



QUARTERLY REPORT

1 APRIL - 30 JUNE 2023

*Quarter 1
2023/24 Financial Year*





PROUDLY SOUTH AFRICAN
Quarterly Report for Q1 (1 April to 30 June 2023)

APPROVAL OF THE REPORT

Recommended by the CEO for Approval		Endorsed by the Accounting Authority	
Name: Mr. E. Mashimbye	Signature: _____	Name: Mr. H. Gabriels	Signature: _____
Rank: CEO	Date: ____/____/2023	Rank: Chairperson	Date: ____/____/2023

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

This report covers the period 1 April – 30 June 2023 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- **“The IMF has a more pessimistic forecast of the outlook for South African growth for this year.** However, their projections assume that potential growth will bounce back more strongly in the coming years than the SARB is currently assuming.
- **In Q1:2023, 18.5 million people in South Africa between the ages of 15 and 64 were not engaged in education, employment, or training (NEET).** A particularly important statistic is the NEET rate among young people aged 15-24 years, which stood at 36% or 3.7 million people in Q1:2023.
- **Headline inflation has begun to decline from its mid-2022 peak, but measures of underlying inflation remain elevated.** The cost of living continues to rise with the price of major food categories increasing.
- **A new survey by the South African Wind Energy Association (SAWEA) shows that investment in new renewable energy projects is gaining momentum.** The 2023 South African Renewable Energy Grid Survey shows that 66 GW of renewables projects are currently planned with around 20 GW already at an advanced stage.
- **The Provincial Equitable Share (PES) per capita has remained constant since 2012/13.** Provinces are highly dependent on the PES as it constitutes the vast majority of provincial revenue. Most provinces increased health spending and protected education spending relative to the size of the population.
- **While South Africa’s top 5 trading partners have remained stable since 2018, key African countries, Namibia and Botswana, have lost their position in the top 10.** South Africa’s main trade products have also seen little change, with the top five import and export products remaining the same.
- **South African industries’ profitability has declined over time according to Stats SA estimates.** One possible explanation for decreasing profitability is that firms have faced cost pressures, as indicated by expenditure-to-turnover ratios.
- **South African Grade 4 learners had the lowest average reading scores (288) compared to all other countries that participated in the Progress in International Reading Literacy Study (PIRLS).** Further, none of the provinces achieved average scores above the PIRLS scale center point of 500. Western Cape achieved the highest score in 2016 and saw the smallest decline between 2016 and 2021, while Limpopo achieved the lowest and North-West saw the most significant decline.”



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

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

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

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

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the organisational strategic plan and the details contained in this report outlines the progress made during Quarter 1 of the 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 29 June 2023 and considered the following:

- The Board agreed to the recommendation from REMCO to award the Chairperson a 6% inflationary adjustment to his board fees. This had been provided for in the budget.
- The Board received the Chairperson's report which included engagements with Minister Patel and Minister Abrahams on support for the campaign from their respective departments.
- The Quarterly Report was approved by the Board for submission to **the dtic**.
- The Board supported the implementation of the first phase of the in-house e-Commerce online shopping platform.
- The Board noted the Sub-Committee reports including the reports on the draft annual financial statements.
- The Board noted the list of high-value members that were being targeted for membership.
- The Board noted that there were no membership fee discounts or extended payment terms offered during the period under review.
- The Board noted Management Accounts, Balance Sheet and Cash Flow. The Board agreed to the recommendation from REMCO to award the Chairperson a 6% inflationary adjustment to his board fees. This had been provided for in the budget.
- The Board received the Chairperson's report which included engagements with Minister Patel and Minister Abrahams on support for the campaign from their respective departments.
- The Quarterly Report was approved by the Board for submission to **the dtic**.
- The Board supported the implementation of the first phase of the in-house e-Commerce online shopping platform.
- The Board noted the Sub-Committee reports including the reports on the draft annual financial statements.
- The Board noted the list of high-value members that were being targeted for membership.
- The Board noted that there were no membership fee discounts or extended payment terms offered during the period under review.
- The Board noted Management Accounts, Balance Sheet and Cash Flow.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 30 May 2023 and the meeting considered the following:

- The Committee received the concurrence letter from the AG in respect of the Appointment of CA RA Mpako as the external auditors for Proudly South African.
- The Committee received the Draft unaudited Annual Financial Statements and noted the deficit for the year due to spending related to the previous year's surplus being spent on the BLSE as envisaged sponsorships were not fully realised.
- The Internal Audit Reports for Supply Chain Management and Risk Management were noted by the Committee.
- The Committee noted the Risk Register which made provision for changes in the regulatory and political environment.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 5 June 2023 and the meeting considered the following:

- The Committee requested project-based financial reports for all major projects going forward.
- The Committee noted that an additional R4 000 000.00 had been allocated by the dtic to Proudly SA for the development of the e-Commerce Platform.
- The Committee agreed to recommend that the CEO's delegations to offer extended payment terms and discounts be extended to the duration of his contract.
- The CEO presented a list of potential high-value members that were being pursued for membership.
- There were no membership discounts or extended payment terms offered during the period under review.
- The Committee noted the deficit for the year under review due to spending related to the previous year's surplus being spent on the current year's campaigns and sponsorships not being fully realised as envisaged.
- The Committee noted the Management Accounts and Cash flow projections and recommended them for tabling to the Board.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 19 June 2023 and the meeting considered the following:

- The CEO reported on the meeting with Mr. Willie Mathebula from National Treasury who had agreed to assist with access to the relevant procurement officials who were responsible for drafting policies for their respective public sector entities and departments.
- The Committee received the Marketing Report which detailed the activities and activations that had taken place during the period under review.
- The Committee received the close-out report for the 2023 Buy Local Summit and Expo.
- The Committee received the Calendar of Events for the remainder of the year.
- The committee received and noted the latest consumer education campaign that was currently being flighted on Multichoice.
- The Committee agreed to recommend that the first phase of the in-house e-Commerce Platform be undertaken and that a risk assessment be conducted and tabled to the Committee.
- There were no membership fee discounts offered during the period under review.
- The Committee received the list of members who were being pursued for membership.
- The Committee noted the localisation commitments received at the BLSE.
- In driving access markets initiatives, all member Companies were being loaded into the Market Access Programme (MAP) portal and integration of the Proudly SA database with the CSD was almost complete.
- Work was continuing on the existing Master Plans.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 6 June 2023 and the meeting considered the following:

- The Committee agreed to recommend a 6% annual inflationary adjustment for the Chairperson of the Board.
- The organogram was presented and had remained the same as it was during the previous quarter.
- 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 Committee recommended that the Board Fees waived by the board members that had opted not to claim remuneration from the campaign, be used for the training of Board Members.

THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2023/24 financial year.

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

- The above the line campaign(s) as part of the strategic objective of educating consumers on the importance of buying local was able to reach its 2,5 million targeted consumers through the 2nd Half Campaign Launch & 2023 Wine Expo pre-event campaign through Radio and TV interview, etc;
- The below the line activities were also able to reach the targeted 2,5 million consumers through leveraging of various initiatives including CMO's corner updates, sharing of reel with Diamond Members for use at their respective Platforms, Press Releases, etc;
- The campaign was able to host and participate in 11 webinars and business forums, as well as in 2 trade expos, and in 3 consumer markets.
- In line with its drive to reach shop stewards and union representatives, the campaign partnered with Cosatu Western Cape in hosting a Buy Local conference in that province.
- 4 Campus/Community targeted competitions or advertising campaigns were rolled out against the planned 2 for the first quarter of the current financial year;
- 576 tenders issued for designated sectors/products were identified through the monitoring systems against planned target of 300;
- Presentations and engagements were made to 15 business chambers, associations and industry bodies during the quarter under review.
- An additional partnership with large retailer (i.e.. Pro Roof Steel and Tube) was concluded for the current reporting period;
- With regard to retention of members, an 85% retention rate was achieved for Quarter 1;
- A total of 12 media engagements were recorded for the period against a target of 4 planned for the quarter.
- There has also been an increase in the database of South African supplier products/or services with a total of 1 145 new products registered against a target of 190 for the period;
- The social media growth continues its positive trajectory by registering commendable growth across the different platforms (i.e. Facebook, Twitter, Instagram, Tik-Tok); 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 its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2023/24 financial year, and below are some of the areas where the campaign fell short for the quarter:

- The organisation came short in respect of its recruitment drive of new members by acquiring 72 new members against a target of 80 for the period under review;
- No member companies have been integrated with the CSD to date however development work has been finalised for both the CSD and Proudly SA systems to synchronise. It is anticipated that the integration roll out will take place later in the financial year as National Treasury concludes its testing of the development work;
- Consumer Education Programme targeting Basic Education Learners and those at Tertiary Institution were rescheduled during the current quarter for implementation during Quarter 2;
- There was no sector specific activation and/or activities supporting sectoral masterplans undertaken during the period, however plans are in place to roll out multiple ones during the next quarter; and
- Proudly SA is continuing to monitor, update/or revised is operational plans to ensure it meets its total delivery commitments as contained in the approved 2023/24 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q1 2023/24

4.3.1) Quarter 1 Highlights

Membership Base	
As of Q1 2023/2024	2,688
New Members	
Target	80
Achievement	72
Renewal Rate	
Target	80%
Achievement	85%
Database of Local Products and Services	
Target	190
Achievement	1145
Previous Quarter: Q4 2022/2023	21,775
Current Quarter: Q1 2023/2024	22,920

4.3.2) Overview

The Proudly South African membership base is growing at a steady pace with 2,688 companies currently registered as members of the campaign. In quarter one of 2023/2024, a total of 72 new members were recruited against the target of 80.

The Manufacturing sector remains the strongest in both new member acquisitions and renewing members. In the post-Covid pandemic world, localisation has received renewed attention across the globe. In part it is an expected response to the badly disrupted global logistics and supply chains as well as the consequences of unavailability of key finished and intermediary goods. Entrepreneurs and SMEs alike are capitalizing on the benefits of localisation and are now putting out offerings that were previously only ventured by large corporates. We see SMEs manufacturing FMCG products, such as detergents, beverages, cereals, sauces, skin care, clothing, and electronics. These SMEs are using their membership with Proudly South African to gain access to their desired markets. They are leveraging the opportunity to list their products on various online stores that Proudly SA has partnered with for the benefit of its members, including but not limited to Makro's Marketplace, Zulzi, Bob Shop, One Day Only and Made by Artisans.

The Membership department is working closely with the e-commerce department to get member companies to benefit from the new strategic online partnerships that have been concluded.

The new members acquired and renewal members are still largely located in the 3 economically large provinces being Gauteng, Western Cape and KwaZulu Natal. Efforts are being made by the Marketing and Membership departments to gain traction in the other provinces.

Proudly South African's database of locally made products and services grew by 1,145 new products and services, exceeding the target of 190.

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

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

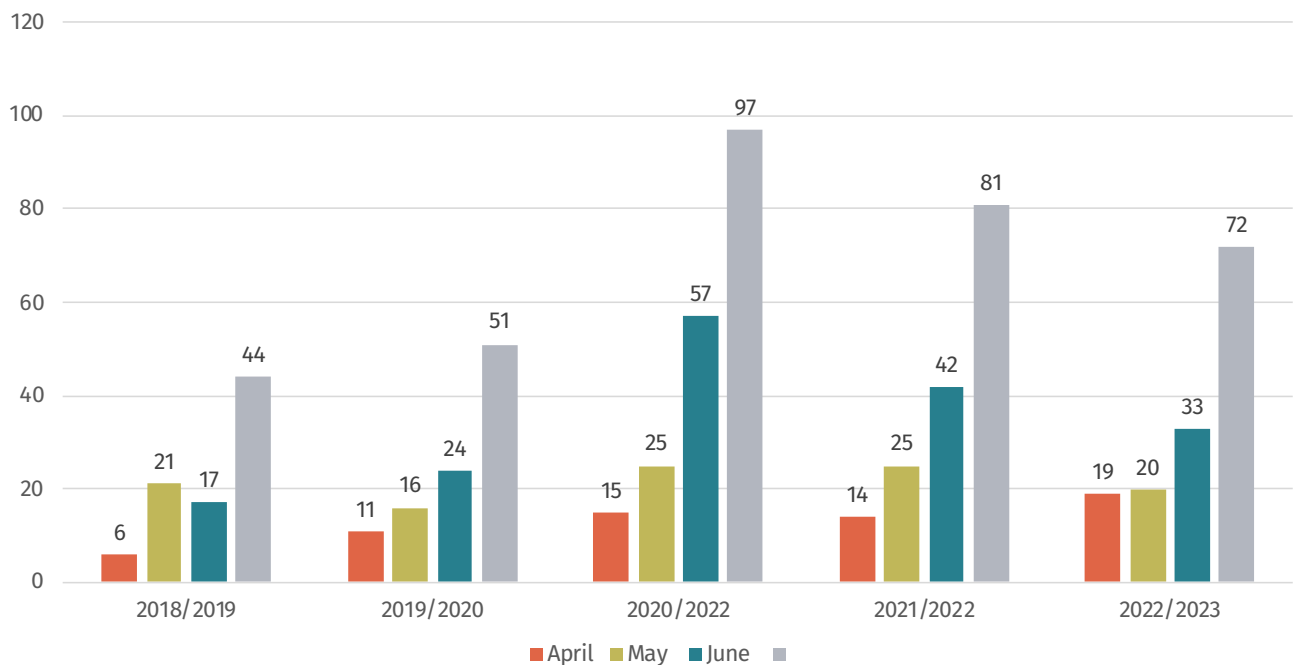
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation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

Newly-recruited members

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

MONTH	2018/2019	2019/2020	2020/2021	2021/2022	2023/2024
April	6	11	15	14	19
May	21	16	25	25	20
June	17	24	57	42	33
	44	51	97	81	72

Graphical Representation YOY Comparison 2018/2019 to 2023/2024



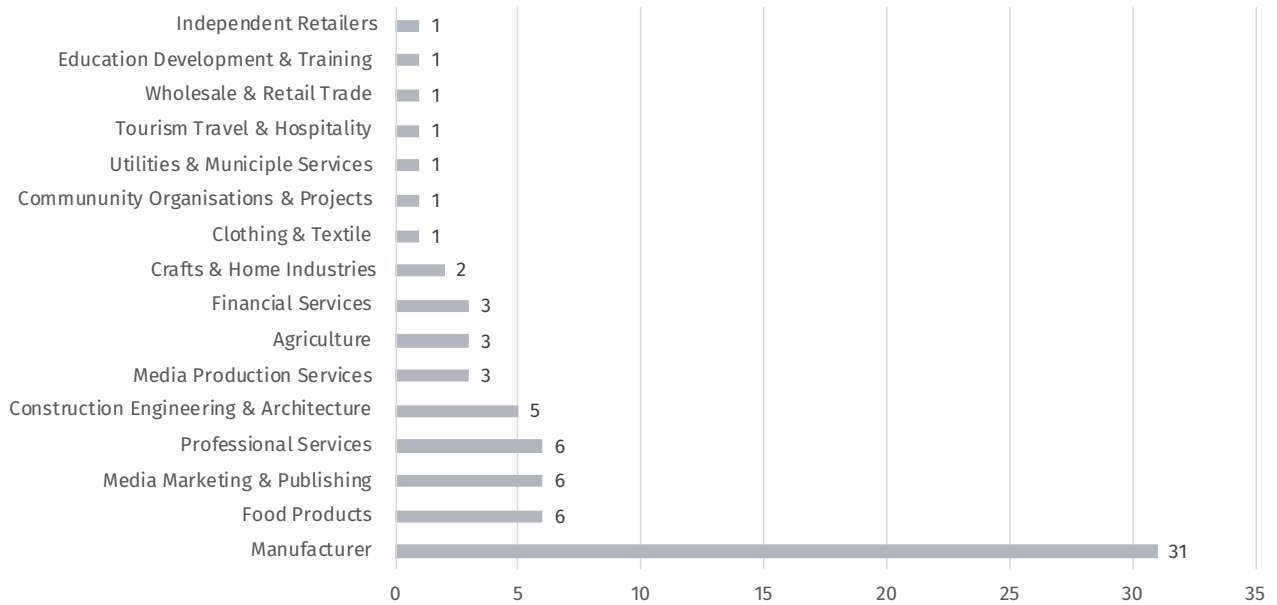
2023/2024 Q1 NEWLY RECRUITED MEMBERS

Company	Sector	Province	Classification	Lead Origin
APRIL				
African Compass Trading 473 cc	Manufacturer	Gauteng	SMME	Consultant-generated
BA Corporation (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Babra Clothing (Pty) Ltd	Manufacturer	Western Cape	SMME	Direct
Captain Fabulous	Manufacturer	Gauteng	SMME	Consultant-generated
Clareb Accessories & Photography	Manufacturer	Western Cape	SMME	Consultant-generated
Eden Sleep Innovations (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Eli Foods and Events	Food Products	Gauteng	SMME	Direct
Guardiar South Africa (Pty) Ltd	Manufacturer	Western Cape	SMME	Direct
KHS & PARTNERS (PTY) LTD	Professional Services	Western Cape	SMME	Consultant-generated
Lottie Funk	Manufacturer	Gauteng	SMME	Consultant-generated
MEMSA (Mining Equipment Manufacturers of South Africa)	Professional Body	Gauteng	SMME	Referral
News Nexus Official	Media Marketing and Publishing	Gauteng	SMME	Consultant-generated
Old School Coffee Company	Food Products	Gauteng	SMME	Consultant-generated
Sankofa Solutions (Pty) Ltd	Utilities and Municipal Services	Gauteng	SMME	Consultant-generated
South African All Brothers Product Certification	Professional Services	Gauteng	SMME	Event
The Factory	Manufacturer	Gauteng	SMME	Event
Toys with Roots	Media Marketing and Publishing	Gauteng	SMME	Consultant-generated
Ululate Psalms (Pty) Ltd	Manufacturer	KwaZu-lu-Natal	SMME	Consultant-generated
van Heerden Mays Publications CC	Media Marketing and Publishing	Western Cape	SMME	Referral
MAY				
Authentic Organics	Manufacturer	Limpopo	SMME	Consultant-generated
Bokaba Holdings (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Bracing Health Wellness (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Burnham House B&B	Tourism, Travel and Hospitality	KwaZu-lu-Natal	SMME	Direct
Business Basics Shop CC	Wholesale and Retail Trade	Gauteng	SMME	Direct
CertX SA (Pty) Ltd	Professional Services	Gauteng	SMME	Direct

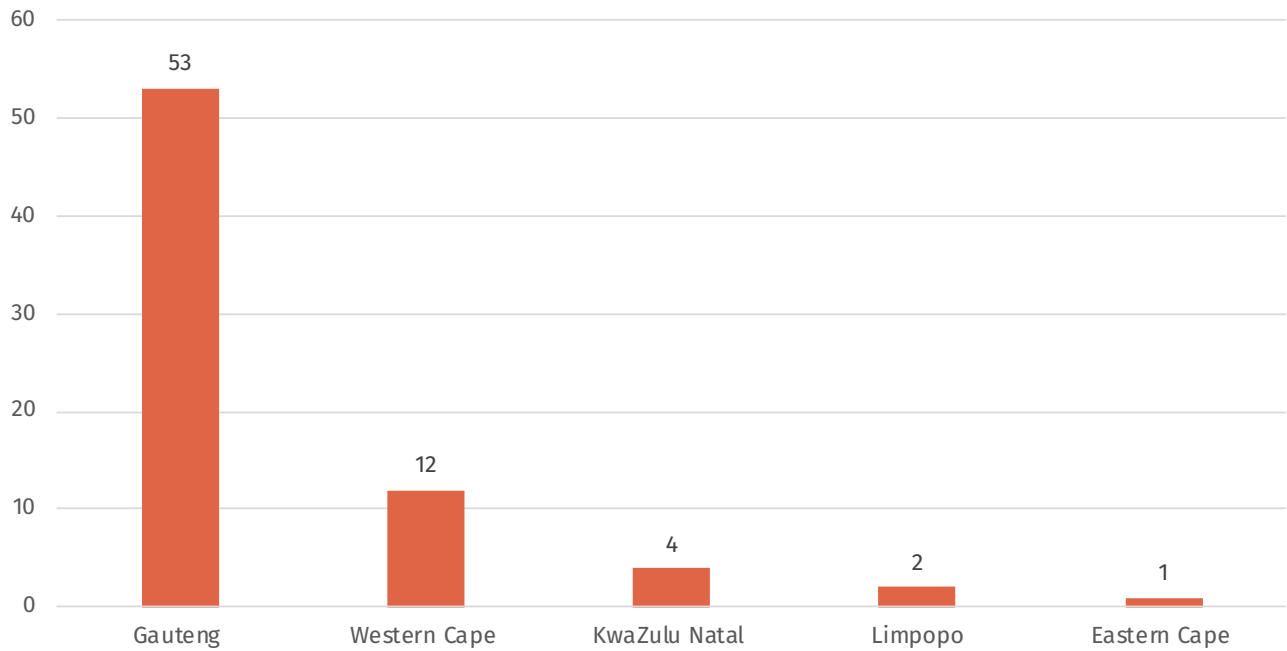
Company	Sector	Province	Classification	Lead Origin
MAY Cont...				
House of Mpete (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Lign Organic (PTY) LTD	Manufacturer	Gauteng	SMME	Consultant-generated
Mellowcabs	Manufacturer	Western Cape	SMME	Consultant-generated
Mintbooks (Pty) Ltd	Financial Services	Gauteng	SMME	Direct
Moshate Communications (Pty) Ltd	Media Marketing and Publishing	Gauteng	SMME	Consultant-generated
Nyamukara Empowerment NPC	Community Organisations and Projects	Gauteng	SMME	Referral
Online South Africa (Pty) Ltd	Media Marketing and Publishing	Gauteng	SMME	Direct
On uncapped Networks (Pty) Ltd	Community Organisation	Gauteng	SMME	Consultant Generated
RBJ Marketing Solutions	Media Marketing and Publishing	Gauteng	SMME	
Direct				
Roastwell Coffees (Pty) Ltd	Food Products	Western Cape	SILVER	Direct
Sewhooked (Pty) Ltd	Manufacturer	KwaZulu-Natal	SMME	Direct
Staruts Skill Development Agency (Pty) Ltd	Education, Development and Training	Gauteng	SMME	Consultant-generated
Tinaset	Construction, Engineering and Architecture	Gauteng	SMME	Direct
Ubathandwa	Manufacturer	Gauteng	SMME	Direct
JUNE				
Afro Tribe Creative (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
BAM TELECOMS (Pty) Ltd	Information Technology and Telecommunication	Gauteng	Silver	Direct
Chique Event's (Pty) Ltd	Media Production Services	Gauteng	SMME	Direct
Ekhaya Chemicals CC	Manufacturer	Western Cape	SMME	Direct
Global Tailings Solutions Technologies (Pty) Ltd	Construction Engineering and Architecture	Gauteng	Diamond	Consultant-generated
Jack Rabbit Chocolate Studio	Food Products	Gauteng	SMME	Consultant-generated
K2020802762 (SOUTH AFRICA) (PTY) LTD	Agriculture	Gauteng	SMME	Referral
Ketomo Group	Manufacturer	Gauteng	SMME	Direct
Kloudy (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Lali Wines	Agriculture	Gauteng	SMME	Direct
Lee Ice and Water Cubes	Food Products	Gauteng	SMME	Direct
Maduwa Paint World (Pty) Ltd	Manufacturer	Limpopo	Bronze	Direct
Meyisi Creatives	Crafts and Home Industries	Eastern Cape	SMME	Direct

Company	Sector	Province	Classification	Lead Origin
JUNE cont...				
Nairsons Food Products CC	Food Products	Gauteng	Bronze	Consultant-generated
One Day Only Offers (Pty) Ltd	Independent Retailers	Western Cape	Diamond	Referral
Pacifrica	Manufacturer	Gauteng	SMME	Direct
Pro Roof Steel and Tube (Pty) Ltd	Construction Engineering and Architecture	Gauteng	Diamond	Consultant-generated
Rekindle (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
SA Steel Mills (Pty) Ltd	Construction Engineering and Architecture	Gauteng	Diamond	Consultant-generated
Safe Riderz Group of Companies	Professional Services	Gauteng	SMME	Direct
Sakisa Energy & Technology Group	Construction Engineering and Architecture	Gauteng	SMME	Consultant-generated
School Lashushu (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-generated
Sphamandla's Enterprises (Pty) Ltd	Crafts and Home Industries	KwaZulu-Natal	SMME	Consultant-generated
Steel and Engineering Industries Federation of Southern Africa	Education, Development and Training	Gauteng	SMME	Referral
Structure Corp	Professional Services	Gauteng	SMME	Direct
Teestylish Projects (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
The Fragrance Room (Pty) Ltd	Manufacturer	Western Cape	SMME	Direct
The Native Nosi (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Turnkey Modular (Pty) Ltd	Manufacturer	Gauteng	Gold	Direct
Tshepiso Branding	Media Production Services	Gauteng	SMME	Direct
VWORX (PTY) LTD	Manufacturer	Gauteng	SMME	Direct
Woodstock Leather	Manufacturer	Western Cape	SMME	Referral
Zoetendal Vineyards & River Estate	Agriculture	Western Cape	SMME	Direct

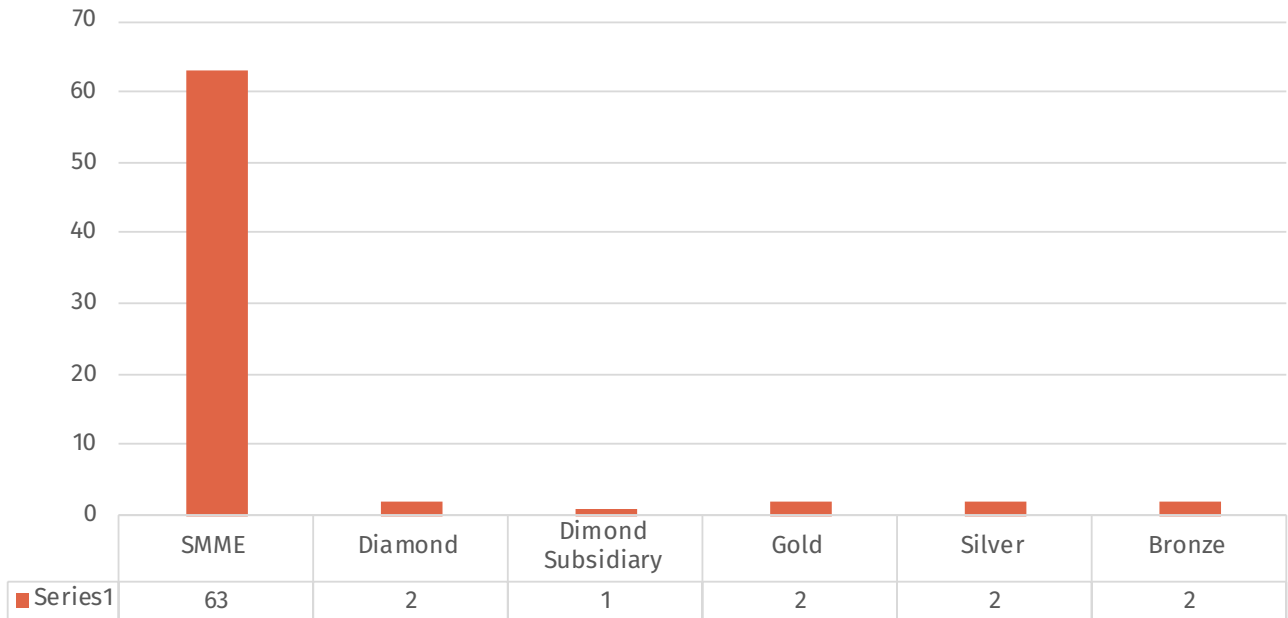
2023-2024 Q1 NEWLY RECRUITED MEMBERS BY SECTOR



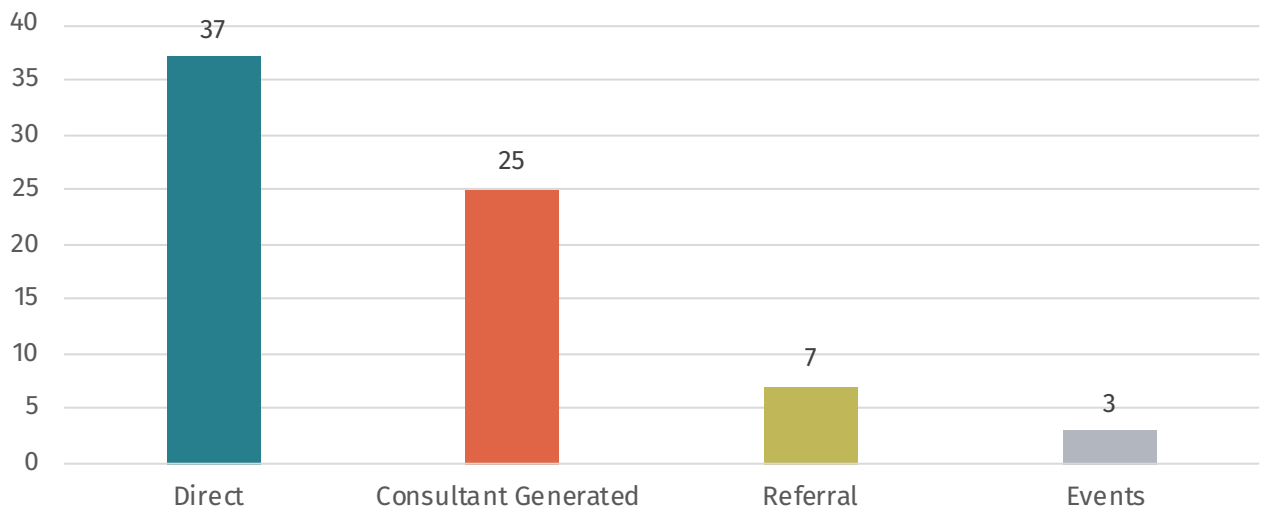
2023-2024 Q1 NEWLY RECRUITED MEMBERS BY PROVINCE



2023-2024 Q1 NEWLY RECRUITED MEMBERS BY CLASSIFICATION



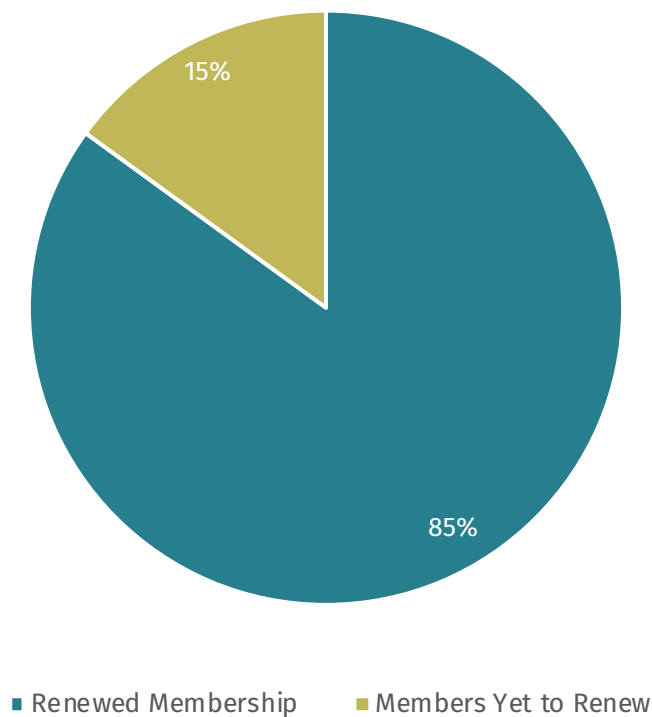
2023-2024 Q1 RECRUITED MEMBERS BY LEAD GENERATION



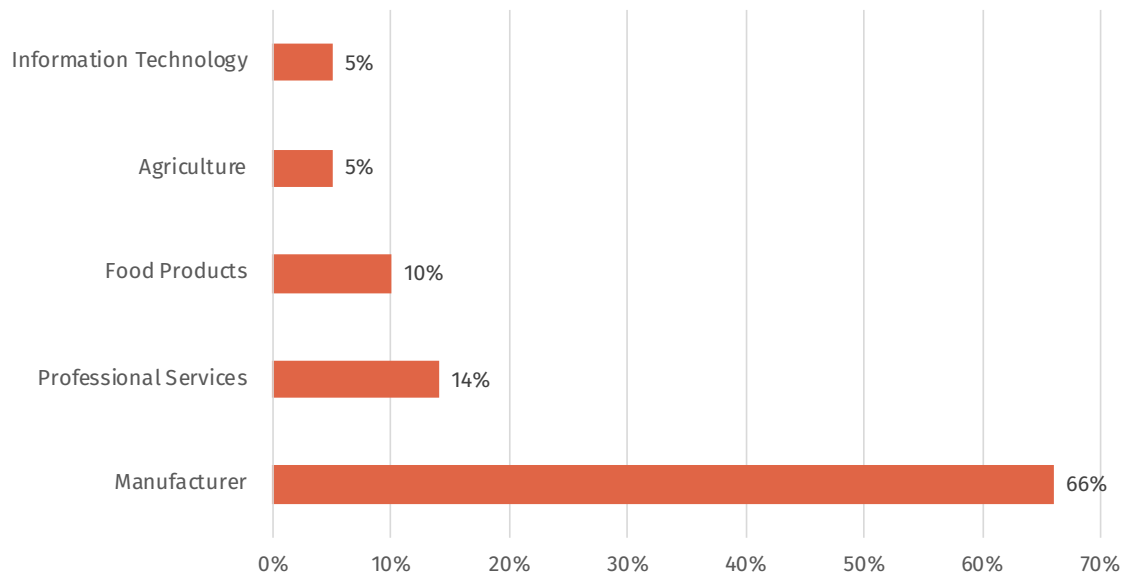
2023/2024 Q1 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	85%
Target:	80%
REASON FOR GROWTH	
1. The lapsed list is assisting with renewal growth. 2. The wine expo scheduled to take place during July 2023 also assisted with the renewing of members in this sector.	
Number of cancelled memberships: ONE cancelled member, DEFY South Africa. They believe their brand is the only true local manufacturer in their sector and they will only re-join if we are in consensus with this and give them exclusivity.	

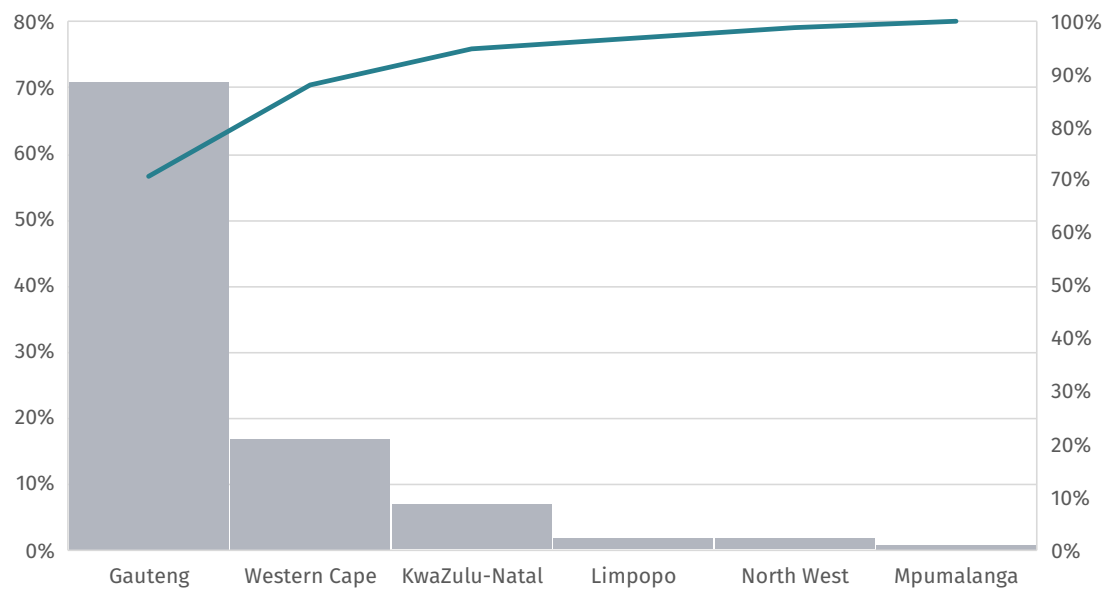
2023-2024 Q1 RENEWED MEMBERS vs. YET TO RENEW



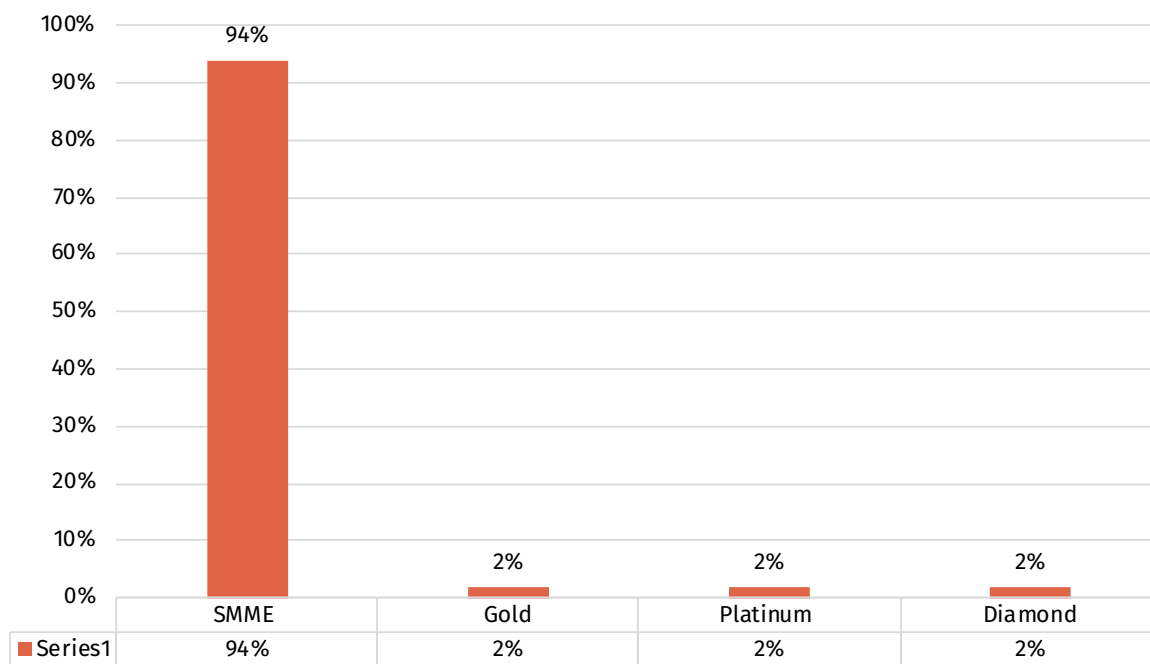
2023-2024 Q1 RENEWING MEMBERS BY SECTOR



2023/2024 Q1 RENEWING MEMBERS: COMPARISON BY PROVINCE



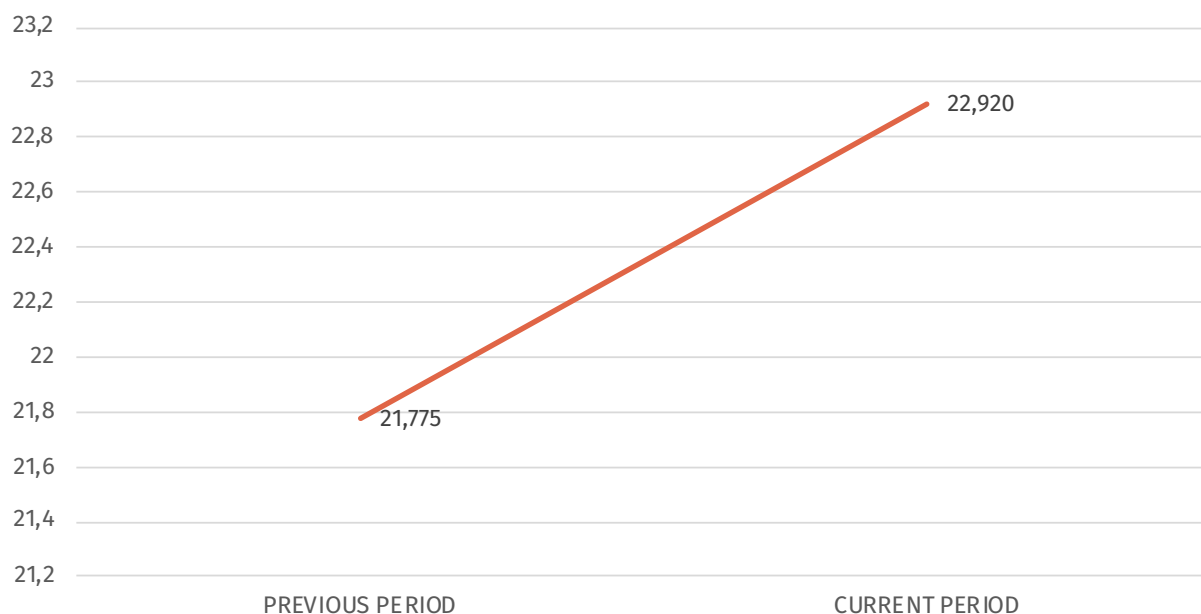
2023-2024 Q1 RENEWING MEMBERS BY CLASSIFICATION



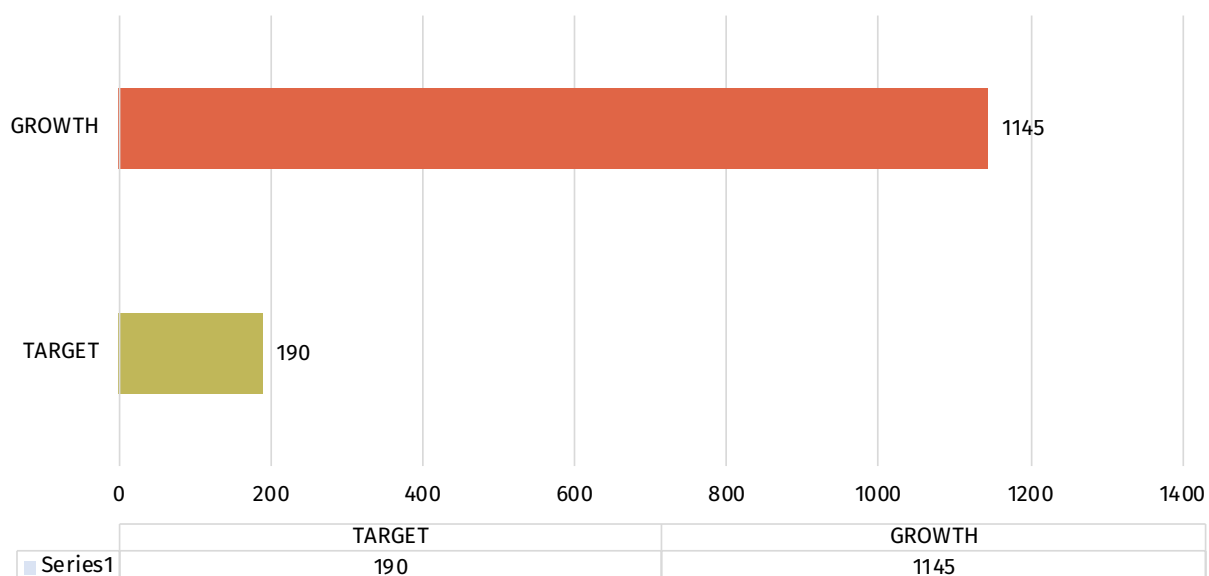
2022/2023 Q1 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: Q4 2022/2023	21,775
Current Quarter: Q1 2023/2024	22,920
2022/2023 Q1	
Target	190
Achievement	1145
Target Exceeded: 600%	

2023/2024 DATABASE OF LOCAL PRODUCTS AND SERVICES PREVIOUS PERIOD vs. CURRENT PERIOD



2023/2024 Q1 DATABASE OF LOCAL PRODUCTS AND SERVICES TARGET vs. GROWTH



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Jozi Kota Festival: 01 April 2023

The Jozi Kota Festival took place on Saturday 1st April 2023 at The Station in Newtown. The theme was 'Bringing Kasi vibe to Town' which inspired a military themed dress code for attendees.

The Jozi Kota Festival brought different kota flavours to the central city of Johannesburg and food lovers came out in numbers.

The festival aimed to showcase what kasi had to offer when it comes to food, especially local food.

Proudly SA gave two of its Soweto members and Kota giants - Kota King & 2Selai, an opportunity to be part of the festival as an access to market platform. Proudly SA identifies opportunities such as these festivals as an access to market opportunity and to help promote small businesses.

Proudly SA was given the opportunity to brand the area and had a membership drive where our membership consultant was able to promote our membership opportunities for potential members.

Reach: 6000+

Target audience: General public & Stakeholders





Proudly SA and the dtic: Localisation webinar: 24th April 2023

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

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

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

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

The localisation conversation was hosted on Proudly South African’s social media platforms (Facebook, Twitter, and Youtube) as well as the dtic retweeting the posts to further garner a broader reach and audience while spreading the Localisation narrative.

Reach: 120

Target audience: SMME’s suppliers, business owners, perspective, members, government entities

The Solar & Future Energy Show Africa 2023: 26th April 2023

The Solar & Storage Show Africa was held at the Sandton Convention Centre on the 26th April 2023. The event offered a unique opportunity to connect with a large and exceptionally senior audience. It provided meeting spaces, networking opportunities as well as sponsorship & exhibition opportunities to meet companies' specific marketing and business development needs.

The Solar & Storage Show Africa delivered the region's most important, unique, & forward-thinking energy generation, technology, and infrastructure event. The event was a multi-branded vibrant exhibition, intentionally designed to seamlessly represent the convergence between conventional generation, lower-carbon innovations, and renewable energy solutions.

The Solar & Storage Show Africa, co-located with the Future Energy Show Africa and was the definitive event that brought all these elements together under one roof: new technology, efficiency, new thinking, and best practice in the industry.

Proudly South African had a speaking opportunity which was given to Jeannine Van Straaten our Strategy, Stakeholder Relations & Legal Executive. Her presentation focused on informing delegates about the electricity crisis specifically focusing on localisation opportunities within the Renewable Energy industry.

Reach: 100

Target Audience: Entrepreneurs, General consumers, Electrical engineers, Decision makers



COSATU Western Cape May Day event: 1st May 2023

Proudly South African exhibited at the Cosatu Western Cape May Day event which took place at the University of the Western Cape (UWC) on the 1st of May 2023. The event provided Proudly SA the opportunity to showcase our services, create awareness and educated consumers about the Proudly South African campaign and the importance of buying local.

Proudly South African's membership department attended the event to inform and educate consumers about the membership benefits for their respective employer companies. We were able to provide branding at the event, which created brand awareness and provided attendees information leaflets on the campaign.

Reach: 80 interactions at our information table, 1000 attendees

Target audience: General consumers, COSATU members, Union members and workers





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

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

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

As both a consumer education and a membership recruitment drive platform, Proudly SA exhibited at the 3-day event. Our stand provided visitors with information on who Proudly South African is through information leaflets and digital messaging. Our membership team was on hand to assist with membership queries and provide details on our membership process and benefits. 41 leads were generated from the three-day event.

Reach:

- +- 800 exhibitors
- +400 buyers
- 46 African countries represented
- the above numbers supplied by Expo organisers

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

Sterkinekor Movie Event: 9 May 2023

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

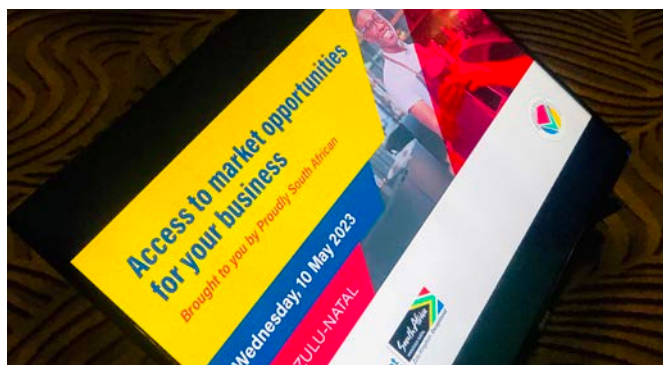
Happy Ngidi, our CMO opened the evening sharing the importance of supporting local content and the job creation capability of the creative and arts industries. She unpacked the value chain and impact on livelihoods that local films rely on and why the members of the media are critical in cascading positive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

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

Reach: expected attendance- 40, audience reached -22

Target audience: media, people of influence, stakeholders & members

Access to Market Opportunities Forum: 10th May 2023



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

106 attendees from small businesses and entrepreneurs within Kwa-Zulu Natal attended on the day. “Access to market opportunities for your business” was the overall theme of the day which included several key speakers to assist businesses in with the numerous opportunities and programs that exist for small businesses.

Happy Ngidi our CMO facilitated the workshop and presented the delegates with what the Proudly SA campaign seeks to achieve and the access to market opportunities we provide for our members.

The speakers were:

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

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

1. **Nerisha Jairaj:** South African Footwear & Leather Export Council: Executive Director
2. **Sibonelo Mchunu:** Small Enterprise Development Agency- Specialist: Marketing & Stakeholder Relations

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

Reach: 106

Target audience: Proudly SA members, SMME's & entrepreneurs



Business Forum, Bloemfontein: 18th May 2023

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

The event was attended by MEC, Thabo Meeko who gave a keynote address. He welcomed the initiative of localisation as a driver of economic growth, industrialisation, and job creation by Proudly South African. Furthermore, he emphasised to those in attendance on how the Free State provincial government intends on driving and supporting the localisation movement and enable Free State based businesses to be developed as a result.

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

Forum Speakers:

- Eustace Mashimbye: Proudly South African CEO
- Vuyo Zitha: Assistant Director, dtic
- Mantwa Makhakhe: Epcutis Skin Range CEO

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

- SARS
- SEDA
- SEFA
- Department of Small Business

The event was well branded from the very main entrance to the actual event area, this created a positive look and feel for the event and ensured visibility for Proudly SA. The event received great engagement and reach on social media with the DESTEA and DSBD (Department of small business development) officials posting and sharing on their official Facebook and Twitter pages.

Once again, the event provided a list of interested members of Proudly SA, via the expression of interest form, these were then shared with the Membership department, to get prospective members.

Reach: 150

Target audience: Proudly SA Members, Proudly SA non-members, Industry Leaders, Professional Experts, Consumers, business owners & SMME's- Free State Department of Economic, Small Business Development, Tourism and Environmental affairs – MEC office staff



Media Ad Launch: 27th May 2023



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

The event was hosted at Langhams Executive Conferencing venue in Fourways. The concept of the event was to bring the new campaign to life and showcase the various touchpoints and sectors highlighted in the new advert. The advert shares a journey of different South African children and their dreams of a successful career, the powerful and emotive advert provides a story of each child as they talk about their aspirations within 7 different sectors.

- Automotive
- Aviation
- Clothing, Textile, leather & footwear
- Manufacturing
- Agriculture
- Furniture
- Steel & construction





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

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

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

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

The new advert was played to end the formal proceedings, which was well received by our guests and the children were full of excitement seeing themselves on the big screen for the first time.

Guests were provided all things local from delicious canapes and champagne, to a goody pack packed with locally produced items.

Reach: 50 media

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



Benefits & Opportunities as a Proudly South African Member – Meet & Greet: 29th May 2023

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

Being the country's official Buy Local campaign, our mandate is to promote locally made goods and services to consumers as well as private and public sectors. This is to stimulate job creation and retention in our country by promoting small business.

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

Reach: 104 RSVP's & 30 attendees

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



CTFL Interactive Workshop: 30th May 2023

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

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

The topic of the workshop was “Creating Online spaces for your market with love” focusing on strategies as well as best practices for designing and managing an online fashion store that is engaging, easy to use, and satisfies the needs & expectations of customers. The workshop was aimed at providing practical advice and insights for creating an online fashion store that attracts and retains loyal customers.

The presentations included:

1. Understanding the target audience and their preferences
2. Building an intuitive user interface
3. Enhancing the customer experience
4. Optimizing the checkout process
5. Leveraging social media and other marketing channels

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

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

Reach: 87 rsvp's received & 42 attendees

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



(DESTEА): Clothing and Textile programme- Bloemfontein: 6th June

The Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEА) organised an event which focused on the youth in the clothing sector where young designers showcased their talents. The event was held on the 06th of June 2023 at Mimosa mall, Bloemfontein, Free state.

Proudly SA CEO Mr Eustace Mashimbye was invited to attend the Clothing & Textile program with SMMEs in the Manufacturing sector, Clothing, Textiles, Leather and footwear space.

He spoke at the event giving his full support to the programme facilitated by DESTEА and the benefits it provides to the CTFL sector.

MEC, Thabo Meeko attended the event to give full encouragement to the Youth.

"MEC said, the department saw it prudent to work towards reviving this sector as it has the potential to create much needed jobs. This sector's value chain provides great opportunities consisting of hides, fibers, leather, fabric, footwear, furnishings, and clothing production. It is a sector that contributes 2.9% to the national GDP and 3% to manufacturing,"

He concluded that by 2030, the retail Master Plan aims to grow employment to 330 000 as well as local retail sales to expand the local retail procurement from 45 % to 65% improving competitiveness, technology, and transformation.

Four winners of the clothing and textile programme were selected and walked away with full Proudly SA membership.

The following designers were part of the CTFL programme and winners on the day:

- House of Mareka (The owner: Tshepo Mareka)
- Regardless Couture (The owner: Masabata Sekonyela)
- Unexpected Fashion house (The owner: Lerato Senoko)
- Khaya Couture (The owner: Vusi Majale)

The event was a consumer education opportunity and created brand awareness for Proudly SA both at the mall and also on social media.

Together, DESTEA and Proudly SA aim to benefit companies within the Free State region by assisting them in the below areas:

- Providing support for the enterprises.
- Providing access to various markets and resources.
- Providing non-financial support such as training.

From a membership angle we received 19 membership leads.

Reach: 60

Target Audience: Proudly SA non-members, Prospective Members, Fashion companies & clothing and Textile companies

E-commerce Webinars- (OneDayOnly) 6th June/20th June, (BobShop) 13th June, (Makro Marketplace) 20th June

The Ecommerce webinars introduced the partnerships concluded by Proudly SA with the online platforms OneDayOnly and Bobshop, for access to market purposes, at no cost to them as members of the campaign. A dual online seminar was scheduled for each platform via Zoom in which these e-commerce platforms were introduced to our Proudly SA members and thereafter Proudly SA introduced our e-commerce offering to their audiences.

Four webinars were organized by Proudly South African E-commerce Manager Taryn Collister and supported by Alicia Logan, the Membership Manager from a Proudly SA membership perspective. A representative from each company was also included in the line-up of speakers.

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

Webinar breakdown & Reach:

OneDayOnly	6th June: 77 RSVP's & 28 attendees
Bobshop	13th June: 73 RSVPs & 31 attendees
Makro Marketplace	20th June: 86 RSVP's & 24 attendees
Target Audience	
Proudly SA members within various sectors from alcohol, personal care, clothing, healthcare and many more.	



Proudly South African conference in partnership with COSATU Western Cape: 14th June

A Buy Local conference was held at Cape Town International Convention Centre in partnership with COSATU Western Cape on the 14th of June. The event aimed to provide union workers, shop stewards & representatives with knowledge on the importance of buying local and procuring locally made goods & services within their unions and the companies they work for. COSATU ensured shop stewards & workers were invited as well as securing the speakers for the day.

Delegates registered and were provided arrival refreshments which provided a networking engagement before the conference started. The conference was officially opened by Malvern de Bruyn, General Secretary of COSATU Western Cape who welcomed all attendees and took them through the programme of the day. The formal session then began with the singing of the South African National Anthem.

Motlatsi Tsubane, the Western Cape provincial Chairperson of COSATU took the audience through the importance of supporting locally manufactured products. He also further urged and challenged affiliates of COSATU to always keep local procurement top of mind when procuring. He highlighted the negative impact that imports have on our South African economy.

Proudly SA's CEO, Eustace Mashimbye unpacked the history of the campaign and highlighted the reasons behind the establishment. He addressed the audience on the foundation that initiated the buy local campaign, which was to address triple challenges that the country faced, namely, inequality, unemployment, and poverty.

Furthermore, he engaged the guests by unpacking the access to market opportunities that exist for entrepreneurs and business owners who manufacture

locally. He urged unions to be deliberate about choosing locally made by intentionally including local content requirements in their policies.

Proudly SA put a request through to COSATU and Union members to drive the localisation message, and for shop stewards to become ambassadors for buying local, establish local procurement committees and assist with consumer education programmes.

A panel discussion which was facilitated by Malvern de Bruyn allowed comrades to ask their questions, give inputs and/or suggestions and share ideas on possible ways forward.

The panel members included:

- Happy MaKhumalo Ngidi: CMO at Proudly SA
- Matthew Parks: COSATU
- Simon Eppel: SACTWU

The floor was then opened for questions and answers where many of the delegates engaged with the panellists. The session ended with the different union members signing a localisation pledge as commitments to continue supporting the buy local movement, specifically committing to endeavour to set up local procurement committees in their respective unions. Unions were also provided with collateral to take to their various unions with strong messages of supporting local and procuring local to put up in their companies, including on factory floors.

Reach: 450 rsvp's & 300 attendees

Target audience: Shop stewards & unions & Provincial government



Amatyma Wellness Father's Day: 17th June 2023

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

Proudly SA contributed positively to the event in the following manner:

- Speaking slot in the program: Proudly SA Assistant PR Manager, Tshiamo Ndlovu spoke about Proudly South African campaign and importance thereof in fighting unemployment.
- The new Proudly SA campaign was played at the event.
- Logo placement on collateral for the event.
- Branding at the event.
- A photobooth was set up at the event for visitors to take branded Proudly SA printed images which was a great memento of the day.
- Social media engagement & reach.

The event ensured Proudly SA showed support and addressed societal problems such as Gender based violence (GBV) and unemployment. A well-rounded Fatherhood talk can breed Fathers that can do good in society whether it is at home or on a business platform.

Two Proudly SA hampers were handed out which was valued at R1000 each and included a variety of locally made products and was handed out in a competition that was done by the TTMBHA.

Reach: 150

Target audience: General Consumers (mainly male audience) & Proudly SA members

Township Economies Conference & Expo: 20th & 21st June 2023

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

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

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

Proudly SA took part in the two-day expo with a Proudly South African stand as a membership drive and invited three member companies to display their businesses. The members identified below, were given free exhibition stands in the Proudly SA pavilion and were profiled to meet the Township Economies objective.

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

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

Reach: 962 visitors visited the exhibition & 105 exhibitors

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





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

Proudly South African in partnership with SEDA Western Cape hosted a successful event with SMMEs in Cape Town, Stellenbosch at Seven Sisters Vineyards.

The gathering of great minds, propelling collaborations, and inspired creativity which would lead to innovation was the aim of the event. In addition, Proudly South African recruited SEDA Western Cape clients to be members.

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

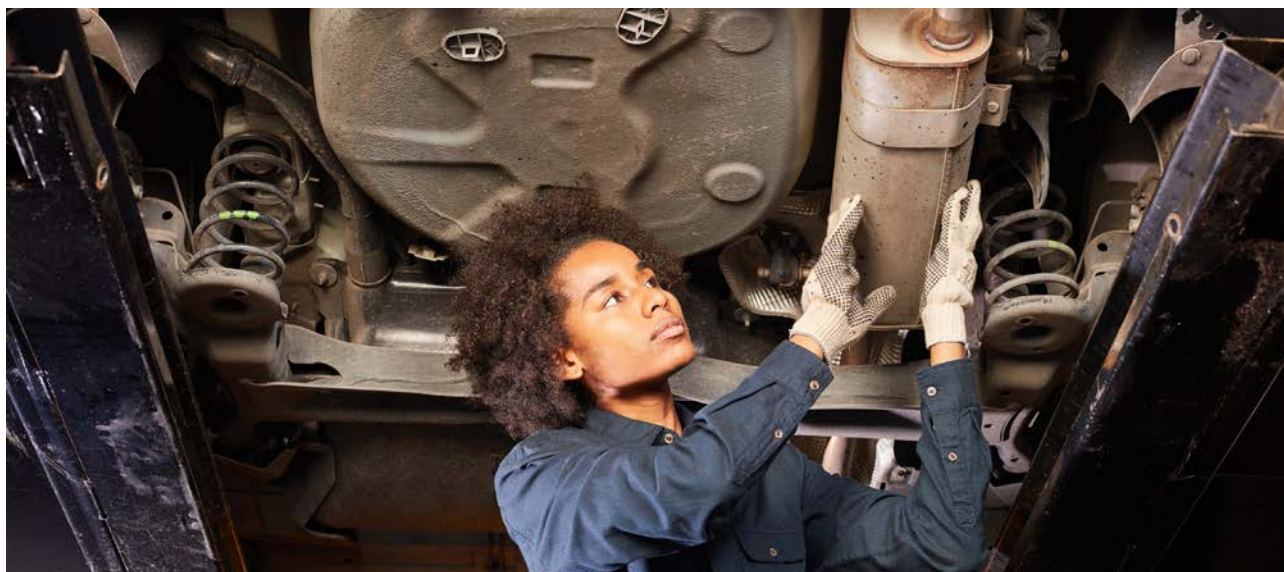
It was also an opportunity for small to medium companies to learn, grow, and connect with like-minded entrepreneurs.

Proudly South African's member, African Roots who is also the owner of Seven Sisters Vineyard spoke about her wine company and how she has benefited from being a Proudly South African member. The session was facilitated by Proudly South African CMO, Ms. Happy MaKhumalo Ngidi.

Reach: 120

Target audience: Business owners, SMME's & Proudly SA members





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

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

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

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

Reach: 50

Target audience: Youth entrepreneurs, general consumers, Small to medium companies



Launch of the Africa public service week 19th June 2023

The dtic in partnership with the Department of Public Service and Administration (DPSA as the lead department) other government departments and agencies hosted a series of events as part of the Africa Public Service Day programmes under the theme The Year of AfCFTA: Acceleration of the African Continental Free Trade Area from 19 -23 June 2023.

DPSA Minister, Noxolo Kiviets launched the programme on 19 June 2023. The launch targeted public servants on all levels seeking to equip them on South Africa's state of readiness in preparing for the implementation of AfCFTA.

Proudly SA's CEO, Eustace Mashimbye was featured on the panel unpacking the sub-theme A developmental Public Administration that creates an enabling environment for investment value adding industries to maximise the benefit of the AfCFTA. Eustace focused on localisation and what Proudly South African does as a campaign to support industrialisation in SA, in order to position SA's industrialists for the opportunities that come with the AfCFTA. This panel discussion was preceeded by a keynote address from Minister Patel, of the dtic.

The other speakers on the panel were:

- Tasneem Motara: MEC of Economic Development
- Prof. Somadoda Fikeni: Chairperson of the Public Service Commission
- Mareve Biljohn: Senior Lecture and Head of Department: Public Administration and Management. University of Free State.
- Trudi Hartzenburg: Executive Director- Tralac

Reach: 100

Target audience: public servants of all levels



YFM Youth Month Event: 24th June 2023

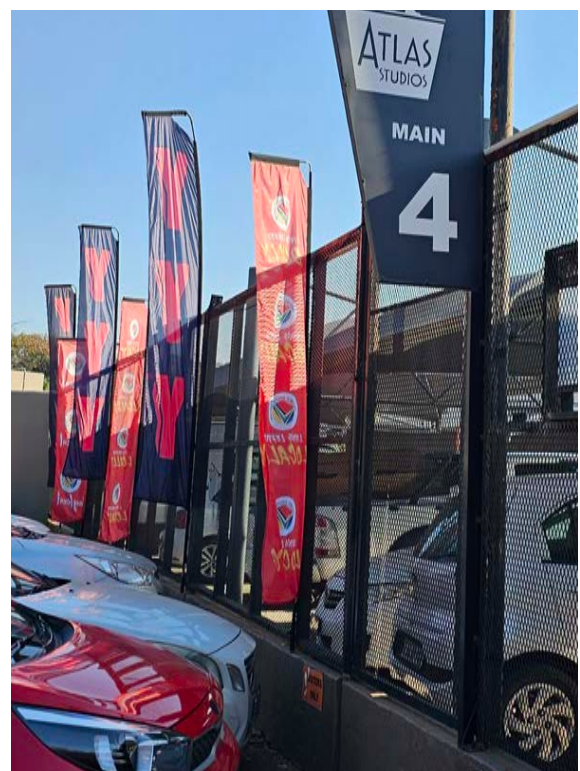
YFM hosted a youth focused campaign which took place over a 4-week period and culminated in an event at the Atlas Studios on the 24th of June. The event targeted young adults who are interested in finding out how to go about making their ideas more financially beneficial and to help them grow in this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

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

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

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

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



The aim of the event was:

1. Collaboration with brands that want to understand the way young people think, talk and interact.
2. The limited set-up and capacity allowed for an engaging and collaborative space amongst the youth and the invited speakers.
3. An opportunity for brands to reintroduce themselves to the youth market in a focused yet fun way through their activations.

Reach: 150 & further listenership via their radio channel

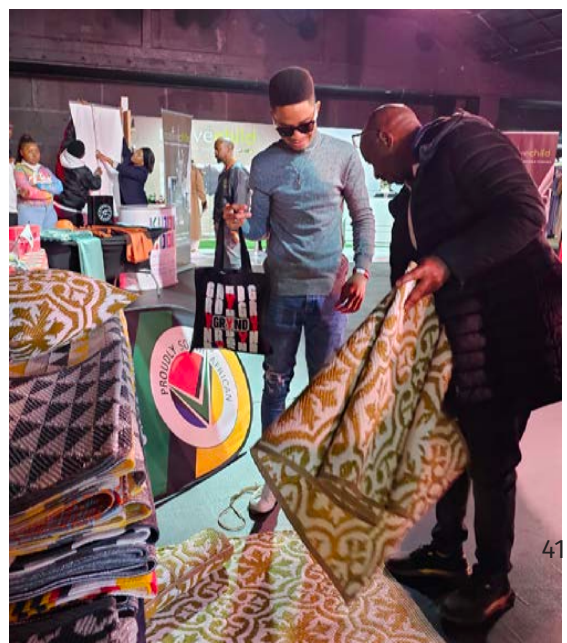
Target audience: General consumers, youth entrepreneurs & youth

Member testimonial:

“Let me take this opportunity to thank you for providing us with {an} opportunity to showcase our products during the YFM youth event which took place on 24 June 2023 at Atlas Studio. Once again, we managed to sell about 40% of our stock which we brought for the event. We also managed to get few leads from potential buyers. Soon we will be in talk with GRYND for a potential business deal as well as with Township Luxury for a potential collaboration. Feedback will be provided after meetings.”

—

Bridgett Mashira
Memuka Plastic Mats



dtic Webinar Youth in Industries: Intellectual Property for industrial innovation & technology: 27th June 2023

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

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

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

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

- What are some of the digital economy products
- How represented are the youth in this sector
- What processes or and products are available to support the development of the sector
- What remains the challenge in growing the sector

The speakers on the panel were:

1. **Alicia Logan Membership Manager from Proudly South African** educated the delegates about what localisation is within the digital economy, what some of the digital economic products listed under the Proudly SA membership programme are, what the advantages to being a Proudly South African member are and the importance of buying local.
2. **Mbavhalelo Mabogo the founder and CEO of Quicklock8**, took us through his journey from concept to reaching key milestones (Ideation to commercialisation), the challenges encountered along the commercialisation journey and mechanisms that were employed to overcome them, what are some of the regulatory requirements that are essential in the sector, what has been their experience in accessing markets and the barriers for entry and the skills training programmes available in their sector.
3. **Masisange Mketsu from Companies and Intellectual Property Commission (CIPC)**, equipped the delegates with information regarding what some of the technologies that the fund has financed thus far are and what has been the uptake from the youth.
4. **Tumelo Mashabela from Tshaya Mashabela Attorneys** shared information about the process of protecting innovation, common mistakes that people make with their innovations and some of the products Tshaya Mashabela Attorneys has protected.
5. **Alexandria Porter from National Youth Development Agency** also educated the delegates about some of the financial and non-financial support programmes available for young people in the NYDA, how does the NYDA assist young people to commercialise their ideas/innovations and what are the mentorship and training programmes available for young industrialist.

Reach: 50

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



MultiChoice Lifestyle Market in Partnership with Proudly South African : 28th & 29th June 2023

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

The market consisted of 10 Proudly South African members who each received a custom-made stand. The stands comprised of pallet-themed walling with bright & beautiful branding that incorporated the Proudly South African logo & each member's logo.

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

Below are the members who participated in the market;

1. Afrikan Passion Designs: Handmade leather bags & belts
2. African Mama's Crafts: Hand-Crafted & Beaded Jewellery
3. Ascend Label: Clothing Brand
4. DV Store/Designs: Handmade Leather Bags & Belts
5. House of D'Licacy: Non-Alcoholic Wine & Gin
6. Khoi Tech: Smart Watches
7. Ledikana: Clothing Brand
8. NQ Jewellery: Jewellery pieces
9. The Breadbox Bakery: Baked Goods & Baking Pre-mixes
10. Zazi's Juice Productions: Locally-made Fruit Juice

Proudly South African utilised this platform to signify the membership agreement with Multichoice. Jeannine van Straaten, Executive: Strategy, Stakeholder Relations & Legal presented the Proudly South African membership certificate to Tumi Masekela who is the Executive Head Corporate Affairs & Communications at Multichoice.



The Market was well-attended by over 1 000 Multichoice staff over the two consecutive days. The Proudly South African team conducted feedback videos with a few of these attendees and received excellent feedback. While conducting these videos, we discovered that our "Buy Local" messaging & campaign is resonating with and reaching more, and more people.

The sales made by the members were significantly high which talks to our main goals and objectives of this event 'access to market'. Below is a summary of a few sales made at the market:

- Ledikana who design & hand-make South African-inspired clothing & miscellaneous items were able to sell a few clothing items and handbags, one of which was sold after the Market had closed. Their total sales accumulated between R8 000 to R10 000,00.
- Khoi Tech who manufactures & sell Smart Watches at R2 500,00 a piece was able to sell 3 Smart Watches at the Market. They were also able to secure a one-on-one meeting with the SuperSport CEO to discuss a major partnership deal with Sports Teams in South Africa.
- House of D'Licacy who produce non-alcoholic Wine & Gin were sold out of their stock by 10h00 on the second day! Their total sales revenue accumulated to +- R6 000 This is a phenomenal achievement & support initiative from the Multichoice Staff.
- The Breadbox Bakery's delightful treats were very popular and they sold all their stock over the two days. A few attendees expressed interest in the Children's Baking Classes that is offered by The Bread Box Bakery.
- NQ Jewellery who manufactures their own bespoke jewellery pieces made over R10 000,00 in jewellery sales. These jewellery pieces varied from earrings, necklaces, and bracelets.
- Afrikan Passion Designs who design and hand-craft leather bags, wallets & purses were the busiest stall overall. They were able to sell over R12 000,00 worth of items and were able to secure over 30 pre-orders of laptop bags, handbags & wallets.

The Proudly South African team received excellent feedback testimonials from the members of the Market:

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

- Nombuso Afrikan Passion Designs

"Thank you very much Sasha, Jana & the Proudly South African team. The exhibition was a great success and we have just finished off our pre-order deliveries."

- Nqobile - NQ Jewellery

"Thank you very much for selecting me to participate at the Multichoice Lifestyle Market. Everything was super perfect, I genuinely appreciate. Kindly send my sincere Appreciation to your team they have been wonderful."

- Thobeka – Zazi's Juice

"Thank you to you and Proudly SA for the wonderful opportunity. We are so grateful to you all. "

- Nomaswazi – African Mama's Crafts

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

Target audience: MultiChoice Staff & Executive Members



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

The 2013/2014 financial year has gotten off to a good start for the PR department, with the team reaching their quarterly targets for all their deliverables. As the data will show, Quarter 1 of 2023/2024 has produced the most coverage in terms of AVE, when compared to the same quarter in previous years, an achievement truly worth celebrating.

We kicked off the quarter with the launch of our latest media campaign, Second Half. Second Half uses an analogy of a sports match and through it, Proudly SA views the years leading up to the Covid-19 pandemic as the first half of the “game” of slow economic growth, job creation and poverty alleviation. As the title suggests, Second Half represents the time where the country needed to regroup, recover, revisit the game plan, and collectively push forward for a win in economic restoration for South Africa and its people. To depict the new key messaging Proudly SA in partnership with the strategic partner, Multichoice, documented a commercial that was set to connect with South African consumers emotively using the voices of the next generation. The PR team garnered significant coverage for this campaign, with features on impactful and influential outlets such as Power FM, SABC News, Motswedding FM, eNCA and VOW FM. Achieving an AVE of R1 236 677,49 reaching a whopping R3 710 032,47 PR Value.

We also ran a consumer competition in partnership with Lift Airlines, to name the new Proudly SA mascot. The competition ran over a couple of months and three winners were drawn to win their share of Lift Airline prizes worth R15 000 as well as a Proudly SA hamper worth R2 500. The selected name, LoLo Warona, is a combination of two entries with the name referring to Love Local (LoLo) and the surname, Warona, meaning ours, referring to ownership of the localisation movement by everyone. The PR team created media networking opportunities at Proudly SA provincial business forums that were hosted in Durban and Bloemfontein, with a return to Bloemfontein taking part in the form of a clothing and textiles sector specific event.

As a membership-based campaign, Proudly SA prides itself in creating an environment where our member companies are afforded the opportunity to publicise their offerings to a broader audience reach. In testament, we introduced a new diamond member to the media by means of a press release and issued an opinion piece on PPC which is our existing diamond member. Additionally, we aligned some of our members with Brand SA to cover them for their online platform.

We further held media engagements at a COSATU event in Cape Town, the Youth GRYND event hosted by YFM, the Township Economic Expo in the East Rand as well as Social Media engagement for 10 of our lifestyle members at Multichoice in Randburg. We also joined hands with public figure, TTMBha to celebrate Father's Day where our PR Assistant Manager represented the organisation.

COVERAGE HIGHLIGHTS

The Honeymoon Movie



Second Half Campaign

As a new campaign, the coverage garnered for the campaign was exceptionally well. We reached over R3 million in PR Value on a national scale.



Motsweding FM
87.9 - 107.9

editorial 16

Every South African has the power to help reduce unemployment and secure the future of young people



South Africa currently has one of the highest unemployment rates in the world, reported at 32.9% in the first quarter (Q1) of 2023 according to the Quarterly Labour Force Survey (QLFS). The statistics are even worse if one focuses on young people. The youth unemployment rate, measured job-seekers aged between 15 and 24 years old, rose to 46.1% in the same period.

The results of the survey also indicated that 179 000 jobs were lost between the fourth quarter of 2022 and the first quarter of 2023. The total number of persons unemployed was 7.9 million in Q1 2023.

Prouty South African is determined to be part of the solution and, through their new campaign, show ordinary people that the power is in their hands and that they are part of the solution to the nationwide unemployment rate and economic state.

The new campaign is an analogy of a sports match and is titled Second Half. Through this analogy, Prouty South Africa's message is clear: buying locally manufactured goods and services helps to create a demand for local jobs which has a direct impact on today's youth and future generations. Many countries, such as China, are thriving because of the strength in localisation and export powers. This reminds us as South Africans to be more intentional and repeat about localising the goods that we consume or use.

Says Sibusiso MacWintye, CEO of Prouty South Africa: "The current state of youth unemployment is alarming, and we have to act urgently to counteract the impact of job losses on the local economy. If we do not change the course of our country's future through localisation, the consequences are likely to be dire. This is why it is crucial to encourage and enable our own approaches to combating this situation that affects us all. We must stop the culture of dependency and strive to be the protagonists in our country's future. It is only through the change we want to see in our own lives. This is done. And we must do it together."

As part of its ongoing campaign, Prouty South Africa has also launched a Second Half television commercial (TV) which puts the country's future labour force in the spotlight. It aptly demonstrates the direct impact that consumers can have on the future of South Africa's children if they buy and support homegrown products and services.

Second Half depicts eight labour intensive industries that are vital to government's economic priorities. These sectors are agro-processing, furniture, clothing – textile – footwear – leather (CFL), steel & construction, manufacturing, aviation, automotive, and food & beverages.

Continues Mashinboye: "We are stepping into a future that we can collectively be proud of because we individually would have contributed to. Through the Second Half, our goal is to actively connect with consumers in a way that's close to home – our children's late lies in our hands, and we must do something about it. These sectors are everywhere around us, so we strongly encourage consumers to make the right purchasing decisions when they buy anything from consumables, furniture, and white goods, to using services providers that are vocal about using local supplies."

The answer to changing the fate of South Africa's unemployment rate is unequivocal. All citizens of our beloved country must make a conscious decision to buy local made products or use local services. Our future, and that of our children, depends on our choices today.

editorial 16

Jul 2023 1st edition

Children call on you to buy locally

Written by: More Matshediso

Sports, Arts and Culture

Proudly SA has launched a television commercial that puts the country's future labour force (children) in the spotlight.

The organisation has developed a television commercial which demonstrates the direct impact that consumers can have on the future of South Africa's children if they buy and support homegrown products and services.

"The Proudly South African campaign has had adult voices asking citizens to buy locally to retain existing jobs, improve the country's economy and ultimately create more jobs. We have realised that our campaign has been talking over the heads of children, but the future of the country is in their hands," said Proudly SA's Communication Executive Happy Makhumalo Ngidi.

The new campaign depicts eight labour-intensive industries that are within the government's sectoral masterplans including agro-processing, furniture, clothing – textile – footwear – leather, steel and construction, manufacturing, aviation, automotive, and food and beverages.

She added that every citizen's future, and that of the children, depends on the choices they make today.

Proudly SA Chief Executive Officer Eustace Mashimbye said the current state of youth unemployment is alarming, and the country has to act urgently to counteract the impact of job losses on the local economy.

"If we do not change the course of our country's future through localisation, the consequences are likely to be dire," he said.

He added that to turn the situation around, South Africans must have pride in their goods and services, and stop at nothing to see the country advance from the economic darkness that its current purchasing habits are leading it to.

"Our goal is to encourage buying local as this directly creates jobs and this in turn benefits our children who have big dreams to make their impact one day. We can only address youth unemployment by thinking about our buying decisions," he said.



NEWS & INSIGHTS

New campaign encourages consumers to buy local

Proudly South Africa has launched a campaign to show people that they can be part of the solution to unemployment

29 MAY 2023 - 11:32 By LYNETTE DICEY



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0:00 / 8:01



Pictures supplied

South Africa has one of the highest unemployment rates in the world at 32.9% in the first quarter of 2023, according to the Quarterly Labour Force Survey. The youth unemployment rate – which includes jobseekers aged between 15 and 24 – is even worse, rising to 62.1% in the same period.



RETAIL MANAGEMENT LOGISTICS FMCG DRV VIDEOS RETAIL PHARMACY LIQUOR EVENTS

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Proudly SA – Buy Local to address unemployment in SA with new campaign

May 29, 2023

16 views

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We all have the power to secure the future

OPINION

Eustace Mashimbye

South Africa has one of the highest unemployment rates in the world, recorded at 32.9% in the first quarter (Q1) of 2023, according to the quarterly labour force survey (QLFS).

The statistics are even worse if one focuses on young people: The youth unemployment rate, measuring job-seekers aged between 15 and 24 years old, rose to 62.1% in the same period.

The results of the survey also indicate that 170 000 jobs were lost between the fourth quarter of 2022 and the first quarter of 2023. The total number of people unemployed was 79 million in Q1 2023.

Proudly South Africa, through its new campaign, shows ordinary people that the power is in their hands and that they are part of the solution to the high unemployment rate and dire economic state.

"The new campaign is an analogy of a sports match and is titled: "Second Half". Through this analogy, Proudly SA views the years leading up to the Covid-19 pandemic as the first half of the "game" of job creation and poverty alleviation, showcased in a previous consumer campaign known as the "First Half", narrated by South Africa's internationally acclaimed actor John Kani.

As the title suggests, Second Half

represents the time when the country needed to regroup, recover, revisit the game plan, rethink our loyalty to South African products and services, and collectively push forward for a win in economic restoration for South Africa and its people.

Every rand spent on local products helps to rebuild the SA economy and contributes to retraining and creating jobs. Proudly South Africa's message is clear: buying locally manufactured goods and services helps to create a demand for local jobs which has a direct impact on today's youth and future generations. Many countries, such as China, are thriving because of their strength in localisation and export powers. This compels us as South Africans to be more intentional and robust about localising the goods that we consume or use.

We have to act urgently to counteract the impact of job losses on the local economy. If we do not change the course of our country's future through localisation, the consequences are likely to be dire. This is why it is crucial to re-strategise and revise our own approaches to combatting the situation. We must stop the culture of dependency and strive to be the protagonists in cultivating the change we want to see in our own lives.

This is done, first and foremost, by having pride in our own goods and services, and stopping at nothing to see our country advance from the economic darkness that our purchasing habits are leading us to.

Every South African has the power to change lives, create jobs, improve

the country's economy and make a dramatic impact simply by buying local. This, in turn, helps secure the jobs value chain.

Second Half depicts eight labour-intensive industries that are within government's sectoral master plans. These sectors are agro-processing, furniture, clothing (textile, footwear, leather – CTEL), steel and construction, manufacturing, aviation, automotive and food and beverages.

Through the Second Half, our goal is to connect emotively with consumers in a way that's close to home – our children's fate lies in our hands and we must do something about it. We must do right by them. These sectors are everywhere around us, so we strongly encourage consumers to make the right purchasing decisions when they buy anything and to using services providers that are vocal about using local supplies.

We can only address youth unemployment by thinking about our buying decisions. If we support locally manufactured goods, we are building our nation and the economy. A strong economy is essential for the future of the youth, and it is incumbent on us to pave the way for them through localisation.

All citizens of our beloved country must make a conscious decision to buy locally-made products or use local services. Our future, and that of our children, depends on our choices taken today.

Eustace Mashimbye is CEO of Proudly South Africa.

PROUDLY SA'S NEW AMBASSADOR, LOLO WARONA

21 Jun

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Meet LoLo Warona, Proudly SA's new brand ambassador

Staff Reporter

City Press

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02:45



LoLo Warona is Proudly SA's new mascot, designed to resemble a swing tag and remind consumers to check the origin of their purchases. Picture: Supplied

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PROUDLY SOUTH AFRICAN ORGANIC COVERAGE



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Small businesses, due to their agility and creative approach to problem-solving, are drivers of innovation. In examples such as SweepSouth and Yebo Fresh, we see prime examples of how small businesses exist at the forefront of innovation in South Africa. Together, these kinds of start-ups play a vital role in helping South Africa maintain its competitive edge in the global innovation economy.

South African – and proud to be

The 'Proudly South African' campaign, established in 2001, has made great strides in promoting local talent and showcasing the country's abilities to produce world-class products and services. The ingenuity arising out of South Africa in sectors such as fashion, interior design, mobile technology and food production is testament to the remarkable abilities of local artisans and businesspeople. Campaigns such as these, which encourage South African to support the growth of the local small and medium enterprise sector are important symbols of national pride.

MEMBERSHIP SUCCESS STORIES

Published: 2023-05-27 10:00 AM

Written by: Eustace Mashimbye

Page: 1



Macsteel becomes a Proudly South African member

PROUDLY South African has for 21 years sounded a clarion call to the nation to join the pursuit of stimulating local procurement through influencing consumers to buy local and stimulate job creation in the country.

It is through this shared passion of localisation that we are announcing that Macsteel, the steel giant that

Published: 2023-05-27 10:00 AM

Written by: Eustace Mashimbye

Page: 2

'Buying local is about national pride and patriotism'

RA Vuthela makes Unique, seflexpressive ceramics

Local entrepreneurs call on South Africans to be serious about the development of the country and buy locally manufactured products.

Taabo Kete, is the co-founder of RA Vuthela Ceramics, a company that manufactures handcrafted ceramic tableware and bakeware in Klerksdorp, Gauteng.

Kete encouraged citizens to support local businesses because many quality products are manufactured in SA.

He spoke to Volkskrantz at the recent 2023 May Local Summit and Expo at the Sandton Convention Centre. The event was hosted by Proudly South African.

"Most of the products that are produced locally are developed with care, consideration and sensitivity to the needs and interests of our citizens. Buying locally manu-

factured products is also important for nation building and stimulating economic growth. It's all about national pride and patriotism," he says.

RA Vuthela Ceramics was established in 2020 at the height of the Covid-19 national lockdown by Kete and his business partners, Mbelele Magozi, Mpho Hameleang and Clement Magaal.

"Our art is nostalgic and may remind you about our common upbringing, crafts, places and spaces."

The company also offers clients an opportunity to customise their dinner sets by having their family names or artwork, which represents who they are on the products.

"This offers our clients a unique set that they cannot buy in the shops. It is very authentic and personal self-expression through ceramic art," Kete says.

The company became a member of Proudly SA in 2021. Vuthela Kete

Published: 2023-05-27 10:00 AM

Written by: Eustace Mashimbye

Page: 3

GOODYEAR SHOWCASES ITS LOCALLY PRODUCED TYRES AT THE PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Following the certification of Goodyear's locally-produced consumer and Off-The-Road (OTR) Blast Tyres Proudly South African by the country's official buy local advocacy campaign, Goodyear was excited to showcase its locally-produced tyres at the 11th edition of the Proudly South African Buy Local Summit and Expo taking place in Johannesburg, Sandton Convention Centre from the 27th-28th March 2023.

The Summit and Expo will provide Proudly South African members with the opportunity to showcase the diversity of locally produced products

and services, Goodyear, which has been a key contributor to the local tyre manufacturing industry for 75 years, will be showcasing a range of its OTR Blast and consumer tyres produced from its manufacturing plant in Kamega. Goodyear is proud to be the only tyre manufacturer that produces OTR Blast tyres in South Africa.

OTR tyres are fitted on heavy-duty vehicles, such as mining vehicles, which are vital to the daily operations in the mines in South Africa and across the continent. Our product portfolio also includes a range of high-quality consumer tyres which cater for the passenger and SUV/A4x4 markets. Goodyear OTR Product Business Unit (PBU) Head, Sallo Thothalemeke will



Join the Summit and Expo

Goodyear officials and delegates, who will be in attendance to visit the Goodyear stand, no 115 at the exhibition area where they will have an opportunity to interact with the Goodyear Team, understand our value proposition, products, services and broader contribution to the economy.



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BUSINESS REPORT ECONOMY

Proudly SA: A more pragmatic approach to localisation is key to resilience amid uneven globalisation

Written by
Opinion



Eustace Mashimbye is CEO of Proudly South African. Photo: Supplied

Published May 27, 2023

4.5.3) PRESS RELEASES/OP EDS/ MEDIA ARTICLES

The following were issued between April and June 2023:

No.	Date	Type	Title
1.	4 Apr 2023	Press release	How About We Live Lekker Locally Buy Buying Only Locally Made Products/Services This Easter Weekend
2.	20 Apr 2023	Press release	The Department of Trade, Industry and Competition partners with Proudly South African, to unpack the term localisation.
3.	04 May 2023	Media advisory	Movie night: Honeymoon the Movie
4.	08 May 2023	Media advisory	Let's Talk Access to Market Opportunities for Small Businesses in KZN
5.	16 May 2023	Media advisory	Workshop on Access to Marke to Market Opportunities for Small Businesses to be hosted in Bloemfontein
6.	27 May 2023	Press release	Every South African has the power to help reduce unemployment and secure the future of young people. Proudly South African is determined to be part of the solution
7.	27 May 2023	Opinion Piece	A more pragmatic approach to localisation is key to resilience amid uneven globalisation (PPC)
8.	12 June 2023	Media advisory	Proudly SA and COSATU reimagining the economy together in WC
9.	19 June 2023	Press release	Steel Giant Macsteel becomes a Proudly South African member and commits to localisation
10.	20 June 2023	Media advisory	Business Networking Session for Western Cape small businesses to be hosted in Stellenbosch
11.	21 June 2023	Press release	Proudly South African names its new Mascot – with the help of South Africa
12.	28 June 2023	Press release	Proudly SA Local Wine Expo back by popular demand

4.5.4) MEDIA ENGAGEMENTS

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

No.	Date	Media Engagement
1.	24 April 2023	Localisation Webinar
2.	25 – 28 April 2023	Press drops – Mascot
3.	9 May 2023	Honeymoon movie media engagement
4.	10 May 2023	Access to Market forum, KZN
5.	18 May 2023	Free State Business Forum
6.	17-18 May 2023	Free State press drops
7.	06 June 2023	Bloemfontein DESTEA Fashion event
8.	14 June 2023	COSATU Cape Town
9.	17 June 2023	TT Mbha Fathers' Day event
10.	20 – 21 June 2023	Township Economic Expo
11.	24 June 2023	YFM Grynd
12.	28 - 29 June 2023	Multichoice Market

4.5.5) Social Media

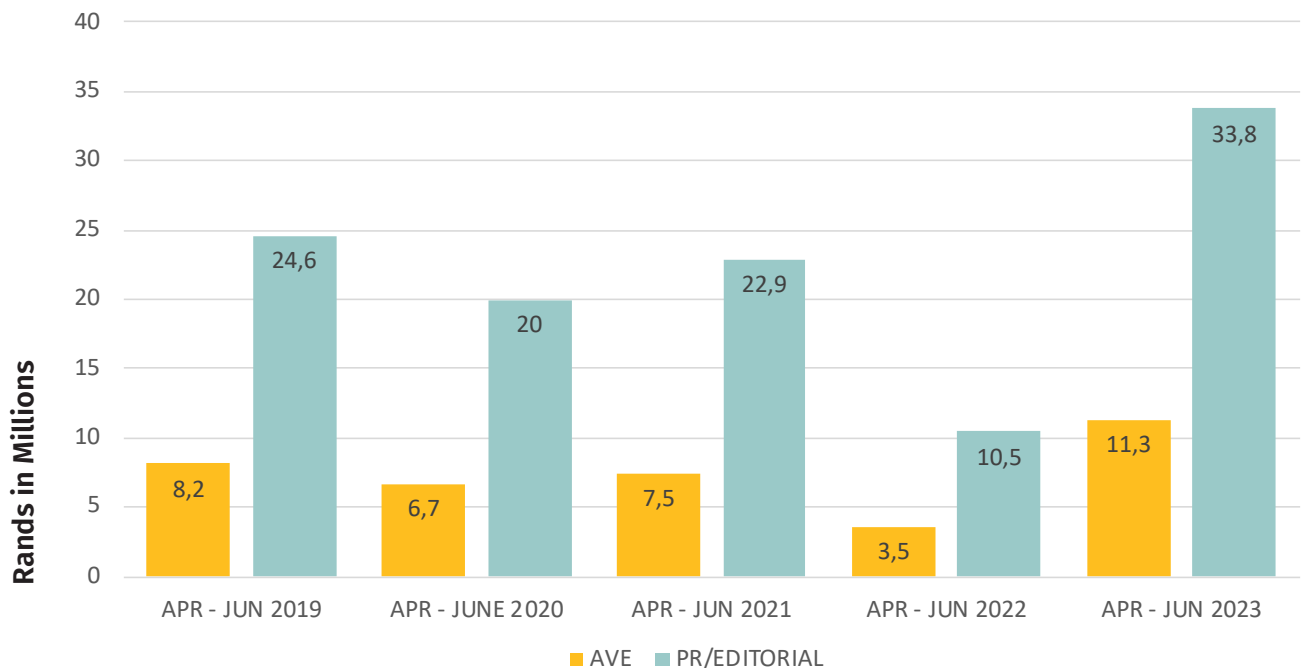
Below is a table which illustrates Proudly South African's following on social media platforms for April to June 2023.

	Followers 31 Mar 23	Followers 30 Jun 23	Q4-Q1 growth	Q/Q growth (%)
Facebook likes	34 182	35 307	1 125	3,29
Facebook follows	56 746	58 234	1 488	2,62
Instagram	19 739	20 538	799	4,05
LinkedIn	6 064	6 330	266	4,39
Twitter	185 514	186 327	813	0,44
YouTube	632	680	48	7,59
TikTok	505	535	30	5,94
TOTALS	303 382	307 951	4 569	1,51

4.5.6) AVE/PR VALUE

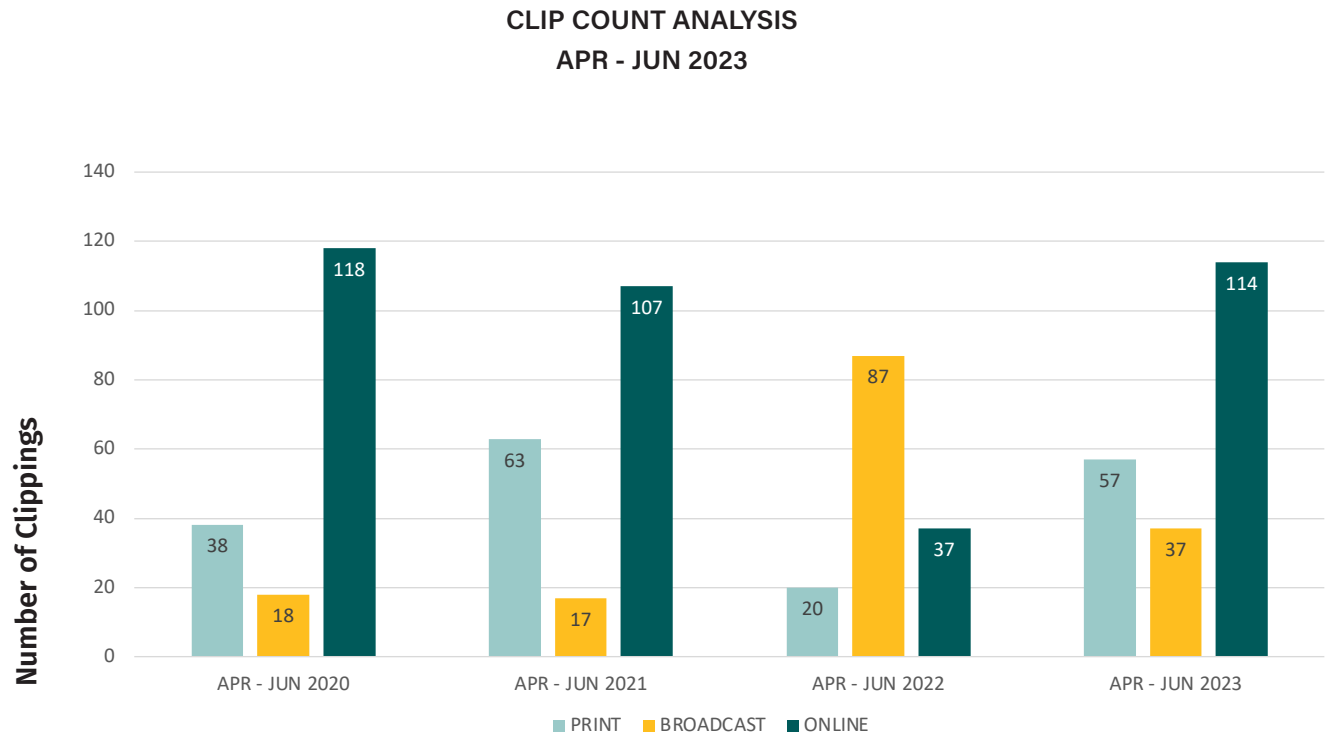
The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between April and June 2023 is R11 263 886,51 and the PR/editorial value translates to R33 791 659,53. It is worth noting that this has been a significant improvement in Q1 coverage over the years.

AVE ANALYSIS APR - JUN 2023



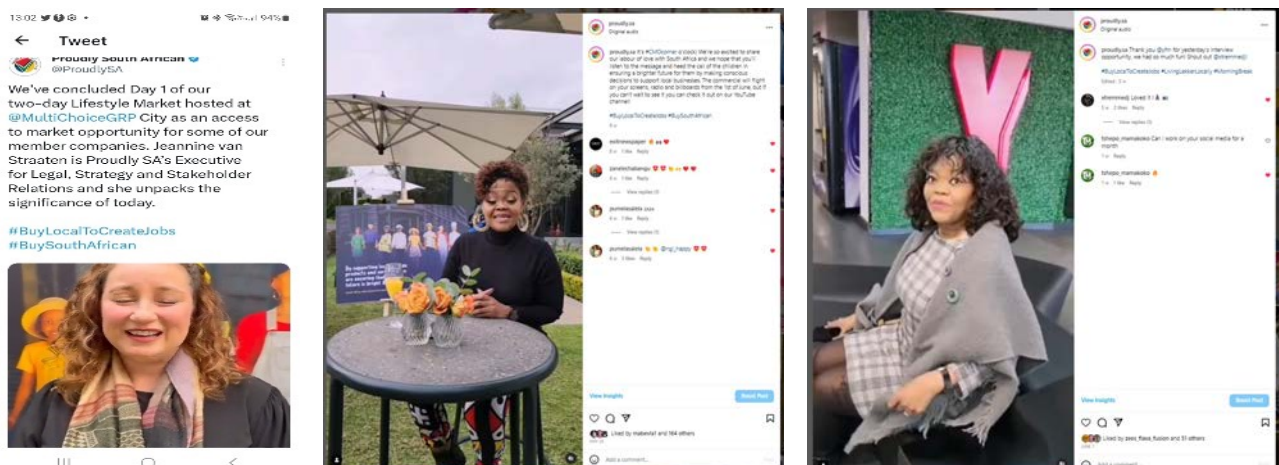
4.5.7) CLIP COUNT ANALYSIS

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 (Apr – Jun 2023). Comparison is made with the same period in previous years.



4.5.7) 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.





4.6) PRESENTATIONS

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

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

DATE	EVENT	VENUE
24 April 2023	Webinar - What does Localisation mean	Online
11 May 2023	Conscious Companies Awards	Melrose
17 May 2023	Free State Business Forum	Bloemfontein
22 May 2023	EmpowaYouth Event	Orange Farm
6 June 2023	Free State DESTEA Clothing and Textiles program event	Bloemfontein
14 June 2023	COSATU Western Cape Buy Local Conference	Cape Town
19 June 2023	Africa Public Service Day event (DPSA)	Birchwood (Boksburg)
21 June 2023	Township Economies Conference	Emperors Palace (Kempton Park)
22 June 2023	Cape Town Business Forum (in partnership with SEDA)	Cape Town

BRAND MANAGEMENT

By supporting locally manufactured products and services,
you are ensuring that their future is bright & secure.

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



Our team continues to support the Marketing Department and the company in a variety of ways. This includes creating presentations for client meetings, designing ecards, invitations, and web services for various company initiatives. This quarter we developed artwork for the mascot competition, The Honeymoon movie viewing, and our new TVC Campaign.

Proudly South African is dedicated to raising awareness about the negative effects of not supporting local businesses. The high levels of stress and anxiety among South African youth due to limited job opportunities prompted our new Campaign. In a moving narrative by way of an advertisement, Proudly SA showcases the significant impact that consumers have on the future of South Africa's children and youth.

On May 27th, we launched the new Buy Local messaging to media members and key Proudly SA stakeholders. We also revealed the TVC through an Above The Line campaign across Airport Screens at King Shaka International, Cape Town International, OR Tambo International, and Lanseria International. Additionally, we created content for the campaign that was featured on our various social media platforms including Twitter, Facebook, LinkedIn, and Instagram.

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 promoting 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.



Branding on Member company Rekiindle's products

In order to ensure that the logo is correctly utilised, members are encouraged to send their packaging/print artwork for Branding to approve.

REKINDLE





SOCIAL MEDIA E-CARDS



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

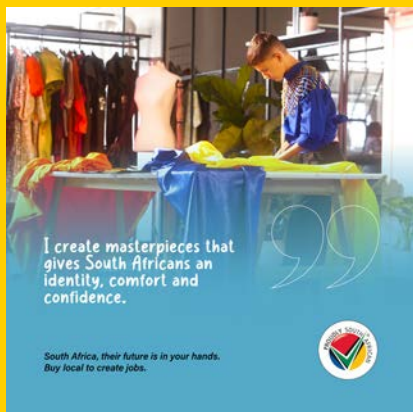


2nd Half Campaign

To promote the significant impact that consumers have on the future of South Africa's children and youth, we ran the 2nd Half TVC on various Multichoice channels. The TVC aimed to encourage consumers to make conscious choices when purchasing products and services, as these choices can contribute to creating a better future for the country's younger generation. By highlighting the importance of consumer behaviour, we hope to inspire positive change and empower individuals to take action towards a brighter future.



Social media



AIRPORT SCREENS

Our TVC flighted across Airport Screens at King Shaka International, Cape Town International, OR Tambo International, and Lanseria International.

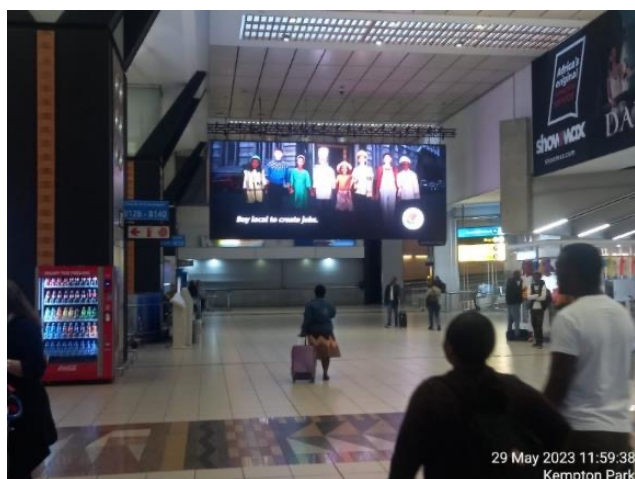
Campaign Date:	27 May – 30 June 2023
Campaign Name:	Proudly SA
Flighting Code:	PR04463
Flighting Regions:	ORT, CTIA, KSIA & LIA Airports
Package:	Diamond Package
Package Description :	72 Flightings per day (2 Slots)

Expected Flightings: 144 Flightings x 35 Days = 5040

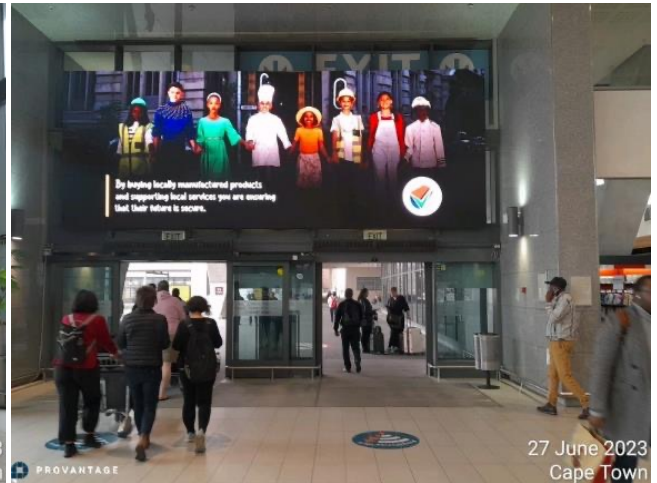
Actual Flightings: 6052

Added Value (flightings): 1012

OR Tambo International Airport



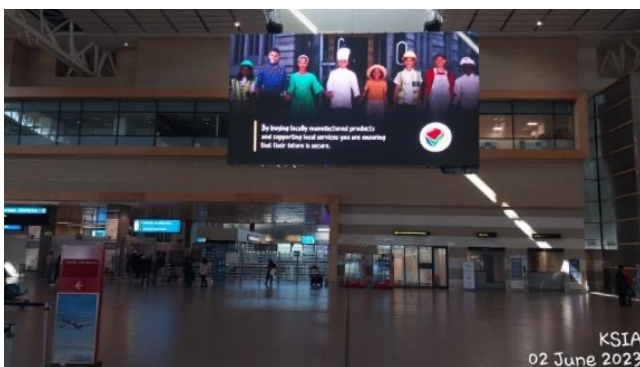
Cape Town International Airport



Lanseria International Airport



King Shaka International Airport



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, MultiChoice, is also committing to producing and showcasing local content through its television and film productions, such as the world-class production of Shaka iLembe, and continuing to manufacture some of its decoders locally.

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

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

1. Proudly SA eCommerce Partnerships

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

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

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

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

eCommerce Partners	Number of member companies enlisted	Number of products enlisted
Bizzmed	6 member companies	67 products loaded
Bobshop	2 member companies	880 products loaded
Loot	10 member companies	125 products loaded
Made by Artisans	19 member companies	155 products loaded
Makro Marketplace	44 member companies	88 products loaded
OneDayOnly	2 member companies	18 products loaded
Zulzi	22 member companies	68 products loaded

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

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

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

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

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

During quarters 1 and 2 of 2023/2024, Proudly SA is updating 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.

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

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

Current Product offerings

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

5. Other Localisation Initiatives Currently supported by Proudly SA:

Proudly SA’s Localisation Partners in Q1 2023/2024

Private Sector:

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

Industry Bodies:

1. Apparel Manufacturers of SA
2. Business Leadership of South Africa
3. Cement SA
4. Centre for Development and Enterprise
5. Conscious Companies
6. Fresh Produce Association
7. Informal Economy Development Programme
8. Medical Device Manufacturers of South Africa
9. Mining Equipment Manufacturers of SA
10. South African Furniture Initiative
11. Southern African Energy Efficiency Confederation

Programmes:

1. BUSA Localisation Committee
2. Localisation Support Fund
3. Harambee Youth Employment Accelerator
4. SA Food Alliance

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)

(ii) PUBLIC SECTOR

Proudly SA is mandated to:

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

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

1) Proudly SA's Tender Monitoring Function

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

In Q1 of 2023/2024, the Proudly SA tender monitoring function picked up 576 tenders related to the 28 products previously-designated for local content.

The former list of products designated for local content includes:

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

Designated Products	Local Content Threshold	Date
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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

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

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

the dtic reported the following in terms of compliance levels from 1 April 2023 to 30 June 2023:

Bids reviewed between 1 April and 30 June 2023		
Categories of Bids	Number	Percentage
Compliant before and after 16 January 2023	26	23%
Compliant before but not after 16 January 2023	34	30%
Non-compliant before and after 16 January 2023	53	46%
Unclear	1	1%
TOTAL	114	100%

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.

3) Updating of Specifications

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

4) SABS Local Content Verification

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

5) Integration with the CSD

To ease the process 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. Integration is set to take place in Quarters 2 and 3 of 2023/2024.

6) State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 April to 30 June 2023) - Performance against the Annual Performance Plan targets for the quarter

Key focus area: Consumer Education Campaign on the economy wide benefits of buying local - “Buy Local” to Create Jobs! – ERRP

In support of the Industrialisation DTIC Joint Indicator/output

Strategic goal				
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets	
			2023/24	Quarter 1: Performance Target
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	Achieved: *2 nd half campaign launch on television platforms *Radio and tv interviews in this regard *Wine Expo 2023 using television interviews, radio interviews, pre-comms, during & post.
	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR & Below and Through the line activities through social media, press releases, interviews, all media touch points and other PR related activities	Reached more than 10 million people during 2020/21	*PR & Below the Line Activities reaching at least 10 million consumers per annum	Achieved: *Sharing the reel with diamond members to use on their respective Platforms. *Wine Expo 2023 pre-event activities using all social touchpoints including, radio interviews, pre-comms, during & post. *CMO corner updates *Members / Vendors social platforms – repeatedly. *Press releases & opinion pieces *National Forums None
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	Hosted 4 Activations during 2020/21	At least 6 Activations hosted annually	1 consumer Activation hosted per quarter
				Planned consumer activations to be hosted during the next quarter

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement Variance
	*Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)	*18 Campus/ Community and/or youth campaigns undertaken during 2020/21	*8 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (2 per quarter)	2 x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per quarter None	+2
	*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	We plan on implementing x2 in Q2.
	*Consumer education programmes targeting tertiary education learners	*New Activity	*At least one consumer education programme targeting tertiary education learners	None	
	*Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos		*Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	We plan on implementing x2 in Q2.
	*Sector specific expo and/or activations showcasing Proudly SA products	*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	-
		*Wine Expo launched during 2022	*Sector specific expo showcasing at least two industries/products (Agro-processing – Food and Wines)	None	+1
	*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.	+1

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
	*Increased awareness of the buy-local message and/or campaign during Heritage month	*Rolled out 2 major activities promoting Buy Local during Heritage Month in 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	None	None
	*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	None	None
	*Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	* Annual Buy Local Expo held annually, but did not take place in 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	None	None
	*Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	*New activity (participated in the 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	One federation and/or major union reached during the quarter	*COSATU Shop steward Engagement
	*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	None	None

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

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	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	*Roll out of at least 1 major Heritage month consumer targeted activity per annum	None	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	*Participation in at least 1 presentation to SOEPF per annum	None	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	*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	None
	*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	*Participate in at least 10 existing provincial/local government led Public Sector Procurement officials' forums	0	To be implemented in Q2. Challenges in Q1 caused by the reluctance from the public sector caused by the court ruling on the PPPFA.
	*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	*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	300 tenders/RFPs per quarter	576 Tenders
			*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	None	None
					+276
					The CSD team is rolling out the project in phases. Phase 1 is done (declaration/inclusion of local content for companies). Phase 2 – the actual integration – will be rolled out later in 2023 as soon as NT has tested their development work and it is to their satisfaction.

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

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
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 (BUSA Localization 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	15 (Medical Device Manufacturers of SA, Centre for Development and Enterprise, Cement SA, Informal Economy Development Programme, Apparel Manufacturers of SA, Gauteng Province beneficiaries of renewable energy initiatives, Southern African Energy Efficiency Confederation, participating companies of the Conscious Companies Summit, Fresh Produce Association, South African Furniture Initiative, South Coast Tourism, Mining Equipment Manufacturers of SA, Council for Scientific and Industrial Research, and vendors of eCommerce platforms Loot and OneDayOnly)
	*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	1 (Pro Roof Steel and Tube)
					-

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
	*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)	None	None
	*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)	None	None
	*Sector Specific Workshops/ Forum	*2 x sector specific forums hosted in 2020/21	*1 x sector specific engagement per annum	None	None
	*Business Forums/ webinar 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	*11 in total. KZN Forum, Bloemfontein Forum, Stellenbosch Forum – access to market opportunities, Youth Industries webinar, Localization webinar, CTFL interactive workshop – Stadia, COSATU forum, x3 e-commerce webinars.
	*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	*2x Africa's Travel Indaba & Township Economy Expo
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*New Activity	*Sector specific expos showcasing at least two industries/products (Agro-processing – Food and Wines)	None	None
	*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	Introduce a Market Access programme for the benefit of members (locally made products and services)	1 Proudly SA eCommerce Strategy (Participating Platforms: Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed and Loot)
	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	1 (Multichoice)
					-

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

Strategic goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
Retention and Recruitment of Members, as well as growth of the database of locally made products and services for local procurement	Number of members recruited and retained	241 new members recruited during 2020/21	Recruit at least 320 new members per annum	Recruit at least 80 new members per quarter	72	-8 (Shortfall to be made up during Q2)
	(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.	85%	+5%
	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	1 145	+955

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 Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets			
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement	Variance
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	*Develop partnerships with Intergovernmental State Enforcement Agencies, and participation in multi-disciplinary processes with key stakeholders	*Participated in 34 industry stakeholder forums in 2020/21	*Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participate in at least 3 SARS industry forums per quarter	8 (Clothing Textiles Footwear and Leather SARS Forum, Furniture SARS Forum, eThekweni Metropolitan Municipality, South Coast Tourism, National Treasury, the dtic, Gauteng Province, Import and Export Control).	(+5) SARS had cancelled most of their forums in this quarter.

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

Strategic goal					
Strategic Goal Objective/ Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once per annum	None	-
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	*12 Dipstick surveys done at events during 2020/21	*At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	10 x dipstick surveys done for the quarter	11 x dipstick surveys done
	* 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	-
			*Annual compliance reviews of all members	Annual compliance reviews of all members – 100%	-
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	-

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

Strategic goal					
Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
			2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
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	*Daily monitoring done through Newsclip
	*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	*12 achieved (refer to PR section for details)
	*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	*12 achieved (refer to PR section for details). +8
		*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	*x2 achieved. Durban Media – Local Movie Experience and launch of 2 nd half campaign. +1
Increased growth and awareness through Social Media platforms		*New Activity (contracts concluded with various media houses previously)	*Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	At least one partnership in either one of these mediums per quarter: TV, Print, Digital/Online and Radio	0 To be implemented in Q2.
	*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 0.5% per annum	15% *Facebook – 93,541 (6.29%) *Instagram – 20,538 (4.05%) *LinkedIn – 6,330 (4.39%) *Twitter – 186, 327 (0.44%) *Youtube – 680 (7.6%) *TikTok – 535 (5.9%)

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 1: Performance Target	Quarter 1 Achievement
						Variance
	*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and private sector buyers wishing to buy locally made products and services)	*Grow the number of products registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	*39% growth year on year in the number of products for 2020/21	*20% growth in number of products and/or services registered on the platform(s) per annum	20% growth in number of products and/or services registered on the platform(s) per quarter	Q4 2022/2023: total number of products registered = 411 Q1 2023/2024: total number of products registered = 1402 Growth: 241% (Participating Zulzi, Makro Marketplace, OneDayOnly, Made by Artisans, Bizzmed and Loot)
						(+221%)

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

Strategic goal	Strategic Goal Objective/Output	Performance Indicator/Measure	Baseline	Performance Targets		
				2023/24	Quarter 1: Performance Target	Quarter 1 Achievement
						Variance
	*Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	*Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	*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	None
						Planned sector specific campaigns to commence during Q2 (2 x planned for Agro-processing and CTFL)

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	
			Quarter 1: Performance Target	Quarter 1 Achievement
*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	None	-
			*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	-

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	
			Quarter 1: Performance Target	Quarter 1 Achievement
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	-	-
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% Complied
			*Unqualified opinion/ audit report for 2021/22 financial year end audit – Annual Financial Statements	-

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 1: Performance Target	Quarter 1 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 filled at all times	100%	100%
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2022 to March 2023.	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2022 to March 2023.	-
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	-
Compliance to Statutory Requirements	Comply with SABS. Employment Equity, and Occupational Health and Safety requirements.	Full compliance with SABS, 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.	-

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 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? Have any employees of the public entity committed financial misconduct?		X		No employee has committed any of the offences listed herein
	86(2)				X		
	TR 33.1.1				X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		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).

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			- The approved strategic plan and business plan has been submitted to the dtic as the Executive Authority - This is built into the approved strategic plan - Risk Management plan exists - Fraud prevention plan approved - Materiality is determined prior to and during external audits - This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 30.1.3		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 dtic 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 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 at 30 June 2023

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

STRATEGIC RISK REGISTER 2023/24		
	High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
1.	A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.	- 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 – 2021/22

No	Finding	Corrective Action (Plan)	Status
1.	VAT Receivable Overstated	Management to reconcile year-end balances to ensure that they are supported by sufficient and appropriate supporting documentation	Completed
2.	Incorrect classification of finance costs	Management to enhance monthly reconciliation of ledger accounts to ensure that incorrect classifications are timeously identified and corrected.	Completed
3.	Incorrect disclosure of changes in estimates	Annual Financial Statements were adjusted accordingly	Completed

FINANCIAL REPORT

Financial Report - Expenditure vs Budget (Quarter 1 – 1 April - 30 June 2023)

Description of item	Budget for the quarter (Q1) Rands	Actual for the quarter (Q1) Rands	Variance for the quarters (Q1) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 June 2023) Rands	YTD Variance (31 June 2023) Rands
INCOME								
Membership Fees	1,462,814	862,981	(599,833)	(41%)	Various leads are being followed up	6,700,000	862,981	(5,837,019)
Grant – the dtic	29,717,000	29,717,000	-	-		46,656,000	29,717,000	(16,939 000)
Project based funding - UNOPS	-	-	-	-		-	-	-
Sponsorship	10,000	0	10,000	(100%)		11,200,000	-	(11,200,000)
Other Income	0	405,634	405,634	100%	Interest income & sale of promotional items	0	405,634	405,634
Total Income	31,189,814	30,985,615	(204,199)	(0,65%)		64,556,000	30,985,615	(33,570,385)
EXPENDITURE								
HR and Staffing costs	7,219,304	6,771,544	447,760	6,2%	Timing difference due to the lead time in the recruitment processes	29,494,376	6,771,544	22,722,832
Administrative costs	2,030,310	1,802,709	227,601	11%	Spending within limits	6,768,624	1,802,709	4,965,915
Membership costs	112,758	7,480	105,278	93%	Cost cutting exercise undertaken	455,024	7,480	447,544
Marketing costs	2,319,770	2,112,031	207,739	9%	Timing nature of certain cost elements	26,059,915	2,112,031	23,947,884
Capital Expenditure & IT	416,378	695,910	(279,532)	(67%)	Effect of Annual license fees which were paid for in full for the year.	1,778,062	695,910	1,082,152
Total Expenditure	12,098,519	11,389,674	708,846	6%		64,556,000	11,389,674	53,166,326



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