



QUARTERLY REPORT

1 JULY - 30 SEPTEMBER 2022

Quarter 2
2022/23 Financial Year





PROUDLY SOUTH AFRICAN
Quarterly Report for Q2 (1 July to 30 September 2022)

APPROVAL OF THE REPORT

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

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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 July – 30 September 2022 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

The latest economic data continues to indicate a fragile economic recovery with diverse sector performance and weak spending growth. The recovery has not been helped by intensified loadshedding by Eskom that has disrupted economic activity and damaged confidence.

While the GDP data for Q2 2022 points to marginal growth in relation to the previous year, it suggests a contraction in the seasonally-adjusted annualised data when compared to the preceding quarter and an economy that is, once again, smaller than it was before the start of COVID-19.

In addition to some improvements in the aggregate number of people employed, there were reductions in the expanded unemployment rate in the first half of 2022. These were accompanied by relative increases in both absorption and participation rates. However, almost all employment and labour indicators are still notably worse than before COVID.

The financial position of many consumers has deteriorated as a result of increased inflationary pressures arising from higher food, energy and transport costs. Although these pressures were already rising prior to Russia's invasion of Ukraine, they were exacerbated by that conflict. In response, the Monetary Policy Committee of the South African Reserve Bank has – along with monetary authorities in many other parts of the world – raised policy rates.

In South Africa's case the repo rate was increased by 75 basis points to 6.25 percent in September 2022. This is the same level as prevailed before COVID. However, because of significantly higher inflation,

real borrowing costs are substantially lower now than before COVID – with real prime overdraft rates of 183 basis points compared with 637 basis points in November 2019.

One of the encouraging developments has been a relative improvement in levels of gross capital formation, with spending on both fixed capital formation and inventories increasing in both absolute and relative terms. The downside of this has been a rapid increase in imports – particularly of machinery and equipment – which has resulted in the trade balance moving from a large surplus to a small deficit. At the same time, export earnings have continued to be supported by high gold and coal prices that are beneficiaries of the heightened global uncertainty and disruptions to European gas supplies due to the war in the Ukraine.

On the production side of the economy, the primary and secondary sectors – which are exposed to international competition to a greater extent – all contracted on a year-on-year basis in Q2 2022. The fragility of the recovery is also reflected in the recent performance of high frequency data, which remains quite mixed. Some indicators – such as manufacturing production volumes, vehicle exports, retail sales and tourism accommodation – suggest improvement and expansion, while others – such as mining production volumes, building plans passed and liquidations and insolvencies – point to deterioration and contraction.

(NEDLAC: Economic and Employment Indicators September 2022)

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 2 of the 2022/23 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 24 August 2022 and considered the following:

- The CEO tabled a recommendation from the Finance and Procurement Committee as well as the HR and Remunerations Committee for an Inflationary Adjustment to the Board Remuneration as there had not been an adjustment in the last few years. It was agreed to refer the matter back to the Committees to provide a written motivation accompanied by a benchmarking exercise of similar institutions.
- The Chairperson reported that following a nomination process undertaken by NEDLAC, all the current Board Members had been re-elected to serve for a further 3 years. The Chairperson of the Board had also been re-elected to serve his final term.
- The CEO presented the quarterly report which included the areas where targets were not met.
- The Auditor's Report as well as the Audited Financial Statements were approved by the Board. The Board noted that the report was unqualified.
- The CEO presented a summary of the research conducted by the Pan African Institute of Research on how to Revitalise the Manufacturing Sector in South Africa.
- The Board noted the report on discounts and extended payment terms given to members in line with the CEO's Delegation of Authority.
- The Board received reports from the Standing Committees.
- The Management Accounts and Cash Flow reports were presented and noted by the Board.
- A list of potential members who were being pursued was presented to the Board and assistance was requested from Board Members to secure them.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 5 August 2022 and the meeting considered the following:

- The Committee noted that the POPIA Report had been received but could not be circulated in time for the meeting and would be tabled with the Board Evaluation Report at the next meeting.
- The External Auditors tabled the Management Report as well as the Audit Report. They reported that there were no serious areas of concern and the audit opinion was unqualified.
- The Committee received the Audited Financial Statements and recommended them for approval by the Board.
- The Committee received the report on the tender evaluation process for Internal Auditors and approved the recommendation for the appointment of MMM Advisory Services.
- The Committee noted the Risk Register and the steps taken to mitigate them.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 12 August 2022 and the meeting considered the following:

- The Committee received and noted the Audited Financial Statements and the unqualified audit report.

- The Committee noted the membership fee report and recommended that it be tabled to the Board.
- The Committee considered the list of companies that were being targeted for membership.
- The Committee considered the affordability of an inflationary increase in Board Remuneration and recommended that the Board consider an increase as there had not been one in the last 4 years.
- The Committee approved the appointment of MMM Advisory Services as the Internal Auditors for Proudly South African.
- The Committee approved the RFPs that had been issued for the production of a TV Advert and the development of an e-Commerce Platform.
- The Committee noted the Management Accounts and Cash flow reports 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 August 2022 and the meeting considered the following:

- The CEO reported on a meeting with the Acting Chief Procurement Officer at National Treasury. The Committee recommended that a meeting be pursued with the newly appointed Chief Procurement Officer.
- The Committee received the report on the Revitalisation of the Manufacturing Sector and also outlined a proposal on how to utilise the report in either a colloquium or through press engagements.
- The Committee noted that 94 new members had been signed up and that the renewal rate was currently at 81%. The database of locally made products and services was sitting at 20 864.
- The Committee recommended a CEO's Lunch to gain support for localisation and to recruit high-level members.
- The Committee noted the report on membership fee discounts and recommended it to the Board for approval.
- The Committee received the Marketing Report and the report on Localisation Strategies.
- The Committee received a report on the various e-Commerce platforms that management was exploring to sell member products including the platform that would be funded by **the dtic**.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 19 August 2022 and the meeting considered the following:

- The organogram was presented and included one change whereby the Dubai 2020 Platform Manager position was converted to the e-Commerce Manager Position.
- 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 approved the amendments to the Dress Code Policy. The General Travel Policy was aligned with the new SARS and AA rates.
- The Committee noted the recommendation from the Finco that inflationary increase could be accommodated for Board Members. As Members had not received an increase in 4 years, it was agreed to recommend a 10% increase to the Board which would remain unchanged for 3 years.

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 2022/23 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 as part of the strategic objective of educating consumers on the importance of buying local was able to reach in excess of 30 million consumers;
- There was also commendable performance as it relates to below the line activities with 30,4 million people reached against a target of 3 million for the quarter;
- A major consumer activation, in the form of the DSTV Delicious Festival was rolled out and reached in excess of 50k consumers over the 2 day period, and also provided an access to market opportunity for 23 member companies (with 8 of these in the Pop-Up shop).
- In total, three (3) Campus/Community targeted competitions/ advertising campaigns were rolled out against two (2) which were planned for the second quarter of the current financial year;
- The organisation hosted and participated in 4 major trade expos during the period under review, namely Decorex, Smart Procurement Indaba, DSTV Delicious Festival and the inaugural Wine Expo, in line with the target for the quarter of introducing at least one sector specific Expo;
- In celebrating Heritage Month and aligning this period with celebrating everything local, there were 3 campaigns and activations that were launched rolled out during that period.
- In an attempt to drive up compliance with local content regulations in the public sector, a presentation was made to heads of procurement in state owned entities that are part of the State-Owned Entities Procurement Forum (SOEPF) at their quarterly meeting that took place during September.
- In addition to participating in BUSA's monthly localisation committee, the organisation made a presentation to Nedlac's Trade and Industry Chamber outlining the results of the localisation study as concluded during the period under review, and also managed to meet with and present to at least 10 business chambers and/or associations.
- 1,409 tenders issued for designated sectors/products were identified through the monitoring system and this amounted to 1,109 more tenders than the initially set target;
- In driving local procurement in the private sector, Proudly SA continues to participate in BUSA's monthly localisation committee meetings and made presentation(s) on its mandate and the results of localisation study to all NEDLAC constituencies;
- It is also worth noting that a partnership with The Alternative Power (Pty) Ltd was concluded during the quarter under review as part of PSA's current financial years 'commitment to conclude the same with at least 2 major retailers / manufacturers;
- A commitment to continuously review and increase levels of local content in their stores was secured from Makro Market Place;
- The organisation exceeded its recruitment target of new members by 10 against the planned target of 80 for the quarter by signing up 90 new members during the quarter;
- Regarding retention of members, an 82% retention rate was achieved for Quarter 2;
- We added 364 locally made products and services to the database, which is 179 more products and services than the target;
- Three media events were successfully hosted during the period under review, which enabled us to actively and directly engage with the media.
- In driving consumer demand in support of the sectoral Masterplans, two sector specific campaigns/ activities were implemented in the current quarter against a single campaign/activity that was scheduled for the same period.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2022/23 financial year, and below are some of the areas where the campaign fell short for the quarter:

- The planned consumer education programme targeting basic education learners was deferred to the third quarter as extensive effort in this regard was extended to tertiary institutions during the quarter under review;
- The planned public sector forum in partnership with National Treasury, as well as those to be hosted in partnership with metros and district municipalities, have been postponed to the next quarter due to the fact that the clarity from the Constitutional court on preferential procurement was received too late to plan and properly secure these partnerships.
- The organisation also fell short of implementing its planned targeted outreach programme to labour federations/or unions as part of its consumer education campaign efforts;
- 5 Less Business forums and/or webinars were hosted as part of PSA's advocacy efforts to increase uptake of local products by the private sector however there are plans to make good on this deficit in the next quarter;
- In rolling out market access programmes, for the benefit of designated groups within our database, three programmes were rolled out where youth, women and black-owned businesses were exposed to consumers, retailers and buyers of their respective products and service offerings;
- Commitments which relate to improvement in accessibility and uptake of locally made products and services through online platforms are also deferred to Quarter 1 of the 2023/24 financial year as a result of the decision to start the development of PSA's own online eCommerce site however Proudly SA has partnered with other online eCommerce sites (i.e., Zulzi, Makro Marketplace, Bizzmed, etc) with PSA's members being enlisted in those sites.
- From a PR perspective, the lack of a PR Manager resulted in targets being missed for press releases issued (7 instead of 12) and for media engagements (where we had 5 instead of the targeted 12), however a lot of media houses were reached through the 3 media events hosted during the quarter. A new PR Manager has been recruited and will help drive this division from Q3 onwards; and
- Proudly SA is to furthermore revise its operational plans for subsequent quarters to ensure that it meets its outstanding commitments which include amongst others conducting post event/activations questionnaires.

The research concluded by Thinc Research which looked into the impact of the activities and programmes of the campaign continues to give valuable insights and is assisting the campaign to develop a scientific basis for its buy local and procurement programmes.



4.3) MEMBERSHIP REPORT FOR Q2 2022/23

4.3.1) Quarter 2 Highlights

Membership Base	
As of Q2 2022/2023	2,472
New Members	
Target	80
Achievement	90
Renewal Rate	
Target	80%
Achievement	82%
Database of Local Products and Services	
Target	190
Achievement	364
Previous Quarter: Q1 2022/2023	20,864
Current Quarter: Q2 2022/2023	21,228

4.3.2) Overview

The Proudly South African membership base is growing at a steady pace with 2,472 companies currently registered as members of the campaign.

In quarter two of 2022/2023, a total of 90 new members were recruited against the target of 80. The rate of retention of member companies for Q2 was 82% which is an improvement when comparing the same periods over the past two financial years.

The Manufacturing sector remains the strongest in both new member acquisitions and renewing members. The manufacturing sector, specifically of food products was the largest in new member recruitment. This could be attributed to the fact that the campaign is not only an advocacy campaign for buying and procuring local but also serves as an access to market platform that seeks to afford our member companies the opportunity to access the markets and increase their revenue. Food manufacturers joining the campaign as members is also positive for the campaign, as logos on food and beverage products offer the campaign greater brand visibility and exposure.

The new member acquisitions and renewal members are still largely located in the 3 large provinces being Gauteng, Western Cape and KwaZulu Natal.

Proudly South African's database of locally made products and services grew by 364 new products and services, exceeding the target of 190. We see a trend of member companies manufacturing a small basket of products only, and not a large assortment of products. They are putting all of their efforts into taking one or two products to market with minimum risk and are joining the campaign in order to reap the access to market benefits available to member companies.

We remain positive that the Market Access Platform (MAP) and the new strategic online partnerships will provide our members with access to market that will drive their anticipated business growth.

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

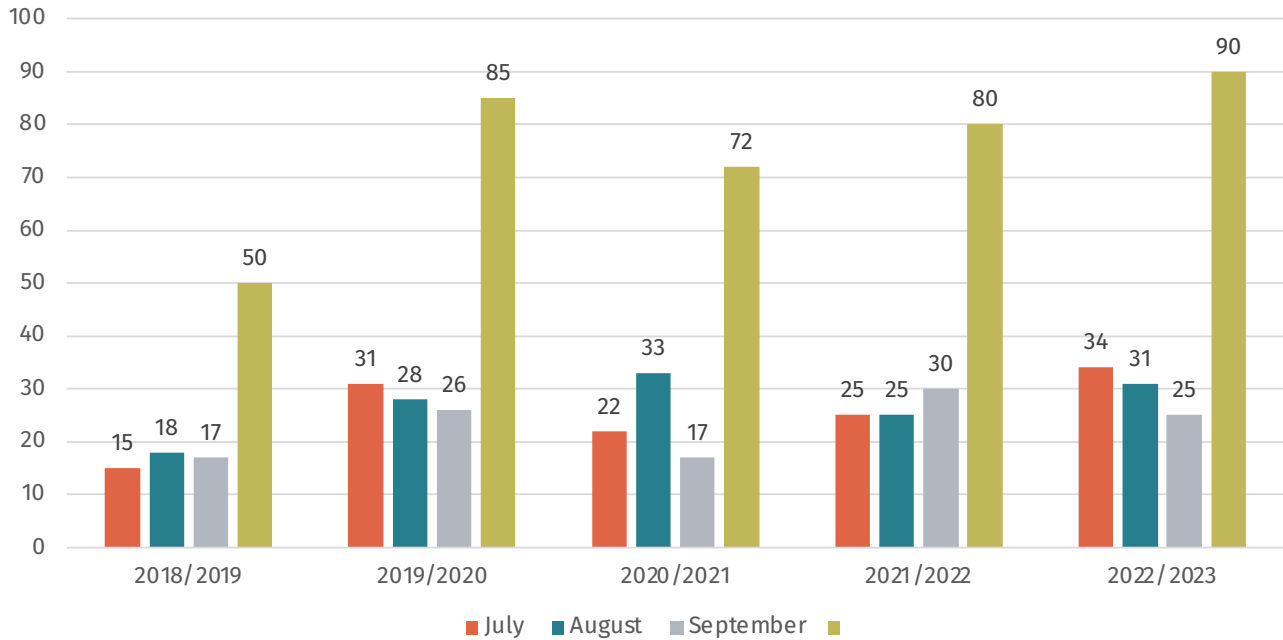
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation 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 Comparisons: 2018/2019 to 2022/2023

MONTH	2018/2019	2019/2020	2020/2022	2021/2022	2022/2023
July	15	31	22	25	34
August	18	28	33	25	31
September	17	26	17	30	25
	50	85	72	80	90

Graphical Representation YOY Comparison 2018/2019 to 2022/2023



2022/2023 Q2 NEWLY RECRUITED MEMBERS

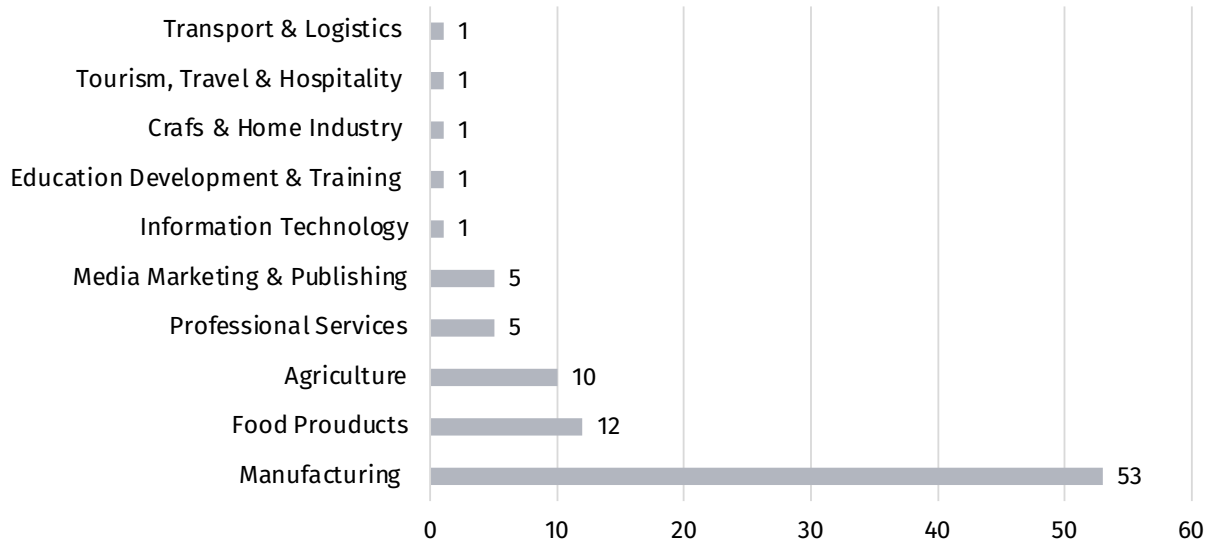
Company	Sector	Province	Classification	Lead Origin
July				
African Millennium Jewellery (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
African Uncle (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
AL Taawun Fial	Professional Services	Gauteng	SMME	Direct
Amari Wines	Agriculture	Gauteng	SMME	Referral
Anna Me (Pty) Ltd	Manufacturer	Western Cape	SMME	Referral
AR Home Industries (Pty) Ltd	Food Products	KwaZulu Natal	SMME	Consultant-Generated
Ayana Wines (Pty) Ltd	Agriculture	Gauteng	SMME	Referral
Bandit Distributors cc	Manufacturer	Gauteng	SMME	Direct
Beige Butterfly (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Belles Bajan Brew SA (Pty) Ltd	Agriculture	Gauteng	SMME	Referral
Black Premyum (Pty) Ltd	Food Products	Gauteng	SMME	Consultant-Generated
Bucks Bub Trading 5	Agriculture	Gauteng	SMME	Consultant-Generated
CCG Systems (Pty) Ltd	Information Technology	Gauteng	Diamond	Consultant-Generated
Dowel & Co. (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Dubis Fashion and Beauty (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
EXP Group Africa	Manufacturer	Gauteng	SMME	Consultant-Generated
Giftique ZA	Manufacturer	KwaZulu Natal	SMME	Consultant-Generated
Giga-Brite (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Josphine Legopelo (Pty) Ltd	Architecture and Design	North West	SMME	Referral
Liqui Vision Services	Manufacturer	Gauteng	SMME	Consultant-Generated
Luxity Fine Jewellery (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
MMH Jewellery	Manufacturer	Gauteng	SMME	Consultant-Generated
MoZa Collective Pty Ltd	Media Marketing and Publishing	Gauteng	SMME	Direct
Mr Dropbox (Pty) Ltd	Industrial Manufacturing	Mpumalanga	SMME	Direct
NGOMA WINES SA (PTY) LTD	Agriculture	KwaZulu Natal	SMME	Referral

Company	Sector	Province	Classification	Lead Origin
July Continued				
Nolo M Jewellery Design (PTY) LTD	Manufacturer	Gauteng	SMME	Consultant-Generated
Precision African Investment Group (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Revelea Jewellery	Manufacturer	Gauteng	SMME	Consultant-Generated
STADIO (PTY) LTD	Education	Gauteng	Gold	Consultant-Generated
Supergrid Manufacturing (Pty) Ltd	Manufacturer	Gauteng	Gold	Consultant-Generated
Takalani Security Holdings (PTY) Ltd	Professional Services	Gauteng	SMME	Consultant-Generated
TM Jewellery (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Waterberry Trading 12 CC	Manufacturer	Western Cape	Gold	Consultant-Generated
Yo-coco (PTY)	Food Products	Gauteng	SMME	Consultant-Generated
MoZa Collective Pty Ltd	Media Marketing and Publishing	Gauteng	SMME	Consultant-Generated
August				
Blue Swallow Innovation	Food Products	Gauteng	SMME	Consultant-Generated
Bokhabane Events & Hiring	Media Marketing & Publishing	Gauteng	SMME	Consultant-Generated
Chilli Bite Clothing (Pty) Ltd.	Manufacturer	Gauteng	SMME	Consultant-Generated
DV Design (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Ebony and Ivory	Media Marketing & Publishing	Gauteng	Bronze	Consultant-Generated
Extreme Oil Primary Co-op	Manufacturer	Gauteng	SMME	Consultant-Generated
I LOVE UJU (Pty) Ltd	Food Products	Western Cape	SMME	Consultant-Generated
IKhasi Marketing Group	Agriculture	Gauteng	SMME	Consultant-Generated
Kedi's Handcrafted Cosmetics	Manufacturer	Gauteng	SMME	Consultant-Generated
Kona - Corner Enterprise	Transport & Logistics	Gauteng	SMME	Consultant-Generated
Lindarella Cosmetics (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Made in Melkbos	Crafts & Home Industries	Gauteng	SMME	Consultant-Generated

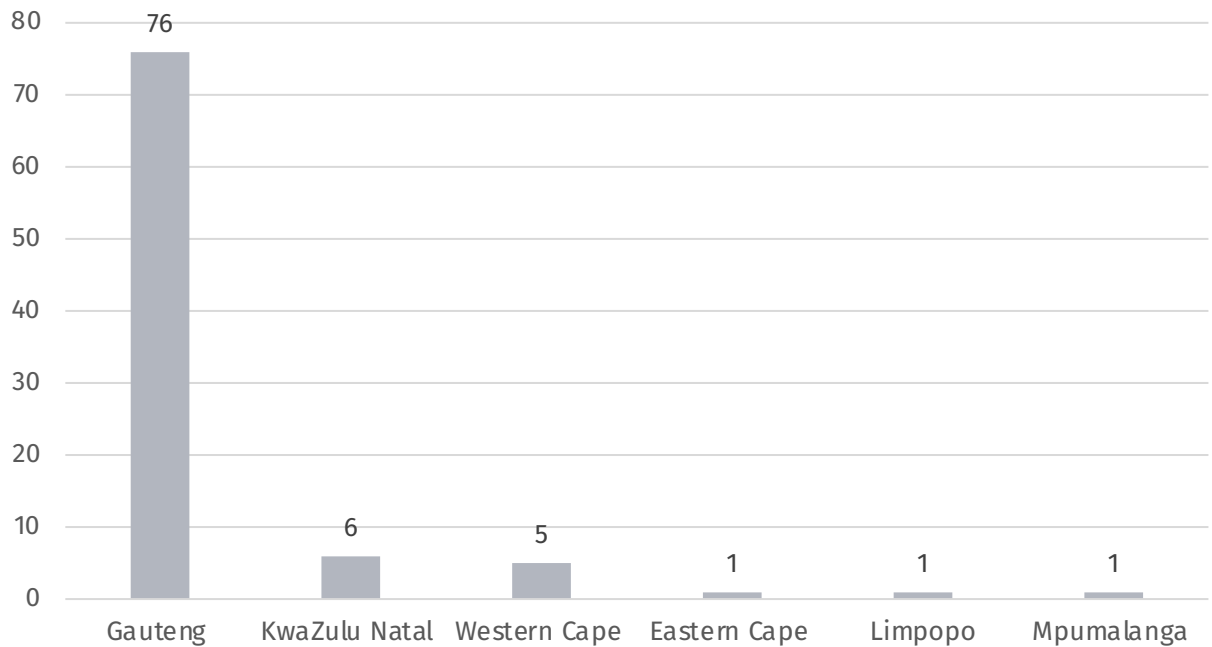
Company	Sector	Province	Classification	Lead Origin
August Continued				
Manudec	Manufacturer	Gauteng	SMME	Consultant-Generated
Mathomo Trading and Project CC	Transport & Logistics	Gauteng	SMME	Consultant-Generated
Mopani Consortium (Pty) Ltd	Food Products	Gauteng	SMME	Consultant-Generated
Mosetsana Feminine	Manufacturer	Gauteng	SMME	Consultant-Generated
Nhlakanipho Investments	Agriculture	Gauteng	SMME	Consultant-Generated
NOTGOOD.ENOUGH	Manufacturer	Gauteng	SMME	Consultant-Generated
Olive HR Solutions	Professional Services	Gauteng	SMME	Consultant-Generated
Princess of Africa Personal	Manufacturer	Gauteng	SMME	Consultant-Generated
Prodev Rigging and Cranes	Construction Engineering	Gauteng	SMME	Consultant-Generated
Puisano	Professional Services	Gauteng	SMME	Consultant-Generated
Sawubona Mycelium (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Soft Video Productions CC	Media Production Services	Gauteng	SMME	Consultant-Generated
Some Organics	Manufacturer	Gauteng	SMME	Consultant-Generated
Strassberger Skoene (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
The Sauce Kitchen	Food Products	Gauteng	SMME	Direct
Tolokazi Beer	Agriculture	Gauteng	SMME	Direct
War fit	Manufacturer	Eastern Cape	SMME	Direct
Zinga Style (Pty) Ltd	Food Products	Gauteng	SMME	Direct
September				
African Potential Market	Manufacturer	Gauteng	SMME	Direct
Ascend Clothing	Manufacturer	Gauteng	SMME	Direct
Basadi Bloom (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
CakenTea (Pty) Ltd	Media Marketing & Publishing	Gauteng	SMME	Direct
Cheetah Energy Drink	Food Products	Gauteng	SMME	Direct
Flowmetrix SA.CC	Manufacture	KwaZulu Natal	Gold	Direct
Jози Cloud Kitchens	Food Products	Gauteng	SMME	Direct
Kustomized Concepts (Pty) Ltd	Manufacture	Gauteng	SMME	Direct
LeNatural Me (Pty) Ltd	Manufacture	Gauteng	SMME	Direct

Company	Sector	Province	Classification	Lead Origin
September Continued				
One World Travel Group (Pty) Ltd	Tourism Travel & Hospitality	KwaZulu Natal	SMME	Direct
Pat and Jul Paints (Pty) Ltd	Manufacture	Gauteng	SMME	Direct
Profhub (Pty) Ltd	Information Technology	Gauteng	SMME	Referral
Sim Processing (Pty) Ltd	Agriculture	Gauteng	SMME	Referral
Spaceplus (Pty) Ltd	Manufacture	Gauteng	SMME	Referral
Style2Funk CC	Manufacture	Gauteng	SMME	Consultant-Generated
T Town Arts and Crafts	Manufacture	Gauteng	SMME	Consultant-Generated
The Alternative Drinks (Pty) Ltd	Food Products	Gauteng	Diamond	Consultant-Generated
The Alternative Power (Pty) Ltd	Food Products	Gauteng	Diamond Sub-sidiary	Consultant-Generated
Zoe Creations Fa4less (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Amazement Jewellery	Manufacturer	Gauteng	SMME	Referral
Bakoena Fashion Jewellery	Manufacturer	Gauteng	SMME	Referral
Limpopo Jewellery	Manufacturer	Limpopo	SMME	Referral

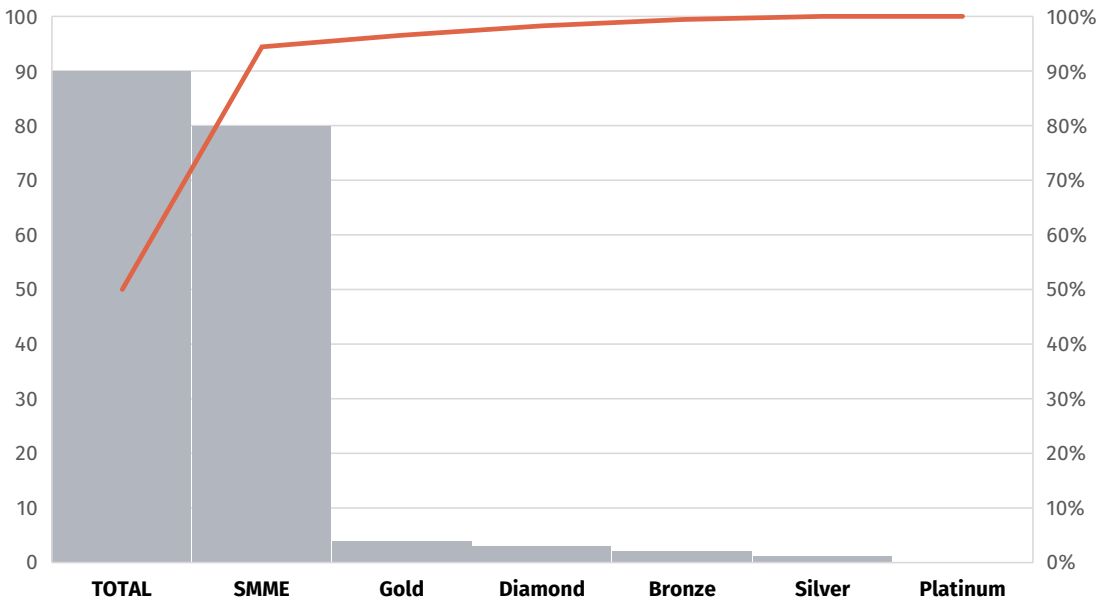
NEWLY RECRUITED MEMBERS: COMPARISON BY SECTOR
2022 /2023



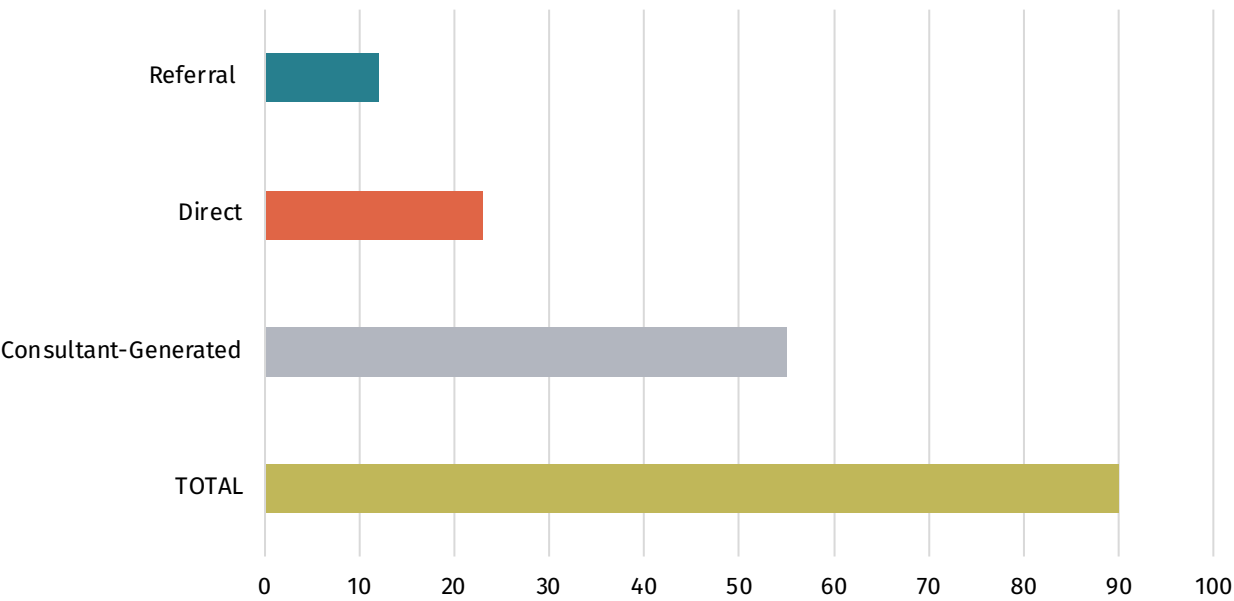
NEWLY RECRUITED MEMBERS BY PROVINCE 2022/2023



NEWLY RECRUITED MEMBERS: COMPARISON BY CLASSIFICATION
2022/2023



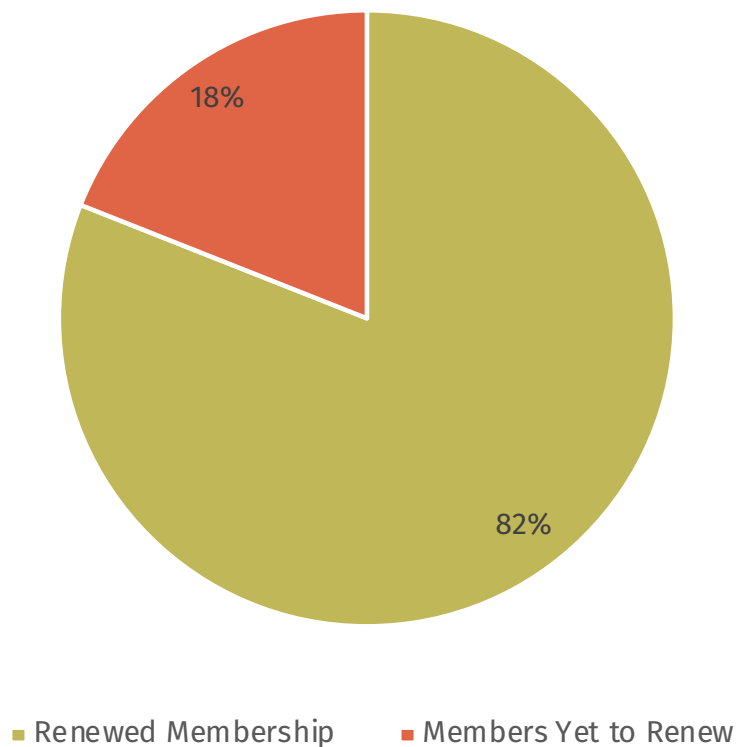
NEWLY RECRUITED MEMBERS COMPARISON BY LEAD ORIGIN
2022/2023



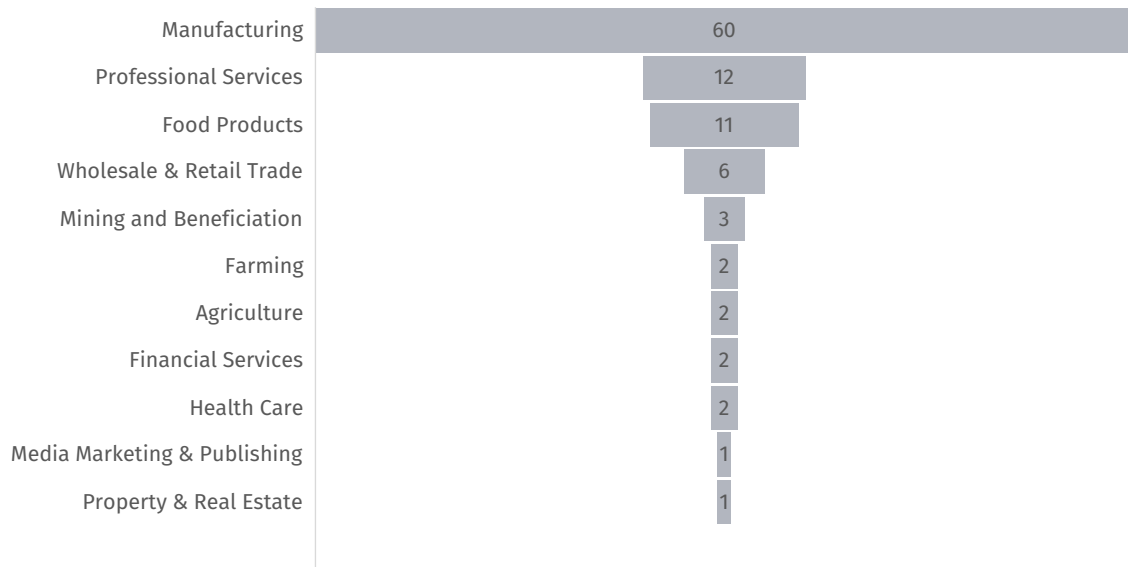
2022/2023 Q2 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	80%
REASON FOR GROWTH	
1. The rate of retention of member companies for Q2 was 82%. 2. The positive growth in member renewals can be attributed to the lapsed members renewing their membership. 3. The multiple access to market opportunities from MAP to online retail opportunities is also assisting with member retention.	
Number of cancelled memberships: No cancelled memberships were recorded in this period.	

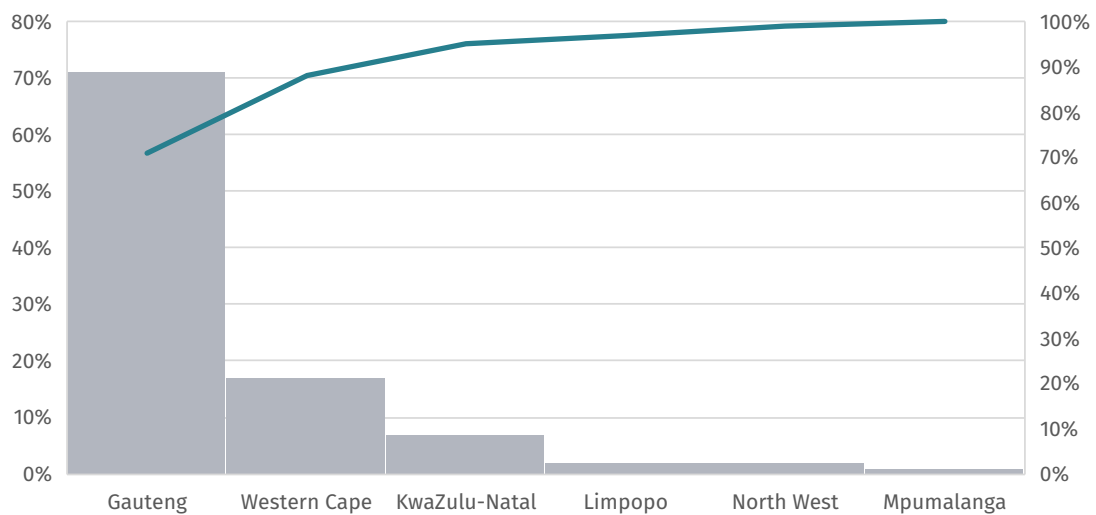
2022-2023 Q2 RENEWED MEMBERS VS YET TO RENEW



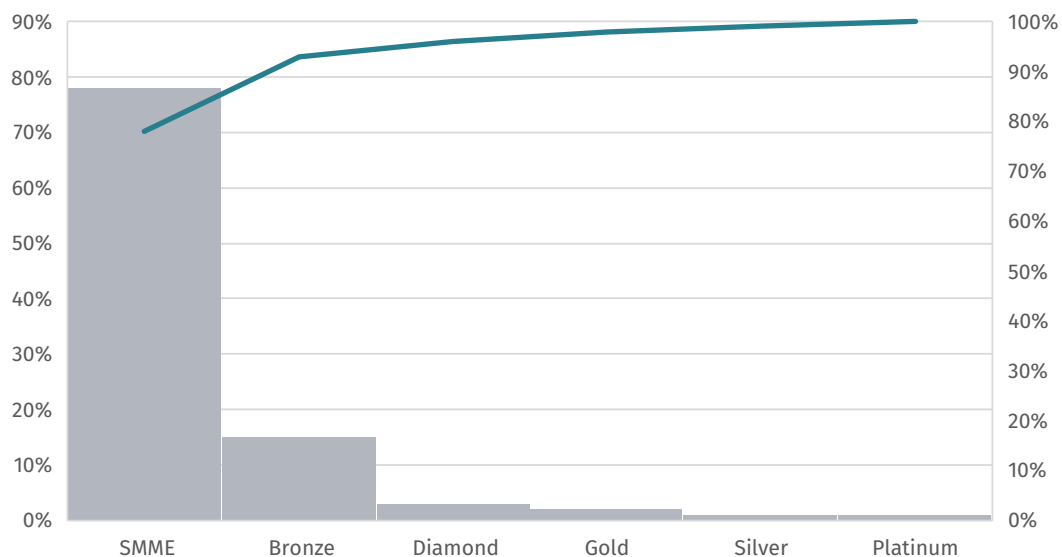
2022/2023 Q2 RENEWING MEMBERS BY SECTOR



RENEWING MEMBERS: COMPARISON BY PROVINCE 2022-2023



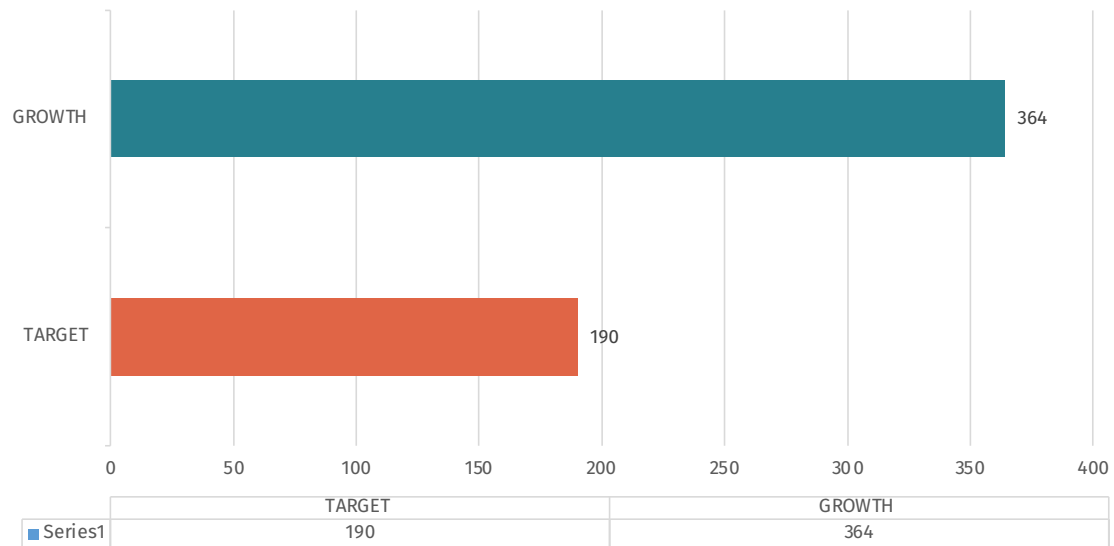
RENEWING MEMBERS: COMPARISON BY CLASSIFICATION 2022/2023



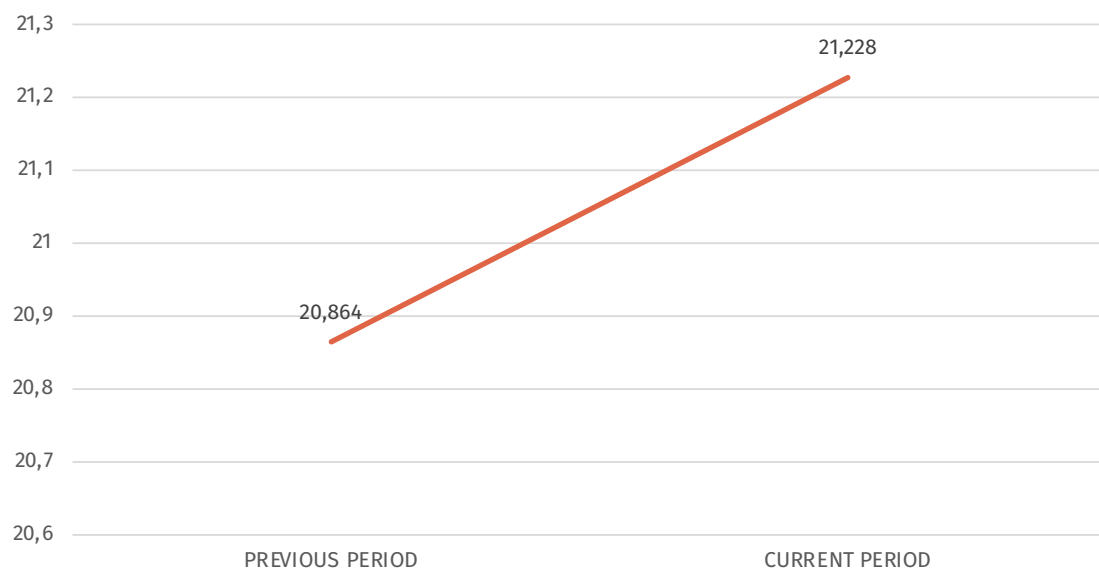
2022/2023 Q2 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Previous Quarter: 2022-2023 Q1	20,864
Current Quarter: 2022-2023 Q2	21,228
2022/2023 Q2	
Target	190
Achievement	364
Target Exceeded: 92%	

2022 - 2023 Q2
DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET VS GROWTH



2022/2023
DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD VS CURRENT



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Business Forum Webinar - 05 July 2022

Topic: Product Packaging



SMMEs and Entrepreneurs are important contributors to job creation and economic development in our country. We must help them succeed, and many would love to see their products on retailers' shelves one day.

However, many do not have the proper marketing tools to attract consumers, starting with the packaging. The webinar focussed on regulations and legislation around packaging and labelling products in South Africa and gave case studies on what works, what doesn't, and what is and isn't legal.

Facilitator:

Happy MaKhumalo Ngidi opened and welcomed all panellists and attendees in the audience. Happy enlightened the attendees with background information about the event and topic at hand 'Product Packing'. Proudly SA and panel speakers (mentioned below) sought to assist SMMEs and entrepreneurs with matters relating to the packaging of products for these products to make it into retail spaces.

Speakers:

Ms. Alicia Logan: Membership Manager:

Discussion points: what it means to be a Proudly SA member, what the benefits of being a member are, and access to market opportunities for Proudly SA members.

Ms. Bridgette Canham & Precious Maot: CGCSA

Discussion points: CGCSA's/GS1 SMME retail readiness development programme available to assist SMME's access to key knowledge and information, compliance, understanding and accessing various certifications, management standards and legislation that manufacturers need to comply with food, safety, quality etc. The programme was designed to assist businesses to move forward.

Mr. Dumisani Mngadi: SABS

Discussion points: SABS's key focus was supporting SMMEs and Co-operatives. Mr. Mngadi took the audience through the SABS's service offerings & solutions as well as broke down the services namely standards development, certification, training, consignment inspection, local content verification, laboratory services & access to SANS & international standards.

Mr. Patrick Qwabe

Discussion points: South African National Standards, Committee Management, Standard sales, and the e-Commerce website.

Reach for this event: 124 rsvp's, 36 Attendees

Facebook: 11, Twitter: 2, YouTube: 0

Target Audience: SMME, Business owners; members & non-members



Winter Leadership Camp - University of the Witwatersrand Development and Leadership Unit - 8th July 2022

Proudly South African was invited to be a keynote speaker at the University of Witwatersrand Winter Leadership Camp which formed part of their Emerging Leaders Programme (ELP) for 2022.

The DLU's mission is to produce world leaders who seek to create positive change courageously, in all spheres of life; leaders who contribute to the development of the global south. Their pursuit for a better society all begins by creating stimulating and vibrant student experiences – on and off-campus – in the hope of an emergent paradigm shift. They believe that the spaces we operate in should be empowering and allow for constructive and critical inquiry, and responsible and responsive civic engagement. They believe in doing things differently because change is the new norm and want to be at the epicentre of that change.

Since its inception in 2007, ELP has contributed to shaping over 700 students who have gone on to be leaders in prominent fields after they have graduated from Wits University. For 2022, ELP will be a three-month programme, the biggest component being the Winter Leadership Camp.

CMO, Happy MaKhumalo Ngidi addressed the students with the topic “Leading through action” where she unpacked how leadership is often about providing direction. She further illustrated that leadership requires an understanding of how to lead through action to an identified cause.

The session provided insights and a framework on how to be compelling as a leader through planning, collaborating, and formulating impactful partnerships.

Reach for this event: 65+ (53 Students & other stakeholders/speakers)
Target Audience: University students



Proudly SA hosted its inaugural first wine expo from the 7th to 9th July at the Sandton Convention Centre. The expo objective was to provide an access to market opportunity for members in the wine sector. This is a labour-intensive industry that creates jobs, sustains jobs, and contributes immensely to the value chain of the industry as well as to the GDP.

The initiative was a joint effort with critical partners who gave the expo much gravitas and ensured success. Our partners for the Expo were Southern Sun, The Wine Arch, NAMC (National Agricultural Marketing Council), the dtic and the SA Wine Industry Transformation.

22 Proudly SA member companies were invited to showcase their wine brands at the Expo. Corporate buyers, stakeholders as well as consumers were also invited to the wine show. Local wine companies sold

and showcased their brands over the three days. The event provided a networking platform for members, buyers, and consumers to engage, learn from each other, conduct sessions on wine-pairing and received valuable information on the wine industry.

The intent was to create a vibrant, innovative wine event, serving to attract new consumers and buyers.

A joint effort by the partners enabled a compelling well-structured and co-ordinated PR & communication plan to achieve a success outcome for the Wine Expo.

Media partners included: Kaya FM (Partner) and 702 created awareness and share event developments by means of live reads and interview opportunities with Proudly SA stakeholders.





TESTIMONIALS FROM WINE MEMBERS

True Vines

"The expo was really beautiful, the ambience, the music was created an amazing environment. The fact that the people that came were specifically came for a wine show was good, because they came with the intentions of buying and tasting wine. The only challenge is that we didn't see a lot of the hospitality industry people visiting our stand. Overall, we would participate over and over again. And we truly made great leads and sales...

We made R2000, bearing in mind that the wines we were selling were on sale."

Amari Luch

"Overall, a great initiative for which we are grateful to have been invited to.

- Generally, a very well organised event
- Happy with the stall and greatly appreciative of Proudly SA sponsoring taking on the cost of installation
- Was great having secure storage close to the stands
- Recommend having them more often. Maybe one a quarter in different regions e.g. KZN, PTA etc...
- Proudly SA team were very helpful and supportive throughout the weekend
- Thankful for the staff meals
- Convention Centre staff were also very helpful

We are ecstatic to report that we sold a total of 120 bottles over the 3 days"



Lavo wines

"Firstly we would like to thank Proudly S.A for the opportunity they gave us, for Lavo Wines it was not a selling stage but an opportunity to take lavo wine to the people. We also had chance to connect with other wine makers and share quite a number of issues we come across on this space. But we managed to make R 6 230.00 which was good indeed."



Nanola wines

"Good Day;

This is a note of gratitude and also to complement you on the service and professionalism you displayed.

Nanola Wines was one of the exhibitors at the inaugural Local Wine Expo. From the onset, we were introduced to Kutlwano, who was very patient in explaining the process of membership and exhibiting. We were probably one of the late entrants, but this team walked the rushed journey with us.

Portia was on the admin side, and we exchanged a few emails in gathering all the admin documents, etc. With load shedding in the way, the process was rather interesting. Kutlwano was always in the background, making sure that no ball is dropped.

Then come the actual event - the entire Proudly SA team treated us like close family. We commend everyone who played a part in the expo.

It was a great platform for our business; we got exposure and made sales.... All while enjoying meeting different people and forging relationships.

We look forward to continued expos and more growth.

Stand tall"

Access to market opportunities- the below Wine suppliers were contacted by Makro

1. Koni wines
2. Nandzu wines
3. Nanola wines

Reach for this event: 1045 visitors over the three days

Target Audience: General consumers, Buyers, Media, Companies/distributors in the wine sector





Expo: Decorex, 28-31st July 2022

Decorex is Africa's leading design and decor exhibition. The theme, "Reimagination" provided opportunities for brands to benefit from this approach to curated design. The freshness of Decorex Africa's brand personality is tangible at every touchpoint, combining high-value content with hard-working mechanics.

The Johannesburg leg of Decorex showcased 221 exhibitors all with high-end furniture designs.

The dtic and Proudly SA provided a stand which showcased a member company called Amet Furnishing, where they displayed their stylish furniture products. The stand was interactive and spacious as it had attractive furniture which allowed consumers the opportunity to envision how the future would look in their own homes.

The event provided visitors a variety of exhibition stands, Green café food stalls & entertainment including a bespoke cooking theatre sponsored by Samsung.

Reach for this event: 2000+

Target Audience: Consumers, Interior designers, Manufacturers and Buyers

Activation: TEA Kasi Workshop (Daveyton, Ekurhuleni), 30 July 2022

Proudly SA exhibited at the TEA event which provided the opportunity for members, within the Proudly SA membership database to showcase their products.

The #JoinUsForTEA under the theme "Product Development" provided a session to unpack how entrepreneurs can productise their offering from packaging to route to market. Products that are strategically positioned in the market stand a chance to gain more market traction. Product development has various stages, and the session unpacked the 7 stages to tighten up their offering.





Entrepreneurs in both the services and product-based sector, R&D, sales, and marketing teams all gained extensive knowledge.

“TEA is a national Township based organisation that creates platforms for learning, information sharing, brand engagement, and networking. We connect government, corporate SA, and entrepreneurs together. We have a national footprint with 6 years in operation and a direct impact of 50 000 entrepreneurs.” – Bulelani Bala (TEA Organiser)

The following Stakeholders were part of the event:

- Proudly SA
- Nedbank
- Naspers Labs
- Brand SA
- Seriti Resources

Only (1) out of 3 members exhibited at the TEA event:

1. Masinga Embroiders and Crafting
2. Trend Jewellers (Pty) Ltd / Valdevu Clothing (This Member exhibited)
3. Molly Ginger Juice

Proudly SA created brand awareness on the day with a branded setup and Tshiamo Ndlovu (Proudly SA, Assistant PR Manager) further shared a clear and concise overview of the work of Proudly SA.

There was also positive interest in trying to understand the role of Proudly SA in business and how the Youth can best benefit from this key strategic message.

Reach for this event:

169 Delegates
15 exhibition stalls with 26 People
34 Teams and Stakeholders

Target Audience: Prospective Members, Consumers, General Public, Business Owners & Small Medium Enterprise (SME)

Activation: RASA Golf Day, 19 July 2022

The Restaurant Association of South Africa hosted its annual golf day on the 19th of July at Houghton Country Club. The event was aimed at partners and stakeholders of the association and showcased the various restaurants of South Africa within the association. Proudly South African partnered in the event by providing the below elements,

- 4 La Ricmal wine hampers as prizes valued at over R900 each
- Waterhole & branding
- PSA pin flags for all golfers
- Branding visibility at the registration and prize giving

Reach for this event: 120 consumers

Target Audience: franchisees & franchisors within the restaurant industry & marketing & sales representatives in the hospitality industry



Activation: Local Fashion Police 2022 Launch, 10 August 2022



On the 10th of August 2022, Proudly South African launched its 2nd Annual Local Fashion Police Competition to the media. The event took place at the chic Angel Shack showroom in Illovo. To add the cherry on top, Angel Shack is a Proudly SA member, and the intention was to create a Fashion meets Furniture showcase.

Media were treated to champagne & canapés and the chance to meet the judges of the competition and see their work.

The main purpose of this competition is to drive South African consumers into preferring locally manufactured clothes and to also change the perspective that local clothes are costly and of inferior quality. Winners of the competition will be allowed to purchase R20 000 worth of clothing from each of our four judges who we have handpicked been handpicked by Proudly SA.



The competition itself seeks to highlight a very important role played by the Clothing, Textile, Footwear, and Leather (CTFL) sector in job creation in our country.

The event began with the Proudly South African CEO Eustace Mashimbye giving a clear vision of what the PSA campaign is all about and how the Local Fashion Police is a key activation that will assist us in spreading the word about localisation.

The CMO Happy MaKhumalo Ngidi, spoke on the success of the first instalment of the Local Fashion Police and unpacked how this year's competition will happen. The competition itself seeks to highlight a

critical role played by the Clothing, Textile, Footwear, and Leather (CTFL) sector in job creation in the country.

We will close off the competition with a spectacular Proudly South African fashion show in October where each of the four designers will also get to show off their designs including the winners' chosen designs.

Reach for this event: 15 media

Target Audience: media and consumers



Speaking platform - Southern African Association for the Conference Industry (SAACI) conference, 14 - 15 August 2022

The Southern African Association for the Conference Industry (SAACI) hosted its 2022 congress in Stellenbosch. Happy MaKhumalo Ngidi our CMO was invited to speak in their program.

The congress took place over two days, with speakers taking part both virtually and physically. Happy's speaking slot took place on the 15th of August which was dedicated to SMEs, entrepreneurs, and professionals within the business events industry. The theme of the conference was "Eventing into the Future" which focused on SAACI's 3 key strategic focus areas for the industry, namely: Learning, Growth, and Collaboration (through Learning, Networking, and Communication).

The topic of her presentation was "National Local Opportunities informed by clear Localisation Commitments by Eventing Professionals". The objective of her speech was to provide those within the event space the knowledge and understanding of promoting local suppliers for all eventing purposes from delegate gifts, décor, technical and catering requirements. This is a huge part of the economy creating numerous jobs and therefore supporting the PSA mandate.

Reach for this event: 100 in-person attendees
Target Audience: Event professionals and students

Activation: Women's Day Collaboration with Mercedes Benz- Women Economic Empowerment Event, 18 August 2022

Mercedes Benz in collaboration with Proudly SA and the Circle of Global Businesswomen hosted a women's event at the Mercedes Benz dealership in Sandton. The programme director for the day was Ms. Sindiswa Mzamo – Global President Circle of Global Businesswomen.

Keynote speakers included,

Happy Ngidi: CMO Proudly SA
Alex Boavida: Dealer Principal Mercedes- Benz Sandton
Nicci Scott: Founder & CEO Commercial Transport Company

The venue featured the brand in its essence as well as the locally produced C-class.

Proudly SA hosted a panel discussion facilitated by Happy Ngidi where we invited women-owned members to discuss the theme of "Breaking

Barriers within the business". The conversation focused on each of the members business and their journey and celebrating their triumphs in the business world.

Our members included in the panel discussion were,

- Bokang Tshabalala: SB Powerhouse
- Ouma Tema: PlusFab Clothing
- Zazini Molo & Samantha Duwarka: Brand EEE

Each speaker received a gift of Proudly SA member items as a thank you. Our branding was optimised at the event both physically and digitally and we designed the official programme for the event.

Reach for this event: 80
Target Audience: Women entrepreneurs, executives, and media





Event: Women in Leadership, 26 August 2022

The hospitality industry encompasses a wide spectrum of fields within the services industry including accommodation, travel & tourism agencies and destinations, restaurants and bars, spas, eventing, and a lot more. Critical to this industry are other sub-sectors such as security, clothing & textiles, transportation and logistics, furniture supply, amenities supply, appliances, and décor.

This Women's Month, Proudly SA & Southern Sun sought to acknowledge the hospitality industry and celebrate women who have managed to spearhead

business throughout this industry's value chain. A canape lunch was hosted at 54 on Bath in Rosebank one of Southern Sun's signature venues. Guests were treated to entertainment, a goody bag, and a fun photo booth while networking with link-mined women within business and media.

The format of the day included a welcome by Happy MaKhumalo Ngidi, Chief Officer of Marketing & Communications at Proudly SA who was also the program director for the day.



Keynote speaker:

We were honoured to host the Premier of KZN, Ms Nomusa Dube-Ncube, who gave a keynote address to the audience. The Premier highlighted that the usage of digital infrastructure by the local government is a necessity, thus emphasising the need to encourage the use of digital infrastructure to attract tourists to the country.





Panel Discussion:

We had a panel of esteemed women professionals imparting knowledge and their expertise. Each panellist shared their insights on their leadership roles, how they interact with female employees, how is it being a woman in a leadership role, and how they manage to spearhead businesses throughout the hospitality value chain.

The all-female panel consisted of:

- Madeleine Roux: GM - 54 on Bath and Southern Sun Rosebank,
- Onicca Moloi: CEO - Events By Onicca and Proudly SA member,
- Candy Tothill: GM - Corporate Affairs, Brands, Marketing & Communications at Southern Sun
- Michele Fourie: Senior Marketing Manager - Hisense South Africa and Proudly SA member company

Reach for this event: 60 Targeted, 75 Attendance

Target Audience: Business owners, members, non-members & Female leaders in the Hospitality industry





Activation: SAMA Awards, 28 August 2022

On the 28th of August 2022, Proudly SA promoted its Living Lekker Locally initiative, which aims to illustrate that South Africa produces just about everything that we need to function in our everyday lives and that these items are readily available in local stores and online.

The activation was at this year's SAMA awards held in Rustenburg Sun City. As custodians of advocating for locally made products and services, Proudly SA endorsed the award ceremony, recognising, and lauding its contribution to the growth of South Africa's creative arts industry over the past 28 years.

The PR Team were on the red-carpet interviewing celebrities as they walk down the aisle - asking them about their outfit and localisation – with special emphasis on: “ARE YOU WEARING LOCAL”?

Celebrities, like Berita, Priddy Ugly, Bontle Modiselle, Linda Mtoba, Dumé Mkokstad, Zakes Bantwini, and many others gave their opinion on how they feel about localisation in the country. The media attendees were the SABC, Gauteng Lifestyle, Backlight Media, Channel Africa, and Massive Metro.

Reach for this event: 1000+ media, celebrities, stakeholders, public
Target Audience: Media



Business Forum Webinar, 30 August 2022

Topic: *Is your business compliant with localisation requirements*

Proudly South African, the country's national Buy Local campaign, seeks to strongly influence public and private procurement, increase local production, influence consumers to buy local, and stimulate job creation. This is in line with the government's plans to revive South Africa's economy so that millions of jobs can be created, and unemployment can be decreased under the New Development Plan.

Successful localisation efforts will develop the South African economy, providing opportunities and jobs for a greater number of South Africans.

In its quest to drive awareness around the strides to encourage consumers to Buy Local, a business forum webinar was conducted under the topic 'Is your business compliant with localisation requirements'. This webinar focused on the importance of localisation within the public and private sectors while providing guidelines on how businesses can become compliant to meet the required procurement standards.

Facilitator:

Happy MaKhumalo Ngidi opened and welcomed all panellists and attendees in the audience. Happy gave some background on the localisation topic and how we as Proudly SA, together with our panel of speakers, sought to assist businesses to comply with localisation requirements.

Speakers:

Proudly SA CEO Mr. Eustace Mashimbye

Discussion points: the importance of localisation

in the private and public sectors. Mr. Mashimbye further gave context on the Proudly SA mandate.

Ms. Cathrine Matidza Director of Fleet Procurement at The Department of Trade and Industry

Discussion points: local content and production policy which the government has created an enabling environment for businesses to support localisation.

Mr. Virgilio De Molo who is Project Manager for Localisation at BUSA

Discussion points: BUSA has been actively involved in collaborating with government and other social partners in driving localisation initiatives to the extent that post-Covid recovery of the South African economy can be enabled & how collaboration across the value chain (including critical input providers such as steel, etc.) and engagement between supply and demand is essential to successful localisation sharing of data is critical to ensure meaningful conversations and subsequent actions

Adv Lindiwe Madonsela Senior Manager at the B-BBEE Commission

Discussion points: monitoring the implementation of the broad based black economic empowerment to ensure that codes of good practice that have been issued by the Minister are being implemented properly by the various sectors that will help drive transformation in the economy.

The session was hosted on our Zoom platform and restreamed on all Proudly SA social media platforms.

Reach for this event: 132 rsvp's, 53 Attendees

Facebook: 6, Twitter: 1, YouTube: 3

Target Audience: Business owners, Start-ups & SMME's, members, non-members & stakeholders.

Business Forum Webinar, 30 August 2022

Topic: *Buy Local movement as a tool for purpose-driven marketing*

The Sunday Times GenNext event, now in its 18th year, is the leading annual youth brand preference and consumer behaviour event. All youth capabilities including the annual 2022 Sunday Times GenNext youth survey.

This year's campaign included The Sunday Times GenNext Youth Marketing online webinar. Proudly SA hosted an informative session with the topic "Buy Local movement as a tool for purpose-driven

marketing." We tactically selected four speakers who best met the topic objective, reached the younger audience, and supported the Proudly SA mandate. The panel of speakers included,

- Siyabonga Zungu: Proudly SA Brand Manager
- Liz Letsoalo: Masodi Organics
- Tania Macalagh: Lesela Fashion
- Lisa Mavundla: Sunday Times Board of Directors

Reach for this event: YouTube - 2012 views & Facebook 454 views

Target Audience: Youth aged 8 – 30 years

Activation: Ukubona Foundation Golf Day Fundraiser- Prize Hampers, 30th August 2022



1KR Golf Challenge proudly presented the inaugural Ukubona Foundation Fundraising Golf Day under the Theme: Swing for Vision. Ukubona Foundation (NPC) was established in 2017 by a group of compassionate and determined women with the aim to be the agents of change that would bring about quality of life to children from under-resourced communities in their schooling careers. The Foundation helps to alleviate the challenges of having to go to school and learn when you have visual difficulties and cannot see clearly.

The Ukubona Foundation works in partnership with the St Johns Eye Hospital, Baragwanath, to provide screens and referrals for children between the ages of 5 and 14 with high prescriptions. The foundation then sources and donates spectacles and has since achieved a donation of over 181 spectacles and still counting. It provides services to children from Soweto, Ekurhuleni, and Pretoria. The package consists of testing, high prescription lenses, the compression of the lenses, frames, spectacle cases, cloth, lab cut, and fitting charges.

Proudly SA partnered with this event and provided the below elements,

- 4 x prize hampers which included Proudly SA products
- Branding opportunity at the prize giving moment

There was amazing support on the day and the event was overwhelmingly successful, with lots of positive

feedback. The hampers were well appreciated by the winners on the evening.

Reach for this event: 144 consumers

Target Audience: Medical consultants, Health Professionals, Consumers, General Public & Business Owners



Activation: Mother and Daughter Love, 31 August 2022

The department of Small Business Development played a major and important role in putting together the Mother and Daughter Love event, they organised the workshops from the DSBD agencies to come and workshop the women in business on compliance.

Mothers and Daughters Love movement and campaign is a non-profit organization established as part of the Innovation Kasi Organisation - Women's Chapter that is solution driven to challenges faced by women today. A platform where a circle of women can form partnerships, support each other, and become a resource center to come up with solutions to Gender-Based Violence, emotional, health, financial and societal issues that are often faced by women and their families.

Proudly South African was given the opportunity to speak to the women in business about the benefits of joining as a member and the value add that the organization brings to their brands, access to markets as well as their brand visibility. Happy MaKhumalo Ngidi provided insight into the Proudly SA brand and the opportunities offered to businesswomen who attended the day.

In the room were the Honourable Deputy Minister, Mr. Sidumo Dlamini who was also the keynote speaker, and Ms. Nomvula Mkgotlho who is Chief Director at the Department of Small Business Development.

Not only was the event full of prestigious guests, but it also housed delegates from SEDA (Small Enterprise Development Agency), CIPC (Companies and Intellectual Property Commission), and CSD (Central Supplier Database). These agencies provided valuable information to the attendees.

Telkom Small Business – Future, Basadi Bamolao, and ActionAid Organisation were some of the sponsors for the event.

Proudly South African was also offered a display desk where we handed over information packs and two membership consultants educated the delegates about the membership process and requirements.

Reach for this event: 100

Target Audience: General consumers, and women entrepreneurs.

Makro Marketplace Introduction Webinar's - 7th & 9th September

Two webinars were organized for the Makro Marketplace Team to introduce the e-commerce platform to our select members. The opportunity for the members entails a showcase on product placement on the official Makro e-commerce site. The invitees from the Proudly SA members were those that were in the wine industry.

Proudly South African did a pilot project with Proudly SA alcohol members first before looking into the other sectors.

The sessions were facilitated by the Makro Marketplace team and Proudly South Africa hosted on its Zoom platform.

Reach for this event:

- We had 19 members who RSVP'd for the webinar
- We had 13 attendances,
- 5 members have expressed their interest and asked for the link to register

Target Audience: Proudly SA members in wine industry

Activation: Impact Of Localisation In South Africa (If any,) Roadshow (GP), 8th September 2022

Proudly South African hosted the Impact of Localisation in South Africa (if any,) roadshow Johannesburg leg on the 8th of September at the SABC radio park. The report is titled 'Revitalising Manufacturing in South Africa'.

Renowned Economist Dr. Iraj Abedian was our keynote speaker who undertook this research and unpacked the critical findings of localisation to the media and South Africans at large.

The purpose of the media engagement was to address the issue of the impact of localization in South Africa (if any,). Driven by the need to identify and implement solutions that can effectively drive economic recovery and help address the unemployment challenge in the country within the manufacturing sector.

This also sought to determine whether localisation or buying local can help contribute to the growth of the economy, the creation of jobs, and other socio-economic imperatives such as growing the tax base/revenue.

Proudly South African also invited members of the campaign that has seen the work, efforts and benefited from the campaign to demonstrate the work the Proudly South African campaign does.

Reach for this event: 10

Target Audience: Media and Proudly SA members

Speaking Engagement: Smart Procurement Indaba, 13th September

The 16th Smart Procurement World Indaba 2022 took place on the 12th to the 15th of September 2022 at the Gallagher Convention Centre.

The 2022 Theme: Glocalised Procurement – Think Global, Act Local

Glocalisation in procurement is more than just looking at what can be procured globally. It is a new phenomenon, that allows for the adaptation of global and international strategies, into the local contexts. Done properly, glocalisation is a stronger economic development tool than globalisation and localisation separated. It looks at the feasibility of applying this concept in developing economies - the pros and cons and the success stories.

The fact is that procurement operates in the most challenging and stressful times and constantly finds itself at the epicenter of business survival initiatives. As the world recovers from COVID-19, we are now entering a period most experts refer to as the "big reset."

The presence of attendees reinforced advocacy for a better and stronger governance to create a prosperous, inclusive economy and shape recovery plans that are aligned with international best practices.

Ms Jeannine Van Straaten (Executive: Strategy, Stakeholder Relations & Legal Proudly South African) spoke on behalf of Proudly SA in a panel discussion on the 13th of September with the topic 'Sourcing a VUCA World.'

All businesses are operating in a VUCA world- Volatility, Uncertainty, Complexity, and Ambiguity. In all this, procurement remains key to ensuring supply and continued business operations. How do you do Strategic Sourcing when the supplier base is continuously changing? How do volatile commodity prices impact sourcing strategies? How can procurement build better lines of defence in anticipation of VUCA? It's not paranoia if the threat is real.

Moderator:

Chantalle Wilson: VUCA Specialist, Clarity from Chaos

Panelists:

Kervin Ali: Procurement Director, Lafarge Industries
Deon Mocke: Chief Procurement Officer, AVI Limited
Melita Ntsane: Head of Procurement, CBRE

Reach for this event: 150

Target Audience: Procurement managers, large corporates, buyers and business owners



Proudly SA new members Meet & Greet, 14 September 2022

The quarterly new member Meet and Greet session took place on the 14th of September. The session took place on the zoom platform as a webinar.

Proudly SA took this opportunity to welcome and congratulate new members on taking the step to invest in their respective businesses by signing up to be a member of Proudly South African.

The webinar was hosted by Proudly SA managers within Membership, Events, Public Relations, and Brand management. The introduction and objective were to provide insight into the country's official Buy Local campaign, and the Proudly SA mandate which is to promote local goods and services to consumers as well as to the private and public sectors. This is of course to stimulate much-needed job creation and retention in our country by promoting businesses such as yours to these target markets.

Each department provided a better understanding of what the company is all about and what PSA offers to new members. They were made aware of the benefits of being a part of this fantastic brand, access to market opportunities, and direction on how and when to use the Proudly SA logo.

A thank you email with a link to all the presentations was provided post the webinar.

Reach for this event: 49 Proudly South African members

Target Audience: Small business owners, Entrepreneurs, Owners, Sole Traders & SMEs



Activation: Generation Next Interactive Showcase & Awards, 15th September

The Sunday Times GenNext event, now in its 18th year, is the leading annual youth brand preference and consumer behaviour event. All youth capabilities including the annual 2022 Sunday Times GenNext youth survey.

The interactive showcase took place on 15 September which saw 300 youths gather to interact and engage with brands through displays, activations, and competitions at the Empire Conference and Events Venue in Parktown, Johannesburg.

The Proudly South African stand showcased the “Living Lekker Locally” campaign and we provided visitors a slush puppy, Nestlé chocolate, a Proudly SA stick-on tattoo, and the opportunity to take a photo in our photo booth. The photos were branded with our logo meaning the children took home a meaningful reminder of the day and who Proudly SA is.

Each partner was given a 15 min platform on stage to activate, from dance competitions, Q & A sessions, and celebratory appearances. Proudly SA interacted with the kids through a short questionnaire to determine if the kids know about the Proudly SA campaign and if they recognize the logo and what it means. We managed to secure a Nestle hamper and an R2000 Mr. Price voucher as prize giveaways for our 15min time slot.

Partners for this interactive showcase included:

- Proudly SA
- Gautrain
- Standard Bank
- Mercedes Benz
- Pin Pop, Brand South Africa
- Sunday Times

The Sunday Times GenNext Awards took place later that evening and were live streamed where SA’s Coolest brands were awarded based on youth’s votes in various categories.

Reach for this event: Tweens 8 – 12, Teens 13 – 18, Young Adults 19 – 24, Young Professionals 25 – 30
Target Audience: 300 + youth from different schools

Proudly SA Supply Chain Workshop in partnership with FASA, 19 September

FASA partnered with Proudly SA to ensure that the suppliers used by the Franchising sector provide locally produced/manufactured products and thereby contribute to local job creation and stimulating the local economy.

In line with its strategic objectives to transform the industry and contribute to job creation, FASA launched an Enterprise Development Initiative where the focus was on driving transformation through the enterprise/suppliers that provide goods and services to the Franchising sector.

Both Franchisors and Franchisees who wish to transform [their business by procuring from transformed suppliers will have access to a database of reputable, pre-qualified and vetted SMMs that are willing and able to supply the desired goods and services.

The workshop provided Proudly SA members a platform to pitch their product offerings to various businesses and put through requests for business assistance. Each member was given 3 minutes to pitch to the franchisors who streamed in via our online platforms. This played a role to access to the market for our members. A mini exhibition was also set up for members to showcase their products and services.

Mr. Freddy Makgatho CEO of FASA welcomed the audience. Mr. Makgatho highlighted FASA and Proudly SA's partnership where the key focus for both entities is job creation. FASA decided to bring on board Franchisors who are the bulk buyers of products who are looking for markets that listened to our Proudly SA members' pitches.

CEO of Proudly SA Mr Eustace Mashimbye took the audience through the Proudly SA mandate and why Proudly SA exists. Eustace touched on the high level of unemployment in the country and took the audience through the sectors that were badly affected by the imports of products.

The services offerings from these member companies ranged from

- Atchar sauce manufacturers
- Paint manufacturers
- Architecture designs
- Food spices
- Nuts
- Plus size corporate wear
- Workwear manufacturer
- Furniture fittings
- HR & recruiting services

Ms Jeannine van Straaten gave the vote of thanks and closing and highlighted to the audience that this workshop would be done annually as the commitment given by FASA.

Reach for this event:

Attendance: 23

YouTube: 43 views

Facebook: 140 views

Twitter: 222 views

Target Audience: Buyers, Franchisors & Franchisee



Hulets Student Member Visit, 19 September

As a continuation of our member student visits, which started around Youth month last year where we saw a need for varsity/colleague students and how we can expose them to job opportunities. These visits were a great success, we thought to continue and kick off our new fiscal with the Sugar Sector.

On the 19th of September 2022, Proudly South African together with Tongaat Hulets invited 8 students who are studying Food Science and Biotechnology. The students were treated to a lovely reception by the Hulets employees who began by the day by introducing themselves.

The presentations began where the Training officer – Mpha, explained the whole process of sugar making and processing. After the sugar processing, the students received safety gear and headed into the factory.

The students began with the Off-Loading Bay where they saw trucks offload sugar silt – then into the sugar storehouse where tons and tons of unprocessed sugar were laying. The students then go to see the processing factory where the boilers and all kinds of processing equipment were. This equipment was controlled by an engineer who checks the sugar barrels and sugar levels constantly. We then made our way to the packaging factory where we saw machines that package the sugar we use. These machines package over 50 packs per minute. The tour was an eye-opener for the students. They got to see the process of making sugar and all it entails.

Reach for this event: 8 Students from the Durban University of Technology studying Biotechnology and Food Science

Target Audience: Students studying within the Food Technology sector

Target Audience: Buyers, Franchisors & Franchisee



DStv Delicious Food and Music Festival, 24-25 September

2022 has been an exciting year for the Proudly South African campaign. There's an old saying in marketing and comms, 'proof is in the pudding,' and what best way to display Proudly SA's ethos of supporting locals than to partner with one of the most extensive foods and music festivals in the continent. The DStv Delicious Festival allowed Proudly South African to be at the forefront of consumers while displaying the 'local is lekker' rippled effect.

Before this year's festival instalment, it had been postponed since the Covid-19 pandemic hit the country. However, the return not only kindled us from the cold winter blues but also restored our love for music, food, gatherings and Mzansi good times.



We saw over 20 000 festival-goers celebrating South African sounds infused with international acts to beef up the rhythmic Saturday and soulful Sunday vibes. Again, Proudly South African played a critical role in demonstrating its passion for collaborating with local producers and encouraging consumers to buy local.

The partnership with Delicious is significant to Proudly SA due to the vast range of job opportunities that the event created and contributes to – from security staff, vendors, drivers, and accommodation venues to artists and their teams, ticketing companies, infrastructure suppliers, and sound and light suppliers.

In celebration of our 21st anniversary, Proudly SA gave 21 of its member companies free exhibition and trade space at the festival to increase and widen their access to various markets. The tagline "Deliciously Local" portrays our theme within our area. Our objective was to create a vibrant showcase of all things local and lekker.

Named the Proudly SA Village, we created two areas highlighting lifestyle, food, beverage, and dessert members this year. In addition, the village presented members with an array of clothing, condiment, and snack industries with an opportunity to promote their brands. In total, we hosted 15 members ranging from local South African cuisine to pizza and vegan street food.

The 15 members were faced with great success, with some selling out on the day (Zazi Production and Sumting Fresh, to name a few). This is a massive success from a Proudly South African point of view, as we supported our members and moved a step closer towards increasing job creation opportunities.

Activation Touch Points:

To ensure brand visibility and build brand equity was sustained by boosting brand love, the Proudly South African team showed up through the following touchpoints,

Public Picnic area

The DStv Delicious Festival created a public picnic area which was the main attraction. The large picnic area allowed visitors to bring their own seating while enjoying the festivities. This made the perfect opportunity for us to create brand awareness and connect with those who attended the festival over the two days.

How we achieved the consumer interface was strategic and intentional, as we understood the type of audience on the respective days. To be in-culture, we had to be the culture; as such, we formed 40 blow-up balls that festival goers used during the key performances where they bounced them in excitement within the crowds.

Branding

During the Afrobeats sensation, Burna Boy performance on the main stage, the digital screens broadcasted a Proudly SA reel that showcased all the partners as well as some of the company's members. We then also showed up via the branded pop-up shop where we displayed the 360-degree camera activation. Following that, the branding journey lived on through the path leading to the food village where we displayed tear-drop banners and a backdrop at each vendor.

Branding was also visibly seen at the Chill Zone with 'local is lekker' signage, branded content on plasma screens, and a decorative wall used for User Generate Content (UGC).





Chill Zone

Within our Proudly SA village, we provided visitors with a chill zone. The chill zone provided a comfortable place to relax and enjoy the delicious local food near our food village. Proudly South African Member Events By Onnica provided chic and stylish seating for the area, showcasing our local suppliers. The site incorporated our bright and Proudly South African colours of yellow, red, blue, and green.

The shaded area provided much-needed relief from the sun and was utilised by many visitors over the two days. In addition, our decorative branded wall provided the perfect backdrop to snap a selfie and tag the festival and Proudly South African village on our various social media platforms.

While enjoying the array of food and soaking in the festival, the Chill Zone offered a digital display of the DSTv Delicious Festival cookbook, which consumers gained access to via a QR code scan. The book launched in August and is a Stars book project aimed to fuse the diverse Mzansi musicians with unique food experiences.



360 Degree camera activation

Our camera activation was popular with visitors providing a fun way to remember the day as they received a free downloaded branded video as a memento of the festival. The area was in a prime location and direct access point for visitors entering the event. Effectively branded, it provided a hub of activity and brand awareness. In addition, the activation created a high reach and engagement on our social media platforms.

Long queues could be seen from the festival's opening to the closing as visitors flocked to the area to capture their moment on the platform.

Hospitality

The festival allowed large corporations and organisations to host clients and stakeholders in various hospitality areas. We hosted our critical stakeholders within the Ambassador lounge on the Saturday and Sunday activities and the public access picnic area. Guests were treated to VIP service from parking, food and beverage, comfortable seating, and excellent views of the stage.

Our esteemed guests were:

- Department of Trade, Industry and Competition (dtic)
- Department of Mineral Resources and Energy (DMRE)
- Tourism Business Council of South Africa (TBCSA)
- Twizza
- CNBC Africa
- Brand Africa
- National Association of Automobile Manufacturers of South Africa (NAAMSA)
- Igagasi FM

- SABS
- The State-Owned Enterprises Procurement Forum (SOEPF)
- Southern Sun
- Power FM
- Nestlé
- SANTAM
- Scalo Designs



Pop-Up Shop

We spiced things up this year with a new addition to the Proudly South African village in 2022 – a Pop-Up Shop. We had a selection of crucial lifestyle members that were selected to showcase their products to create a pop-up shop. This allowed small businesses to build brand awareness and increase sales.

Our selection of vendors encompassed a combination of snacks, confectionary and clothing, creating the perfect local one-stop shop. The festival was a first for all these vendors showcasing their business to many consumers.

Our Pop-Up Shop vendors included:

- Conzas Biscuits
- Miente Manufacturing
- Chuck Chillie Foods
- Zazi's productions
- Atchariser
- DV Store
- Funo Designs
- Chepa Streetwear





Food Village

Taste buds were tested on the day as we saw the Proudly SA food village offering a variety of delicious, gourmet South African food and beverages prepared by the 15 food members. The 15 members were selected based on their long-standing service to Proudly South African and their high-quality food and professional set-up.

The village was strategically situated enroute to the main stage area, meaning visitors could take a leisurely walk & stopping to check out the variety of food items on offer. The menu offerings were diverse, providing something for everyone from vegan, pizza, Kota, dumplings, prawns, chicken wings and more deliciously local options.

The vendors proclaimed their success as they saw their sales figures increase, with some reporting they had doubled their efforts since attending in 2019. In addition, the festival's sales provided some vendors with the chance to invest in building their businesses or renovations.

We formed a consumer competition with our valued partner Southern Sun. The competition entailed giving away two tickets for a weekend getaway prize at any Southern Sun hotel in South Africa. In addition, consumers were tasked with collecting five stickers daily by purchasing from any of the Proudly South African food vendors.

Furthermore, we ran a social media competition where consumers got to walk away with two double GA tickets for the Saturday leg of the festival. In addition, consumers had to share how many traders

Proudly SA was hosting on the day, which saw many South African participating in their attempt to win tickets to the sought-after event.

Food village vendors included:

- Sumting Fresh
- The Vegan Chef
- Slush Dolls
- Why Cook
- Kota King
- Selai
- Have Wings
- Cosmo Dumplings
- Corner Dladla Pizzeria
- Mo's Food and Pastries
- Makhamisa Foods
- Bokhabane Events
- Yamama Gemmer
- Sihle's Brew (Pty)ltd
- Black Premyum

Overall, the experience at the DStv Delicious Festival was wholesome, complemented by the beautiful sunny day. We saw many fashionable festival goers who enjoyed good food, music, and beverages. Proudly South African placed its members at the forefront on a grander scale, enabling them to showcase their products. The vast opportunities presented by Proudly SA for the members reiterated our commitment to uplifting an ethos that promotes social and economic change and progress.

Testimonials:

Entrepreneur wowed by demand for her fruit juices

Funding from state agencies set up Ndabula's food processing factory

27 September 2022 - 10:05



Mpho Koka

JOURNALIST

FOLLOW

54 Followers



Conza's Biscuits

The DStv Delicious Festival was a huge success for our company, the two days offered two types of clients and insights from that is:

1. Saturday was more of a young crowd, and they were mostly buying based on novelty and peer reviews
2. Sunday was a more mature and mellow crowd that enjoys decadent treats. We made the most money on this day and had great connections with a few patrons
3. We also got several leads with regards to marketing, supplier development and store listings which we are currently pursuing
4. We were able to sell 146 units which amounted to around R12 000 for the two days which is a huge success for our company as we usually make that over a two-week period currently
5. The branding and positions were excellent including being paired with a juice company which complemented our product very well

Atchariser (Pty) Ltd

On behalf of the Atchariser (Pty) Ltd, we would like to say a massive thank you to Proudly South African and DStv Delicious for giving us an opportunity to showcase our unique product at the event. Not only did you provide us with excellent opportunity, but you also went out of your way to provide us with good service from professional staff (PSA) to accommodate different needs that arose from different briefing meetings for the DStv Delicious event.

As key to a successful marketing campaign, we have set ourselves clear objectives to build our brand, generate white hot leads, educate the market on what we offer, upsell existing customers and generating sales. I am proud to announce that through the event we manage to meet all our objectives and beyond that, potential customers were willing to exchange their email addresses, phone numbers and more for orders and to get more information about our product. On the second day we were almost sold out! Our database has increased and there's collaborations formed with other businesses who are fellow members of the PSA that we met at the event.

Thank you! We definitely had a great time. I thought it was one of our best events we've had to date... simple and effective! PSA certainly makes things extremely easy and were more than accommodating to us.

Looking forward to more invites!





Cosmo Dumpling

Thank you very much once again for the opportunity given to Cosmo Dumpling

It was our first time doing the show as big as DSTV Food & Music Festival, we learned so much in a short space of time. More than anything we gained experience and come the following year we will handle pressure with ease.

Most definitely our clientele base has increased since we came back from the show. We are more exposed and the testimonies we received really gives us hope and dedication to work even more.



Yamama Gemmer

Again, thank you to Proudly SA for inviting us to this mammoth event. It's always an honour to represent local brands out there. the money from this event is busy being used to finish off our Kitchen that we started building in June.

Reach for this event:
40 000 over two days

Target Audience:
females and males
between the ages of
18 to 45



Business Forum webinar, 28 September 2022

Topic: Women steering change

On the 28th of September 2022, Proudly South African together with **the dtic** hosted a webinar that focused on the Automotive Sector.

The webinar was to promote Women who are forerunners in the Automotive industry while showcasing the change and the industry added value to the economy. The Women Steering Change webinar aimed to highlight the impact women have brought to the Automotive sector as this is a male dominant industry and there could be some difficulties faced by women to thrive and grow in their respective roles. With this webinar, Proudly South African wants to showcase the equal amount of value women bring to this industry through their innovative ideas and strong leadership and management skills.

Facilitator:

Nicci Scott Anderson Chief Executive Director of the Commercial Transport Academy.

The panelists included:

- Ms Jeannine Van Straaten (Executive: Strategy, Stakeholder Relations & Legal Proudly South African)
- Amohelang Ledwaba (Senior Regional Manager Northern Region Toyota South Africa Motors), Mpho Mafole (Assistant Director – Automotive Sector Desk at the dtic),
- Shivani Singh – Naacam (Commercial Director)
- Nonyameko Ntozini (Manager Component Exports (Procurement), Business Development and Strategy Mercedes-Benz South Africa Ltd).

The panelists spoke about their journey in this automotive industry and how they made moves within this male-dominated industry.

The ladies gave us an idea of what it took to get this far in this field and expounded on their accomplishments. The session was quite interesting and very inspiring to young females who are looking into getting far within this field. We hope to create more events like this shortly.

Reach for this event: 114 Attendees

Target Audience: Naacam, Toyota, Mercedes Benz, the dtic employees



Business Forum webinar, 29 September 2022

Topic: Are you festive ready?

Proudly South African hosted a webinar driving a conversation on the festive season and the many opportunities for customers to purchase exciting new products and promotions. Getting consumers ready for the festive season.

Business owners and businesses can expect a huge increase in revenue if they make the right decisions. The webinar objective focused on how to prepare your business for the festive season.

Key focus points included:

- Preparing your Inventory
- Holiday promotions
- Optimising your website
- User experience
- Social Media Strategy

Facilitator:

Jeremy Maggs

Speakers:

- Dumi Mahlangu: Founder Chepa African Streetware
- Ms Noni Ditshego: Founder Vuttomi Group
- Pilisa Matyholo: Group Category Manager: Spar Foods
- Ms Jeannine Van Straaten: Executive: Strategy, Stakeholder Relations & Legal Proudly South African

The webinar also included informative videos by:

- Leigh Tobin: Founder of Alphabet Social- Social Media Strategy
- Liz Letsoalo: Founder of Masodi organics

Reach for this event: 120 RSVPs & 33 attendees

Target Audience: business owners, entrepreneurs, and general consumers



FASA Golf Day, 30 September 2022

Proudly SA was given the opportunity to partner at the FASA Golf Day which took place at the Wanderers Golf Club in Johannesburg on 30 September 2022.

We provided the below elements at the day

- Branded waterhole with soft drinks, water and provided our member Yamama Gemmer to showcase their famous Ginger Beer.
- 4 prize hampers filled with Proudly SA snacks
- Branding opportunity at prize giving

The hole looked great with various Proudly SA branding being on display. Membership were present on the day to network with the guests. It was also located near the main clubhouse which was great exposure to all who were eating their halfway meals throughout the day.

Feedback from FASA:

"This mail is just to say thank you to you and your team for making the FASA Golf Day possible and for the fantastic support and sponsorship we have received because without you it would not have been possible."

Reach for this event: 72-80 consumers

Target Audience: Small business owners, Entrepreneurs, Franchisors, Franchisees and Professional Organizations





4.5) PR, COMMUNICATIONS & MEDIA

4.5.1) SUMMARY

PR underwent a series of media and consumer-facing activities during quarter 2 of the 2022/2023 financial year. These activities include the brand-owned Local Fashion Police 2.0 and the Impact Of Localisation in South Africa (If any) media events. In addition, PR and Events hosted its first owned Wine Expo during this period to further entrench the organisation and its call to enhance locally made products/services.

Localisation is the centrepiece of the South African spectrum, indicated through the second leg of the Local Fashion Police launch—a campaign designed to put local fashion designers at the helm of consumers' buying choices.

Proudly SA prides itself in being innovative; as such, the third instalment of the report titled 'Revitalisation of Manufacturing in South Africa' was released. Affording us the right to unpack the insightful findings through a regional roadshow which started in Gauteng and would later visit other regions.

In partnership with our member company Hullets, we took seven students in the food, science and technology industry to the factory. The students had the opportunity to learn about their roles in this sector, such as food technologists or food & safety.

Social media pages were interactive as Proudly South African engagements included member company support and a high focus on brand-owned activities.

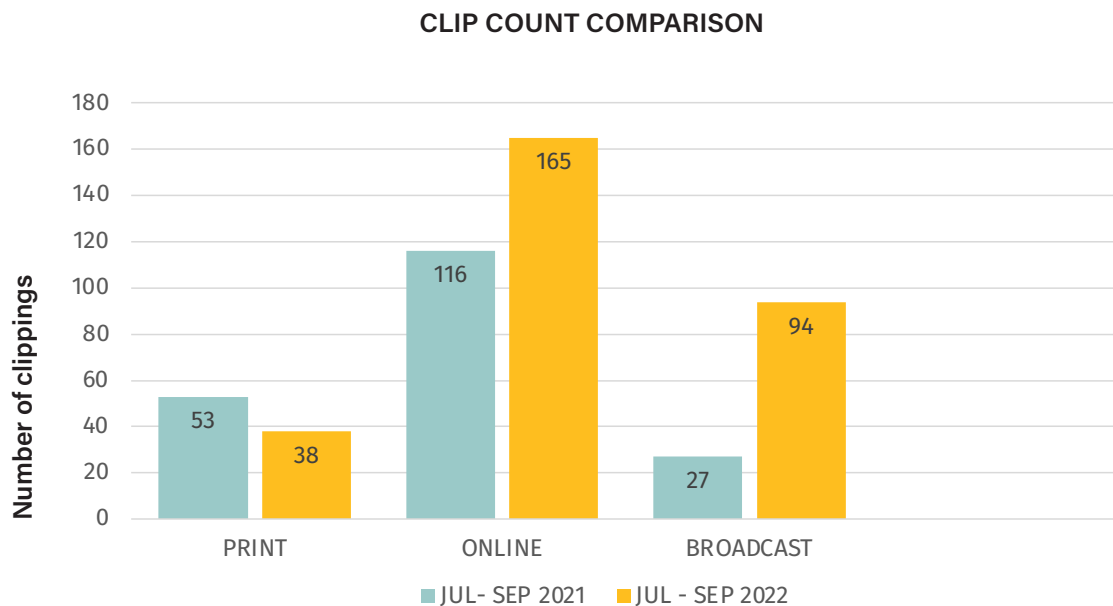
Proudly South African interacted with key industry players within the food, drink and music areas, namely; the DStv Delicious Festival and South African Music Awards, where we ran a Win A Car Competition to celebrate local is lekker music.

In the true spirit of Mzansi, celebrations occurred when Banyana Banyana reigned supreme at the Women's Africa Cup of Nations, bringing the cup of nations. Proudly South African took on a brave stance by calling for appropriate recognition of women's football in South Africa.

The second quarter achieved a PR value of R46 994 877, garnered through press release syndication and interview opportunities with the CEO and CMO. We maintained the 2% engagement rate across our social media platforms.

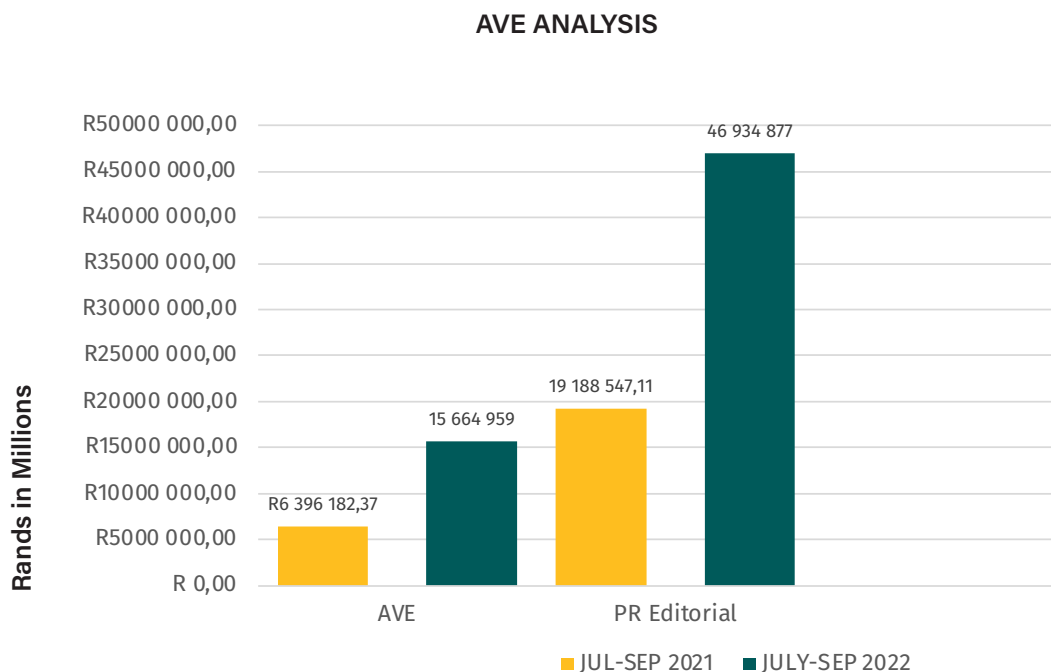
4.5.2) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e. print, broadcast and online for the period under review (Jul – Sep 2022). Comparison is made with the same period in previous years.



4.5.3) AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between July and September 2022 is R15 664 959 million and the PR/editorial value translates to R46 994 877 million.



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between July and September 2022:

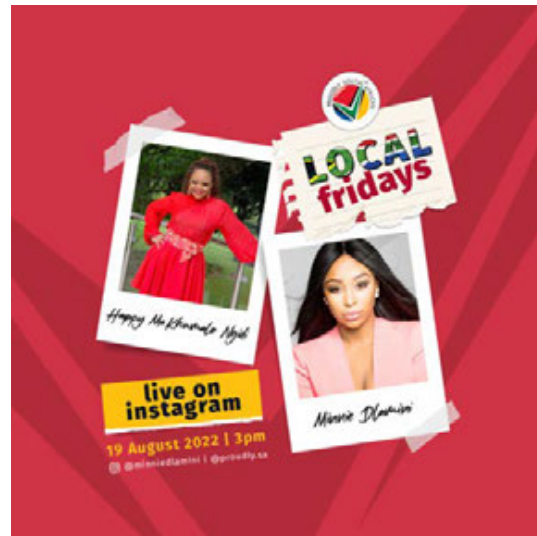
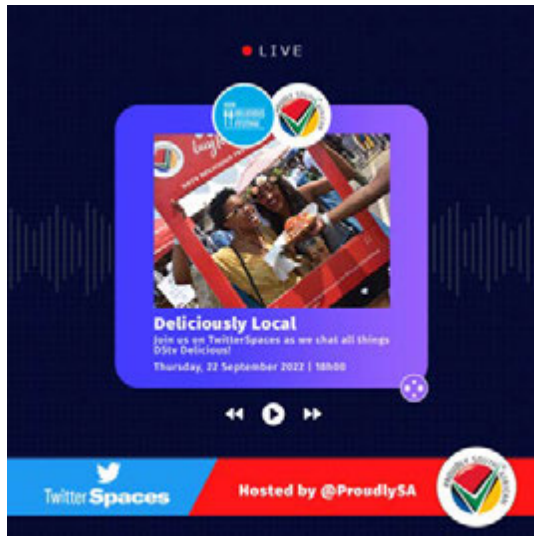
No.	Date	Release/Commission	Title
1	7 July	Press release	Proudly SA Calls On SA to raise a glass to local winemakers
2	12 July	Press release	Local wineries in the spotlight at Proudly SA inaugural local wine expo
3	19 July	Op Ed (Business Media Mag)	Reset, Rebuild, Recover, and Buy Local
4	25 July	Press Release	Proudly South African lauds well deserved Banyana heroines' welcome, calls for appropriate recognition of women's football in SA
5	10 Aug	Press Release	Don't be the scene of a fashion crime! Local Fashion Police in back to reward you for wearing your fab SA made threads
6	23 Aug	Press Release	Proudly SA partners with SA Music Awards for SAMA28
7	08 September	Press Release	Proudly South African releases findings of study aimed at Revitalising South Africa's Manufacturing Sector

4.5.5) Social Media

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

	Followers 30 Jun 2022	Followers July 2022	Followers Aug 2022	Followers Sep 2022	Financial year growth
Facebook likes	27 838	28 366	29 024	29 533	1 695 (3%)
Facebook follows	46 962	48 212	49 733	50 629	3 667 (1.3%)
Instagram	15 871	16 193	16 817	17 210	1 339 (2.1%)
LinkedIn	4 526	4 654	4 752	4 879	353 (1.3%)
Twitter	182 386	182 736	183 368	183 975	1 589 (1%)
YouTube	521	537	540	552	31 (2%)
TikTok	57	65	153	195	138 (7%)
TOTALS	278 161	280 763	284 387	286 973	8 812 (1.3%)

This quarter Proudly SA hosted a #DeliciouslyLocal Twitter Space dialogue as well as hosted #LocalFriday Instagram discussions with Minnie Dlamini.



STUDENT VISITS

On the 19th of September 2022, Proudly South African conducted a factory visit for seven students who went to the Tongaat Hullets factory to learn more about the food, science, and technology industry.



4.6) PRESENTATIONS

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

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

DATE	EVENT	VENUE
7 July 2022	Wine Expo	Johannesburg
10 August 2022	Local Fashion Police Launch	Johannesburg
8 September 2022	Localisation Roadshow	Johannesburg
15 September 2022	Tourism Business Council Leadership Forum	North West
19 September 2022	FASA & Proudly SA Supply Chain Workshop	Johannesburg
22 September 2022	Nedlac Trade and Industry Chamber	Virtual
29 September 2022	State Owned Enterprises Procurement Forum (SOEPF)	Virtual

BRAND MANAGEMENT



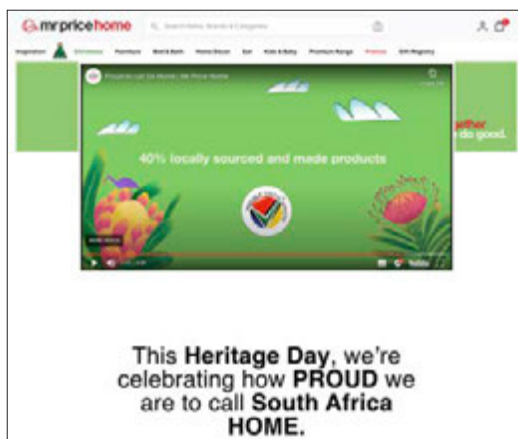
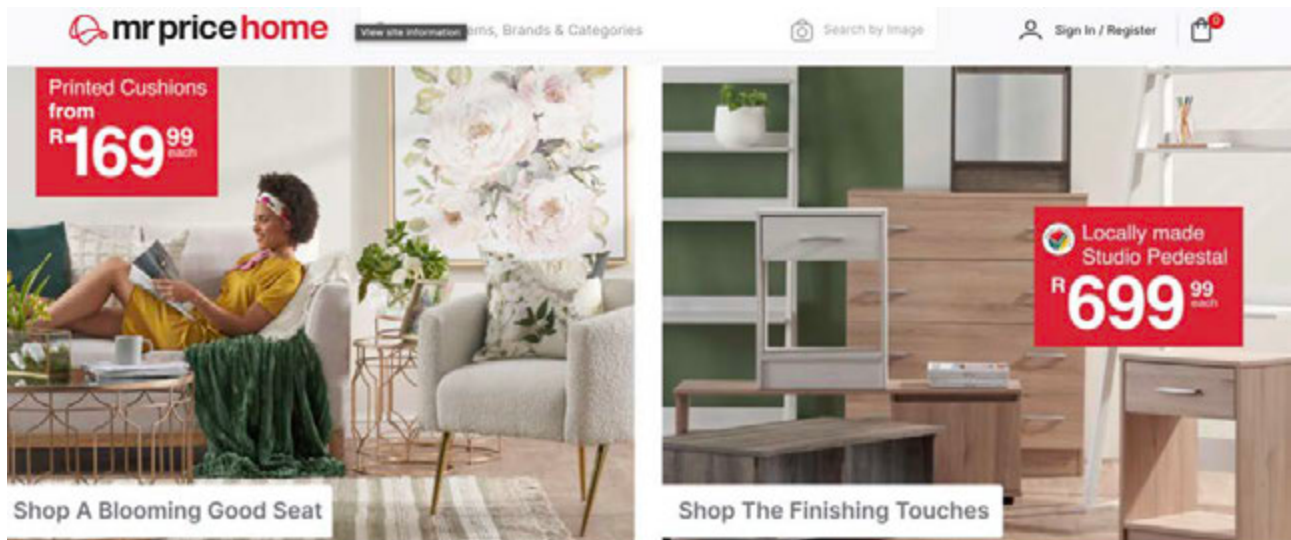
The branding focus during the quarter in review was to create visual content for the department. We created design work for the events and activations in the quarter. This included invitations, web banners, ecards and event banners. This work has been done to elevate the level of quality of the webinars to make them look professional and consistent within all the different events happening. We also worked on advertising elements for the event to drive registration and participation. To create more of a buzz around the event, we used digital advertising to reach a large, targeted audience from our various social media platforms including Twitter, Facebook, LinkedIn and Instagram.

We continue to act as a support function to the Marketing Department and the company by creating presentations for client meetings, high level engagements by the executive team as well as designing ecards, invitations as well as web services for the various initiatives the company undertakes. Our message for the Quarter was Living Lekker Locally, We presented this message on various touch points of the brand online, events as well as advertising.

LOGO USAGE

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





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, special days, and honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand. We promoted The Banyana Banyana AFCON victory to showcase pride for our national sports brand. We had various ecards showing our quarterly Living Lekker locally messaging as well as Local icons and national days.





CELEBRATING LOCAL ICONS



DESIREE MARKGRAAFF

Support local TV to create jobs



CELEBRATING LOCAL LEGENDS



DR JERRY MOFOKENG WA MAKHETHA

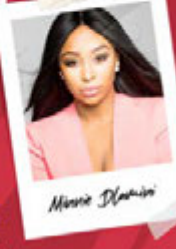
Support local TV content to create jobs



LOCAL Fridays



Happy Mkhomala Ngidi



Mavis Dlamini

live on Instagram

19 August 2022 | 3pm

@mavisdlamini | @greedy.co

CELEBRATING 83 Years

CAIPHUS KATSE SEMENYA

Thank you for the music!




buylocal

POWER 98.7
NOW WE'RE TALKING



#987WOMAN WOMEN'S MONTH

HAPPY NGIDI



11 August 2022 | 12h00 - 15h00

CELEBRATING 21 YEARS OF PROUDLY SOUTH AFRICAN




#BirthdayMonth

SOUTH AFRICAN MUSIC AWARDS

We partnered at this event with the SAMAs in the aim to promote and celebrate local music, this is in line with our quarterly message of Living your life locally through music as well as engaging the nominees on the red carpet to on who are they wearing and to promote the importance of wearing locally. The campaign around this event was Mzansi are you wearing local? These platforms gives us an opportunity to showcase our brand in different platforms and to get the message across to consumers to check labels and buy local, but most importantly Living Lekker Locally.



LOCAL WINE EXPO



PROUDLY SOUTH AFRICAN

Local Wine Expo

7-9 July 2022 | 3pm - 10pm | Sandton Convention Centre

Enjoy a kaleidoscope of flavours and tasting notes. Give your senses a treat, get lost in the aromas and blends of our homegrown grapevines.

[click to register](#)

Logos: Department of Agriculture, Forestry and Fisheries, Southern Sun, NAMC, the wine arc, KAYA 95.9



PROUDLY SOUTH AFRICAN LOCAL Wine Expo

Join us for the live streaming of the Buyers and Media Session.

07 July 2022 | 10H00 - 12H00

LIVE
ProudlySouthAfrican

Logos: Department of Agriculture, Forestry and Fisheries, Southern Sun, NAMC, the wine arc, TBCSA



PROUDLY SOUTH AFRICAN

A South African taste experience

In celebration of South Africa's illustrious wine industry, we are excited to host our inaugural Proudly Local Wine Show. This winter and you are invited.

Venue: Sandton Convention Centre

7-9 July 2022 | 3pm - 10pm

free entry

Logos: Department of Agriculture, Forestry and Fisheries, Southern Sun, NAMC, the wine arc, TBCSA



PROUDLY SOUTH AFRICAN

Local Wine Expo

7-9 July 2022 | 3pm - 10pm

In celebration of our South Africa's illustrious wine industry, we are excited to host our inaugural Proudly Local Wine Show this winter and you are invited!

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DELICIOUS FESTIVAL



Delicious festival was our flagship event in this quarter we branded the event Proudly South African, by showcasing our over 21 member companies in the food and drink space as well as the lifestyle space. We had four zones at the event including, 360 camera activation, chill zone – where consumers can sit after buying our local members, enter competitions as well as engage our brand. We then had lifestyle stands as well as food stands. Our aim at this event was to gain access to the 40 000 visitors and educate them about our brand and our Living Lekker Locally messaging. We got mileage from pre and post event coverage such as on social media as well as the event media launch.

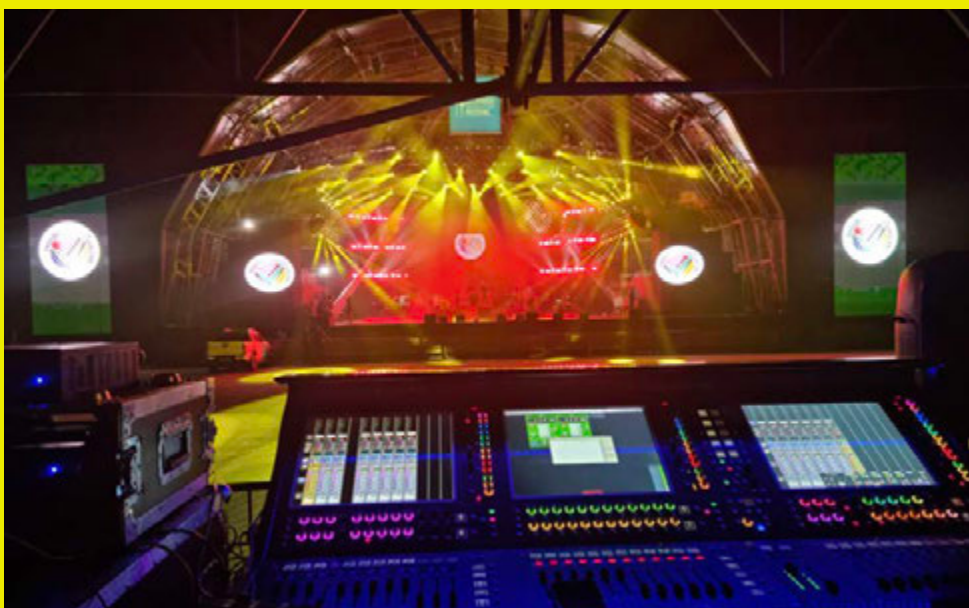
BRAND COLLABORATION WITH DELICIOUS FESTIVAL



DStv

DELICIOUS
INTERNATIONAL FOOD & MUSIC
FESTIVAL





DStv DELICIOUS SOCIAL MEDIA



PRIVATE SECTOR

Proudly South African Access to Market Localisation Tools

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

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



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

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

In quarter 3 of 2022/2023, Proudly SA will commence with loading all willing Proudly SA member companies on MAP whilst it is constantly exploring ways to improve MAP in order to keep it current and to support Corporate Buyers’ preferential procurement targets. In quarter 3 and throughout the financial year, efforts are underway to invite procurement officers from Corporate South Africa to enlist as Corporate Buyers on MAP, in order to obtain localisation commitments from the private sector.



Benefits of MAP:

Corporate Buyers will be able to:

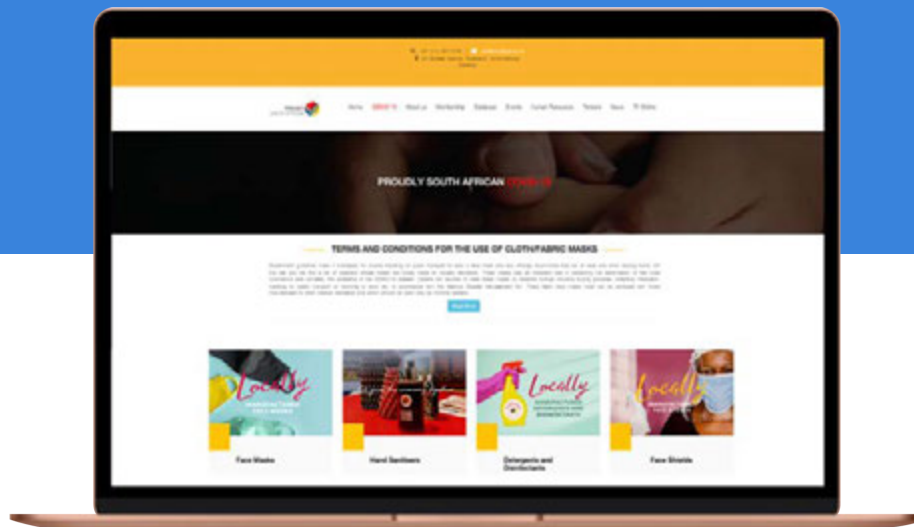
- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive
- Advertise procurement opportunities for the private sector
- Support the growth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

Suppliers/member companies will be able to:

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



2. PROUDLY SA'S COVID-19 PORTALS (www.proudlysa.co.za)



Background and vision

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

Purpose

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

Current Product offerings

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

Stakeholders

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

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

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

1) Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies to make localisation commitments. Since then, Proudly SA has engaged the Franchise Association of South Africa, ***The National Association of Automobile Manufacturers of South Africa, the National Association of Automotive Component and Allied Manufacturers, the South African Furniture Initiative, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council and Mining Equipment Manufacturers of South Africa, the Agricultural Business Chamber of South Africa, the Institute of Plumbing South Africa, the National Hospital Network, the Consumer Goods Council of South Africa, the Tourism Business Council of South Africa, the Restaurant Association, the Taverners Association, and the Self-Care Association of South Africa*** to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders by industry to increase participation of this important and impactful initiative.

At Proudly SA's annual Buy Local Summit and Expo hosted at the Industrial Development Corporation in Gauteng 14 to 16 March 2022, localisation commitments were made by the following corporates:

- The Standard Bank
- OBC Retail
- Absa
- SAB (South African Breweries) Corporate
- TFG (The Foschini Group)
- PG Bison
- Nissan SA
- Aspen Pharmacare

On industry-level:

- NAAMSA (National Association of Automobile Manufacturers of South Africa)
- South African Canegrowers' Association

In June 2022, Shoprite for poultry and its house brands, and Makro for wine purchases have announced that it would support Proudly SA in terms of giving localisation commitments.

In September 2022, Proudly SA hosted a procurement session for 20 of its members to pitch their products and services to the members of the Franchise Association of South Africa in an effort to promote localisation amongst the Franchise industry.

2) dtic and other Government Departmental Masterplans

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

Currently, Proudly SA is actively participating in:

- Retail-Clothing, Textile, Footwear and Leather
- Sugar
- Poultry
- Steel
- Creative Industries (facilitated by the Department of Small Business Development)
- soon to be signed off Furniture
- soon to be signed off Agriculture and Agro-processing (facilitated by the Department of Agriculture, Land Reform and Rural Development)

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

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

3) dtic CEO Initiative and Localisation Support Fund Programmes

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

4) Localisation Technical Working Committee (related to the work of the dtic CEO Initiative) now called the BUSA Localisation Committee

Participants of the BUSA Localisation Committee include Proudly SA (who initiated the forum following the 2018 Jobs Summit), Business Unity South Africa, the Manufacturing Circle, the Consumer Goods Council of South Africa, and Business Leadership South Africa. The team initially supported Proudly SA's Market Access Platform as the procurement tool of choice for localised and transformed suppliers, and three engagements were arranged to showcase MAP in 2020/2021 to **the dtic** Minister, and in 2021/2022 to BUSA (as the Nedlac business apex body) and the nominated CEO champions as part of **the dtic** CEO Initiative. With the appointment of a Project Manager by Business Unity South Africa, Proudly SA will continue to support this Committee in further driving import replacement.

Ask from Industry Champions (CEOs)

- i) **Delegate:**
 - Delegate responsibility for implementation to the Procurement Teams
 - One identified point person to interact with PMO
 - Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative

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

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

Agro-processing value chain	Health-care value-chains	Basic consumer goods
• Poultry • Sugar • Edible oils • Grains • Juice concentrates • Dairy products	• Pharmaceuticals • Personal protective equipment • Ventilators • Other medical equipment	• Clothing • Footwear • Home textiles • Televisions • Mobile phones • Other consumer electronics • Fridges, Stoves and Washing Machines • Household hardware products • Packaging material • Furniture
Capital goods	Construction-driven value-chains	Transport rolling stock
• Agriculture equipment • Mining equipment • Green economy inputs and components • Digital infrastructure inputs, components and equipment	• Cement • Steel products • Plastic piping • Steel piping • Engineered products • Earth-moving equipment	• Automobile assembly • Auto components • Rail assembly • Rail components

5) Localisation Partnerships

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

DFIs:

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

SEZs (through the SEZ CEO Forum):

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

SOEs:

- Eskom

Proudly SA is in the process of finalising agreements with the Industrial Development Corporation, the Eastern Cape Development Corporation, the Gauteng Growth and Development Agency, Dube TradePort and the Saldanha IDZ.

6) Enterprise Supplier Development Localisation Initiative

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

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

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

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

Proudly SA is supporting the DSBD in its retail programme:

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

8) External Stakeholder Forums

The South African Revenue Service Industry Stakeholder Forums

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

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

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

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

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

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

In 2021/2022, Proudly SA was given the opportunity to present its projects to the bodies present in these stakeholder forums, all with a view to promote industrialisation in the country (to reduce imports as much as possible) by obtaining localisation commitments on industry-level. Efforts are currently underway to meet with the members of the associations present at these forums.

Similarly, Proudly SA is cultivating relationships with Harambee Youth Employment Accelerator, the Franchise Association of South Africa, and the Gauteng Department of Economic Development to participate in its stakeholder forums or other programmes in 2022 and beyond.

9) Sector-specific engagements

Proudly SA hosted the National Hospital Network and its members at two procurement forums for medical PPE and other consumables in February 2022 to gain support for its portals and Market Access Platform.

At the Proudly SA Buy Local Summit and Expo held at the Industrial Development Corporation 14 to 16 March 2022, Proudly SA hosted three sector-specific events in Clothing, Textile, Footwear and Leather; Furniture; and Automotive to highlight the multiplier effect and the extensive value chains these sectors offer, and the vast number of jobs created by companies in this sector – all with a view to encourage the private and public sectors as well as consumers to procure locally-made equivalents to increase demand.

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities

Proudly SA is mandated to:

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

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

1) Proudly SA's Tender Monitoring Function

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

The current list of products designated for local content includes:

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

Designated Products	Local Content Threshold	Date
Rail Signalling Systems	65%	30-06-2016
Wheelie Bins	100%	18-08-2016
Solar Water Heaters	70%	19-07-2012
Fire Fighting Vehicles	30%	21-11-2016
Steel Products and Components for Construction	100%	13-01-2017
Rail Perway (Track) Infrastructure	90%	13-11-2017
Pumps & Medium Voltage Motors	70%	12-12-2017
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

the dtic continues to monitor the implementation of local content by following up on published bids with designated products and intervening where local content requirements are not specified. This is done with the assistance of the Proudly South African Tender Monitoring Function. Initiated for **the dtic** to assess levels of compliance and to ensure implementation of local content requirements, especially at the initial bidding stage. The automated system searches over 815 government and SOEs websites. The tender adverts extracted from the system are flagged and sent to **the dtic** via email for daily follow-ups. **the dtic's** industrial procurement unit then screens through the adverts to verify if those bids fall within the designated sectors. For those that are found to be within the designations, the unit will engage with relevant organs of state to establish if the bid document includes local content requirements or not. Compliant bids will be categorised and reported as such; for non-compliant bids, the unit will offer to assist the relevant organ of state in amending the bid for compliance purposes and update the status once the bid is amended. The unit submits reports on a bi-annual basis.

In Q2 of 2022/2023, Proudly SA tender monitoring function picked up 1,409 tenders related to the 28 products designated for local content.

the dtic reported the following in terms of compliance levels from 1 January 2022 to 30 August 2022:

“the dtic categorises bids in terms of compliance with local content requirements into three categories; these include whether they are compliant, non-compliant and whether the local content is unclear.

- Compliant: Local content included as a condition of the bid. All local content declaration documents were attached to the bid document – the standard bidding form (SBD/MBD 6.2) and associated annexures (Annex C, D and E).
- Non-Compliant: No mention of local content requirements for designated products in the bid document.
- Not Clear: Description used for the required item is vague, not clear whether it falls within the designations or not.

“For the period January to March 2022, 65 bids out of 107 which is 61% were found to be compliant. In the following reporting period, April to August 2022, only 53% were found to be compliant. It can be concluded that the compliance level dropped due to the Constitutional Court judgement passed on the 16th February 2022, stating that the Preferential Procurement Regulations of 2017 are invalid in totality. The government notes and respects the recent Constitutional Court’s judgement. The grace period to continue implementing the regulations is February 2023. There is no doubt that the Constitutional Court’s judgment had negative consequences in supporting local production through public procurement even though local content was not the subject of litigation in the Minister of Finance versus Agribusiness case. The government will consider other legal avenues to empower organs of state to deal with (i) preference in the allocation of contracts and (ii) contract with persons, or categories of persons, historically disadvantaged by unfair discrimination.

This is an obligation in line with section 217(2) of the Constitution and section 2 of the PPPFA. **the dtic** has worked hard in the past six months engaging with procuring organs of state to advise on the implementation of local content utilising provisions in their individual Preferential Procurement policies or Supply Chain Management policies.”

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

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

- i) Provincial (all 9 provinces)
- ii) State-owned Enterprise Procurement Forum (one annually)
- iii) Metros (new activity)
- iv) Municipalities through SALGA (new activity)
- v) National in partnership with National Treasury in 2022 (new activity)

3) Updating of Specifications

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

4) SABS Local Content Verification

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

5) Integration with the CSD

In order 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. Proudly SA is currently finalising its database for integration. 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.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 July to 30 September 2022) - 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

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: * Above the line campaign , i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mail 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	5 million consumers	*LFP (local fashion police. * Dstv Delicious Festival. * Inaugural Wine Expo * Women’s Month Activities. * Localisation Research Findings. (over-achieved to 30million+)	+25 million consumers
	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	3 million consumers	30 426 632 consumers via traditional platforms	+ 27,4 million consumers
	*National Consumer Educational Road show through Consumer Activations (Education Through Edutainment);	Hosted 4 Activations during 2020/21	At least 4 Activations hosted annually	1	1 Dstv Delicious Festival – Access to Markets Opportunities.	-
	*Youth targeted Campaign, with radio stations of Tertiary Institutions and/ or youth targeted commercial and community radio stations (programs)	*18xCommunity/Youth campaigns undertaken in 2020/21	*8 x Campus/Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum	2 Campus/Community and/or youth targeted Radio interviews/ competitions or advertising campaigns	3 Campus and Youth targeted live reads	+1
	*Consumer education programmes targeting basic education learners and/or tertiary students	*5x engagements undertaken during 2020/21	* At least one consumer education programme targeting basic education learners	1	-	-1 (Focus this quarter was tertiary institutions & sector specific. Hosted learners at the Hulellets Sugar plant. Will have a basic education drive & focus in Q3.)

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;	*Participated in 13 expos and events during 2019/20 (non in 2020/21)	*Participation in at least 6 trade expos per annum.	2 trade expos	4 (*Decorex * Smart Procurement Indaba *Wine Expo * Dstv Delicious)	+2
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*New Activity	*Sector specific expo showcasing at least one industry/product	1	2 *Wine Expo (Agroprocessing) *Decorex (Furniture Sector)	+1
	*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 Heritage month activity per annum.	1	3 (*Dstv Delicious Festival. *Hulets heritage campaign. * Local Fashion Police.)	+2
	* Proudly SA CSI Projects	*Participated in 1 CSI project in 2020/21	*At least 1 CSI projects per annum	-	-	-
	*Buy Local Summit – focusing on buying local (consumer education)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	-	-	-
	*Buy Local 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 during 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	-	-	-
	*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	-	-	-
	*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 two labour federations and/or major unions, per annum	1	-	-1

Key focus area: Advocacy to increase the uptake of local products by the public sector (all State organs including State Owned Entities) – ERRP

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Increase procurement of local products and services in the public sector through increased engagements 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	*Participation in 1 SOEPF meeting in 2020/21	*Participation in at least 1 SOEPF per annum	-	1	+1
	*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 SOE's) to drive up local procurement within the public sector	*1 Presentation done at the Technical MinMEC in 2020/21	*Presentation at 1 government's SCM forum with Heads of procurement from various national, provincial, and local government department, including SOE's	-	-	-
	*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 4 virtual Public Sector Procurement forums with NT	1 public sector forum with NT	-	-1
	*Presentation to officials in metropolitan councils – engage with local government on localisation	*New Activity	*At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum	1	-	-1
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	*5408 tenders/RFPs were identified in 2019/20	*At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum	300	1409	+1 109

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
	CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	*New Activity – introduced in 2019/20; integration did not take place in 2020/21	*Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1 (2022/23)	-	-	* <i>National Treasury to confirm date for integration to take place.</i>
	*Buy Local Summit – focusing on local procurement (public sector focus)	*Annual Buy Local Summit held during 2020/21	*At least 1 Buy local Summit to be held per annum (virtual or otherwise) with public sector procurement focused entities	-	-	-
	*Buy Local Expo – showcasing locally made products and services to procurement officials in the public sector	*Annual Buy Local Expo held during 2020/21	*At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to procurement officials	-	-	-

Key focus area: Advocacy to increase the uptake of local products by the private sector - ERRP

Strategic goal					
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)
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 *Presented to 7 Business Chambers and/or associations in 2020/21	At least 1 presentation to the Apex business organisations e.g., BUSA, BBC and BLSA	1	2 (1) Participating in BUSA's localisation committee monthly; and 2) presented Proudly SA mandate and results of our localisation study to all the Nedlac constituencies)
			Presentations to at least 8 business chambers, associations and/or industry events per annum	2	10 (presented the Proudly SA mandate to the EXCO of the 1) South African Chamber of Commerce and Industry; 2) the attendees of the 2022 Women Economic Assembly (WECONA);3) the members of the Franchise Association of South Africa, 4) Wine Arc, 5) Restaurant Association, 6)Taverners Association, 7)Tourism Business Council of South Africa, 8) and Consumer Goods Council of South Africa; and 9) beneficiaries (youth entrepreneurs) of Brand South Africa's programmes' Procurement Officials of Smart Procurement; and the 10) Tourism Business Council of South Africa's annual event.)

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
	*Local Procurement Partnerships with large retailers and/or manufacturers	*Partnerships concluded with 12 major retailers/manufacturers in 2020/21	*Partnerships with at least 2 major retailers / manufacturers	1	1 (The Alternative Power (Pty) Ltd (large manufacturer of the energy drink, Switch)	-
	* Buy Local Summit – focusing on local procurement (Private sector)	*Annual Buy local summit held in 2020/21	*At least 1 Buy Local Summit to be held per annum - virtual or otherwise (as per 2 above)	-	-	-
	*Buy Local Expo – showcasing locally made products and services to the 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 2 above)	-	-	-
	*Sector Specific Workshops/Forums	*2 sector specific forum hosted in 2020/21	*1 x sector specific engagement per annum	-	-	-
	*Business Forums/webinars with dtic and other strategic partners	*10 Business Forums held during 2020/21	*60 business forums and/or webinars per annum, targeted at the private sector	15 forums hosted	10	- 5 *(Plan to host the rest during Q3 in addition to this quarters targets.)
	*Proudly SA Events/Exhibitions/Expo's/Villages at trade expos	*Participated in 13 expos and/or events during 2019/20 (non in 2020/21	*Participation in at least 6 trade expos per annum (as per 1 above)	2 trade expos	2 (*Manufacturing Indaba. * Decorex)	-
	*Sector specific expo showcasing Proudly SA products from at least one industry/sector	*New Activity	*Sector specific expo showcasing at least one industry/product	1	1 *Wine Expo (agroprocessing)	-

Strategic goal					
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)
	*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 2 workshops with Franchise Association of SA (FASA) to drive transformation in 2018/19	* Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum	1	3 (1) Franchise Association of South Africa members, 2) Proudly SA Wine Expo where buyers from all retailers were invited to attend and members were enlisted with Makro Marketplace: 3) hosted youth entrepreneurs at the GenNext Event)
	*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 materials supplier & 2 banks in 2019/20	*Secure new localisation commitments from at least 4 major corporates per annum	1 commitment secured	1 (Makro Market Place)
	*Provide support for the implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value	*New Activity	*Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop	-	(Database of buyers developed from the Consumer Goods Council of SA, Franchise Association of South Africa, the Tourism Business Council of SA, the Restaurant Association and the Taverners Association; as well as one derived from the 2022 Buy Local Summit and Expo)
		*New Activity	* Participate in govt and/or business led Import Replacement initiatives for at least one key product per annum	1	1 (Participating in the BUSA localisation committee's programmes, as well as the Localisation Support Fund)
					-
					(+1)
					-
					+2

Key focus area: Increased uptake of Proudly SA Membership

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Retention and Recruitment Members	Number of members recruited and retained	241 approved new members during 2020/21	Recruit at least 320 new members for the year	80	90	+10
		67% of all members due for renewal retained during 2020/21	Retain at least 80% of all members due for renewal for the year	80%	82%	+ 2%

Key focus area: Collaboration with Enforcement Agencies to contribute to efforts made to combat illicit trade and illegal imports

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for 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 process 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	Participated in 3 Customs forums	4 (Attended the 1) Alcohol, 2) Tyre, 3) Safety Footwear and 4) Down Stream Industry Forums and finalising a collaboration with the DFI, Land Bank to implement localisation conditions on its beneficiaries)	+1

Key focus area: Establishment and promotion of a database of South African made products and services

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Growing the database of South African supplier products and services for local procurement	*Grow the number of companies registering on the database.	*Database had 5 112 registered products and services in 2020/21	*750 new products and/or services registered per annum	185 new products and services	364	+179
*Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products	*Promotion of database to both the public and private sector through workshops / regular communiques (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database	*Database promoted at 4 provincial public sector forums in 2020/21	*Promotion of database to at least 4 public sector procurement forums – engagements (as per 2 above)	1	1	-
		*Database prompted at 10 provincial business forums during 2020/21	*Promotion of database to at least 60 business forums and/or webinars targeted at the private sector per annum (as per 3 above)	15	10	-5
		*Presented to 8 Business Chambers and/or associations in 2020/21	*Promotion of database to at least 8 business associations or chambers or at industry specific events (as per 3 above)	2	11	+9
					(1) EXCO of South African Chamber of Commerce and Industry, 2) 2022 Women Economic Assembly (WECONA), 3) the members of the Franchise Association of South Africa, 4) Wine Arc, 5) Restaurant Association, 6) Taverners Association, 7) Tourism Business Council of South Africa, 8) Consumer Goods Council of South Africa, 9) Beneficiaries (Youth Entrepreneurs) of Brand South Africa's programmes, 10) Procurement Officials of Smart Procurement and 11) The Tourism Business Council of South Africa's Annual Event)	

Key focus area: Brand Management, Brand Compliance and Intellectual property

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Brand research - Development of a scientific basis for local procurement	Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers	*Brand and consumer awareness research conducted by Massmart during 2020/21	*Brand or Consumer Research to be undertaken at least once a year	1	-	-
	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 60 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	15 dipstick surveys	* 8 in total Product Packaging Webinar- x 1 Wine Expo x 1 Is your business compliant Webinar x1 GenNext Showcase x 1 FASA Workshop x 1 Hulett's Student visit x 1 Women Steering Change Webinar x1 Are you ready for the festive season webinar x1	-7
Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	100%	100%	-
			*Annual compliance reviews of all members	100% checked	100% checked	-
			*Monthly monitoring with Adams & Adams of companies that are using the Proudly SA phrase and logo illegally	100% contact with all identified companies	100% contact with all identified companies	-

Key focus area: Media, PR & Social Media

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Strengthening Media and PR relations and Social Media	Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	Daily, weekly and monthly reporting	Media Monitoring Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	100%	Received report from Novus. Refer to PR overview section.	
	Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	49 press releases issued during 2020/21	Press releases At least 48 press releases and or opinion pieces per annum	12 press releases	7 press releases	-5 (The unexpected departure of the PR Manager posed a challenge in the dept., and we faced capacity challenges.)
	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	In excess of 68 media engagements held during 2020/21 *2 media meet & greets held during 2020/21	Media Engagement: At least 48 media engagements per annum Media Events: At least 4 media events networking sessions per annum (virtual)	12 media engagements 1 media event networking session	5 media engagements Three (3) in total, i.e., Local Fashion Police, Wine Expo, Localisation Research Findings (over-achieved)	-7 (The rest will be rolled out in Q3 including that quarters targets). +2
Increased growth and awareness through Social Media platforms	Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns. Increase following on social media platforms and increase in publicity in a very quiet month	*174 428 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	2% increase on all social media platforms	1.3% on all social media platform. Instagram 17 210 Facebook 50,629 Twitter 183,975 YouTube 552 TikTok 195 LinkedIn 4,879	-0,7% (360 social media activity to increase percentage in Q3)

Key focus area: Improvement of accessibility and uptake of locally made products and services through online platforms

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products)	*Grow the number of products registered on the online shopping platform (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	5%	-	<i>With the decision to start the development of Proudly SA's own online eCommerce site, this target is deferred to Q1 of 2023/2024. However, Proudly SA is partnering other online eCommerce sites – relationships with Zulzi, Makro Marketplace, Bizzmed, Made by Artisans, and The Local Edit have been secured. Proudly SA members are currently being enlisted on these. Results will be reported on in Q3.</i>
	*Growth in sales of products on the online shopping platform (s)	*288% growth year on year in sales for 2020/21	*20% growth in sales on online platform (s) year on year	5%	-	Service Provider has not shared information for April and May

Key focus area: Driving consumer demand in support of the sectoral Masterplans

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for 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	1	2 (Proudly SA Wine Expo; Sugar (International Tea Day)	+1

Key focus area: Partnership with SEZs for promoting locally made products produced in the zones

Strategic goal					
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)
*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 to be launched during 2020/21	*Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	-	-
					Reason for Variance

Key focus area: Financial Management

Strategic goal					
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	Percentage of processing of all financial transactions done accurately and correctly at all times	Unqualified opinion received for 2020/21 AFS	Unqualified opinion/audit report for 2021/22 financial year end audit – Annual Financial Statements	100%	100%
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	Approved Annual Strategic Risk Register and quarterly risk management reports	100% Compliance	100% Compliance	100%
					Reason for Variance

Key focus area: Human Resources Management

Strategic goal						
Strategic Objective/Output	Performance Measure or Indicator	Baseline Information	Annual Targets for 2022/23	Quarterly Milestones (Q2 target)	Actual Achievement (Q2)	Reason for Variance
Organisational structure is always aligned to organisational 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	100%	100%	-
	*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 System to set and evaluate performance targets and levels every 3 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	100%	100%	-
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes, and procedures	Quality Management System in place and approved by SABS, with regular annual audits	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	100%	-
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements	Full compliance with SARS, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements	100%	100%	-

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	27.1.8		Does the audit committee review the following: • The effectiveness of internal control systems; X • The effectiveness of internal audit; X • The risk areas of the entity's operations to be covered in the scope of internal and external audits X • The adequacy, reliability and accuracy of financial information provided to management and other users of such information X • Any accounting and auditing concerns identified as a result of internal and external audits X • The entity's compliance with legal and regulatory provisions X • 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 X • Where relevant, the independence and objectivity of the external auditors.				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			- 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? Does the internal audit function report to the audit committee detailing its performance against the plan?	X X			The Internal Audit plan with the new service provider has since be prepared and it is due for approval by the Audit committee is a rolling 3-year plan All internal audit reports are tabled at the Audit Committee and the Auditor's report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
	TR 27.2.10		Does the internal audit function evaluate the following: - The information systems environment. - The reliability and integrity of financial and operational information. - The effectiveness of operations. - Safeguarding of assets; and - Compliance with laws, regulations and controls	X			As part of the annual Internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
5.	51(e)	Financial Misconduct	Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has: • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure		X		No employee has committed any of the offences listed herein
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		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 department in the form of a letter confirming compliance with Section 38(1)(j) of the PFMA on a quarterly basis
	51(1)		Does the public entity: • have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive and cost-effective? • have a system for properly evaluating all major capital projects prior to a final decision on the project? • collect all revenue due? • Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure? • Manage available working capital efficiently and economically?	X		X	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
				X			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.

PROGRESS ON ACTIONS IN THE RISK REGISTER - 30 SEPTEMBER 2022

STRATEGIC RISK REGISTER 2022/23		
	High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
1.	A significant portion of revenue generated by Proudly South African is from the annual grant received from the Department of Trade, Industry and Competition (DTIC), this poses a risk as there is no diverse income streams and thus reliance is placed on a single funder.	- Proudly South African should explore other funding sources within the Public Sector (e.g. government departments, agencies and DFIs) - Development of a Membership Target/Hit-list of high value leads across all sectors, supported by a stronger value proposition - Diversification of income streams (membership fees, trade exchanges and partnerships/sponsorships for individual properties) - Exploring donor funding/enterprise development programmes. Entered into Trade Exchange/partnership agreements with the 3 major broadcasters
2.	Resistance to change in buying behaviour. This is linked to limited means, as well as perceptions related to quality and price.	Public Sector - Continue with virtual public sector procurement forums/workshops in partnership with NT, DTIC, provincial MECs, SABS and AGSA targeting public sector procurement officials - SOEPF participation and presentations - Integration of Proudly SA membership database with CSD - Tender Monitoring to continue for procurement of designated items Private Sector - Source and grow Local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society initiatives with corporate SA). Sector specific initiatives (incl. forums) - Grow membership of the campaign and base of localisation driven companies. - Maintain procurement portals, including the matchmaking - Localisation SCM platform - MAP (Market Access Platform). Localisation PR Roadshow (Multiplier Effect research). Consumers - Expand on consumer education campaigns, incl. introducing a new TV advert, Proudly SA walk, Fashion Show for LFP) Drive end-user demand to support Masterplans (sector specific campaigns). Partnerships with Radio Stations - Intensify labour programme (Shop-stewards involvement) - Broaden the base of friends of the campaign - Partnerships with civil society and faith-based organisations. Intensify consumer education drive (Game Time/Living Lekker Locally and partnership campaigns with Presidency). - Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus - Intensify PR drive (Producers' and Editors' Plan - Incl. Roadshow)

STRATEGIC RISK REGISTER 2022/23

	High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy
3.	Lack of high value members especially with retailers & manufacturers	• Introduction of Retail specific strategies - FMCG, furniture, CTFL to grow levels of local content on their shelves and run buy local activities (especially in-store, on marketing collateral and on house brands). Identified local producers and targeted as part of the membership target/hit-list. • Partnership with industry bodies (incl. CGCSA) to help us reach retailers and wholesalers (formal and independent), as well as manufacturers. • Drive a member education programme to encourage members to use the logo on their products. • Implementation of a private sector focused procurement module, Market Access Platform (MAP) to increase uptake of locally made products for the benefit of members • Creating networking opportunities for local producers (e.g. Wines Expo, FASA procurement workshop) • Linking of localisation to the provisions contained in the BEE scorecard
4.	Lack of tools/resources to measure the impact of the work and programmes implemented by Proudly SA	• Continue with the research measuring the impact of the campaign and its programmes on an annual basis.
5.	Perceived lack of brand value by some potential members and resultant shortage of products and suppliers.	• Messaging unpacking the value of Proudly South African • Building partnerships to drive localisation message • Sustained brand visibility through partnerships • Linking of localisation to BEE Scorecard • Development of industry specific strategies and partnerships with industry bodies and dtic sector desks. Development of a sector specific hit-list, as well as reliance on masterplans for increased access to local producers. Concluding partnerships with industry bodies, bargaining councils and SEZs. Roll out sector specific campaigns and member focused campaigns (Living Lekker Locally)
6.	High-level Operational Risks	• Strengthening of Control Environment, including Digitization of the processes of the organisation, as well as enhancing Business Continuity plans. • Ability of all staff to work remotely (all staff adequately resourced) for Covid-19 period and to prepare for any eventuality.
7.	The impact of the provisions of POPIA and the implementation thereof on operational efficiencies and campaign programmes	• New area of responsibility - continuously reviewing controls introduced and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required.
8.	Lack of procurement of locally made products and services by the public sector (across all spheres of government)	• Reinstate public sector procurement forums (workshops) with NT, DTIC, SABS, AGSA and provincial MECs • Lobby for review of specifications of items purchased by government to align them with the current local manufacturing landscape or capability in the country • Linking of localisation to provisions contained in the BEE scorecard for the benefit of local producers during tendering processes. Development of a database of approved products for use by SOEs for technical or speciality products

NON-MATERIAL AUDIT FINDINGS

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	In-progress
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 2 – 1 July – 30 September 2022)

Description of item	Budget for the quarter (Q2) Rands	Actual for the quarter (Q2) Rands	Variance for the quarters (Q2) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 Sep 2022) Rands	YTD Variance (31 Sep 2022) Rands
INCOME								
Membership Fees	1,487,631	706,493	(781,138)	(53%)	Various leads are being followed up	5,950,520	1,499,942	(4,450,578)
Grant – the dtic	15,000,000	15,000,000	-	0%		41,530,000	35,000,000	(6,530,000)
Project based funding - UNOPS	-	-	-	-		-	-	-
Sponsorship	2,500,000	-	(2,500,000)	-		10,000,000	-	(10,000,000)
Other Income	0	423,061	423,061	-	Interest income & sale of promotional items	-	695,234	695,234
Total Income	18,987,631	16,129,554	(2,858,077)	(15%)		57,480,520	37,195,176	(20,285,344)
EXPENDITURE								
HR and Staffing costs	6,849,451	6,242,647	606,804	9%	Timing difference due to the lead time in the recruitment processes	27,407,883	12,449,532	14,958,351
Administrative costs	1,728,047	1,178,970	549,077	32%	Spending within limits	6,555,446	2,565,097	3,990,349
Membership costs	114,222	9,232	104,990	92%	Cost cutting exercise undertaken	456,895	37,989	418,906
Marketing costs	3,232,306	3,692,819	(460,513)	(14%)	Timing nature of certain cost elements	21,287,253	4,707,610	16,579,643
Capital Expenditure & IT	227,651	236,934	(9,292)	(4%)	Timing nature of certain cost elements	1,773,043	551,945	1,221,098
Total Expenditure	12,151,677	11,360,602	791,075	6%		57,480,520	20,312,173	37,168,347



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