout Southern Africa.

2024 Buy Local Summit and Expo: Members' Localisation Commitment Pledges		
#	Company name	Commitment
1	The South African Breweries	• Almost 95% of all the raw materials that go into the SAB products are locally sourced. • Molete community project in the supply of Corona limes: The project has seen the planting and growth of 34,000 trees that are bearing 1.1 million limes – SAB has created sustainable jobs in the Molete community.
2	The South African Broadcasting Corporation	• The SABC through ICASA regulations require the SABC to comply in terms of the promotion of local content in music, radio, video entertainment programming and language. • In the current financial year: i. the SABC invested almost R331 million on video entertainment content through their support of 134 local productions, ii. over R100 million was spent on sports, and iii. R214 million was spent on local productions. thereby addressing unemployment in the country. • The SABC uses its radio stations, such as Ukhozi FM, Umhlobo Wenene FM, as well as Thobela FM, to partner with big locally produced sneaker owners in the country.
3	TFG	• TFG, SA's largest clothing manufacturer, has and continues to invest in local manufacturing. Over the last 10 years, it has diversified its local supply chain, thereby reducing reliance on other international suppliers and positively influencing local job creation and upskilling. • TFG has made a R1 billion investment into building capacity to make garments locally, a shift from the 20-year disinvestment in the local clothing manufacturing industry in the country as a whole. • The company will spend a further R2 billion over the next three years in building their capacity and expanding their store footprint. • More than 76% of their apparel merchandise is now procured locally in South Africa and the SADC region; with a commitment to sustaining this localization effort.

2024 Buy Local Summit and Expo: Members' Localisation Commitment Pledges		
#	Company name	Commitment
3	TFG	- Along with their investment in local manufacturing, TFG will also continue to invest in the communities around their operations. They have recently announced five major CSR commitments for 2030 in South Africa including: - funding of at least 100 bursaries and data science fellowships, - injecting R250 million into their supply base to incubate young fashion designers to further build their CMT capacity and providing market access to suppliers, - create 15,000 new jobs opportunities for many young South Africans within our various businesses and brands, - invest R100 million worth of merchandise to disaster relief victims to help vulnerable women who are starting out small enterprises, and - funding of the rollout of boreholes to South Africans who have never had easy access to fresh drinking water.
4	Nestlé South Africa	In July 2023, the company invested R79 million into expanding a plant in Hammanskraal by Babelegi in the North West province to produce Agnes Café coffee mixes locally. Over 100 jobs were created (totalling 67% of the jobs created in the area).
5	Lesco Manufacturing	- Lesco is starting a brass stamping division to reduce their reliance on imports to further vertically integrate their manufacturing process. This division is expected to create around 10 jobs. - Lesco will also be outsourcing an operation to a community in Orange Farm that houses people living with severe intellectual disabilities. This group of people is going to become business owners where they will become suppliers to Lesco (instead of Lesco importing the products). - Lesco has expanded significantly and are now operating in a new facility where they employ 260 people.

2024 Buy Local Summit and Expo: Members' Localisation Commitment Pledges		
#	Company name	Commitment
6	Hisense South Africa	- In the company's operation in Atlantis, Western Cape, South Africa, it employs almost 1,000 local people where it converts steel into components and utilise chemicals to assemble locally. - Hisense is also seeking new ways to localise its value chain. For example, the buffers (polystyrene) in the packaging to secure the packed product is sourced from a local manufacturer.
7	Lactalis South Africa	- Lactalis manufactures some of South Africa's much-loved brands, such as Parmalat, President, Steri Stompi, Melrose, and many more. With five factories and four distribution centres, the company employs more than 3,500 people locally. - In celebration of their 90th anniversary, the company seeks to nurture the future through their local procurement practices. For example, their suppliers' base is 90% local, affirming their role in fostering domestic growth and sustainability.
8	The South African Vehicle Rental and Leasing Association	- SAVRALA is a trade association for car rental companies and fleet management companies. - The rental members employ more than 5,000 people, and the leasing members employ over 2,000. Collectively, their members procure over 60% of their vehicles from local OEMs. - SAVRALA has committed to support the buy local campaign by encouraging their members to also join Proudly SA and support the campaign in its efforts to localise.
9	Naspers	The Naspers companies are focused on supporting small and medium-sized enterprises in South Africa by ensuring that entrepreneurs are able to scale significantly, promoting inclusive growth for prosperity of the future of the country. The company is investing R578 million in black-owned companies in South Africa – thereby providing access to capital for these entities.

2024 Buy Local Summit and Expo: Members' Localisation Commitment Pledges		
#	Company name	Commitment
10	The Takealot Group	- Takealot.com's marketplace has grown from only 120 local sellers to more than 12,000 local entrepreneurs selling their goods on the platform. Many have evolved from self-manufacturing to hiring and renting facilities to manufacture for the platform. - Takealot remains committed to building small businesses to assist companies to utilise their scalable products and tools to serve Takealot's more than 4 million customers nationally.
11	Telkom	- Telkom encourages the set-up of manufacturing and pre-manufacturing materials to be produced locally through their partnership with various global OEMs. - It also further contributes to localisations in its deployment of fibre through OpenServe of which 100% is locally produced, the white labelling of ISPs in the local townships, as well as the deployment of solar. - Through Telkom's enterprise and supplier development programme, Telkom FutureMakers, it has been able to support hundreds of SMMEs in the ICT space.
12	ABSA	Feedback on ABSA's 2023 commitment: - ABSA intends on spending by 2027 50% of their total procurement spend with 51% black-owned local entities. In 2023, as a part of their provincial procurement spend, ABSA spent R10.5 billion with entities that are at least 51% black-owned entrepreneurs. Of that spend, R8,5 billion went to at least 30% black women-owned entities. Furthermore, R4,6 billion was spent with SMMEs, and R1,7 billion was spent with youth-owned entities. - Previously, ABSA announced its support of the development of a local manufacturer of bank cards (chip cards) in order to import this part of its value chain. Since 2023, the factory has been bought and commissioned and is ready to roll out its first batch in April 2024.

2024 Buy Local Summit and Expo: Members' Localisation Commitment Pledges		
#	Company name	Commitment
13	FNB	- As South Africa's leading SMME bank, it continues to invest in this business community by contributing skills and upliftment. The bank has also advanced R53 billion of funding to this sector. In the asset banked finance section, R3,8 billion was advanced. - Over 50,000 Stokvels have registered with FNB to the value of R1 billion in deposits. - Through the Youth Employment Scheme, FNB has employed almost 4,800 individuals. - The bank also has a solar initiative to assist advancing solar solutions specifically for SMMEs.
14	ACTOM	- Locally, ACTOM employs 7,800 people across all nine provinces. - The company has been supporting local manufacturers and integrated them into their supply chain (including vertical integration). For example, in Knights (Ekurhuleni, Gauteng), the company has employed women based in this community by training them as electricians, plumbers, and handy people and employing them to work for the company in its factories.
12	Tetra Pak, South Africa	The Tetra Pak Group made a significant investment in the local Tetra Pak manufacturing facility in Pine Town, KwaZulu-Natal. Through this initiative, customers are now able to secure a shorter lead time of approximately two weeks.

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

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

1. Proudly SA eCommerce Partnerships

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

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

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

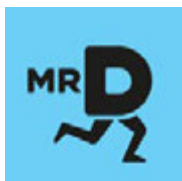
Platform	Members	Products
Zulzi	23	78
Made by Artisans	19	158
Makro Marketplace	51	1,033
Bizzmed	8	75
Loot Marketplace	14	167
OneDayOnly	24	75
Bobshop	18	2,103
Total Vendors/Products at the end of December 2023	157	3,689

New eCommerce Partnerships secured in quarters 2, 3 and 4 of 2023/2024 (listings will be reported on in the next quarter):

New Partnerships Secured in quarter 2 of 2023/2024:



SUPERBALIST.COM



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

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

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

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

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

In 2023/2024, Proudly SA updated the platform to include elements of preferential procurement such as B-BBEE designation and youth-owned businesses. Proudly SA’s membership base is also assisted to ensure the organisations’ member profiles are updated and activated on the platform as Proudly SA is planning a roadshow to encourage corporate buyers to enlist on the platform in order to buy from Proudly SA’s membership base in quarter 1 of 2024/2025.

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

The Proudly SA portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector. Buyers interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country.

Current Product offerings

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

5. Other Localisation Initiatives Currently supported by Proudly SA:

Proudly SA's Localisation Partners in Q1 2023/2024

Private Sector:

1. Absa
2. Adcock Ingram
3. EY
4. Macsteel
5. MultiChoice
6. SAPPI
7. Sasol
8. South African Breweries
9. Southern Sun
10. TFG
11. The Sleep Group
12. ACTOM
13. Discovery Health
14. **Quarter 4:** Tetra Pak
15. **Quarter 4:** Lesco Manufacturing
16. **Quarter 4:** Nestlé South Africa
17. **Quarter 4:** Hisense South Africa
18. **Quarter 4:** Lactalis South Africa
19. **Quarter 4:** Naspers
20. **Quarter 4:** The Takealot Group
21. **Quarter 4:** FNB
22. **Quarter 4:** South32
23. **Quarter 4:** The JSE Limited

Industry Bodies:

1. Apparel Manufacturers of SA
2. Business Leadership of South Africa
3. Cement SA
4. Centre for Development and Enterprise
5. Conscious Companies
6. Fresh Produce Association
7. Informal Economy Development Programme
8. Medical Device Manufacturers of South Africa
9. Mining Equipment Manufacturers of SA
10. South African Furniture Initiative
11. Southern African Energy Efficiency Confederation
12. Italian Business Chamber
13. National Association of Automotive Component and Allied Manufacturers (NAACAM)
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. **Quarter 4:** MSM (Macadamia Nut) Marketplace

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

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. **Quarter 4:** The SABC
35. **Quarter 4:** Telkom Limited SOC
36. **Quarter 4:** the dtic's Black Industrialist Scheme
37. **Quarter 4:** The Tshwane SEZ
38. **Quarter 4:** COEGA Development Corporation
39. **Quarter 4:** National Empowerment Fund (NEF)
40. **Quarter 4:** Durban Government (SMME programme)
41. **Quarter 4:** Ithala Bank
42. **Quarter 4:** Department of Economic Development: Gauteng Office of Consumer Affairs
43. **Quarter 4:** Medical Research Council

(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 Q4 of 2023/2024, the Proudly SA tender monitoring function picked up 607 tenders (against the target of 300) related to the 28 products previously-designated for local content.

The former list of products designated for local content includes:

Designated Products	Local Content Threshold	Date
Rail Rolling Stock	65%	16-07-2012
Power Pylons and Substation Structures	100%	16-07-2012
Bus Bodies	80%	16-07-2012
Canned/ Processed Vegetables	80%	16-07-2012
Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
Certain Pharmaceutical Products	Per Tender	07-12-2011
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	08-05-2013
Valve Products and Actuators	70%	06-02-2014

Designated Products	Local Content Threshold	Date
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 3	1 October - 31 December 2023
Compliant	45 (37%)	13 (8%)
Non-compliant	43 (36%)	151 (90%)
Partially Compliant	32 (27%)	3 (2%)
TOTAL	120	167

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

With **the dtic** Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA intended to host an event at the 2023 Buy Local Summit and Expo to educate the public sector on the importance of localisation and how best they can contribute (i.e. include local content provisions in their SCM policies). However, due to the lack of interest, the event was cancelled.

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

In June 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 4:

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			
1	All Day Jam	16	Twizza
2	Marlin Stationery	17	WOA (Women of Africa)
3	Loxion Fruits Beverages	18	Eezy Sun
4	Tolokazi Beer	19	The Bean People
5	The Character Group	20	Dimanzi Perfumes
6	The Wine Drops	21	Bleu Rose Flowers
7	Mokgalaka Creations	22	Liquid Blue Lube
8	Oumie's Grandé	23	Corner Dladla Pizzeria
9	Headwear24	24	Rubicon
10	Sheet Street	25	Otiz Seflo
11	Malee	26	Scalo
12	Miante Manufacturing	27	Ezokhetho
13	Nutrivita	28	Plus Fab
14	School Lashushu	29	Sawubona Mycelium
15	Yococo Ice Cream	30	Koop Studios



Chepa Streetwear - Access to Market (DSTV Delicious Festival 23- 24 September 2023)

All Day Jam is a youth owned company from Orange farm in Gauteng. The company plants organic fruits and vegetables then produces jam out of the harvest. Gontse is a co-founder of the business established 2019 and works closely with customers to ensure, well, good service and quality products. The focus of All Day Jam is to create fresh, hand-made jams while retaining the highest quality of standards. All Day Jam aim is to infuse this bespoke product with the re-energizing and tranquil feeling in every bite of this jam.

Proudly SA intervention

Proudly SA hosted a webinar on 19th January focused on how to start a local business in 2024. The webinar gave insights into what is required to start your business from funding to various programmes available. All Day Jam was included in the lineup of speakers where Gontse Selaocoe, the owner and founder told his entrepreneurial journey: how he started, what struggles he had to overcome and provided advice for individuals who wanted to open a business but didn't know where to start. The webinar hosted 35 attendees on the day.

Impact

- All Day Jam was able to tell their story, create brand awareness and connect with a new audience; it inspired entrepreneurs to start their journey of opening a business.

Long-term effect

- New customers & potential business leads.



Marlin Stationery (PR Exposure): 16 January 2024

Marlin Stationery offers a range of stationery goods ranging from pens, super sticks, school books, and chair bags to name a few.

Proudly SA intervention

Proudly SA has effectively utilized social media platforms to facilitate a connection between the consumer and member companies. By leveraging its brand-awareness strategy through social media posts targeting a combined audience of 282,981 followers across all Proudly SA channels.

Impact

- Increase brand awareness
- Improved brand reputation and visibility
- Expansion of audience base

Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Loxion Fruits Beverages (PR Exposure): 16 January 2024

The Loxion Fruits Beverages are 100% fruit juice blend. They see themselves as a newly fresh fruit juice with an exceptional Kasi taste.

Proudly SA intervention

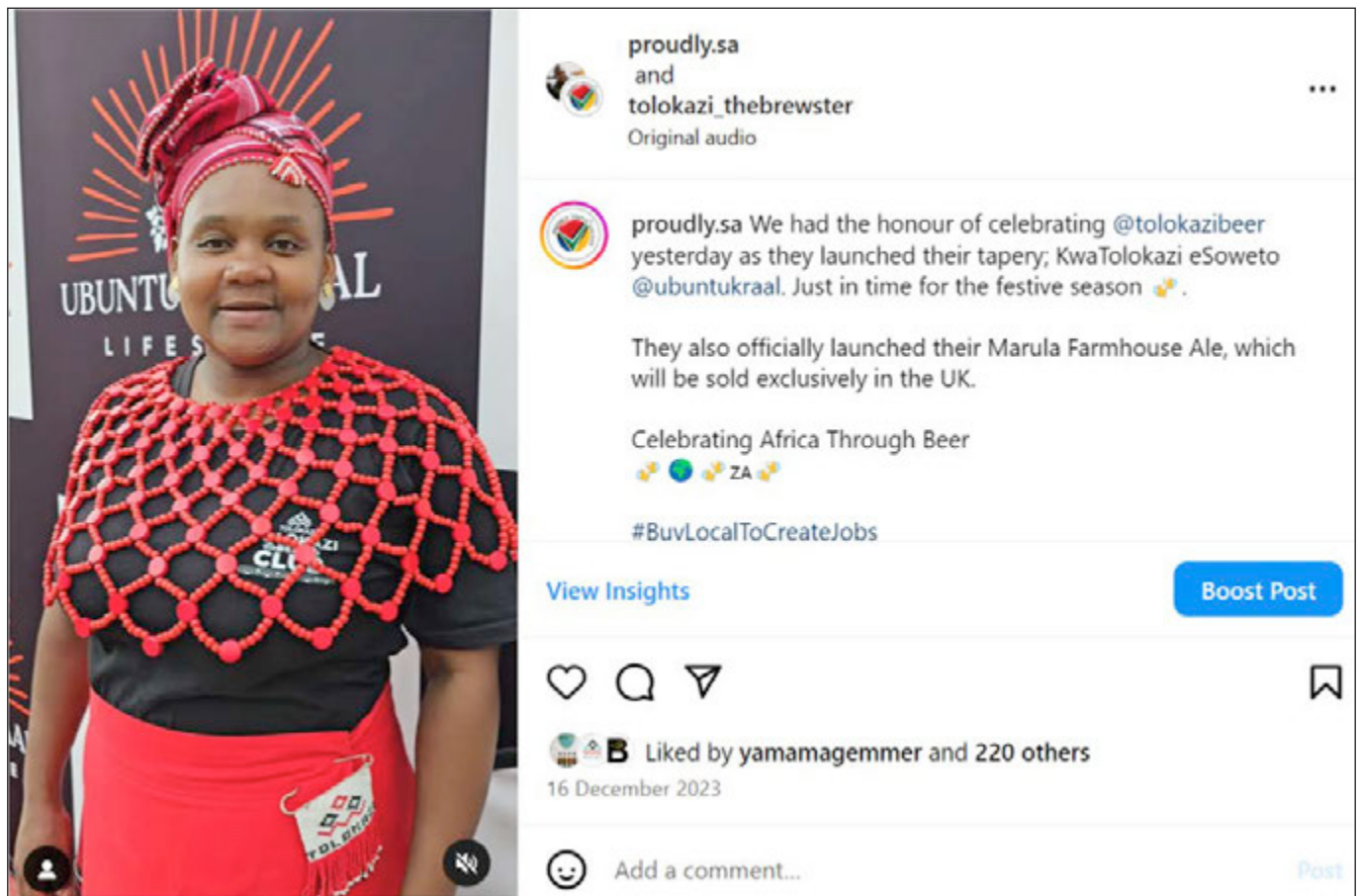
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Impact

- Increase brand awareness
- Improved brand reputation and visibility
- Expansion of audience base

Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Tolokazi Beer (PR Exposure): 16 December 2023

Tolokazi is a range of premium beers and ciders that honours the African brewing heritage, where beer brewing has traditionally been the domain of women in Africa.

Proudly SA intervention

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Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



The Character Group (PR Exposure): 15 December 2023

The Character Group develops high quality, trendy children's products that are both unique and exclusive to the African market.

Proudly SA intervention

Proudly SA has effectively utilized social media platforms to facilitate a connection between the consumer and member companies. By leveraging its brand-awareness strategy through social media posts targeting a combined audience of 282,981 followers across all Proudly SA channels.

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- Improved credibility



The Wine Drops (PR Exposure): 15 December 2023

In white wine, rosé, red wine and sparkling wine, sulphites are used as a preservative and is also a natural by-product of the fermentation process. In some wines, winemakers add additional sulphites to prevent wine from oxidation. Yes, these preservatives/sulphites are very important to maintain wine freshness, but as soon as one opens that bottle of wine or sparkling wine for consumption, there is no more need for the wine to be preserved. This is the perfect moment, whereby adding The Wine Drops to either a glass or the bottle of wine, to neutralise the sulphites/preservatives.

Proudly SA intervention

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Impact

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Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Mokgalaka Creations: Access to Market (Maponya Mall Christmas Blitz – 14-18 December 2023)

Mokgalaka Creations was born in June 2006 and specialises in designing, baking and decorating cakes and confectioneries for all special occasions such as weddings and birthday parties. Mokgalaka Creations also provide catering services that consist of platters, and breakfast and lunch dining menus.

Proudly SA intervention

Proudly South African hosted a Christmas Market at Maponya Mall in celebration of the Festive Season. The market activation consisted of 4 members who showcased and sold their festive-inspired products to the mall-goers, along with a spin to win activation. Proudly South African ran a “Did you buy local” Spin to Win Activation in the market space where each shopper's shopping trolley was searched for locally purchased goods. The shoppers were then afforded the opportunity to spin and win local prizes.

Impact

Mokgalaka Creations were able to generate reputable leads and income through their display of cakes and confectionaries.

Long-term effect

Mokgalaka Creations were able to retain their bakery staff.

Oumie's Grandé: Access to Market (Maponya Mall Christmas Blitz – 14-18 December 2023)

Oumie's Grandé produces and manufactures organic ready-to-eat fruits and vegetables through sustainable agricultural practices. One of the main products it produces is Atchar. Many South Africans consider Atchar as one of the most flavourful creations that remind them of their heritage.

Proudly SA intervention

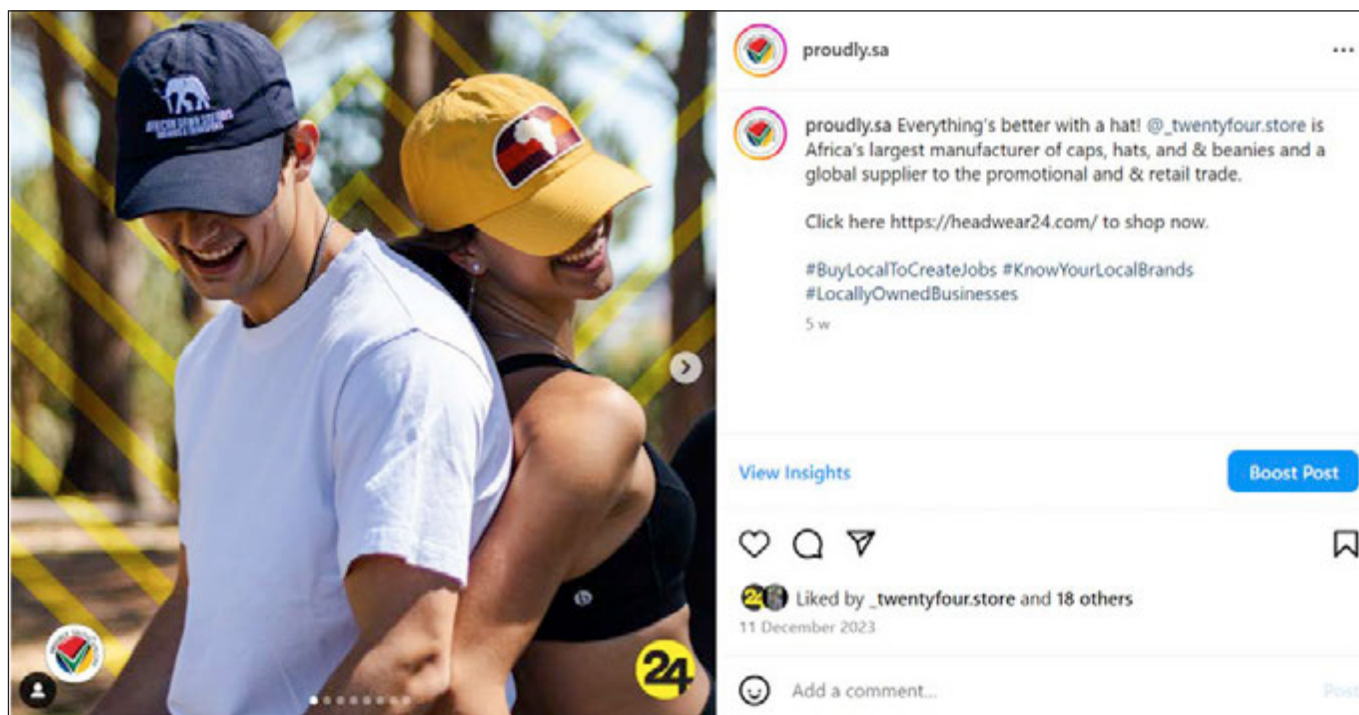
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Impact

Oumie's Grandé were able to generate reputable leads and income through their tastings and packaged sauces.

Long-term effect

Oumie's Grandé was able to retain their bakery staff.



Headwear24 (PR Exposure): 11 December 2023

Headwear24 specialise in producing high quality products that are tailored to the individuals' needs: both for small orders, as well as large orders. They facilitate a number of customisations including Embroider, Screen Print, Silicon Print, Transfers, Patching and Flocking.

Proudly SA intervention

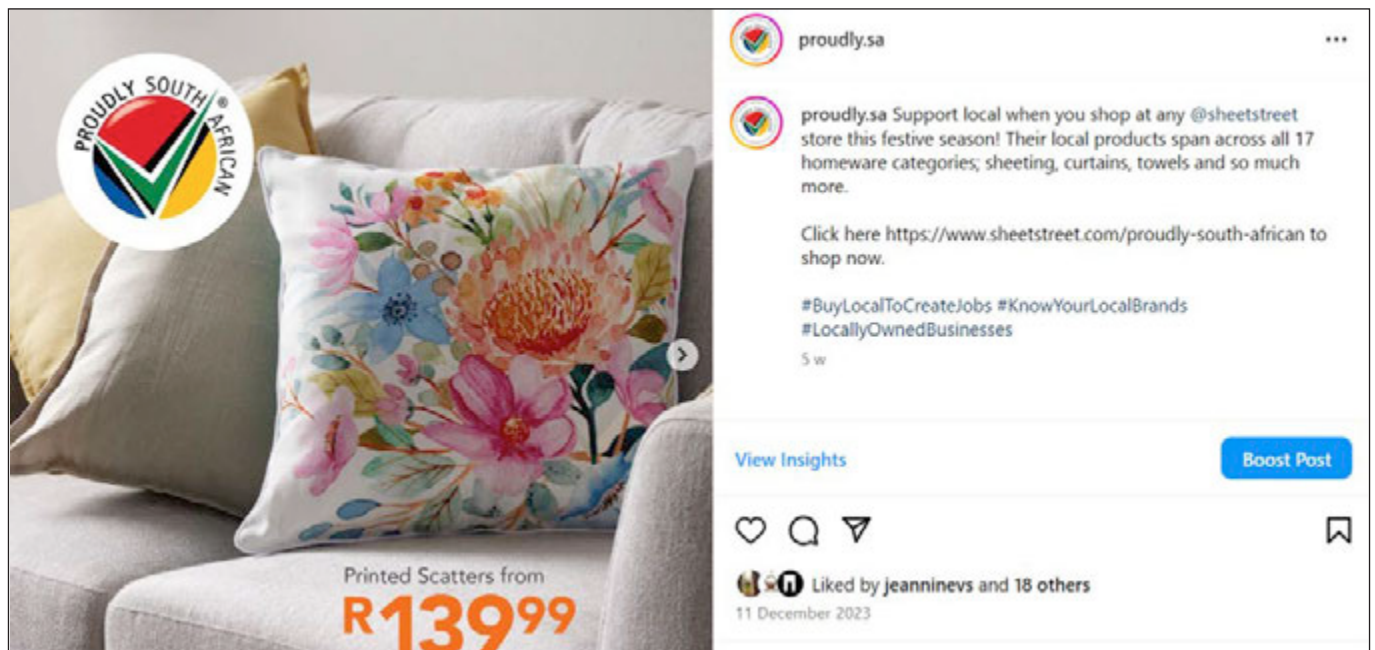
Proudly SA has effectively utilized social media platforms to facilitate a connection between the consumer and member companies. By leveraging its brand-awareness strategy through social media posts targeting a combined audience of 282,981 followers across all Proudly SA channels.

Impact

- Increase brand awareness
- Improved brand reputation and visibility
- Expansion of audience base

Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Sheet Street (PR Exposure): 11 December 2023

Sheet Street believes that beautiful homes should be created on a budget that consumers can afford. That is why their mission is to offer customers affordable homeware to suit range of styles since the 1990s.

Proudly SA intervention

Proudly SA has effectively utilized social media platforms to facilitate a connection between the consumer and member companies. By leveraging its brand-awareness strategy through social media posts targeting a combined audience of 282,981 followers across all Proudly SA channels.

Impact

- Increase brand awareness
- Improved brand reputation and visibility
- Expansion of audience base

Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Malee (PR Exposure), 11 December 2023

Africa's 1st luxury fragrance and body care brand suitable for natural skincare allowing for a glowing skin.

Proudly SA intervention

Proudly SA has effectively utilized social media platforms to facilitate a connection between the consumer and member companies. By leveraging its brand-awareness strategy through social media posts targeting a combined audience of 282,981 followers across all Proudly SA channels.

Impact

- Increase brand awareness
- Improved brand reputation and visibility
- Expansion of audience base

Long-term effect

- Amplifies sales and revenue (retain and create jobs)
- Improved credibility



Miente Manufacturing - Access to Market (Proudly SA Back-to-School Market – 27 January 2024)

Miente Manufacturing is producing organic, healthy nuts and snacks.

Proudly SA intervention

Proudly South African partnered with Design Quarter on a Back-to-School Market Activation. The activation took place in a prime spot of the Design Quarter Shopping Centre, directly outside the Checkers & Clicks. The activation consisted of 10 Proudly South African Back to School inspired members who sold their local products to the mallgoers, a visit from the Proudly South African Mascot, and local spin to win giveaways.

Impact

Miente Manufacturing gained extensive brand exposure at the market and were able to generate sales of R1 680,00.

Long-term effect

Brand awareness & exposure to a new audience.



Nutrivita - Access to Market (Proudly SA Back-to-School Market – 27 January 2024)

Nutrivita is a producer and crafter of plant-based food and beverage products such as smoothies, juices, and health bars.

Proudly SA intervention

Proudly South African partnered with Design Quarter on a Back-to-School Market Activation. The activation took place in a prime spot of the Design Quarter Shopping Centre, directly outside the Checkers & Clicks. The activation consisted of 10 Proudly South African Back to School inspired members who sold their local products to the mallgoers, a visit from the Proudly South African Mascot, and local spin to win giveaways.

Impact

Nutrivita used the market as a brand awareness opportunity and did not generate any sales at the market. Nutrivita strategically marketed their brand by handing out samples of their smoothies and juices to the market visitors.

Long-term effect

Brand awareness & exposure to a new audience.



School Lashushu - Access to Market (Proudly SA Back-to-School Market – 27 January 2024)

School Lashushu manufactures reliable, quality school shoes using genuine leather upper and PVC sole. School Lashushu's shoes are designed for comfort and durability to allow learners to actively participate in class and on the playing field.

Proudly SA intervention

Proudly South African partnered with Design Quarter on a Back-to-School Market Activation. The activation took place in a prime spot of the Design Quarter Shopping Centre, directly outside the Checkers & Clicks. The activation consisted of 10 Proudly South African Back to School inspired members who sold their local products to the mallgoers, a visit from the Proudly South African Mascot, and local spin to win giveaways.

Impact

- School Lashushu sold 6 pairs of school shoes to the value of R1 500,00 and managed to gain extensive brand awareness. Their locally manufactured shoes were well-received by the market-visitors.
- CEO, Bongani Luvalo met a gentleman who runs a digital e-commerce platform and would like to explore collaborations with the brand.
- Bongani also met one of the Rand Show Exhibition Organisers who would like to bring them on as exhibitors at the Expo.

Long-term effect

- School Lashushu remain one of the leading local school shoe manufacturers and are exploring expansion opportunities through various platforms.
- School Lashushu have retained all their staff and have not employed any new staff.



Yococo Ice Cream - Access to Market (Proudly SA Back-to-School Market – 27 January 2024)

Yococo produce local, dairy free, vegan-friendly ice cream.

Proudly SA intervention

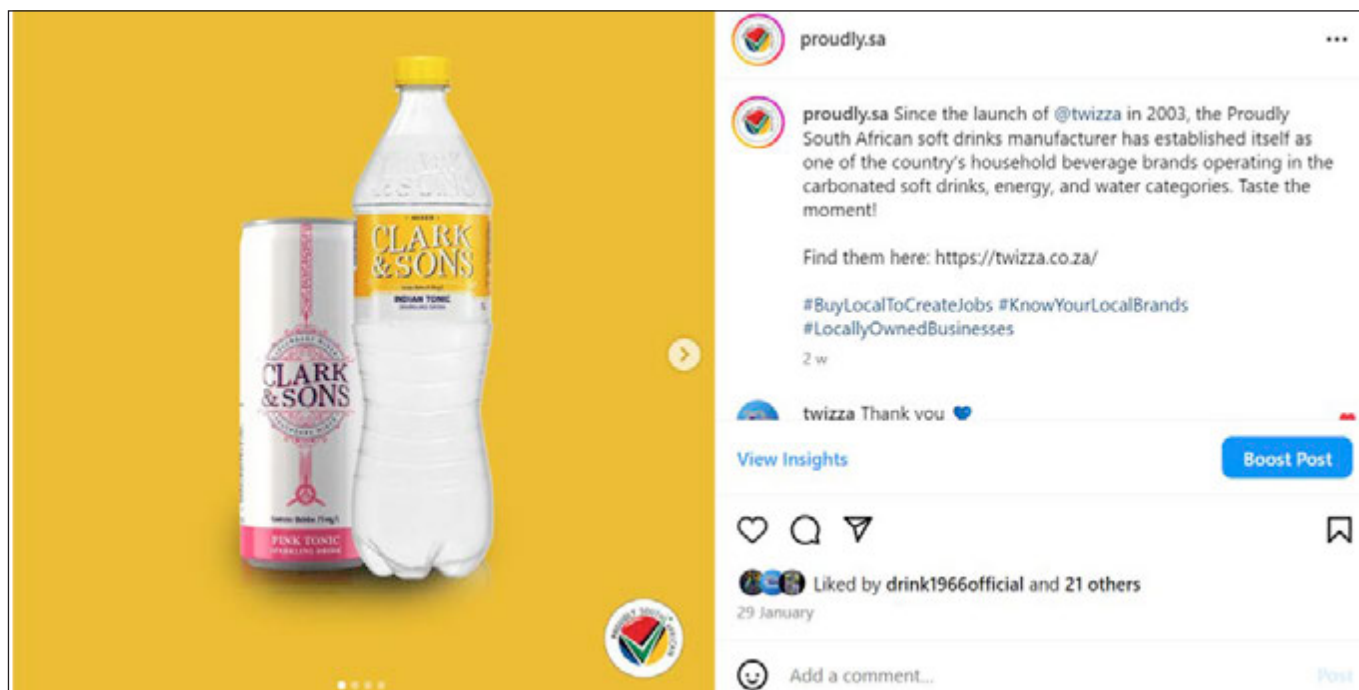
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Impact

- Yococo Ice Cream was well received, and in demand at the market. The market-visitors were overly impressed by the taste, texture and overall look of the Ice Cream. A few visitors enquired about Ice Cream Cakes, which are one of Yococo Ice Cream's specialties.
- Yococo Ice Cream gained extensive brand awareness at the market and generated revenue of R750,00 throughout the market-day.

Long-term effect

- New customers and potential new business.



Twizza – PR Exposure (29 January 2024)

Twizza is a Proudly South African soft drinks manufacturer has established itself as one of the country's household beverage brands operating in the carbonated soft drinks, energy, and water categories.

Proudly SA intervention

Social media content published across all Proudly SA platforms excluding YouTube. The content was shared to 285 103 followers which serve as potential consumers.

Impact

- Brand Awareness
- Publicity

Long-term effect

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

WOA – PR Exposure (3 February 2024)

WOA is a South African based leading woman owned value adding 'non-refining fuel wholesaler' of petrochemicals and distributor of these commodities for a range of niche markets.

Proudly SA intervention

Telephonic Radio interview on nation station, SA FM. Reaching over 610 000 listeners.

Impact

- Brand Awareness
- Publicity

Long-term effect

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

Eezy Sun – PR Exposure (5 February 2024)

Eezy Sun is a natural protection and scientifically proven mineral sunscreen.

Proudly SA intervention

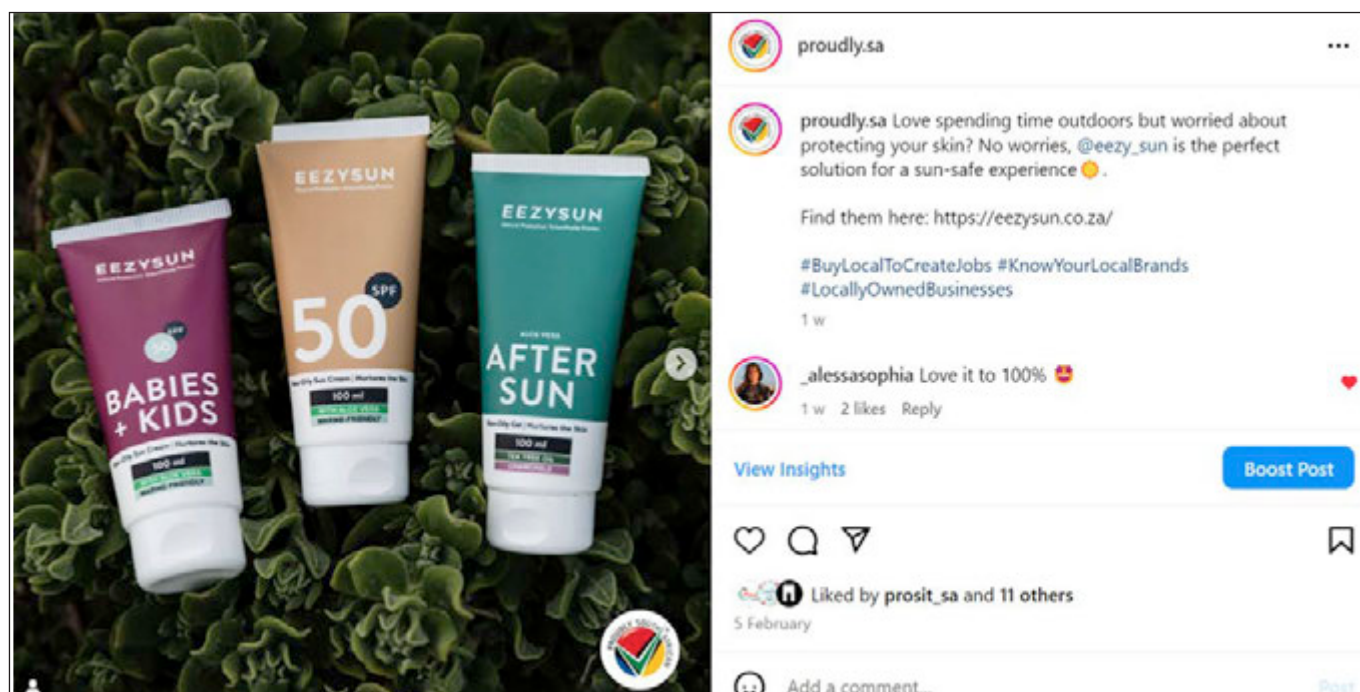
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Impact

- Brand Awareness
- Publicity

Long-term effect

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



The Bean People – PR Exposure (9 February 2024)

The Bean People provide children worldwide with a magical South African bath time adventure. Offering the greatest bath toys ever! They are the originators of creating colourful bath time fun for children in South Africa.

Proudly SA intervention

Telephonic Radio interview on nation station, SA FM. Reaching over 610 000 listeners.

Impact

- Brand Awareness
- Publicity

Long-term effect

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

Dimanzi Perfumes – PR Exposure (14 February 2024)

South Africa's award-winning fine fragrance. Created in SA with the finest oils from Grasse France, Dimanzi is French Chic with an African Spirit

Proudly SA intervention

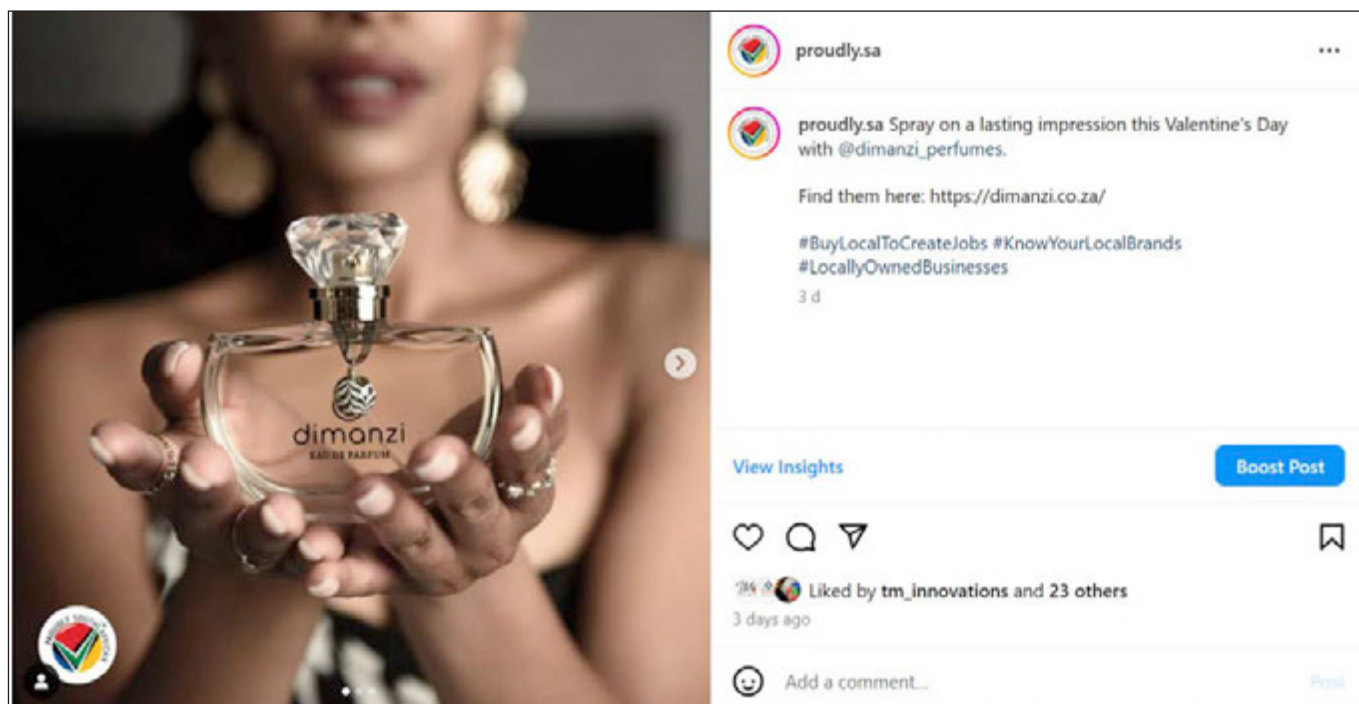
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Impact

- Brand Awareness
- Publicity

Long-term effect

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





Bleu Rose Flowers – PR Exposure (15 February 2024)

Blue Rose Flowers believes in expressing emotions through flowers and gifts

Proudly SA intervention

Social media content published across all Proudly SA platforms excluding YouTube. The content was shared to 285 103 followers which serve as potential consumers.

Impact

- Brand Awareness
- Publicity

Long-term effect

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



Liquid Gold Lube – PR Exposure (15 February 2024)

Rooibos infused, natural, plant and water-based lube produced in RSA #forallgenders

Proudly SA intervention

Social media content published across all Proudly SA platforms excluding YouTube. The content was shared to 285 103 followers which serve as potential consumers.

Impact

- Brand Awareness
- Publicity

Long-term effect

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



Corner Dladla Pizzeria – Access to Market Opportunity: Makhelwane Festival – 17-18 February 2024

Corner Dladla is a mobile pizza and food truck.

Proudly SA intervention

Proudly South African identified the Makhelwane Festival as a prime access to market opportunity for 6 of our members. The Festival was held in a prime location in Soweto and received a wide audience of the 2 event days.

Impact

- Corner Dladla generated significant sales that amounted to R4 100,00 over both days.
- Extensive brand awareness was gained for Corner Dladla at this access to market opportunity.

Long-term effect

- Corner Dladla have retained all their staff post the event and have not recruited any new employees.



Rubicon – PR Exposure (8 February 2024)

Since its establishment in 2002, the Johannesburg-based Rubicon brand has become one of Gauteng's most desirable fashion destination for women with a worldliness inspired mind-set. Rubicon Clothing embodies effortless style, form flattering sophistication, tailored craftsmanship and timeless design.

Proudly SA intervention

Proudly SA enhanced brand visibility through the SONA 'Wear Local' activation, featuring Rubicon founder Hangwani, which resulted in significant PR exposure for the brand. Rubicon was interviewed on eNCA and featured on Proudly SA's social media channels. This exposure on eNCA reached over 50,000 consumers, while the combined platforms of Proudly SA showcased the brand to over 300,000 followers. The coverage garnered would have costed more than R500 000.00 if the brand was paying for the exposure.

Impact

- Brand Awareness
- Publicity
- Build credibility

Long-term effect

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



Otiz Seflo – PR Exposure (8 February 2024)

Otiz Seflo is a South African brand that produced high-end couture.

Proudly SA intervention

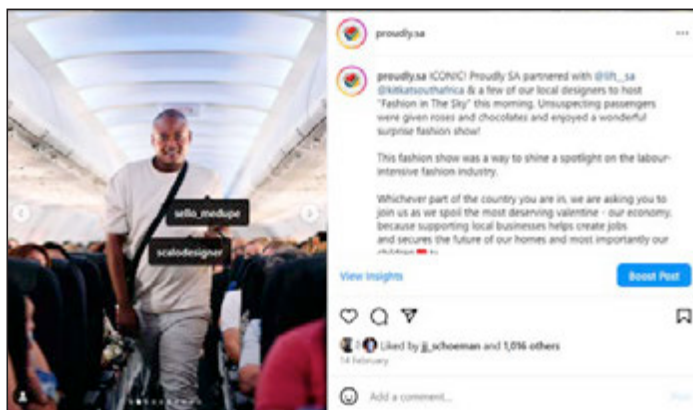
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Impact

- Brand Awareness
- Publicity
- Build credibility

Long-term effect

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





Ezokhetho – PR Exposure (14 February 2024)

The brand Ezokhetho is a clothing brand that is created to reflect the African person as well as celebrate the lineage that is behind the now. The brand continues to take on a DNA of its own each season as it grows.

Proudly SA intervention

Proudly SA organized a unique Fashion In Sky event featuring Ezokhetho as one of six designers presenting their creations to unsuspecting travellers on a Lift flight. Utilizing Timeslive with over 36,063,573 online readers, the Sowetan newspaper with a readership of 1,548,000, eNCA, and Proudly SA's social media platforms with over 300,000 followers, the Ezokhetho brand was prominently featured. The media coverage obtained would have exceeded an equivalent cost of R1,000,000.00 if the brand had paid for the exposure.

Impact

- Brand Awareness
- Publicity
- Build credibility

Long-term effect

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



Plus Fab – PR Exposure (14 February 2024)

Plus-Fab is a clothing brand for full figured persons. It has a fully-fledged production factory employing 16 people and sell through the one of SA mainstream Online store Superbalist and Zando and fastest growing retail chain The Space.

Proudly SA intervention

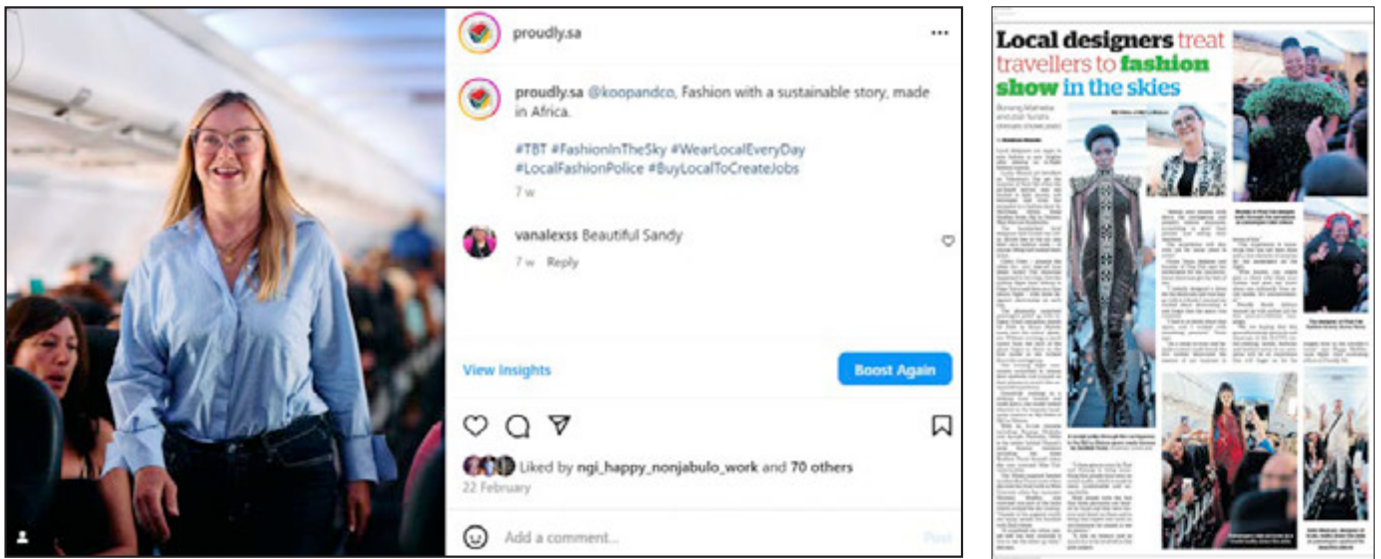
Proudly SA organized a unique Fashion In Sky event featuring Plus Fab as one of six designers presenting their creations to unsuspecting travellers on a Lift flight. Utilizing Timeslive with over 36,063,573 online readers, the Sowetan newspaper with a readership of 1,548,000, Sunday Time with 3 888 000 readership, and Proudly SA's social media platforms with over 300,000 followers, the Plus Fab brand was prominently featured. The media coverage obtained would have exceeded an equivalent cost of R1,000,000.00 if the brand had paid for the exposure.

Impact

- Brand Awareness
- Publicity
- Build credibility

Long-term effect

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



Koop Studio – PR Exposure (14 February 2024)

Based in Victoria Yards in Lorentzville, Johannesburg, KOOP Studio is a bespoke CMT with over 600sqm of production, design and office space. With 14 sewing stations and skilled staff offers brands the ability to manufacture a wide arrange apparel types.

Proudly SA intervention

Proudly SA organized a unique Fashion In Sky event featuring Koop as one of six designers presenting their creations to unsuspecting travellers on a Lift flight. Utilizing Timeslive with over 36,063,573 online readers, the Sowetan newspaper with a readership of 1,548,000, eNCA, and Proudly SA's social media platforms with over 300,000 followers, the Scalo brand was prominently featured. The media coverage obtained would have exceeded an equivalent cost of R1,000,000.00 if the brand had paid for the exposure.

Impact

- Brand Awareness
- Publicity
- Build credibility

Long-term effect

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

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 4: Performance Target	Quarter 4 Achievement Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above the line campaign , i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;	Buy Local Game Time campaign reached more than 20 million people during 2020/21	Above-the Line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers per annum	7,5 million consumers	Digital Advertising: Back 2 School Reach: 1,686,952 consumers Mall Advertising: Back 2 School Reach: 750,432 consumers 5 million consumers less reached due to the limiting of festive season activities, as a result of the reduction in grant allocation. Additional activities done through below the line, digital and PR campaigns (see section below)
	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:	Reached more than 10 million people during 2020/21	*PR & Below the Line Activities reaching at least 10 million consumers per annum	2,5 million consumers	-
	*PR & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities	Hosted 4 Activations during 2020/21	*At least 6 consumer activations hosted annually	2 consumer activations hosted per quarter.	-
	*National Consumer Educational Road show Through Consumer Activations (Education Through Entertainment); *Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary institutions and/or other youth targeted commercial and community radio stations (programmes)	*18 Campus/ Community and/or youth campaigns undertaken during 2020/21	*8 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (2 per quarter)	2 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per quarter	-

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement Variance
	*Consumer education programmes targeting basic education learners	*5 Engagements/ Interviews undertaken during 2020/21	*At least one consumer education programme targeting basic education learners	None	-
	*Consumer education programmes targeting tertiary education learners	*New Activity	*At least one consumer education programme targeting tertiary education learners	None	-
			*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	Target for the year achieved earlier in the financial year
	*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos	*Participated in 13 trade expos and events during 2019/20 (non in 2020/21)	*Participation in at least 8 major trade fairs / expos per annum	Participation in 2 expos / trade fairs per quarter	+1
	*Sector specific expo and/or activations showcasing Proudly SA products	*Wine Expo launched during 2022	*Sector specific expo highlighting at least two industries/products (Agro-processing – Food and Wines)	*1 sector specific expo (FMCg/Food)	Buy Local Expo utilised to provide for the focus on the FMCg sector, as required (incl. through the matchmaking programme due to budget constraints
	*Proudly SA participation in 3 rd party markets for consumer education purposes	*New Activity	*Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets per quarter.	-

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 4: Performance Target	Quarter 4 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 2020/21	*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	1 x CSI Project undertaken during the quarter
	*Buy Local Summit – focusing on buying local (consumer education)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	Buy Local Summit hosted during this quarter	1x Buy Local Summit & Expo hosted in March 2024
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	* 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	Buy Local Expo hosted during this quarter	1 x Buy Local Summit & Expo hosted in March 2024
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*New activity (participated in the Nedlac community roadshows in 9 provinces during 2021/22)	*Reach at least one broad community focused group, with a national footprint per annum	None	None
	*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 2020/21	*Reach members in at least three labour federations and/or major unions, per annum	None	None
	*Partnership with organisations rolling out massive consumer education programmes nationally	*New Activity	*Partner with at least one major organisation to roll out consumer education programmes	One consumer education programme with a major third-party organisation	None
					Attempts made to partner with IEC were unsuccessful, and will be revisited in the next financial year

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					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:				
	*Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum	*Presentation in 1 SOEPF meeting during 2020/21	*Participation in at least 1 presentation to SOEPF per annum	None	-
	*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	*1 presentation done at the Technical MinMEC in 2020/21	*At least 1 presentation to Technical MinMEC or at 1 government's SCM forum with Heads of procurement from various national, provincial and local government, including SOEs	None	-
	*National, provincial and local government forums – engagement with procurement practitioners in the public sectors	*Hosted 4 Provincial Public Sector Procurement Forums during 2020/21	*Participate in at least 10 existing provincial/local government led Public Sector Procurement officials' forums	Participate in at least 3 public sector procurement forums.	-3 National Treasury requested to postpone the public sector forums to quarter 1 of 2024/2025.
	*Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	*5408 tenders/RFP's were identified in 2020/21	*At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum	300 tenders/RFPs per quarter	+307
	*CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*New Activity – introduced in 2019/20; integration did not take place in 2020/21	*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	None	None

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		
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement Variance
Increase procurement of local products and services in the private sector through engagements with Business.	National Educational Road shows: Increased buy-in and support for local procurement by the private sector . Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:				
	*Presentations to apex business bodies, including Business Chambers, associations and/or industry events	*1 x presentation made to each BLSA, BUSA & BBC in 2020/21	*Partnerships with at least 3 apex business organisations, e.g., BUSA, BBC, BLSA and SACCI	Presentation to at least 1 x business organisation or apex body	1 Presentations made to BUSA (localisation committee)
		*Presented to 7 Business Chambers and/or associations in 2020/21	*Presentations to at least 8 business chambers, associations and or industry bodies per annum	Presentation to at least 2 business chambers or associations per quarter	5 BevSA, MDMSA, Macadamia Marketplace (MSM), MEMSA, Family Tree Holdings +3
	*Local Procurement Partnerships with large retailers and/or manufacturers	*Partnerships concluded with 12 major retailers / manufacturers in 2020/21	*Partnerships with at least 4 major retailers / manufacturers	Partnerships with at least 1 major retailer / manufacturer	2 (Lactalis South Africa and Petrapak) +1
	*Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments	*Annual Buy Local Summit held in 2021/22	*At least 1 Buy Local Summit to be held per annum - virtual or otherwise (as per 1.2 above)	Buy Local Summit hosted during this quarter	1x Buy Local Summit & Expo hosted in March 2024 -
	*Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector	*Annual Buy Local Expo held in 2020/21	*At least 1 Buy Local Expo held per annum - virtual or otherwise (as per 1.2 above)	Buy Local Summit hosted during this quarter	1x Buy Local Summit & Expo hosted in March 2024 -
	*Sector Specific Workshops/Forum	*2 x sector specific forums hosted in 2020/21	*1 x sector specific engagement per annum	1 Sector specific forum	None The planned sector forum on mining postponed to quarter 1 of the next financial year

Strategic goal						
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement	Variance
	*Business Forums/ webinars with dtic and other strategic partners	*10 Business Forums held during 2020/21	*40 Business forums and /or webinars per annum, targeted at the private sector	10 Business Forums and/or webinars per quarter	x10 events/webinars (Starting your local business webinar, CEO Round table KZN, Mining Indaba Proudly SA Power Hour webinar, Proudly SA & SA Diamond webinar, highlighting localisation in CFTL webinar, Maximizing your Proudly SA market access and opportunities webinar), E-commerce session at the BLSE, Localisation session at the BLSE, Family Affair session at the BLSE, Amapiano Movement Session at the BLSE.'	-
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos	*Participated in 13 expos and/or events during 2019/20 (none in 2020/21)	*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	3x (Mining Indaba, Meetings Africa, Buy Local Summit & Expo)	-
	*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 (Food / FMCG)	None	Buy Local Expo utilised to provide for the focus on the FMCG sector, as required (incl. through the matchmaking programme due to budget constraints
	*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	*Hosted 1 workshop with Franchise Association of SA (FASA) to drive localisation and transformation in 2022/23	*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)	Matchmaking programme enabled us to register 346 buyers (23 from major retailers) at the BLSE and they have been added to our database	-
	Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.	*Localization commitments were obtained from 3 retailers, 1 raw material supplier & 2 banks in 2019/20	*Secure new localisation commitments from at least 4 major corporates per annum	At least one new localisation commitment per quarter	x15 localisation commitments secured	+14

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

Strategic goal	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement
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	241 new members recruited during 2020/21	Recruit at least 320 new members per annum	Recruit at least 80 new members per quarter	112
	(The criteria for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy)	67% of all members due for renewal retained during 2020/21	Retain at least 80% of all members due for renewal per annum.	Retain at least 80% of all renewals per quarter.	89%
	Growing the database of South African supplier products and services for local procurement	*Database had 5 112 registered products and services in 2020/21	760 new products and/or services registered per annum	190 new products and services added to the database	265
					+32
					+9%
					+75

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 Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 4: Performance Target	Quarter 4 Achievement
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	*Develop partnerships with Intergovernmental State Enforcement Agencies, and participation in multi-disciplinary processes with key stakeholders	*Participated in 34 industry stakeholder forums in 2020/21	*Participation in at least 12 Customs and Exdse Industry stakeholder forums and national operations hosted by SARS per annum	Participate in at least 3 SARS Industry forums per quarter	16
					+13 Presented:
					• TIKZN Furniture Masterplan • Furniture Export • Market LG, SETA, MeF, CPF • Health Masterplan • Poultry Masterplan • Downstream Steel Forum • Department of Economic Development – Gauteng • Office of Consumer Affairs • Furniture Forum • Ithala SEZ for Tshwane • Black Industrialists • COEGA Development Corporation SA • Medical Research Council

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 4: Performance Target	Quarter 4: Achievement
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once per annum	At least one consumer research undertaken	None
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*12 Dipstick surveys done at events during 2020/21	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions / consumer outreach campaigns	10 x dipstick surveys done post rolling out of events and exhibitions	X10 dipstick surveys were done post rolling out of events and exhibitions
Effective management of Proudly SA intellectual property	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Done
			*Annual compliance reviews of all members	Annual compliance reviews of all members – 100%	Done
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Done
					Research postponed to the first quarter due to budget constraints
					-
					-
					-

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 4: Performance Target	Quarter 4 Achievement
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 platform during this quarter
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders);	*49 press releases issued during 2020/21	*Press releases: At least 48 press releases and/or opinion pieces per annum	At least 12 press releases and/or opinion pieces per quarter	12x (see above 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	*68 media engagements held during 2020/21	*Media engagement: 48 x Media engagements per annum	At least 4 media engagements per quarter	12x (see about on section 4.5.3)
		*2 media meet & greets held during 2020/21	*Media Events: At least 4 media events/ networking sessions per annum (virtual)	At least 1 media event/ networking session per quarter	4x (Valentines Day PR Activation, BLSE Media Launch, SONA Pre-Event Networking Session, SONA Gagasi FM/Heart FM screening)
		*New Activity (contracts concluded with various media houses previously)	*Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	At least one partnership in either one of these mediums per quarter: TV, Print, Digital/Online and Radio	SAFM (Jewelery Village, The Bean People, Nilotiq, WOA Fuels & Oils) Newzroom Afrika SABC Morning Live Jozi FM 702 Kingfisher YFM Gagasi FM Podcast and Chill SMAG EWN Cape Talk Power FM
Increased growth and awareness through Social Media platforms	*Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.	*177 428 followers on Twitter, 28 205 on Facebook and 7 739 on Instagram at the end of 2020/21	*Increase following on all social media platforms by 2% per annum	Increase following on all social media platforms by 2% per annum	Engagement 15 % Facebook: 89 185 Instagram: 29 979 Tik Tok: 20 507 LinkedIn: 8 912 YouTube: 786

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				
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets	
			2023/24	Quarter 4: Performance Target
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and private sector buyers wishing to buy locally made products and services)	*Grow the number of products registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	*39% growth year on year in the number of products for 2020/21	*20% growth in number of products and/or services registered on the platform(s) per annum	20% growth in number of products and/or services registered on the platform(s) per quarter
				Quarter 4: Achievement
				Q3 2023/2024: total number of products registered = 47 Q4 2023/2024: total number of products registered = 120 GROWTH quarter on quarter: 3% (Participating Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed, Loot, Bob Shop, Takealot, Kasi Konnect)
				Variance
				The 20% annual growth required has already been exceeded. Quarter-on-quarter growth is at 3%.

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 4: Performance Target
*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans (all sectors of society as per masterplans	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*New Activity to be launched during 2020/21	*Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	Sector specific campaign/ activity in support of at least 1 sectoral masterplan per quarter
				Quarter 4: Achievement
				Campaigns and activities rolled out in support of the CTFL and the furniture industries
				Variance

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 4: Performance Target
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers)	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	*New Activity launched during 2021/22	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	None
				2
				+2
				Presented to the Tshwane SEZ, and COEGA Development Corporation

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 4: Performance Target
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	Unqualified opinion received for 2020/21 AFS	*Unqualified opinion/ audit report for 2021/22 financial year end audit – Annual Financial Statements	*Unqualified opinion/ audit report for 2022/23 financial year end audit – Annual Financial Statements
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance
				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	*Organisational structure fully aligned to the strategy	*Organogram with positions informed by the organisational strategy and aligned completely	*Organogram with positions informed by the organisational strategy and aligned completely	-
	*Percentage of critical positions filled	*100% of all critical positions filled at all times, including within a reasonable time after they become vacant	*All (100%) critical positions always filled	*All (100%) critical positions always filled	
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2023 to March 2024.	100% -
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Quality Management System in place and approved by SARS, 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:	The effectiveness of internal control systems; The effectiveness of internal audit; The risk areas of the entity's operations to be covered in the scope of internal and external audits The adequacy, reliability and accuracy of financial information provided to management and other users of such information Any accounting and auditing concerns identified as a result of internal and external audits The entity's compliance with legal and regulatory provisions The activities of the internal audit function, including its annual work programme, co-ordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and Where relevant, the independence and objectivity of the external auditors.	x x x x x x x			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		- Are risk assessments conducted regularly to identify the public entity's emerging risks? - Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? - If there is a risk management strategy, is it communicated to all employees?	X X X			Risk Assessment is done annually, and the Risk Register is updated annually and reviewed quarterly The company has a Risk Management Strategy, and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	TR 27.2.7		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?	X			The Internal Audit plan 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: - 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	Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has: • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure		X		No employee has committed any of the offences listed herein
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the wilful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing: • 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	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: - a projection of revenue, expenditure, and borrowings for the financial year in the prescribed format; and - a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries.	X			- 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		Does the corporate plan include the following: - strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact; - strategic and business initiatives as embodied in business function strategies; - key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; - a risk management plan; - a fraud prevention plan; - a materiality/significant framework, referred to in Treasury Regulation 28.1.5; - a financial plan addressing – - revenue, expenditure and borrowings; - asset and liability management cash flow projections; - capital expenditure programmes; and - dividend policies	X X X X X X X			- 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 30.1.1.3		Does the strategic plan: • 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.	X X X X X X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations
			Is the strategic plan updated on an annual basis?	X			

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	38(1)(j)		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 department 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: • 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		Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only) If a borrowing programme was submitted, did it include? - The terms and conditions on which the money was borrowed? - 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		Did the public entity borrow money for bridging purposes? If yes: - Was approval obtained from the Minister of Finance? - Was the debt repaid within 30 days from the end of the financial year?		X		No money borrowed by the campaign for any purposes, including for bridging purposes

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: - 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
			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?	X			The Annual Report and Annual Financial Statements fairly presents the information referred to herein
			Does the annual report and financial statements include: - 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 X X			No material losses incurred through criminal conduct and fruitless expenditure (penalties) incurred during the previous financial year reported as such No criminal charges instituted as no such loss was incurred Proudly SA does not have any subsidiaries
	65		Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?			X	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
	TR 27.1.7		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? Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference	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		If yes, to above, does the disclosure include? - 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			

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	51(1)(b)(iii) TR 31.1	Cash Management	Are systems, procedures and processes in place in the public entity to ensure efficient and effective banking and cash management, which includes? - 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
			• Taking any other action that avoids locking up money unnecessarily and inefficiently, such as managing inventories to the optimum level for efficient and effective programme delivery, and selling surplus or under- utilized assets; • Performing bank reconciliations at least weekly; • Making regular cash forecasts; and • Alignment of the approved budget with monthly cash flows; • Variance analyses of actual cash flow with the approved budget	X X X X X			
2.	TR 31.2.1	Banking	Does the public entity submit a list of all its banking accounts to the National Treasury by 31 May of each year?	X			The campaign submits its list of bank accounts to the dtic as per the MoA
3.	TR 31.3.1 TR 31.3.2	Investment	Does the public entity have an investment policy? If yes to the above, does the investment policy include the: • selection of counter-parties through credit risk analyses; • establishment of investment limits per institution; • establishment of investment limits per investment instrument; • monitoring of investments against limits; • reassessment of investment policies on a regular basis; • reassessment of counter-party credit risk based on credit ratings; and • reassessment of investment instruments based on liquidity requirements.			X	The Proudly SA campaign does not have enough long-term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept.

Risk Register as of 31 March 2024

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 2023/24		
High Level Definition		Initiatives Or Planned Strategies To Enhance Control Adequacy
1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.		- 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.		- 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		- 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.		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.		- 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		- Promoting localisation in the private sector. - Continue sourcing localisation commitments - Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector

Audit Findings – 2022/23

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

FINANCIAL REPORT

Financial Report - Expenditure vs Budget Quarter 4 (1 January - 31 March 2024)

Description of item	Budget for the quarter (Q4) Rands	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 Mar 2024) Rands	YTD Variance (31 Mar 2024) Rands
INCOME								
Membership Fees	2,114,887	1,607,732	(507,155)	(24,0%)	Various leads are being followed up	6,700,000	4,367,888	(2,332,112)
Grant – the dtic	-	-	-	-		44,323,000	44,323,000	-
Trade Exchange	-	100,000	100,000	100,0%	New Trade Exchange	-	586,957	586,957
Sponsorship	8,408,200	8,343,518	(64,682)	(0,77%)	Potential sponsors are being pursued	11,200,000	8,443,518	(2,756,482)
Other Income	-	421,031	421,031	100,0%	Interest income & sale of promotional items	-	2,040,770	2,040,770
Total Income	10,523,087	10,472,281	(250,806)	(2,9%)		62,223,000	59,762,133	(2,460,867)
EXPENDITURE								
HR and Staffing costs	6,634,943	6,758,491	(123,547)	(1,9%)	Additional cost incurred due to training for new interns.	28,994,376	28,894,494	99,882
Administrative costs	1,416,755	1,578,363	(161,608)	(11,4%)	Additional costs pertaining to Legal fees, Professional fees, Workshops incurred. Spending will be reprioritized going forward.	6,517,766	6,533,168	(15,403)
Membership costs	48,760	19320	29,440	60,4%	Cost cutting exercise undertaken	222,024	78,031	143,993
Marketing costs	12,022,744	13,942,489	(1,919,744)	(16,0%)	Additional costs incurred with BLSE 2024.	24,710,773	25,643,288	(932,515)
Capital Expenditure & IT	357,756	507,619	(149,864)	(41,9%)	Additional costs pertaining to the Online PR and PO system incurred. Spending will be reprioritized going forward.	1,778,062	2,263,872	(485,810)
Total Expenditure	20,806,959	22,806,282	(2,325,324)	(11,2%)		62,223,000	63,412,853	(1,189,853)



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