



QUARTERLY REPORT

1 April – 30 June 2025
(QUARTER 1 – 2025/26 FINANCIAL YEAR)



2025

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**PROUDLY SOUTH AFRICAN Quarterly Report for
Q1 (1 April to 30 June 2025/2026)**

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: ____/____/2025	Rank: Chairperson	Date: ____/____/2025

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

This report covers the period 1 April – 30 June 2025 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- South Africa's per capita GDP has declined since 1994 due to falling output in mining and manufacturing, while services output has doubled, and construction has reverted to 1994 levels.
- Between 2014: Q4 and 2024: Q4, employment grew in most industries, with finance, community services, and agriculture leading, while manufacturing and private households saw declines.
- Since 1994, the financial and community services sectors have led investment, contributing 22% and 20% respectively.
- Emerging markets, including South Africa, face persistently high gross financing needs and rising interest payment burdens.
- Over the last six quarters, mining has consistently supported South Africa's trade surplus, while manufacturing has remained in trade deficits.
- Real wages have declined in most industries despite nominal gains, with manufacturing as the only sector showing sustained real wage growth.
- The SARB warns that tariff wars, AGOA loss, and a weaker rand could cut 2025 GDP growth by up to 0.7% and raise inflation above current forecasts.

[Economic and Employment Trends in South Africa: June 2025]



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, to stimulate and grow 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:

- 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; and
- To 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 in this regard during Quarter 1 of the 2025/26 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 25 June 2025 and considered the following:

- The Board agreed to extend the appointments of the Board Members whose terms had ended to the end of the financial year.
- The Board accepted the revised Memorandum of Incorporation and revised Board Charter as recommended by the ad hoc Committee.
- The Board reviewed and approved the Quarterly Report for submission to the **dtic**.
- The Board agreed to continue monitoring localisation commitment from the companies that made pledges at the BLSE.
- The Board agreed to approve the amended Investment Policy.
- The Board agreed to the proposal to pay commission to people who secure additional funding for the organisation. The process will be overseen by the FINCO.
- The Board approved the Religious Leave policy in line with the Directive for Religious Leave in the Public Sector.
- The Draft Ethical AI policy was approved by the Board.
- The Board approved the amended social media, Policy.
- The progress on the e-Commerce platform and the plans for the launch were noted by the Board.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 26 February 2025 and the meeting considered the following:

- The committee noted that the concurrence letter from the Auditor General had been received, and that the External Auditors would have to comply with the Quality Assurance conditions as required by the Auditor General.
- The Committee reviewed and noted the Draft Annual Financial Statements that were still to be audited. The Committee requested that Membership Revenue be closely monitored.
- The Annual Financial Statements for the Proudly SA Online company will be reported on separately in future.
- The Committee suggested that the FINCO review the investment strategy of the organisation.
- The Committee received the Internal Audit Reports on Membership Compliance, Supply Chain Management and Financial Disciplinary Review.
- The Committee noted that the risk profile of the organisation had not materially changed and that strategic initiatives remain relevant in mitigating the risk exposure.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 10 June 2025, and the meeting considered the following:

- The Committee received and noted the Draft Annual Financial Statements that would still be audited.
- The Committee suggested minor adjustments to the Investment Policy and recommended it for approval by the Board.
- The Management Accounts and Cash Flow were noted by the Committee
- The Membership Target List was noted
- The Committee noted the discount given to Innovative Water Care Holdings SA and recommended this for approval by the Board.
- The Committee noted the potential sponsors being engaged for the Local Wine Expo and the Local Fashion Police.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 4 June 2025, and the meeting considered the following:

- The Committee was presented with the submissions made to National Treasury detailing localisation driven inputs for possible inclusion in the preferential procurement regulations.
- The Committee noted the Marketing and PR Report, which included the “Wear Local” activations held at SONA and SOPA.
- The Committee noted the Events Calendar highlighting events for the rest of the year.
- The plans for the Local Wine Expo were presented and the event would take place from 24th- 27th July 2025.
- The launch of the Local Fashion Police would take place on 1 August 2025.
- Management was engaging individuals and agencies to be appointed on a commission basis to secure sponsorships. This would be tabled before the Board for approval.
- 113 New Members were recruited, and 226 new items were added to the database of locally made products and services.
- The Committee noted the discount given to Innovative Water Care Holdings SA.
- There are currently 47 Diamond Members, 17 Sponsors and 5 Platinum Members being targeted for recruitment and retention purposes.
- 250 Members and signed up 800 products on the e-Commerce platform.
- The media launch for the e-commerce site and platform would take place with Minister Tau on 1 July 2025.
- 13 New Localisation Commitments had been secured and presented at the BLSE.
- The Committee was concerned about the 2% compliance rate with previous local content thresholds for the procurement of previously designated items in the recent government tenders.
- The Committee noted the Match Making Report from the BLSE and that 975 meetings took place over the 2-day period.

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 19 June 2025, and the meeting considered the following:

- A Religious Leave Policy was approved, which would introduce 1 floating leave day for religious purposes, in line with a directive on religious leave in the Public Sector.
- The Committee noted the Organisational Structure and the changes in titles to some positions.
- The Employment Equity Report was noted.
- The current staff profile was 44 Staff Members.
- The training and development, performance management and staff wellness reports were noted.

3.6. Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 12 June 2025, and the meeting considered the following:

- A Draft Ethical AI Policy was presented to the Committee, and the Committee recommended it to the Board for approval.
- The updated Social Media Policy was presented to the Committee, and the revised policy was recommended for Board approval.
- The POPIA Compliance Checklist was reviewed and noted by the Committee.
- The Social and Ethics compliance Checklist was reviewed and noted by the Committee.



THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve **most of** its targets as contained in the Annual Performance Plan (APP) for the first quarter of the 2025/26 financial year.

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

- The campaign successfully hosted its annual flagship event, the Buy Local Summit and Expo.
- Through the Above-the-Line initiatives the Campaign was able to reach more than 9 million consumers through street pole ads and digital billboard ads for the Buy Local Summit and Expo, as well as digital advertising for both the Back to School & Cabbage Challenge campaigns.
- Below-The-Line and PR related activities ensured that the campaign had coverage on various platforms that had a collective recorded reach of more than 124 million consumers, calculated based on the reach of each of the platforms and mediums used. This was complemented by the 12 media engagements with journalists and editors, the 18 press releases issued and the 10 media partnerships concluded during the quarter.
- 4 Consumer activations were hosted at the Letsibogo Girls High School, Trellidor Soccer Tournament, at the State of the Nation Address, as well as the Gauteng SOPA events.
- Consumer Education efforts targeting the youth during the quarter included running campaigns and competitions/interviews with at least 4 campuses/community-based radio stations against the set target of 3.
- In order to expand on the campaign's access-to-market efforts for the benefit of members, whilst also rolling out consumer education campaigns, the campaign participated in 3 trade fairs/major expos and 2 consumer markets.
- The campaign was given an opportunity to present at the annual Nedlac Labour School policy conference, where all the major labour federations and their respective union affiliates were present.
- 113 new members were recruited during the quarter surpassing the target of 80. This can be attributed to the concerted efforts of growing the value proposition with a particular focus on access to market opportunities, including through the Buy Local Summit and Expo.
- A member retention rate of 81% was achieved for Quarter 4 against the set target of 80%.
- Furthermore, there also has been an increase in the database of South African made products/or services with a total of 226 new products registered against a target of 200 for the reporting period.
- A total of 13 new localisation commitments were solicited and secured from major companies, which included Isuzu, Isanti Glass, Food Lovers, Avis, Santam, SAB, PG Biston, AITF, Beier Group (BBF Safety), Transnet, Clicks, South 32, and the Standard Bank.
- Private sector engagements (targeted at both SMEs and big businesses) included the hosting of 13 webinars and forums, participating in 12 industry stakeholder forums, having engagements with 6 business chambers/industry bodies, whilst also being part of 7 SARS industry specific forums during the quarter.
- Social Media growth continues by registering growth across all different platforms.
- The organisation remains compliant with its financial and human resources reporting obligations and received an unqualified audit opinion for its financial statements for the immediate prior reporting period.

4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets:

- No marked increase happened during the quarter, however the annual target of 5% growth in number of member products and/or services registered on third party online platforms for the financial year, was already met prior to this quarter under review.
- The campaign did not present to any tertiary institution due to the timing of the opening of tertiary institutions, however the annual target has been met already.
- No presentation was made to at least 1 business organization or apex body during the quarter, as the Localisation Dinner hosted in partnership with BLSA (primarily targeting their members) was postponed.
- The campaign was not able to conclude a partnership with at least one organisation that would partner Proudly SA in rolling out a consumer education programme or participating in an existing programme.
- The envisaged Proudly SA game was not launched by the end of the quarter, however a Proudly SA member game was successfully identified, and discussions are underway for Proudly SA to adopt the game during the first quarter of the new financial year.
- No formal partnership was concluded with at least 1 SEZ, despite all the attempts made to engage all the SEZs in the country during the financial year. This area of work will be prioritised in the next financial period; and
- The tender monitoring system in respect of designated sectors could only identity 213 tenders against a set target 300 for the quarter under review, largely due to the limited number of tenders issued for previously designated items during the quarter.

Proudly SA is consistently continued to monitor its operational plans to ensure it meets most of its delivery commitments as per the approved 2025/26 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q2- 2024/25

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q1 2025/2026	3,445
New Members	
Target	85
Achievement	85
Renewal Rate	
Target	80%
Achievement	82%
Database of Local Products and Services	
Target	200
Achievement	226
Previous Quarter: Q4 2024/2025	25,433
Current Quarter: Q1 2025/2026	25,653

4.3.2) Overview

During Quarter one of 2025-2026, 85 companies joined as new members of the Buy Local Campaign against the target of 85. The retention rate of 82% was achieved against a target of 80%. The addition of new locally made products and services to the database was missed by 30 products and/or services.

The manufacturing sector remained the strongest across new and renewing member companies. FMCG, Food, Beverage and ready to eat products are growing amongst SMEs. In emerging economies like South Africa, SMEs contribute up to 45% of total employment and 33% of GDP. A healthy SME sector is a vital ingredient for inclusive growth that creates jobs across regions and sectors.

The membership footprint has grown in the 3 main provinces, namely Gauteng, Western Cape and KwaZulu Natal. The membership recruitment drive and marketing activities have expanded into the Free State, Limpopo, Eastern Cape, Northern Cape, North-West and Mpumalanga, in order to grow the membership base in the rest of the provinces outside of the major hubs.

Proudly SA's database of locally made products and services was missed marginally, by enlisting 30 products less than targeted for the quarter. This modest growth in locally made products can be attributed to the fact that SMEs are manufacturing a set of quality products that they can access retail, wholesale and B2B markets with, as opposed to manufacturing copious amounts of products that they are unable to get shelf space for.

The access to markets benefits remains the key driver for new member acquisitions as well as retention of member companies. Retail and Wholesale readiness programmes as well as the match making exercise work hand in glove to drive our access to market benefits.

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

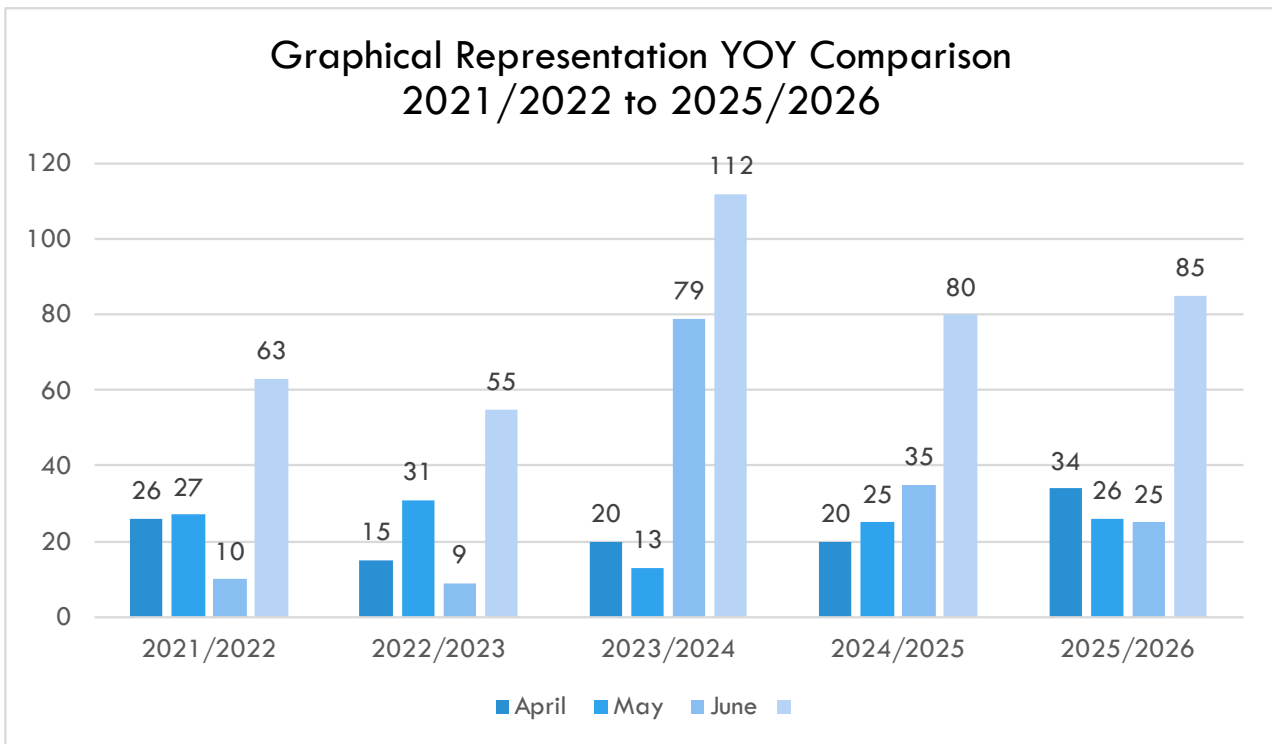
Classification of members		
Category	SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over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

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

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2021/2022 to 2025/2026

MONTH	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025
April	26	15	20	20	34
May	27	31	13	25	26
June	10	9	79	35	25
	63	55	112	80	85



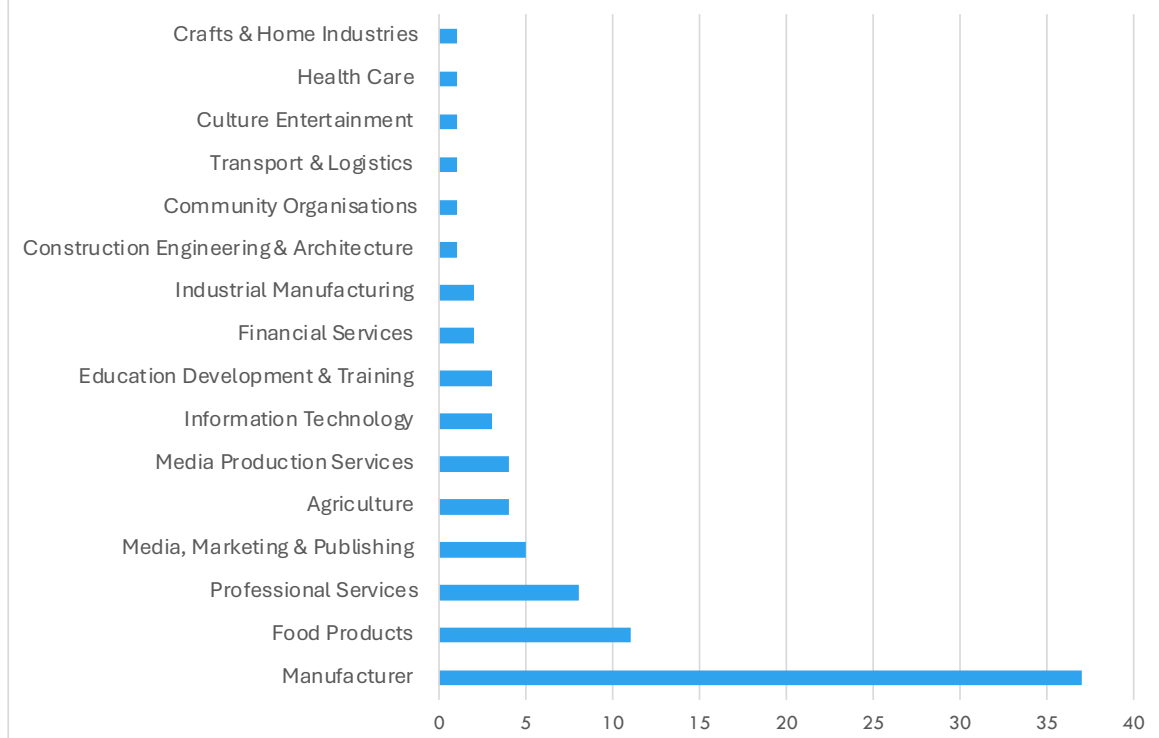
Q1: 2025/2026 NEWLY RECRUITED MEMBERS

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
JANUARY				
Africa Fashion Alive	Manufacturer	Gauteng	SMME	Referral
African Secret Art's & Craft	Manufacturer	Western Cape	SMME	Consultant- generated
AJ Massive Investment Group	Food Products	Gauteng	SMME	Consultant- generated
Ankole Wealth Management	Professional Services	KwaZulu Natal	SMME	Consultant- generated
Avior Labs (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant- generated
Boss Lady Trading	Media Marketing and Publishing	KwaZulu Natal	SMME	Direct
Bot Shop (Pty) Ltd	Education, Development and Training	Gauteng	Silver	Direct
CBD Care	Healthcare	Western Cape	SMME	Consultant- generated
Chien Consulting	Professional Services	Gauteng	SMME	Consultant- generated
Hamisa Safety Equipment Supplies	Manufacturer	Gauteng	SMME	Referral
Kasie toons Animation Studios	Media Production Services	Gauteng	SMME	Direct
LEFA4ME TRADING ENTERPRISES (PTY) LTD	Construction Engineering and Architecture	Gauteng	SMME	Consultant- generated
Luhlaza Waste Management (Pty) Ltd	Manufacturer	Northern Cape	Silver	Direct
MadKon (Pty) Ltd	Manufacturer	Western Cape	SMME	Consultant- generated
Mathematical Institute of Science	Education, Development and Training	Gauteng	Bronze	Referral
Modaes Trading and Projects	Manufacturer	Free State	SMME	Direct
Naledzi Technologies	Information Technology & Telecommunication	Gauteng	SMME	Referral
Ngwe Engineering	Manufacturer	Gauteng	Bronze	Referral
NjiaPay (Pty) Ltd	Information Technology & Telecommunication	Gauteng	SMME	Referral
Outsource SA Solutions	Professional Services	Gauteng	Silver	Direct
PEJ Engineering	Manufacturer	Gauteng	Bronze	Referral
Pheko PM Group	Healthcare	Gauteng	SMME	Consultant- generated

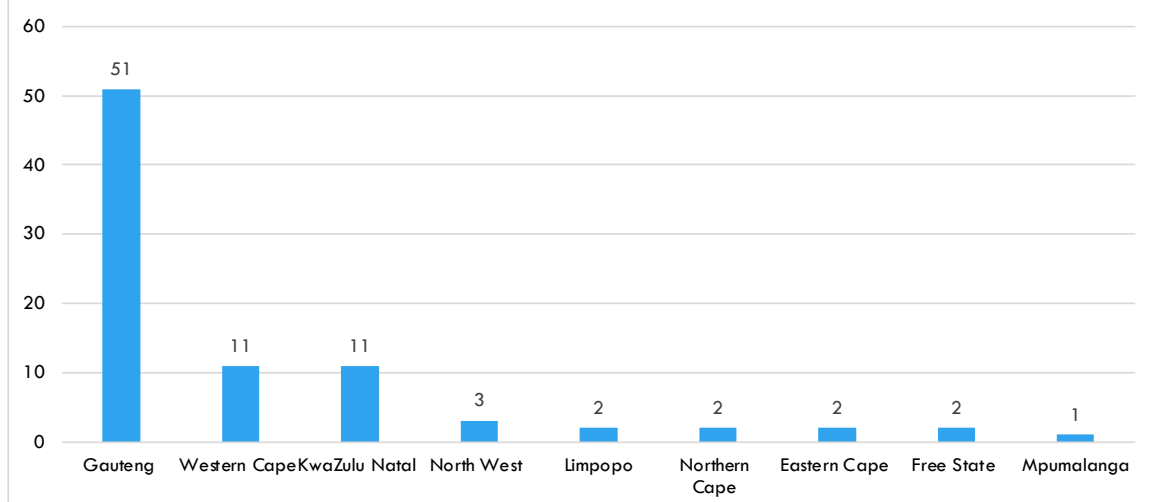
Platinum Bedding SA	Manufacturer	North West	SMME	Referral
RIP 'N SEW	Manufacturer	Gauteng	SMME	Direct
Roska Group (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Siyabonga Siphilise (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Sovenga Wines	Agriculture	Limpopo	SMME	Direct
Supreme Hoses and Couplings (Pty) Ltd	Manufacturer	Gauteng	Bronze	Direct
Tenacity Projects	Media Marketing & Publishing	Gauteng	SMME	Direct
Tswelopele CWJ Trading Enterprise	Manufacturer	Limpopo	SMME	Referral
Vanner Brands	Food Products	Gauteng	SMME	Direct
Vital Veggie Gardens	Agriculture	Gauteng	SMME	Direct
Walk Fresh	Manufacturer	Gauteng	SMME	Consultant- generated
Yeyakho Legal Services (Pty) Ltd	Financial Services	Gauteng	SMME	Direct
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MAY				
Africa Creative Arts Foundation (NPO)	Community organisations and projects (A)	Gauteng	SMME	Direct
All Time Services Pty Ltd	Professional Services	KwaZulu Natal	SMME	Direct
Azuri Woodworks (Pty) Ltd	Manufacturer	KwaZulu Natal	SMME	Consultant-Generated
Cherry-Singh Incorporated	Professional Services	Gauteng	Bronze	Direct
Eet and Sip-Sim Afrika	Food Products	Gauteng	SMME	Referral
Garona Communications	Media Marketing And Publishing	Gauteng	Silver	Referral
GMCG	Education, Development and Training	Gauteng	SMME	Direct
Heart feelings	Food Products	KwaZulu Natal	SMME	Direct
IDF Finance Busa (Pty) Ltd	Financial Services	Gauteng	Gold	Consultant-Generated
Igumbini Pty Ltd	Industrial manufacturing	Gauteng	SMME	Referral
KLM Solutions	Professional Services	Gauteng	Bronze	Direct
La Cabonada Beverages	Food Products	Gauteng	SMME	Direct
Lady Rose Health & Beauty	Manufacturer	Western Cape	SMME	Direct
Michanic Pty Ltd	Industrial Manufacturing	Gauteng	Silver	Direct
Mmupi and Clay	Crafts and Home Industries	Gauteng	SMME	Direct
Nosso Sunflower Oil	Food Products	Gauteng	SMME	Direct
Nquks Holdings	Transport and Logistics	North West	SMME	Direct
OBR Bahlaloga Enterprise	Food Products	Gauteng	SMME	Direct

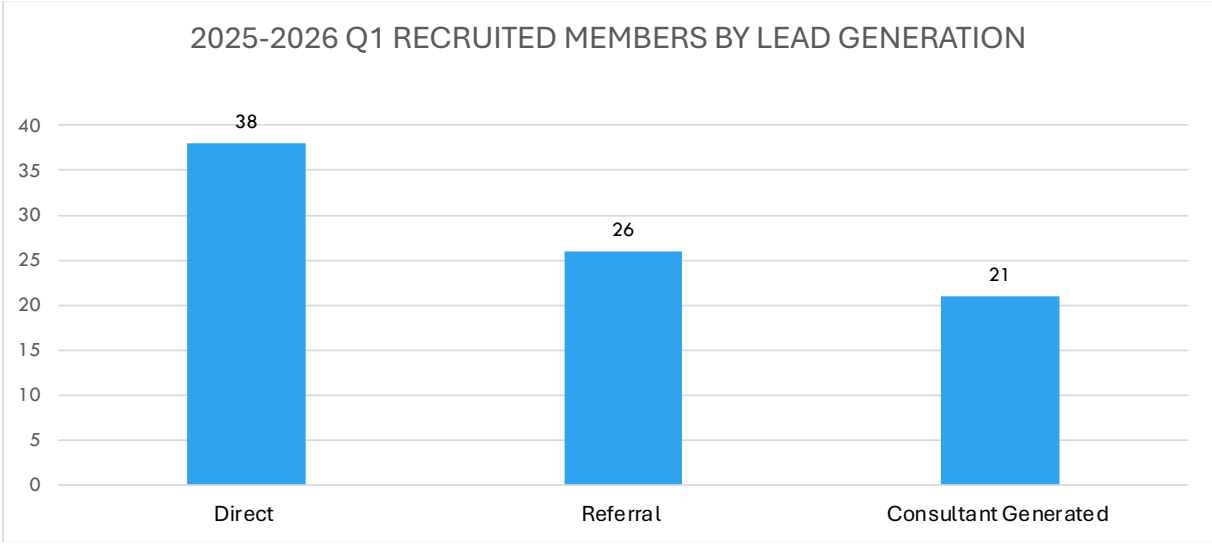
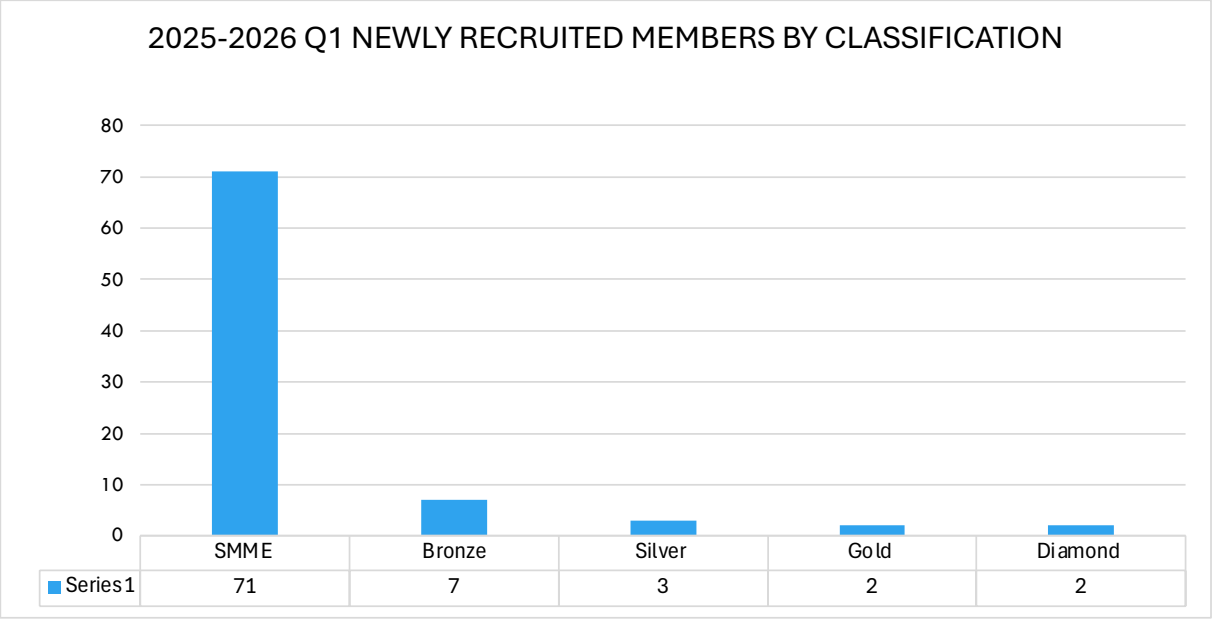
OFT AquaSox	Food Products	North West	SMME	Direct
Postmansburg Exclusive Water	Food Products	Northern Cape	SMME	
Pure Vawter	Food Products	KwaZulu Natal	SMME	Referral
SABMR	Professional	Western Cape	SMME	Direct
Signkor (Pty) Ltd	Media Production Services	Gauteng	SMME	Referral
Tlhole Scents	Manufacturer	Gauteng	SMME	Consultant-Generated
WOT I SAW	Manufacturer	Western Cape	SMME	Direct
Zenith Car Rental	Tourism, Travel and Hospitality	Gauteng	Diamond	Referral
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MAY				
Blooming Femcare (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Dan and Polly	Manufacturer	Western Cape	SMME	Consultant Generated
Dizain Pronounced (Pty) Ltd	Manufacturer	Gauteng	SMME	Referral
Elbow Joint Group	Manufacturer	Gauteng	SMME	Consultant Generated
Food Lovers Holdings (Pty) Ltd	Agriculture	Western Cape	Diamond	Referral
Giava Interiors	Manufacturer	Gauteng	Bronze	Referral
Goldspoon Bottega	Manufacturer	Eastern Cape	SMME	Consultant Generated
Golf-Mark (Pty)Ltd	Manufacturer	Gauteng	SMME	Direct
Help me SA (Pty) Ltd	Information Technology and Telecommunication	KwaZulu Natal	SMME	Consultant Generated
Ideas at Else	Manufacturer	Western Cape	SMME	Direct
Kalahari Bulk Carriers	Transport & Logistics	Western Cape	SMME	Consultant Generated
Karoo Baba	Manufacturer	Western Cape	SMME	Referral
KZN Music Imbizo (Pty) Ltd	Culture, Entertainment, Music and Recreation	KwaZulu Natal	SMME	Referral
Max Aluminium	Manufacturer	Gauteng	SMME	Direct
Nyatee Foundation	Community Organisations and Projects	Gauteng	SMME	Referral
Ontekane Projects	Media Production Services	North West	SMME	Referral
Pegasus Blu	Food Products	Eastern Cape	SMME	Consultant Generated
Popping Space (Pty) Ltd	Media Marketing and Publishing	Gauteng	SMME	Direct
Proudly Developing	Professional Services	Mpumalanga	SMME	Direct
Royal Revival	Manufacturer	Gauteng	SMME	Consultant Generated
Snupit (Pty) Ltd	Media Marketing and Publishing	KwaZulu Natal	SMME	Direct
The Warehouse Boys	Media Production Services	Gauteng	SMME	Referral
Trend IT Holdings	Manufacturer	Gauteng	SMME	Consultant Generated
Vista Chick(Tlhokomelo	Agriculture	Free State	SMME	Referral
Whet Personal Products	Manufacturer	Western Cape	SMME	Direct

2025-2026 Q1 NEWLY RECRUITED MEMBERS BY SECTOR



2025-2026 Q1 NEWLY RECRUITED MEMBERS BY PROVINCE

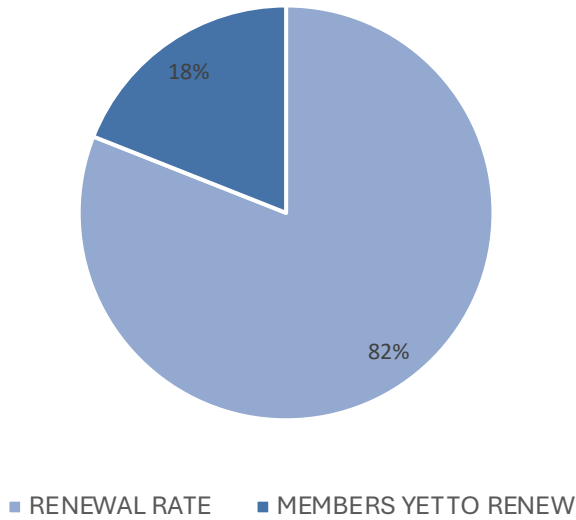




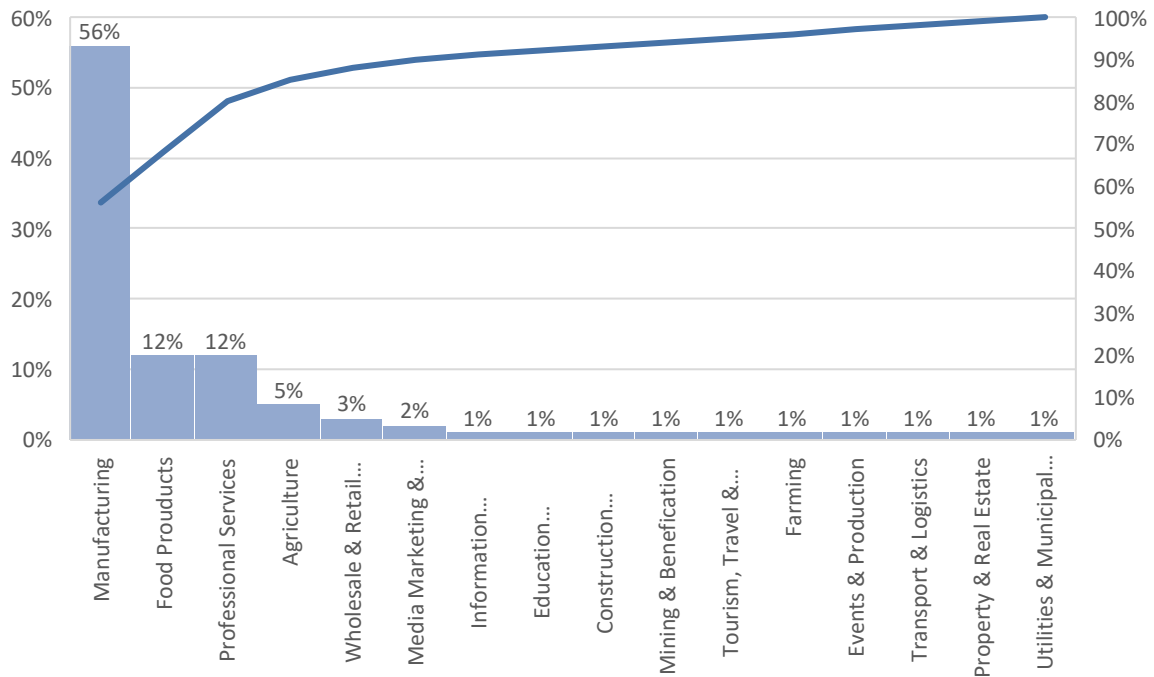
Q4: 2024-2025 RENEWING MEMBERS

RENEWAL REPORT	
Renewal Rate:	82%
Target:	80%
REASON FOR GROWTH	
The renewal target for this quarter was achieved.	

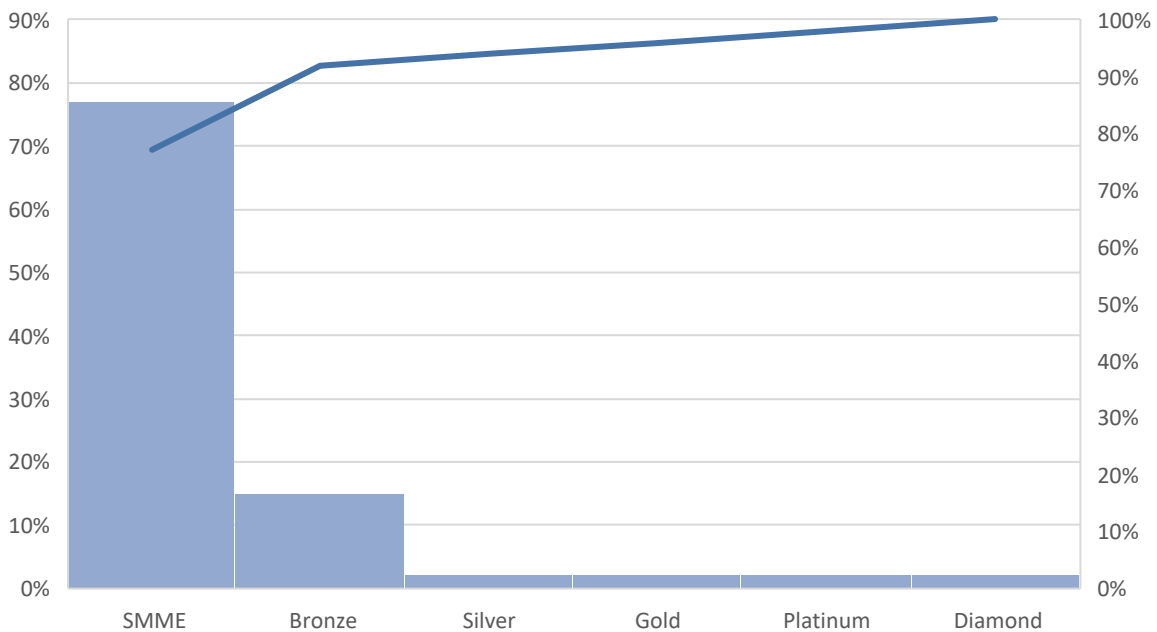
2025-2026 Q1 RENEWED MEMBERS VS YET TO RENEW

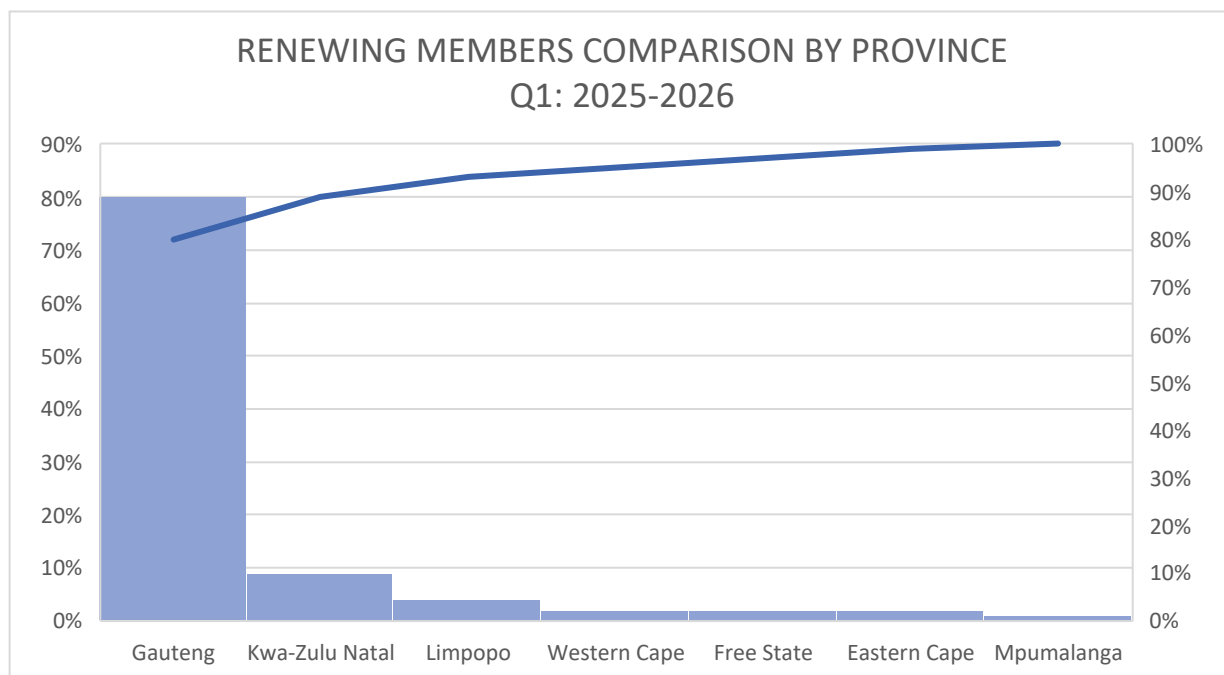


RENEWING MEMBERS COMPARISON BY SECTOR Q1: 2025/2026



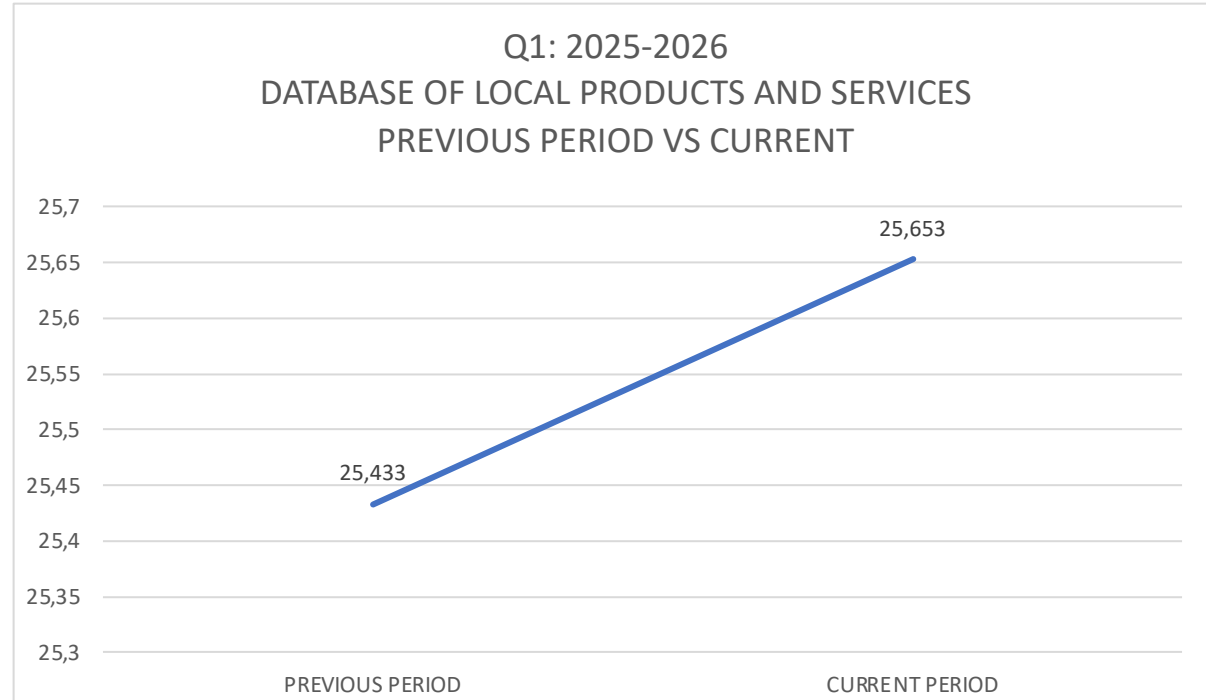
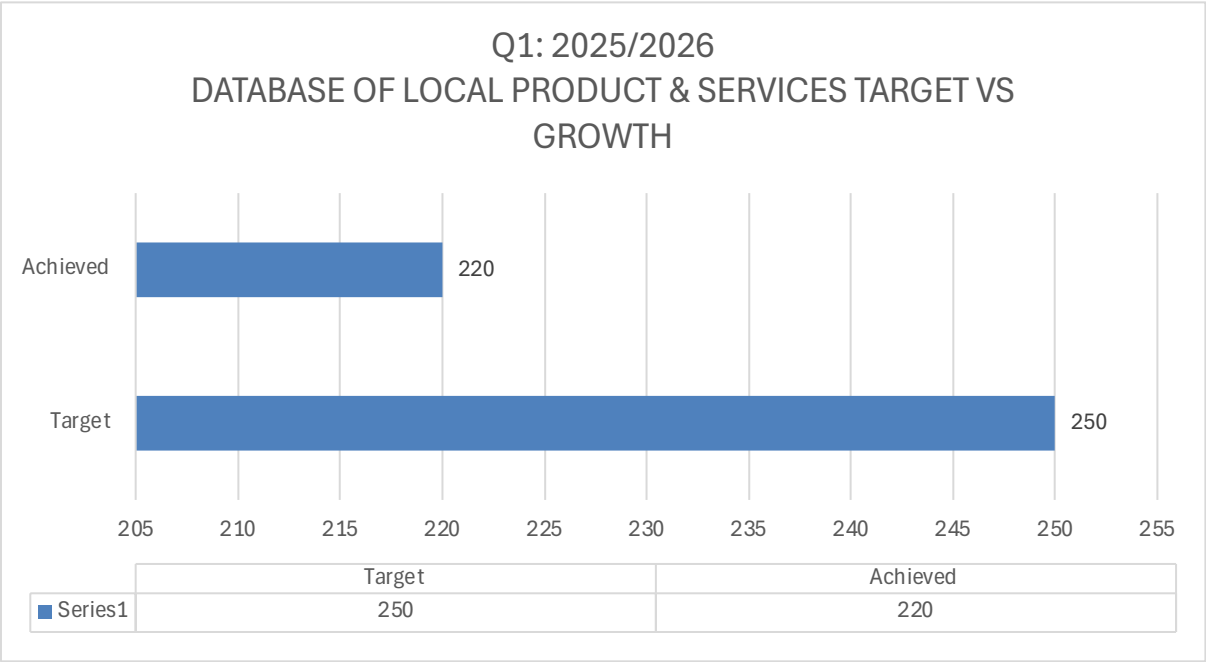
RENEWING MEMBER COMPARISON BY CLASSIFICATION Q1: 2025-2026





Q1: 2025/2026 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Current Quarter: Q3 2024/2025	25,207
Current Quarter: Q4 2024/2025	25,433
2025/2026: Q1	
Target	250
Achievement	220
Target Missed: 30 (12%)	





4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

DSTV Delicious Webinar – 3 April 2025

In a webinar hosted in partnership with the DSTV Delicious Academy, Alicia Longanathan from our Membership team shared insights into the benefits of being part of the Proudly South African membership network.

Speaking directly to entrepreneurs and emerging brands from the DSTV Delicious Academy, Alicia broke down how Proudly South African membership can open doors: from market credibility and increased visibility, to access to procurement opportunities and a supportive community that values proudly local.

The session was filled with practical advice and real-life examples, showing SMMEs how being Proudly South African isn't just a badge or a "sticker", it is a business advantage.

Attendance: 80 SMMEs

Target: DSTV Delicious Academy SMMEs

Beverage Entrepreneur Conference – 11 April 2025

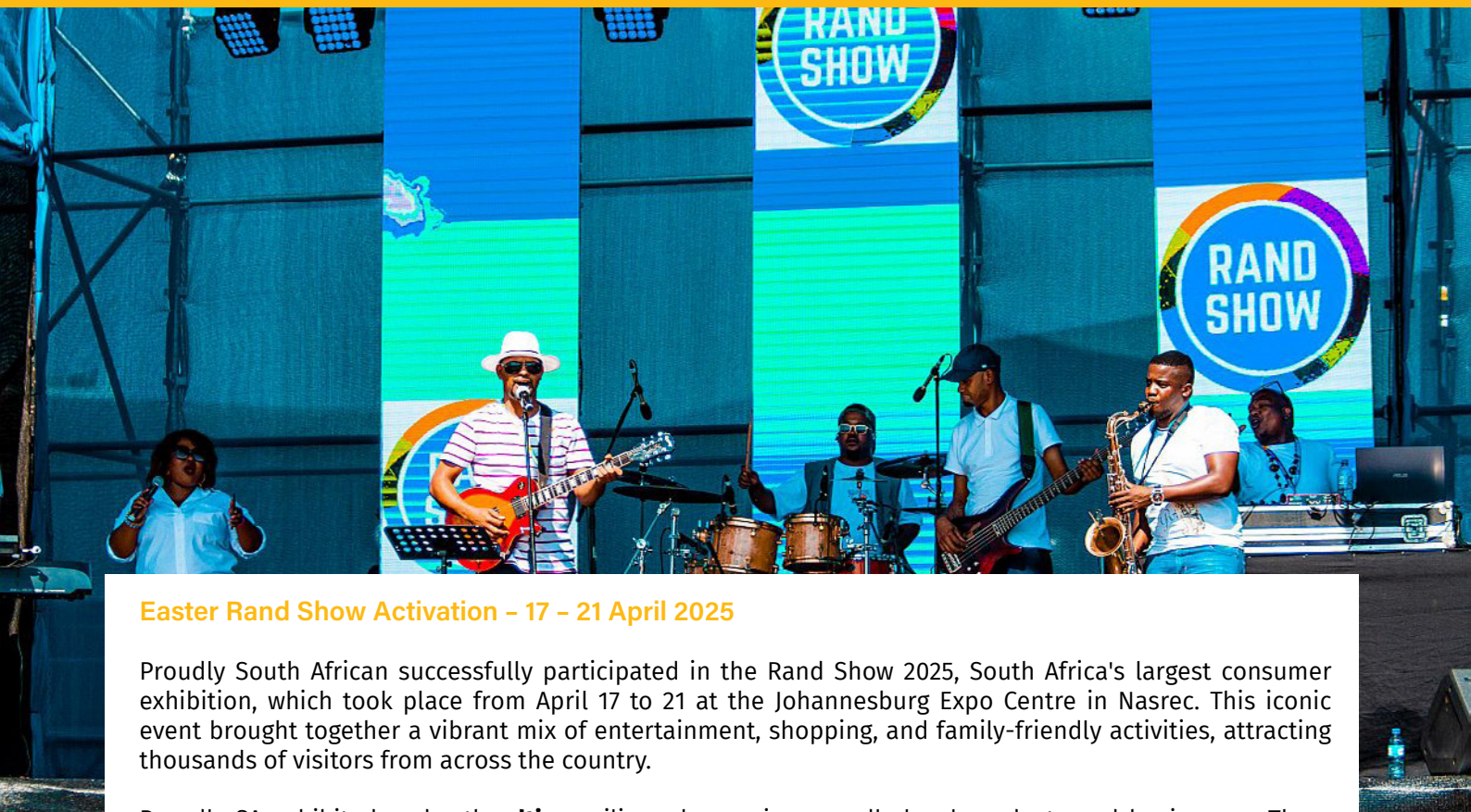
The Beverage Entrepreneurship Conference, held on 11 April 2025, was a dynamic one-day event aimed at educating, connecting, and empowering current and aspiring beverage entrepreneurs. The conference featured a series of expert-led presentations, engaging panel discussions, and valuable networking opportunities. Key topics included navigating industry-specific challenges, ensuring regulatory compliance, building compelling brands, and achieving sustainable business growth.

Proudly South African proudly exhibited at the event with the dual objective of driving recruitment and creating awareness around the Buy Local campaign. Representing Proudly SA was Membership Consultant, Fana Sibeko, who successfully conducted the recruitment drive on-site. As a result of Proudly SA's presence and engagement at the conference, four prospective member leads were generated.

Participation in events such as these forms part of Proudly SA's ongoing efforts to strengthen local industries by promoting localisation and encouraging South Africans to support homegrown products and services.

Reach: 110

Target audience: Beverage Entrepreneurs



Easter Rand Show Activation – 17 – 21 April 2025

Proudly South African successfully participated in the Rand Show 2025, South Africa's largest consumer exhibition, which took place from April 17 to 21 at the Johannesburg Expo Centre in Nasrec. This iconic event brought together a vibrant mix of entertainment, shopping, and family-friendly activities, attracting thousands of visitors from across the country.

Proudly SA exhibited under the **dtic** pavilion, showcasing proudly local products and businesses. Three Proudly South African member companies, All Day Jam, Local to Global Foods (Pty) Ltd, and Lifeway Imphatho Brands (trading as Loxion Fruits) were invited to exhibit and proudly represented the quality and diversity of locally made goods.

The event proved to be a valuable platform for networking and engagement. As a result of Proudly SA's presence and outreach, 22 leads were generated during the exhibition.

Proudly SA's presence at The Rand Show 2025 further reinforced the importance of supporting local businesses and highlighted the strength and potential of South Africa's local manufacturing and production sectors.

Reach: 10 000

Target audience: General Public and vendors



The Future of South African Manufacturing – 24 April 2025

Proudly South African hosted a webinar designed to help SMME's and businesses explore key trends and innovations that are shaping the future of South African manufacturing.

During the webinar, Proudly South African shared insights on the future of South African manufacturing and how it is shaped by a blend of technological innovations, evolving market demands, and the need for sustainability.

This webinar provided valuable platforms for professionals and stakeholders to deepen their understanding of the future of local manufacturing, sharing knowledge, and collaborate on initiatives that promote environmental stewardship and economic growth within the manufacturing sector.

Reach: 258

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

Sedibeng Food Festival – 26 April 2025

Proudly South African was invited to participate at the Sedibeng Food Festival, providing a valuable opportunity to create market access for its members.

As part of this initiative, four of its street food member businesses were showcased, who exhibited and sold their locally produced food products. Corner Dladla, Eli Foods, and Kota King were the member organisations we took to showcase their offerings.

In addition to supporting local entrepreneurs, the platform was also used to raise awareness about the Proudly South African campaign and the ongoing efforts to promote local procurement, job creation, and economic growth.

Reach: 200

Target: Families, Locals, General Public.





Pharmaceutical Webinar – 29 April 2025

Proudly SA hosted the pharmaceutical webinar on the 29 April 2025. The webinar convened key speakers from various medical and pharmaceutical bodies. This created an excellent information sharing session for the various members and non-members within this field.

New stakeholders' relations were formed with the Department of health procurement, under national health insurance and with South Africa medical research council.

One of the points discussed was: Proudly SA mandate, localisation efforts, and how the Department of Health has made strides in pursuing localisation in their operational efforts.

The following speakers were part of the webinar:

- Jeannine van Straaten - Executive Manager Strategy, Stakeholder, Legal: Proudly SA
- Dianne Neethling: CEO: Imsyser health products
- Khadija Jamaloodien - Chief Director for Health product procurement under national health insurance: Department of Health
- Dr Michelle Mulder - Executive Director: South African Medical Research council (SAMRC)

Reach: 231

Target: Proudly SA members, Proudly SA Vendors, Proudly SA staff, Health & Professional savvy Professionals

Social Media Webinar – 30 April 2025

On 30 April, Proudly South African hosted a webinar titled “Mastering Social Media for Business Growth”, aimed at helping local businesses unlock the true potential of social media platforms.

Facilitated by Mike Saunders from Digitlab, the session featured expert advice from Guy Cronje (The Grow Collective), Ronel Gerber (FGX), and Flynn Africa (Black Snow Agency). Together, they unpacked the real role of social media in modern business. Topics ranged from boosting brand visibility to driving conversions.

Key topics included the balance between paid and organic content, how to guide customers “from scroll to sale,” and the power of social proof in building digital trust.

The webinar was packed with helpful tips and relatable examples, reminding attendees that when used right, social media can boost business growth.

Attendance: 381

Target Audience: Proudly South African SMMEs, Social Media Users & General Public



Motherhood Meets Entrepreneurship High Tea 11 May 2025

Proudly South African hosted a heartfelt Mother's Day High Tea to honour and celebrate the incredible women in our membership and members of the media who are mothers, entrepreneurs, and working women.

The event created a warm, empowering space where these mom-preneurs could connect, share their journeys, and support one another. It brought much-needed awareness to the unique challenges they face and the vital role they play in driving local economic growth.

By sharing real, relatable stories, the event helped shift perceptions while showing that motherhood and business leadership are not mutually exclusive but beautifully complementary.

The High Tea also reinforced our core message of supporting local and investing in women-led businesses, while strengthening relationships among members through authentic conversations and shared inspiration.

Reach: 45

Target: Mom-Entrepreneur Members, Partners & Media



CIPC compliance Webinar – 15 May 2025

Proudly SA and The Companies and Intellectual Property Commission (CIPC) took a dual effort in organizing a much-needed compliance webinar to address the prevailing problems experienced in the compliance. The Companies and Intellectual Property Commission (CIPC) is continuing the automated referral of non-compliant companies and close corporations for deregistration due to outstanding Annual Returns and Beneficial Ownership filings.

The following key topics were discussed: AR Compliance Annual Returns, Penalty, Consequences, Process, Deregistration, Reinstatement, Source documents, Incidental Matters, Corporate education and Compliance, Compliance process, in addition, focus on local procurement, Market access platform, and Business Start - Provides tools and techniques for clients who are ready to start a business and want assistance and direction.

Reach: 172

Target: Proudly SA Members, Prospective members, CIPC stakeholders



The Playground Market – 08 February 2025

As part of the APP deliverables, we aimed at helping our members gain access to markets. Proudly South African's members participated in exhibiting at The Playground Market. We hosted three of our members in the food and lifestyle sectors: Cheetah Energy Drinks, African Mama Crafts and Ditsala Designs. The objective of this activation was to create brand awareness for our local members and assist them in making sales.

Reach: 2000

Target audience: Dance enthusiasts, The Playground market-goers, general public.

Proudly SA Tech webinar: Boost your business with the latest tech trends and exciting new opportunities – 13 February 2025

The Proudly SA Tech webinar brought together five leading experts from the tech industry to explore key topics, including the Fourth Industrial Revolution (4IR), ChatGPT for business, business matchmaking, and other innovative technologies driving change.

Each speaker offered unique insights, and Proudly SA CEO highlighted the significant progress made in localisation efforts, with a focus on attracting more members from the technological sector. The webinar also highlighted the Proudly SA E-commerce platform and Market Access initiatives.

To extend the reach beyond the Zoom audience, the information shared during the webinar was also disseminated through social media, ensuring a wider and more diverse audience.

Speakers from organisations such as Microsoft SA, the SARS Department, AdBot, and Adnotes shared valuable information on how businesses can leverage the latest tech trends to enhance their operations and boost growth.

Reach: 297

Target Audience: Proudly SA Members, Proudly SA Vendors, Proudly Staff, Tech savvy Professionals, AdBot agency Clients



VUT Student Entrepreneur Workshop – 15 May 2025

Proudly South African visited Vaal University of Technology alongside selected member businesses to take part in The Student Entrepreneur Series: Business, Leadership & Innovation.

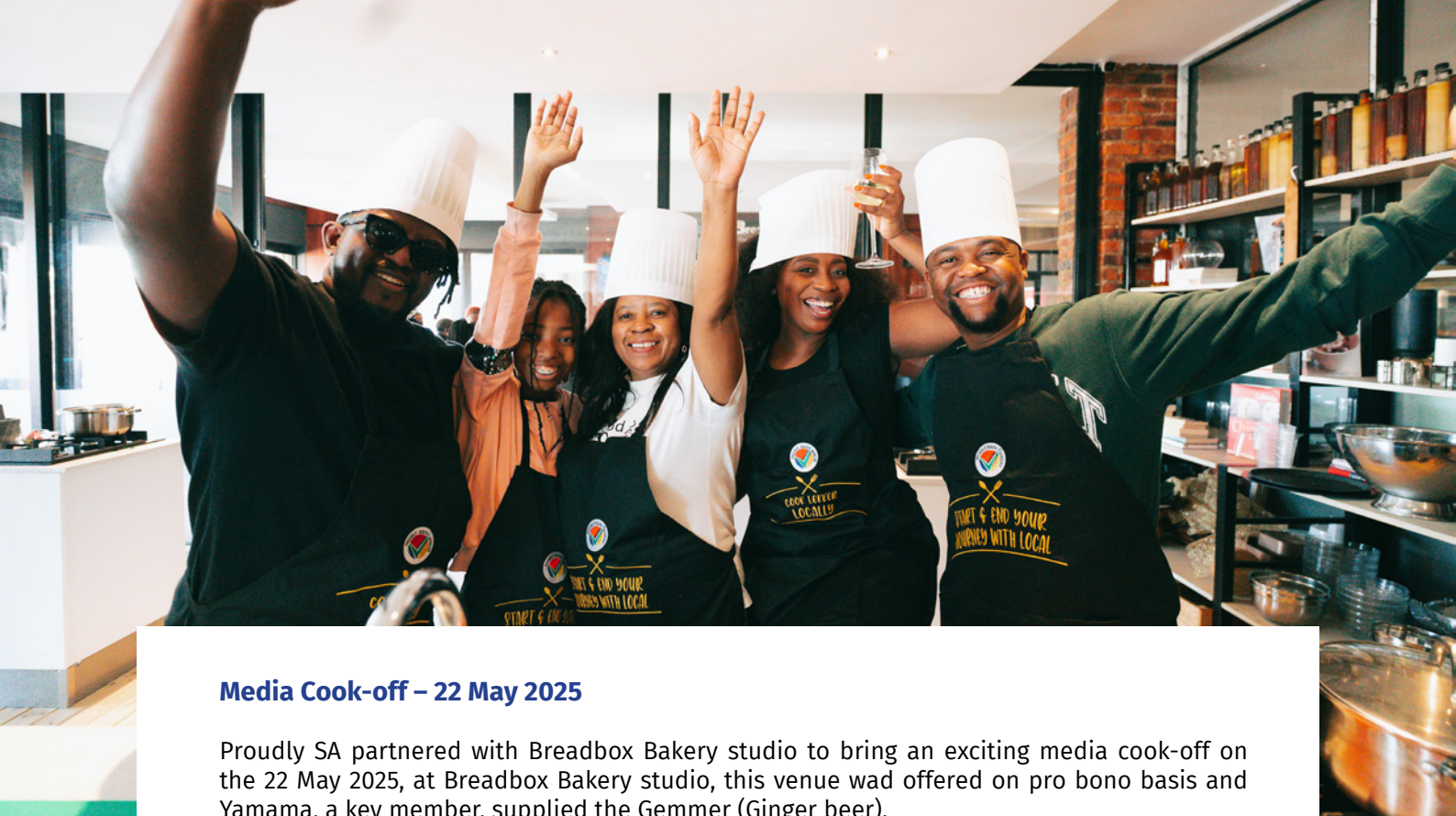
The event featured dynamic keynote presentations delivered by our members, each followed by interactive Q&A sessions that gave students the opportunity to engage directly with established industry professionals.

Additionally, to entrench the localisation agenda for the youth, CMO of Proudly SA, Happy MaKhumalo Ngidi took the students through the things you need to know about Proudly SA and why it's important for the youth to make conscious purchasing decisions in favour of locally made products or services.

The objective was to inspire students to view entrepreneurship as a viable and fulfilling career option by sharing authentic stories of innovation, resilience, and success. These narratives emphasized the critical role local businesses play in driving economic growth and job creation in South Africa, with a strong focus on the Proudly South African campaign and its impact.

Reach: 100

Target: Undergraduate Business Students, Doctorate Students, and Alumni from VUT



Media Cook-off – 22 May 2025

Proudly SA partnered with Breadbox Bakery studio to bring an exciting media cook-off on the 22 May 2025, at Breadbox Bakery studio, this venue was offered on pro bono basis and Yamama, a key member, supplied the Gemmer (Ginger beer).

The Proudly SA media cook-off brought together, great fusion of the best cuisine in town, that assisted media professionals to delve deep and uncover their hidden cooking talents and allow everyone to feast and brought out their best smile.

The purpose of the media cook-off was to demonstrate to the media how locally sourced ingredients can be used in our everyday cooking experiences. This educational drive helped Proudly SA to creatively and consciously seed local into the minds of the attendees while they enjoyed and interacted with the products.

The choice of using the Breadbox as venue was a strategic move that helped us to showcase the member company while elevating her business offering.

The Chef was Liziwe Matloha (@liziweMatloha) and did a great job

The CMO: Happy Ngidi, Chef Liziwe, and Breadbox owner gave a clear guidance to the teams, and all fairly judged the event with the best precision and care and the 3 ladies got media tv interviews.

Yamama brand brought in her Gemmer which was enjoyed by the media at the event. The Owner, Mosibudi, got an interview on SABC Trends which will assist with exposure.

This event was a hive of activity, and one common thread was local, local music was played where local Aprons were sourced and given to the Media.

Reach: 25 Media houses

Target: Media, Proudly SA members, Chefs in the industry



All Fashion Sourcing Texpertise Networking Event – 22 May 2025

Proudly SA was part of an exclusive Networking Event hosted by Allfashion Sourcing in collaboration with the Texpertise Network of Messe Frankfurt.

The event brought together industry leaders and key decision-makers within the textile, apparel, and fashion sectors for a meaningful morning of connection and collaboration. Attendees engaged in insightful discussions focused on unlocking global market opportunities through the Texpertise Network, while also building momentum towards Allfashion Sourcing Cape Town 2025, scheduled to take place at the CTICC from 8–10 July 2025.

The Proudly South African CEO, Mr Eustace Mashimbye delivered the keynote address at the event, sharing valuable perspectives on localisation, sustainability, and the importance of supporting South African-made products within the global supply chain.

Reach: 50

Target Audience: Members of the CTFL industry

RBDIZ Entrepreneurship Session – 27 May 2025

Proudly South African was invited by the Richards Bay Industrial Development Zone (RBIDZ) to participate in their monthly entrepreneur coaching session, aimed at equipping local SMMEs with valuable business insights and development tools.

The organisation was represented by its Chief Marketing Officer, Ms Happy MaKhumalo Ngidi, who delivered a virtual presentation to a group of 35 entrepreneurs from the Richards Bay area.

Ms Ngidi's presentation focused on the process of becoming a Proudly South African member, highlighting the significance of local procurement, as well as the benefits associated with membership, including increased visibility, brand credibility, and access to various market access platforms facilitated by Proudly SA.

Additionally, her presentation addressed the importance of branding for small businesses. She emphasised how effective branding can help businesses differentiate themselves in a competitive market, build trust with consumers, and foster long-term customer loyalty.

Proudly SA remains committed to supporting entrepreneurs and SMMEs across the country, in alignment with its mandate to promote local content and job creation.

Reach: 35

Target audience: Small business owners from the Richards Bay area.

Empowa Youth Summit 2025 – 28 May 2025

Proudly SA took part in the Empowa Youth Network event. Proudly South African CEO, Mr Eustace Mashimbye spoke at this event, driving the buy local message.

Empowa Youth is active across all nine provinces, Empowa Youth has evolved into a catalytic platform reshaping the trajectory of South Africa's youth. They connect young people aged 18–34, whether unemployed, self-employed, or still in school, to real, relevant opportunities that drive economic inclusion and shift lives forward. Their focus was "Youth from underserved township and peri-urban communities who are rich in ambition but locked out of access."

Reach: 600

Target Audience: Aspiring and emerging youth entrepreneurs from Ekurhuleni District

Beer Association Webinar– 29 May 2025

The “Brewed for Business Success” webinar brought together professional, established voices from the craft beer industry to share real-world advice on starting and growing a beer business, more specifically a craft beer business.

Tolokazi Beer and Capital Craft Beer Academy offered practical insight into entering the market. The lessons included creating a standout product and building strong customer relationships. Their stories reminded us that the beer isn’t always enough, it has to tell a story through taste.

Blacksmith Event Solutions added another layer of value, sharing what event organizers look for in craft beer partners. Some requirements include reliability, presentation, and crowd appeal.

It was a successful session filled with useful tips, relatable stories, and encouragement for anyone looking to make their mark in the world of craft beer.

Attendance: 226

Target Audience: Proudly South African Members, Craft Beer Brewers, Alcoholic Beverage SMMEs, Entertainment Industry Promoters and Venue Owners



Cannabis Expo – 30 May 2025 – 1 June 2025

The Cannabis Expo serves as a global marketplace for education, innovative products, and businesses operating within the cannabis sector, with a focus on its medicinal, agricultural, financial, and lifestyle components.

Proudly South African was invited by the Department of Trade, Industry and Competition (the **dtic**) to exhibit under their pavilion. The event attracted a high number of visitors, creating an ideal platform for stakeholder engagement and brand visibility.

The Proudly SA membership team was in attendance with the objective of driving a targeted recruitment campaign. As a result, several leads were generated, and follow-ups are currently underway to convert these into active memberships.

Reach: 1500

Target audience: Cannabis Industry Professionals, Retailers and Dispensary Owners, Product Manufacturers, Distributors and Wholesalers, Medical and Health Professionals, Recreational and medical cannabis users, Policy Makers and Legal Experts, Media and Influencers

Local Food Systems and Economic Resilience – 30 May 2025

Proudly South African hosted an insightful webinar focused on the importance of local food systems in South Africa and their critical role in building economic resilience across communities.

The session served as a platform for sharing valuable knowledge about how these systems are rooted in inclusive food networks, sustainable farming practices, and the principles of food sovereignty.

Key discussions highlighted how local food systems not only support small-scale farmers and entrepreneurs but also strengthen community ties, reduce environmental impact, and promote long-term food security. Experts and practitioners emphasized the need to invest in local supply chains and to recognize traditional knowledge and practices that have sustained communities for generations.

In addition to celebrating and exploring these systems, the webinar also aimed to equip food vendors, producers, and stakeholders in the food sector with relevant regulatory information. By doing so, it sought to encourage compliance with food standards, ensure safe food practices, and support policy development that protects and uplifts local enterprises.

Reach: 230

Target: Proudly SA members, agricultural sector, SMME's and non-Proudly SA members.

Manufacturing Circle Golf Day – 3 June 2025

The Manufacturing Circle is an advocacy group for members in the manufacturing sector. As part of their networking opportunities, they hosted the Manufacturing Circle Golf Day on 3 June 2025 at the Royal Johannesburg Country Club. Proudly SA collaborated on the Putting Contest segment by offering a prize for the winner.

The events team did a brand activation at the event. From this exercise, brand awareness was created as a number of attendees wanted to know about the work we do.

Reach: 120

Target: Members of the manufacturing sector

AVI AFRICA – 3 June 2025

AVI Africa 2025 was held from 3 to 5 June 2025 at Emperors Palace in Kempton Park. This prestigious event brought together key stakeholders across the poultry industry, including small- and large-scale owner-producers, suppliers, and senior decision-makers from leading corporations.

The exhibition showcased the latest products, technologies, and services geared towards improving operational efficiency and maximising profitability within the commercial poultry sector.

Proudly South African exhibited at the event as part of a strategic recruitment drive. In addition, the Chief Executive Officer, Ms Happy MaKhumalo Ngidi, delivered a presentation focused on creating awareness around the Buy Local campaign and its relevance to the poultry industry. Membership team generated a few leads from this event.

Reach: 300

Target audience: Investors, members of the poultry sector, retailers





Walk Fresh 10th Anniversary – 7 June 2025

Walk Fresh, a Proudly South African member specialising in premium shoe cleaning services, celebrated their 10th anniversary on 7 June 2025. Proudly South African was honoured to be invited to this milestone event in recognition of the longstanding relationship and support shared between the two organisations.

The Chief Marketing Officer, Ms Happy MaKhumalo Ngidi delivered a message of support on behalf of Proudly SA, commending Walk Fresh for their commitment to local production and entrepreneurship. In addition, Proudly SA conducted a brand activation at the event to further promote the Buy Local message and engage directly with attendees.

Reach: 100

Target audience: Walk Fresh customers and the general public.

Local Entrepreneurs Man Cave – 12 June 2025

Proudly SA hosted a men's event at Chepa's warehouse (our member). The objective of this event was to gather businessmen and have talks around business, mental wellness and fatherhood. CEO Eustace Mashimbye gave a keynote address which seeded the conversation for the day. Zane Maes who was the host for the day gave context about the challenges men and young entrepreneurs face daily.

The event being hosted at Chepa's warehouse gave attendees an opportunity to engage and interact with the workers on the ground as they produced fashion pieces for their respective clients. This authentic, behind-the-scenes ambiance created a unique sense of connection and appreciation for the craft, allowing guests to witness the creativity and skill that bring each garment to life



We offered attendees a warm coffee experience served by our member organisation, Sonwaro Coffee. This elevated the experience for the men in attendance as the foundation of the event was to emphasise to men that they too matter.

For those warm enough from the coffee, we also had Tolokazi Beer who offered tastings from her selection of flavoured brewed beer. Additionally, Optimus Robotics showcased their robots and encouraged

an AI led event. Another Proudly SA member, National Mentorship movement drove a mental health exercise that led to meaningful and productive conversations between SME's and Stakeholders.

The programme was driven by the Fatherhood Foundation who also touched on fatherhood.

Reach: 48

Target: Proudly SA members, SME's, Stakeholders, Media

Southgate Mall Market and Activation – 14 June 2025

Proudly South African brought the Buy Local spirit to Southgate Mall with a vibrant activation that turned an ordinary shopping day into something a little different.

Shoppers who joined our activation and supported our exhibiting members stood a chance to spin the wheel and win goodie bags filled with Proudly South African merchandise with the real crowd favourite being the famous “Buy Local” bucket hat.

Lolo, our minister of dance and enjoyment, kept the vibe alive with his signature dance moves, drawing in kids (and a few grown-ups) who couldn’t resist joining in for a photo and a dance.

The day wasn’t just about Lolo and his moves, it was also a valuable opportunity for our Proudly South African member businesses to exhibit their products, connect with new customers, and grow their local networks in a foot traffic setting.

Reach: 300

Target Audience: Shoppers, Families, Proudly South African Supporters

Digital Rise: Unlocking Opportunities for Youth in the Online Economy Webinar – 19 June 2025

Proudly SA hosted a webinar titled Digital Rise: Exploring Tech-Driven Opportunities for Youth Entrepreneurs, aimed at equipping and motivating young South African entrepreneurs by showcasing the vast potential within the digital economy.

The session explored how youth-led businesses could tap into online platforms, digital marketing strategies, and e-commerce tools to grow their brands, reach wider audiences both locally and globally, and build sustainable businesses.

By embracing the digital space, young entrepreneurs were positioned to play a key role in driving innovation, job creation, and economic growth in South Africa.

Reach: 300

Target: Proudly SA Members, Computer Science & Data Science Students, Entrepreneurs Running Small Brands, Tech-Savvy Entrepreneurs

The fine print you need to know as a Business Owner - Legal Webinar – 20 June 2025

Proudly SA took a strategic decision to host a legal webinar that assisted existing Proudly SA companies, with legal conformity and allow them to solidify their concerted efforts in building their companies the right way and allowing smooth running of the company.

The purpose of the webinar was to:

- Equip Proudly South African members (especially SMMEs) with legal knowledge and tools they need to
- Navigate local laws and regulations, protect their businesses, brands, and IP. Ensure labour law compliance, Understand contracts and risk.

The event was streamed on different platform such as **Facebook, twitter, LinkedIn and Instagram** to reach a wider audience. The event will live on these respective platforms.

The following speakers spoke at this webinar: Proudly SA Jeannine Van Straaten, Executive Manager: strategy, stakeholder relations and legal, STEYN IP Christian Steyn, Director IP Attorney, Tshaya Mashabela Attorneys: Nicolette Biggar, Senior Consultant Attorney Tshaya Mashabela Attorneys: Phindulo Munyai, Associate Attorney.Gs1 South Africa, Thendo Netshishivhe , Key Accounts and Member Engagement Lead .

Reach: 332

Target: Proudly SA members, Proudly SA Vendors, Proudly SA Staff

The Lekker Network Event at The Tryst – Woodmead – 25 June 2025

Proudly South African was afforded an opportunity by The Lekker Network to participate in their business networking event held on 25 June 2025 at The Tryst in Woodmead. The invitation extended to Proudly SA allowed for the participation of selected member companies within the food and beverage sector to showcase their locally produced products, while also affording the organisation an opportunity to engage with attendees for recruitment and brand awareness purposes.

The Lekker Network is a proudly South African business platform dedicated to connecting entrepreneurs and professionals locally and internationally. The platform plays a pivotal role in promoting collaboration and fostering sustainable economic growth through meaningful business relationships. Their events are geared towards facilitating commercial opportunities and raising the profile of locally owned businesses.

Two Proudly South African member companies exhibited at the event, i.e. Aqua Clea Water and Nutrintha. Both members utilised the platform to sample and promote their products to a targeted audience of business professionals, entrepreneurs, and potential buyers. Their participation created valuable exposure and supported the Proudly SA mandate of providing access to market opportunities for member companies.

The Proudly SA membership team was in attendance with an objective to recruit new members by engaging directly with business owners and entrepreneurs and raise awareness about the Proudly South African campaign and its benefits.

Reach: 200

Target audience: Business owners and professionals

Power to the Youth in tackling triple challenge: Youth month webinar – 26 June 2025

In recognition of Youth Month, Proudly South African shifted the spotlight to youth-focused issues. Young people are key to South Africa's growth, yet many are held back by poverty, inequality, and unemployment.

The webinar brought together key voices and organisations to unpack these triple challenges and, more importantly, share practical solutions that empower the youth to take charge of their future. By creating a space for open dialogue, Proudly SA aimed to inspire and equip young people with the tools they need to rise above the challenges and shape a better tomorrow. The CEO of Enexi, Mr Richard Shokane was one of the speakers gave away 10 books to Youth. In addition, the members were given an opportunity to showcase what they do as an opportunity, of market Access platform.

The following organisations representatives were part of the webinar Proudly SA, Harambee Youth Employment Accelerator, Botsana fab, and All-day Jam.

Reach: 266

Target: Proudly SA members, Prospective members

Cyber Security in your Business Webinar – 27 June 2025

On 27 June 2025, Proudly South African hosted an interesting and practical webinar focused on one of today's biggest business risks. Cybersecurity in the workplace.

With insights from Proudly South African members Cysec, Cybersec and Galeboe Professional Services, alongside experts from DaVinci Forensics and IT Anywhere, the session unpacked the real threats small businesses face. From data breaches and ransomware to remote work vulnerabilities, educating attendees on cyber hygiene was the focal point of this webinar.

More importantly, it gave participants clear, accessible advice on how to strengthen their digital security, even without the expensive defence systems.

It was a powerful reminder that cyber safety isn't just for big companies. It is essential for every SMME looking to grow and protect the business they've built.

Attendance: 326

Target Audience: Proudly South African SMMEs, General Public & Social Media Users



YFM GrYnd – 28 June 2025

Proudly South African participated in the YFM GrYnd 2025 event, an annual content-creation and entrepreneurship platform hosted by Gauteng's leading youth radio station, YFM. The event aims to address youth unemployment by bringing together side-hustlers, content creators, and young entrepreneurs to connect, learn, and elevate their enterprises.

Three Proudly South African members, Township Luxury, Taxi Rank Clothing, and Chuze Juice participated at this year's event. These members successfully generated brand awareness and engaged with the youth market, resulting in a number of sales and valuable exposure for their businesses.

Proudly SA's Chief Marketing Officer delivered a keynote address at the event, reinforcing the campaign's commitment to supporting local enterprises and promoting youth entrepreneurship as a critical solution to unemployment.

Reach: 510

Target audience: Aspiring and emerging youth entrepreneurs

South African's Youth Business Start-up Webinar – 30 June 2025

Proudly South African hosted a webinar to empower the Youth of South Africa and encourage to start local businesses.

This was a dynamic session to inspire and equip young entrepreneurs to start and grow businesses in their own communities. The webinar offered practical tips, created connection with potential entrepreneurs and local mentors. The webinar also touched on ways to brand, market and grow your idea into a reality, locally.

Reach: 191

Target: The South African youth, Proudly SA members, SMMEs, Youth organisations



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

Quarter 1 was a purposeful and energised period for the PR department, defined by dynamic engagements and a strong focus on local economic empowerment, job creation, and driving national conversations that reinforce our buy local mission.

April began with vigour as Proudly South African participated in the Creative Energy event, where our CEO addressed local creatives on the importance of supporting home-grown industries. This was followed by our impactful partnership with the **dtic** at the Rand Show, reaching thousands with the message that local is not just lekker, it's vital for our economy. Throughout the month, we continued this momentum by proudly supporting our food members at the Sedibeng Food Festival, a vibrant showcase of local flavours, resilience, and innovation.

May was a month that balanced celebration and advocacy. We honoured Workers' Day, recognising the backbone of our economy, and hosted a meaningful Mother's Day luncheon that provided a platform for mompreneurs to share the realities of juggling business ownership and motherhood. From there, our team engaged with bright young minds at VUT and joined the EmpowaYouth movement in Thembisa, driving home the localisation message and unpacking how buying local tangibly creates opportunities for youth entrepreneurs.

June brought a spirited close to the quarter. We hosted a unique Winter Warmer media cook-off in collaboration with The Breadbox Bakery and Studio, blending South Africa's rich culinary heritage with SME upliftment. At the end of the month, we hosted the deeply impactful Man Cave event, providing male entrepreneurs a supportive space to openly discuss the challenges of balancing mental health and business in today's demanding climate. Industry leaders like Zuza Mbatha, Dumi Mahlangu, Lethabo Mokoena, and David Wilson offered powerful testimony on resilience and the importance of normalising vulnerability, with Zane Meas guiding heartfelt conversations.

July also set the stage for the future with the official launch event of our two e-commerce platforms, Shop Proudly SA and the Market Access Platform (MAP), on 1 July, developed in partnership with the **dtic**. This milestone was strategically preceded by a media release and a series of interviews in late June, which

secured strong coverage and built momentum leading up to the launch. These platforms address critical gaps by placing local products and suppliers within easy reach of consumers and procurement decision-makers, further strengthening localisation at every level of the economy.

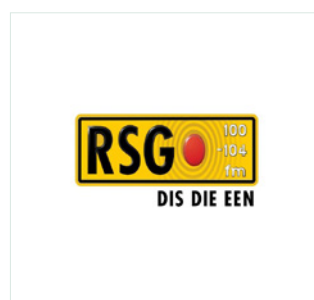
PR and social media efforts for the quarter focused on amplifying these strategic initiatives across traditional and digital platforms. The team issued targeted press communications, supported by vibrant content across Instagram, Facebook, Twitter, LinkedIn, YouTube and TikTok, which captured highlights such as the Man Cave event, the Mother's Day event, and behind-the-scenes moments from our activations.

Social media achieved a consistent engagement trajectory, with strong community growth and increased content interaction, demonstrating a continued alignment with the Proudly South African vision.

The campaign delivered exceptional results this quarter, achieving a cumulative Advertising Value Equivalent (AVE) of R8 034 569, underscoring the extensive reach and exposure secured across multiple platforms. In addition, a Public Relations (PR) Value of R24 103 713 was recorded, reflecting the significant impact on brand visibility and strengthening public perception of the Proudly South African movement.

Interview highlights included features on platforms such as Newzroom, SABC News, eNCA, YFM, RSG, SAFM, Kaya FM, and local publications that delved into our localisation strategy and member success stories.

The quarter's initiatives underscored the powerful link between local consumption and sustainable job creation, reaffirming that supporting South African products and businesses is not merely a choice but a necessary path to economic resilience and shared prosperity.



4.5.2 PRESS RELEASES AND OP-EDS

The following were issued between January to March 2025:

NO	DATE	RELEASE/COMMISSION	HEADLINE
1.	25 April	Briefly Exclusive OpEd	Driving economic resilience through localisation
2.	12 May	Press Release	Motherhood meets entrepreneurship: Proudly SA calls for action on women's economic empowerment
3.	22 May	Press Release	Media Cook-Off
4.	30 May	Press Release	Proudly SA returns as official partner for 2025 YOBA
5.	01 June	SME Entrepreneurship Magazine Exclusive Advertorial	Where local means business
6.	01 June	Press Release	How a monthly petrol budget was repurposed to start a business
7.	14 June	Press Release	From Hustle to Healing in the Man Cave
8.	24 June	Press Release	E-Commerce – dtic launch release
9.	24 June	Press Release	E-Commerce – Proudly SA launch release
10.	26 June	Press Release	Durban July
11.	27 June	Press Release	Mama Abigail

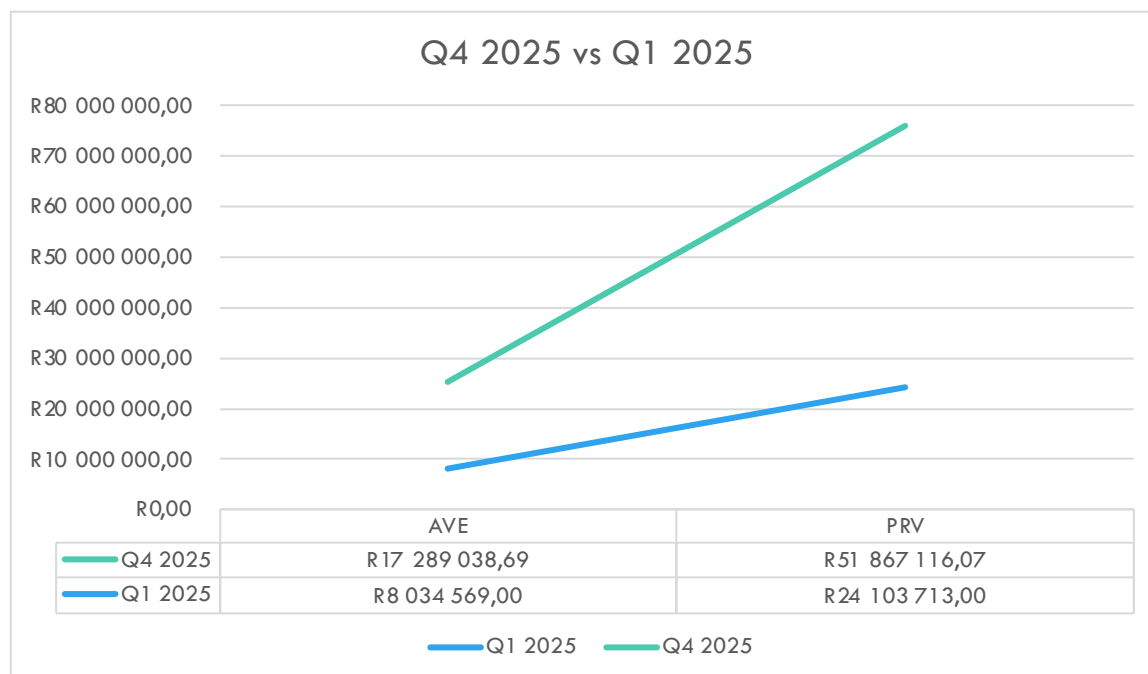
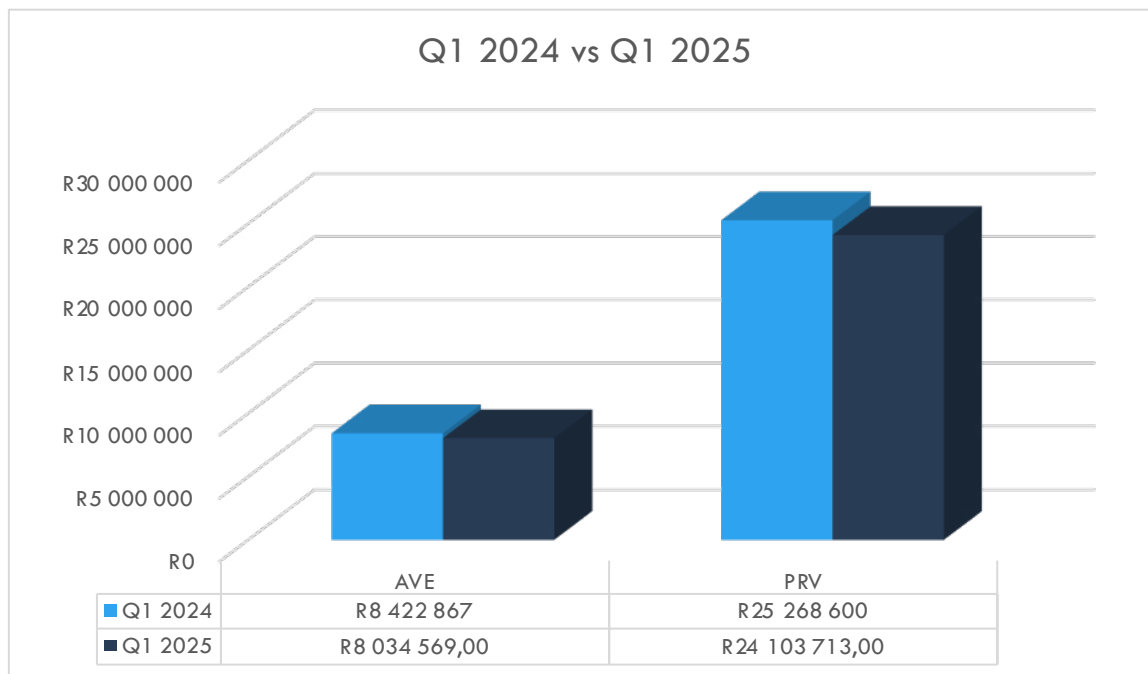
4.5.3 MEDIA ENGAGEMENTS

The following media engagements took place between October to December 2024

NO	DATE	MEDIA ENGAGEMENT
1.	11 May	Mother's Day Event
2.	15 May	VUT forum
3.	16 May	Konvenient Magazine
4.	22 May	Media Cook-Off
5.	20 May	SA & Beyond
6.	23 May	Lifestyle with Neeta
7.	29 May	Blaque Life Quarterly (Networking Event)
8.	2 June	LM Radio
9.	3 June	Social TV & 919
10.	5 June	Farmers Weekly
11.	6 June	Urban Radio
12.	12 June	Man Cave
13.	20 June	Bogart Radio

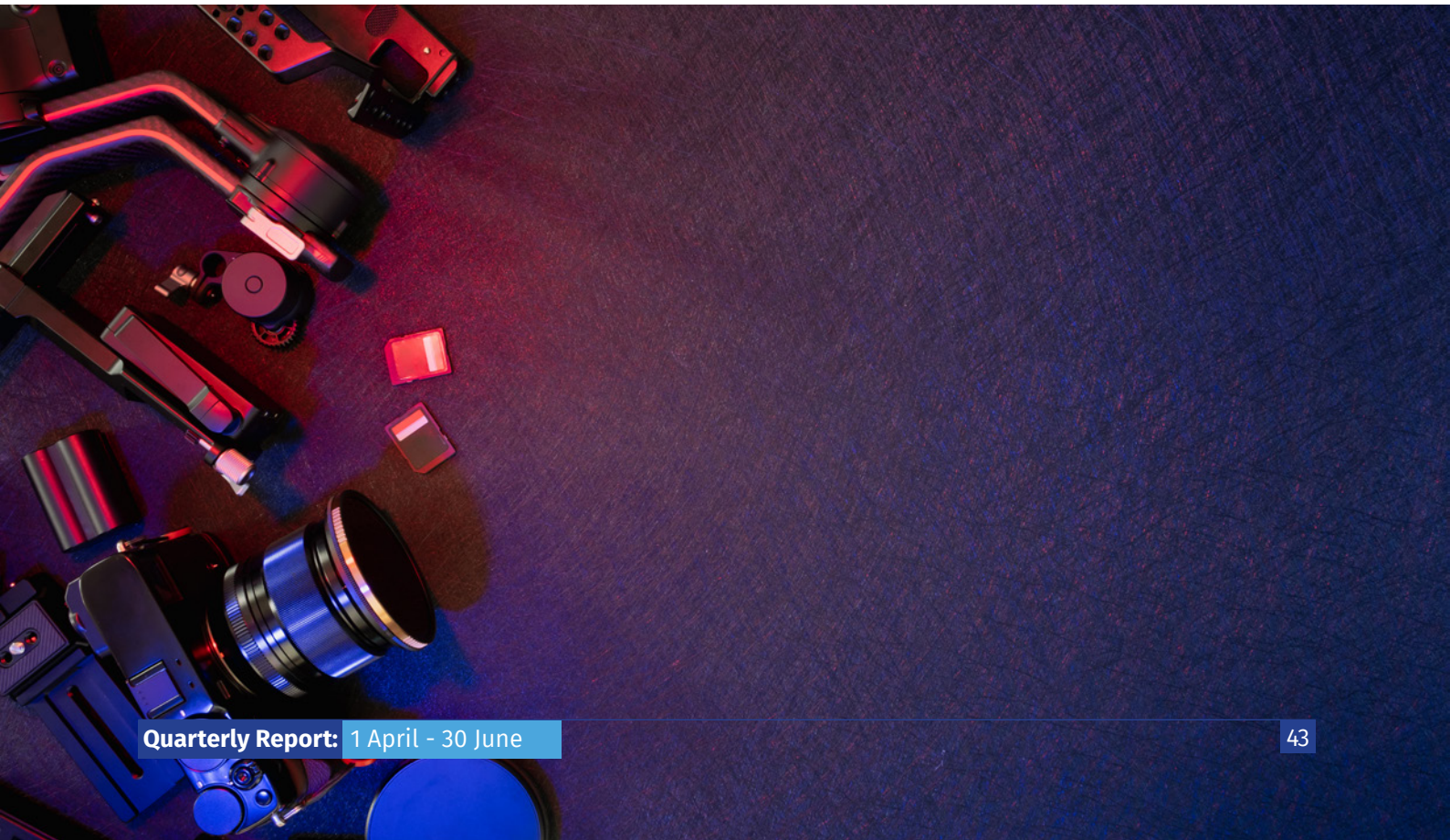
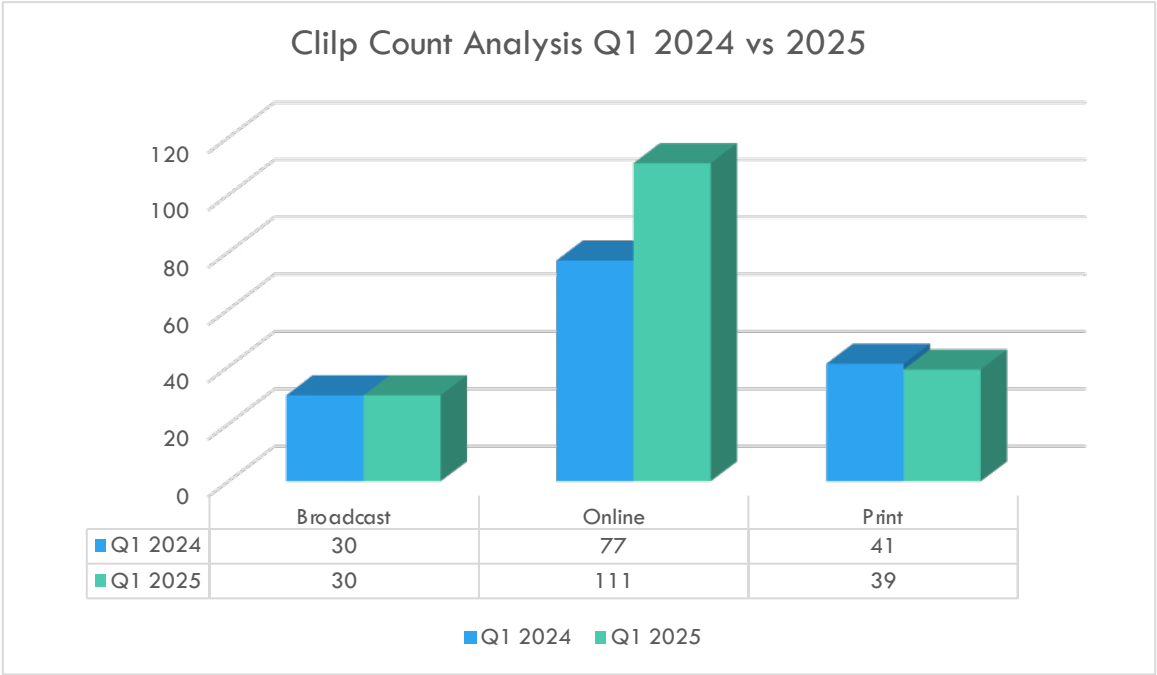
AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between April to June 2025 is R8 034 569,00 and the PR/editorial value translates to R24 103 713,00. A comparison is made between Q4 2025 vs Q1 2025 and Q1 2024 vs Q1 2025.

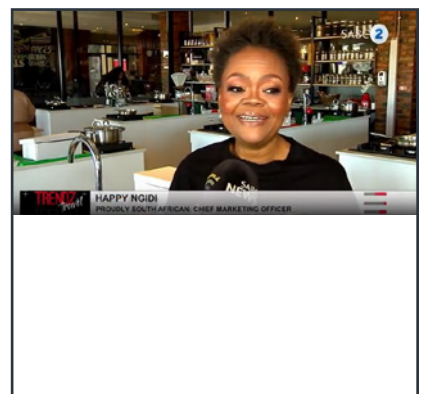
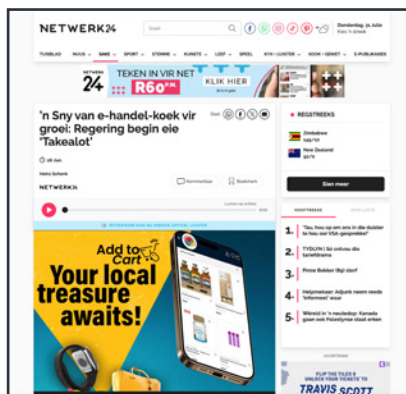


4.5.4 CLIP COUNT ANALYSIS

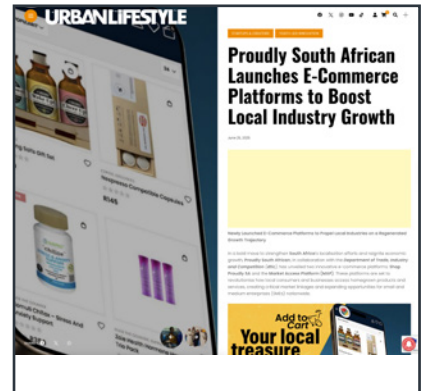
The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast, and online for the period under review (April - June 2025). A comparison is made between the Q1 analysis for 2024 vs 2025.



COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS





4.5.5 SOCIAL MEDIA SNAPSHOT

We take great pride in the goldmine that is our owned platforms, particularly our social media channels. The level of interest and engagement we've experienced this quarter has been outstanding. Our social media presence forms the cornerstone of our strategy, aimed at expanding our reach to a broader audience and customer base.

Below is a table that illustrates Proudly South African's following on social media platforms for April to June 2025.

	Followers 1 Oct – 30 Dec 24	Followers 1 Jan – 31 Mar 25	Q3-Q4 growth	Q/Q growth (%)
Facebook likes	40 799	41 024	225	0.55
Facebook follows	126 169	129 000	2 831	2.24
Instagram	48 351	50 190	1 839	3.80
LinkedIn	13 445	13 752	307	2.28
Twitter	186 166	185 364	-802	0.43
YouTube	968	1000	32	3.31
TikTok	60 328	65 421	5 093	8.44
TOTALS	476 226	485 751	9 525	2.00%

This quarter the campaign's social media platforms reached some 823 541 consumers through captivating and thought-provoking content.

4.6) Marketing & PR - Conclusion

The Marketing and Public Relations division concluded Quarter 1 on a strong and purposeful note, driving forward the localisation agenda through strategic initiatives that reinforced Proudly South African's position at the heart of economic advocacy.

This quarter was characterised by meaningful campaigns and engaging platforms, including the proactive media rollout of our e-commerce solutions, which generated extensive coverage and interviews in June ahead of their official launch on the 1st of July. Thought-provoking initiatives like the Man Cave, along with dynamic activations at the Rand Show and Mother's Day event, also stood out. These efforts not only captured widespread media and public interest but brought the Buy Local to Create Jobs message into sharp focus, inspiring consumers and industry stakeholders alike.

Through a well-coordinated and integrated Marketing and PR approach, the division effectively spotlighted the indispensable role of local businesses in fostering job creation and economic resilience. Public understanding and appreciation of the tangible benefits of supporting local were notably deepened, driving behavioural shifts and strengthening stakeholder partnerships.

Quarter 1's achievements have laid a solid foundation for continued impact, amplifying national pride and ensuring that the Proudly South African narrative remains a compelling call to action for all South Africans.



4.7) PRESENTATIONS

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

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

DATE	EVENT	VENUE
11 April 2025	Creative Cynergy Event	Johannesburg
16 April 2025	NEDLAC Community Constituency	Boksburg
29 April 2025	Pharmaceutical Webinar	Online (Virtual)
02 June 2025	Special Sectors Exco	Dtic
05 June 2025	Aviaafrica Expo	Kempton Park
12 June 2025	Mens Event	Riversands Incubation Hub
18 June 2025	Presentation to select Committee on Economic Development and Trade	Cape Town



4,8

Buy local
to create jobs.

BRAND MANAGEMENT

The Brand Management team made significant strides in reinforcing Proudly South African's presence across all brand touchpoints. From digital design to high-visibility public placements, our creative and strategic contributions played a pivotal role in amplifying the organisation's key messages and deepening audience engagement.

This period saw the development and execution of a wide-ranging suite of creative assets, including custom e-cards, digital invitations, and branded mailers to support the Events Team. These assets ensured consistent, professional communication for milestone activations such as the Proudly SA e-commerce platform launch, strategic presentations by the CEO and CMO, and thought-leadership events including Creative Energy, IMM and GRYND. Each design deliverable was intentionally crafted to reflect the energy, innovation, and integrity of the Proudly South African brand.

As part of our broader visibility strategy, we also secured LED advertising at the Bafana Bafana vs. Tanzania match - a prime opportunity to reach a national audience through sport. This high-traffic placement aligned our brand with national pride and passion, positioning Proudly SA at the heart of shared moments that matter.

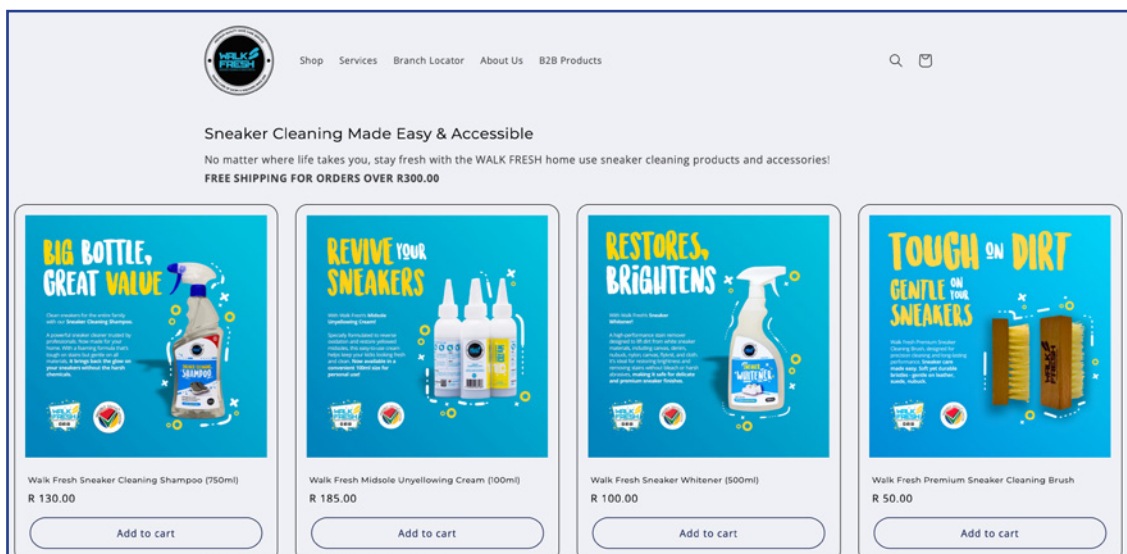
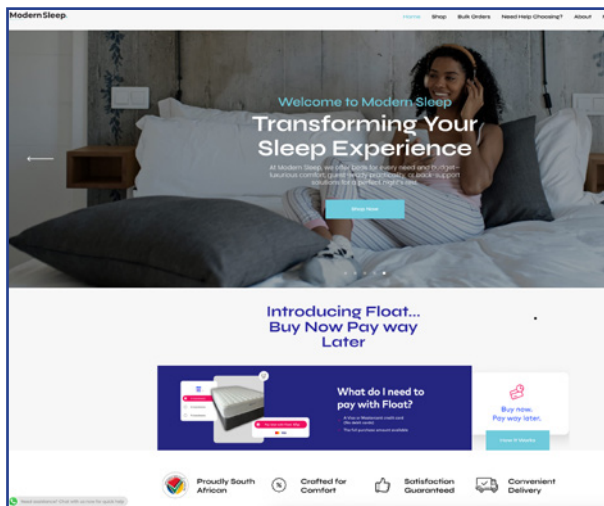
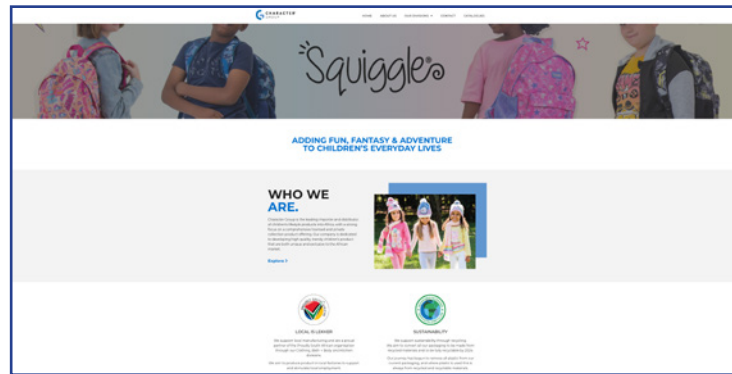
Our work during this quarter was underpinned by a focused drive to maximize reach, resonance, and relevance. By actively supporting strategic partnerships, aligning with priority campaigns, and maintaining a high standard of visual and verbal consistency, the Brand Management team continues to shape how Proudly South African is perceived - bold, credible, and future-forward.

Looking ahead, we remain committed to evolving the brand narrative through creative excellence and strategic amplification that keeps localisation and national economic impact at the centre of our work.

LOGO USAGE

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

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



LED PERIMETER SCREEN

Bafana Bafana vs Tanzania at Peter Mokaba Stadium 06 June 2025



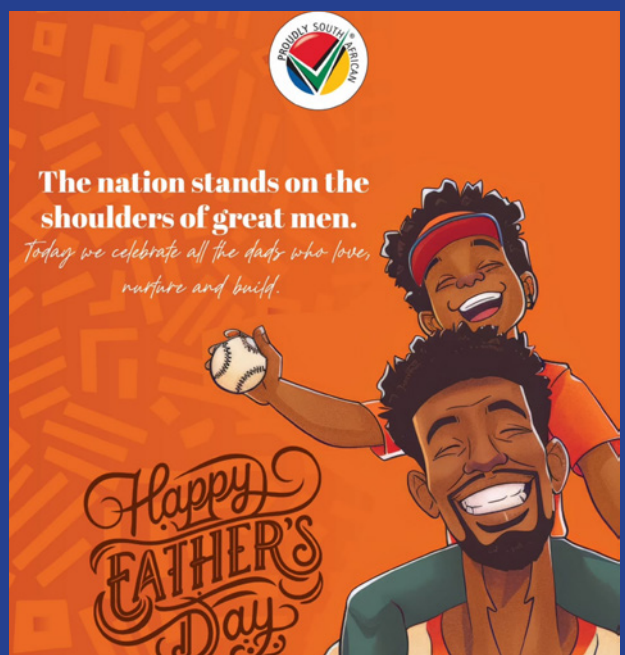
Proudly South Africa took centre stage at Peter Mokaba Stadium during the friendly international match between Bafana Bafana and Tanzania on 6 June 2025. With thousands of fans in the stadium and millions watching across broadcast platforms, this was a powerful opportunity to showcase our Proudly South African brand, connecting with a passionate football audience while highlighting our commitment to supporting locally made products and services.



SOCIAL MEDIA E-CARDS



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



LOCALISATION – PRIVATE AND PUBLIC SECTOR

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



(i) PRIVATE SECTOR

Localisation Commitment Pledges:

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

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

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

2023/2024

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

2024/2025

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

2025/2026

1. Automotive Industry Transformation Fund (AITF)
2. Transnet
3. South African Breweries (SAB) [expansion of the original commitments made in 2023 and 2024]
4. South32 Hillside Aluminium
5. PG Bison [update and confirmation of its commitment made in 2023]
6. iSanti Glass
7. Isuzu Motors South Africa
8. Santam
9. Clicks Group
10. Food Lovers Market
11. The Standard Bank
12. Beier Group
13. ZEDA (Avis and Budget)

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

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

1. Proudly SA eCommerce Partnerships
2. Sectoral Masterplans (as initiated by various Government Departments)
3. Market Access Platform (MAP)
4. Proudly SA's Furniture Portal
5. Proudly SA Business Matchmaking Programme at the 2025 Buy Local Summit and Expo
6. Other Localisation Initiatives

1. Proudly SA eCommerce Partnerships

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

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

Also included in this report, is the addition of members and their products on Proudly SA's own online store in this segment.

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

Platform	Members	Products
Zulzi	23	78
Made by Artisans	19	158
Makro Marketplace	52	1037
Bizzmed	8	79
Loot Marketplace	14	181
OneDayOnly	28	88
Bobshop	19	2,104
Takealot	14	282
Local Roots Africa	new partnership	
Woza Woza Online	new partnership	
Hivve Wholesale	new partnership	
Wakanda Food Accelerator	new partnership	
Proudly SA Online Store	194	669
Total Vendors/Products as at the end of March 2025	371 (69 new additions)	4,676 (114 new additions)

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

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

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

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

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

The platform includes elements of preferential procurement such as B-BBEE designation and category of persons such as youth-owned businesses. MAP is now a main point of focus at all Proudly SA presentations in order to encourage corporate buyers to enlist and utilise MAP as a tool for localisation in-line with local procurement commitment pledges that have been made.

Currently, a total of 1,764 companies have been loaded onto the platform. Proudly SA’s focus for the next financial year will be to target corporate buyers to enlist of the platform and support member companies through procurement.

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

The Proudly SA furniture portal comprises a comprehensive list of local manufacturers producing furniture and related products that have been vetted in accordance with industry standards (where applicable) as determined by the regulators, and in accordance with the specifications determined by the public sector. Buyers interested in procuring these local products will have access to the company name, the contact person, the company’s location, website and contact details, including an image of the product offering as well as a detailed description. Not only does this portal serve as a marketplace for local furniture manufacturers and related products, but it is also indicative of the availability of locally made products more broadly in the country.

The portal is an initiative proudly supported by **the dtic**.

5. Proudly SA B2B Matchmaking Programme at the 2025 Buy Local Summit and Expo on 17 and 18 March 2025 (“the event”)

Since 2021, Proudly SA has actively sought buyers from retailers, distributors, wholesalers and corporates to support our membership base by attending the Proudly SA Buy Local Exhibition in order to meet our members, hear their stories, and to afford them the opportunity to interact and engage with member products and services with a view to include them as part of their supply chain and/or ESD programmes going forward.

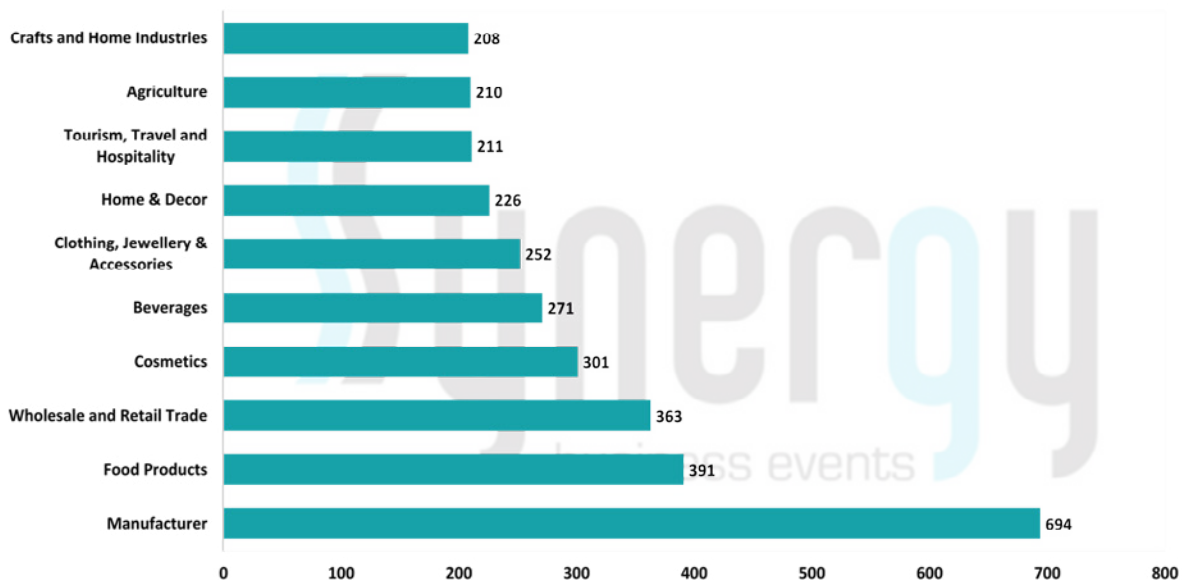
With the help of the B2B Matchmaking Platform, profiles were created for members (“exhibitors”) exhibiting at the event and targeted buyers identified by both the exhibitors and Proudly SA. The platform also facilitated meetings over the two-day period, and continuous follow-up will endure until the 30th June 2025 to ensure members who exhibited benefited optimally from their participation at the event.

2025 was a phenomenal year with the most meetings facilitated through Proudly SA’s endeavours! Here is an update of the progress made:

- on the B2B Matchmaking Platform, among 289 profiles (167 exhibitors and 120 buyers), 975 meetings were honoured over the 2-day period
- exhibitors had an average of 10 meetings over the two days
- B2B Matchmaking profiles on the platform by industry:

Manufacturer	108	Automotive & Related	15
Food Products	53	Cleaning Products & Services	15
Cosmetics	34	Mining & Related Services	15
Wholesale and Retail Trade	34	Construction Engineering	13
Beverages	32	Electronics	13
Clothing, Jewellery & Accessories	31	Furniture & Related	12
Professional Services	29	Footwear	11
Tourism, Travel and Hospitality	29	Pharmaceutical, Medical & Related	10
Agriculture	28	Toys & Educational Products	10
Home & Decor	23	Culture, Entertainment, Music	8
Catering	21	Office Equipment & Supplies	8
Healthcare	21	Property & Real Estate	7
Crafts and Home Industries	20	Media Production Services	5
Educational, Development & Training	18	Petroleum	5
Information Technology	18	Institutions	4
Government	16	Water & Sanitation	4
		Fire & Safety	3

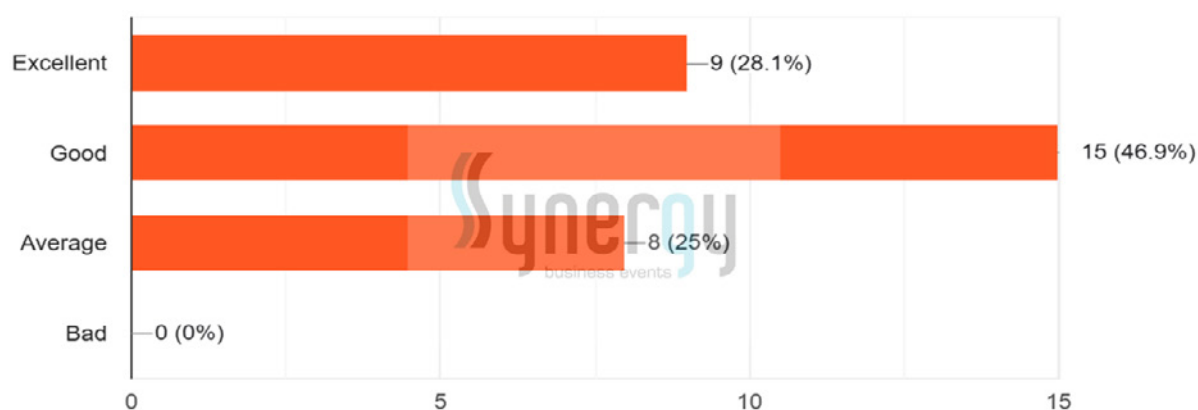
- Top 10 targeted industry categories as identified by buyers requesting meetings with exhibitors:



- Rating of the B2B Matchmaking Programme (both buyers and exhibitors): 4 ½ stars
- Buyers rating the quality of exhibitors:



- Exhibitors rating the quality of buyers:



- Feedback on the economic impact and employment numbers will follow in quarter 2 of 2025/2026 once follow-ups have been concluded on 30th June 2025.

6. Other Localisation Initiatives currently supported by Proudly SA:

Private Sector	
Absa	FNB
Adcock Ingram	South32
EY	The JSE Limited
Macsteel	Youth-owned Business Awards
MultiChoice	Massmart
SAPPI	Hello Group
Sasol	Toyota
South African Breweries	Adreach
Southern Sun	Avis
TFG	Old Mutual
The Sleep Group	PPC
ACTOM	Amazon South Africa
Discovery Health	Clicks Group
Tetra Pak	Isuzu Motors South Africa
Lesco Manufacturing	iSanti Glass
Nestlé South Africa	Food Lovers Market
Hisense South Africa	Santam
Lactalis South Africa	Beier Group
Naspers	The Standard Bank
The Takealot Group	Primedia

Industry Bodies and Associations	
Apparel Manufacturers of SA	Taverners Association
Business Leadership of South Africa	Restaurant Association
Cement SA	Consumer Goods Council of South Africa
Centre for Development and Enterprise	UCanGrow
Conscious Companies	GS1 Barcodes
Fresh Produce Association	Property Point
Informal Economy Development Programme	Black Business Council
Medical Device Manufacturers of South Africa	Southern Africa Vehicle Rental and Leasing Association (SAVRALA)
Automotive Industry Transformation Fund (AITF)	Aluminium Federation of South Africa (AFSA)
Programmes:	
BUSA Localisation Committee	Consumer Goods Council of SA's Illicit and Counterfeit Campaign
Localisation Support Fund	Takealot Group's Local Marketplace Programme
Harambee Youth Employment Accelerator	Clicks Group
SA Food Alliance	Garden Route Entrepreneurship Week
Annual Local Timber Summit	Wakanda Food Accelerator Programme
SA Canegrowers Association: Home Sweet Home Campaign	Southern Sun's HCI (Hosken Consolidated Investments) Club
Quality Council of India	AVI Expo (poultry) (newly added)
Buy Zimbabwe	Clothing Industry Bargaining Council (newly added)
Adreach	Sactwu's Special National Extended Secretariat (newly added)
Tetra Pak, South Africa	IDF Capital Fund (Busa Township Economy Fund) (newly added)
Public Sector:	
Companies and Intellectual Property Commission with BizPortal	South African Education and Training Authority (SASSETA)
Council for Scientific and Industrial Research	BankSETA
Department of Small Business Development (Small Enterprise Development Agency (SEDA) & Small Enterprise Finance Agency (SEFA))	Local Government Sector Education and Training (LGSETA)
eThekweni Metropolitan Municipality	Invest South Africa

Gauteng Department of Economic Development	B-BBEE Commission
Government Communication and Information System (GCIS)	The SABC
International Trade Administration Commission (ITAC)	Telkom Limited SOC
Import and Export Control	the dtic 's Black Industrialist Scheme
National Treasury with the Central Supplier Database	The Tshwane SEZ
State-owned Enterprise Procurement Forum	COEGA Development Corporation
South African Revenue Service (SARS) Industry Stakeholder Forums (Clothing and Textile & Furniture)	National Empowerment Fund (NEF)
South Coast Tourism	Durban Government (SMME programme)
Trade & Investment KwaZulu-Natal (TIKZN)	Ithala Bank
Wine Transformation Unit (WITU)	Department of Economic Development: Gauteng Office of Consumer Affairs
Dube TradePort	SA Medical Research Council
Richards Bay Industrial Development Zone	Brand SA: Canadian Food Innovation Network
Gauteng Tourism	Competition Commission
National Consumer Commission	Mosselbay Municipality's office of the Mayor
National Lotteries Commission	Gautrain
the dtic 's Localisation through Procurement Cross-Cutting Sectorial Intervention Task Team	Department of Forestry, Fisheries and Environment
City of Cape Town Localisation Programmes	TIPS Masterplan Committee
National Presidential SMME and Co-operative Awards	Department of Small Business Development Market Access Support Programme
The African Growth and Opportunity Act (AGOA) Forum	Public Procurement Reference Group to develop Preferential Procurement Regulations
Consumer Protection Forum	SEDFA (Small Enterprise Development and Finance Agency)
IDC Clothing Textile and Footwear Desk	National Heritage Council
National Treasury SMC Forums (National Departments, State-owned Enterprises and Provincial Treasuries)	Gauteng Department of Economic Development and the Gauteng Enterprise Propellor's Funding Symposium
South African Standards Bureau Roundtable Discussions	Finance and Economic Development MEC roundtable: Gauteng Economic Development Plan
Land Bank	the dtic 's Furniture Design Competition
Airports Company South Africa (newly added)	National Treasury R59 and 64 tender specifications (newly added)
OR Tambo SEZ (newly added)	East London IDZ (newly added)
Mpumalanga Economic Growth Agency (newly added)	

(ii) PUBLIC SECTOR

Proudly SA is mandated to–

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

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

1. Proudly SA's Tender Monitoring Function

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

In Q4 of 2024/2025, the Proudly SA tender monitoring function picked up 148 tenders related to the 28 products previously designated for local content.

The former list of products designated for local content includes:

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

Designated Products	Local Content Threshold	Date
Plastic Pipes	100%	2020
Air Insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial Lead Acid Batteries	50%	2020
Cement	100%	04-10-2021

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

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

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

the dtic reported the following in terms of levels of tenders that contained local content requirements in respect of the procurement of previously designated products, for Quarter 1 and 2 of 2024/2025:

	Bids Reviewed Quarter 1 (2024/2025)	Bids Reviewed in Quarter 2 (2024/2025)
Compliant	7 (6%)	4 (5%)
Non-compliant	98 (91%)	81 (95%)
Partially Compliant	3 (3%)	N/A
TOTAL	108	85

As of quarter 3 of 2024/2025, **the dtic** categorises bids received as per the following:

- Whether bids were received within the previously designated sectors and are compliant or partially compliant with the with local content thresholds as per the previously designated sectors, and
- Whether bids were received outside the previously designated sectors.

	Bids Reviewed Quarter 3 (2024/2025)	Bids Reviewed Quarter 4 (2024/2025)
Bids received within the previously designated sectors	38 (17%)	43 (20%)
(Number of bids received that are compliant with previous local content thresholds)	8 (4%)	5 (2%)
(Number of bids received that are partially compliant with previous local content thresholds)	1 (<1%)	0
Bids received outside the previously designated sectors	180 (83%)	174 (80%)
TOTAL	218	217

	Previously-Designated Bids Reviewed Quarter 1 (2025/2026)
(Number of bids received that are non-compliant with previous local content thresholds)	77 (93%)
Number of bids received that are compliant with previous local content thresholds	2 (3%)
Number of bids received that are partially compliant with previous local content thresholds	4 (4%)
TOTAL	83

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

The assenting of the Public Procurement Act, 2024, which contained clear local procurement requirements, has brought about renewed hope for public procurement to again be positioned as a lever for driving re-industrialisation that will be underpinned by localisation, leading to much needed economic growth, as well as the retention and creation of much needed jobs in the economy.

With **the dtic** Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA had intended to host an event at the 2024 Buy Local Summit and Expo, to educate the public sector on the importance of localisation and how best they can contribute (i.e. include local content provisions in their SCM policies). However, due to the lack of interest, the event was cancelled. This has necessitated the need to push for the hosting of this public-sector wide forum and for it to be used to educate public sector procurement officials on the provisions of the Public Procurement Act, despite the fact that the regulations are still to follow.

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

3) Proudly SA's contribution to the drafting of the Preferential Procurement Regulations

Under the auspices of **the dtic**, National Treasury invited Proudly SA to contribute to the drafting of the Preferential Procurement Regulations as required in the Public Procurement Act of 2024.

The following contributions have been made and (where indicated) have been provisionally accepted for submission to National Treasury:

Background to Proudly SA's submission

Proudly SA's core mandate is to promote the procurement of locally-made products and services rendered locally (utilising locally-made products as much as possible) across all industries to all spheres of society (including the private sector as well as consumers); but in this instance, the State including government departments on all levels, public entities and state-owned enterprises.

Proudly SA is also the custodian of a membership base which consists solely of companies adhering to its four key compliance criteria, namely, a sufficient level of local content, proof of adherence to quality as determined by the relevant regulatory bodies, implementation of safe environmental standards and fair labour practices. These Proudly SA members are eligible to utilise the trade marked Proudly SA member logo on its marketing and corporate collateral as well as on suitable products, the companies may also benefit from Proudly SA's value proposition focused on access to market opportunities, and make up the Proudly SA database of high quality, locally-made products and services.

It is Proudly SA's intention for the Procurement Regulations to explicitly state the importance of all Government entities to favour the procurement of locally-made goods and services rendered locally. Proudly SA's main focus will therefore be on Section 20: "Designation of sectors for local production and content".

With this background, Proudly SA hereby submits its initial inputs for the Preferential Procurement Regulations.

Name of the Institution / Stakeholder	Name of Representative in Reference Group	Date of Submission
Proudly South African	Eustace Mashimbye, and Jeannine van Straaten	With prior permission: 15 January 2025

Section under the PPA	Section 16(3) of the PPA
Specific Provision	If procurement in accordance with section 17, 18 or 19 is not possible, the procuring institution must record and report the reasons to the Public Procurement Office and the relevant treasury in the prescribed manner.
<u>Rationale /Basis of Proposal:</u> To ensure the fluid implementation of the Act/Regulations and its integrity be upheld, consequences for non-compliance must also be addressed.	
<u>Proposal:</u> It is recommended that the Public Procurement Officer works closely with the Office of the Auditor-General of South Africa to ensure that the Act/Regulations including preferential procurement of locally-made products is implemented accordingly. Should any party be found guilty of non-compliance, immediate action should be taken against the party, whether criminal or other, and that such culprit be held liable in their personal capacity (as per the latest amendments to the Public Audit Act). A whistle-blower telephone line/email address may be used to report non-complying parties anonymously. Transgressors and transgressing entities as well as their transgressions must be publicised so to make an example of non-compliance of the Act/Regulations.	
<u>Decision: Submission has been PROVISIONALLY ACCEPTED</u>	

Section under the PPA	Section 20(8) of the PPA
Specific Provision	A procuring institution must, in addition to the measures stipulated in sub-section (1) to (7), evaluate the bid in terms of the prescribed criteria .
<u>Rationale /Basis of Proposal:</u> Even though it is understood that “prescribed criteria” in this instance refers to “category of persons” or suppliers as iterated in Sections 17-19, it is of the utmost importance that the Act creates a transparent procurement system that is developed first and foremost to promote goods manufactured in the country without discarding other preferential factors including categories of person, business and sectors. More specifically, the Act should ensure that local manufacturers and local content are at the heart of every procurement decision made by the public sector.	

Proposal:**Proposal:**

Proudly SA requests that the starting point be that preference should be given to locally-made goods over and above the previously designated products and sectors, and those still to be designated, by including certain commitments made previously by the public sector in the Local Procurement Accord (agreement signed on 31 October 2011 by representatives of labour, government, communities and business to promote local procurement in the country in support of the New Growth Path) and as contained in the Economic Reconstruction and Recovery Plan in the Regulations: namely and in addition to,

i) The public sector to commit to actively expanding the list of (national) products by at least five products per annum. It is also recommended that the previously designated products be reconsidered rather than be discarded as a great amount of resources have been allocated for this project in the past. The combination of the reconsidered and new list of items must be in consultation with all social partners, but specifically relevant industry and association bodies, membership organisations, and regulatory bodies that are familiar with particular industries/sectors. This list of organisations must be published in a centralised point so to create awareness of industry professionals. It is also requested that designations be revised every five years rather than every year, given the amount of work and resources that goes into this activity.

ii) The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items/designated items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Act/Regulations, but not publishing the required information).

iii) Centralised purchasing of all previously (national) designated items and new items through local technology/online system or portal. Proudly SA is of the view that a central point will advance local procurement to ensure aggregated spend, with advantages for economies of scale.

iv) To further advance centralised purchasing, procurement officials must have access to product specifications in line with the needs of the Republic and the capabilities of local manufacturers. Therefore, product specifications must be revised and published in one central point to alleviate any confusion from the public sector in order to invite local companies to bid accordingly. Should procurement officials have a need for a product not yet made locally, the contract period should be shortened to ensure local manufacturers seek support from government and/or social partners to build capacity to start manufacturing locally.

v) Development of resources, including people and IT structures, is of utmost importance to ensure that the objectives of the Act/Regulations are met.

iv) The awarding of tenders and contracts should be done in a way that further advances industrialisation through promoting investment in the Republic. Therefore, as an incentive to investors, the public sector should conclude longer term (minimum five-year) procurement agreements, which will serve as off-take agreements in order to introduce a new locally-manufactured product or manufacturer, or to capacitate existing manufacturers who wish to manufacture to scale in order to meet the procurement needs (in terms of volume) of the public sector.

Decision: Submission has been PROVISIONALLY NOT ACCEPTED**Rationale:**

Proposal is noted; however, the inputs provided here may be submitted when the proposed designations are gazetted; alternatively (or even simultaneously) the dtic may be directly engaged on these matters. Reference in section 20(8) to "prescribed criteria" refers to the evaluation criteria that will be prescribed in regulations under section 24(1)(d).

Section under the PPA	Section 21 of the PPA
Specific Provision	A procuring institution may, in accordance with prescribed conditions , provide for measures to advance sustainable development in procurement.
Rationale /Basis of Proposal:	
In order to advance sustainable development in procurement, the following is suggested:	
Proposal:	
Proudly SA recommends that:	
i. a full list of qualifying local manufacturers be made available in each bid as well as in a centralised point (online). This list may also be updated regularly and published alongside the product specifications as detailed above. ii. Proudly SA would like to re-iterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise). Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation. iii. Industry bodies and associations, member organisations as well as beneficiaries of Local Manufacturers' enterprise and supplier development programmes may also be considered. These organisations should be published in a centralised point.	
Decision: Submission has been PROVISIONALLY ACCEPTED	

Section under the PPA	Section 22 of the PPA
Specific Provision	When procuring, a procuring institution may, in accordance with prescribed conditions , provide for measures to advance the creation of jobs, intensification of labour absorption, beneficiation, innovation and the development of small enterprises within a particular geographical area.
Rationale /Basis of Proposal:	
In order to advance the creation of jobs, intensification of labour absorption, beneficiation, innovation and the development of small enterprises within a particular geographical area:	
Proposal:	
Proudly SA recommends that:	
i. a full list of qualifying local manufacturers (including the companies' province/municipality/city/suburb/village/dorps) be made available in each bid as well as in a centralised point (online). This list may also be updated regularly and published alongside the product specifications as detailed above. ii. Proudly SA would like to re-iterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise). Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation. iii. Industry bodies and associations, member organisations as well as beneficiaries of Local Manufacturers' enterprise and supplier development programmes may also be considered. These organisations should be published in a centralised point.	
Decision: Submission has been PROVISIONALLY ACCEPTED	

Section under the PPA	Section 23(1) of the PPA
Specific Provision	A procuring institution may, as prescribed , provide for measures for preference as a condition of contract that the supplier must achieve at the end of the contract.
<u>Rationale /Basis of Proposal:</u> Procuring entities' own additions to its policies must be in-line with Government Departments' localisation programmes (such as the sectoral masterplans).	
<u>Proposal:</u> The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items/designated items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Act/ Regulations, but not publishing the required information).	
<u>Decision: Submission has been PROVISIONALLY ACCEPTED</u>	

4) SABS Local Content Verification

Proudly SA is participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform. The partnership will be reviewed in quarter 1 of 2025/2026 to further drive and support the respective parties' localisation initiatives.

5) Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA is undertaking an integration process with the CSD. Development work for both organisations have been completed. Members will also have the benefit of the use of the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place in 2025/2026.

6) 6. State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.



PROUDLY SA MEMBER SUCCESS STORIES

In-line with Proudly SA's mandate to support member companies through its various programmes and initiatives, Proudly SA has collated a number of successes achieved during the 2023/2024 financial year and continues this initiative in the current financial year. In this report, reference is made to those achievements made in 2024/2025:

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

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

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KT Wash Detergents: Membership Drive (April 2024)

Member description

KT Wash Detergents is a household detergent manufacturer, based in Nigel, east of Johannesburg.

Proudly SA intervention

KT Wash Detergents was introduced to Pick n Pay – a retail readiness programme

Impact

- Job creation – 250 jobs
- They have diversified their product portfolio and are therefore able to access more retail markets and a greater shelf space with the use of the Proudly SA logo on all packaging

Long-term effect

- Job retention and job creation
- Diversified product portfolio

Redamancy Wines: PR Exposure (2 August 2024)

Member description

Redamancy is a new breed of premium wine producers. The products are hand crafted and fermented under their natural yeasts.

Proudly SA intervention

Proudly SA lobbied for a SAFM telephonic interview where the company unpacked their brand offering to over 571 000 listeners. This opportunity garnered PR value of R38 340.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers



Lineo Lesemane

The event provides a unique platform for wine lovers, industry professionals and retailers to explore the richness of local wine offerings.

Wine enthusiasts and makers gathered at the Prison Break Market last weekend for the annual Proudly South African Local Wine Expo.

The event, held from 26 July to 28 July in Johannesburg, provided a unique platform for wine lovers, industry professionals and retailers to explore the richness of local wine offerings.

The expo kicked off with a brief media launch attended by esteemed guests, including Finance and Economic Development MEC Lebogang Mole.

Mole expressed his enthusiasm for the initiative, stating: "We want to be part of similar initiatives in many other industries. Our economy is not in a constant state, and the cost of living and doing business is too high."

ships and our love for wine-making. This love is evident in the quality of our wines."

Discussing their challenges, Rapizi noted the difficulties in branding and marketing.

"The wine industry is tight-knit, making it hard for newcomers to establish themselves. Despite our knowledge, penetrating the local market has been tough. Larger brands dominate, so our goal is to make smaller brands like ours known."

"It's been a rewarding yet frustrating journey."

Likensio Malibe from Koni Wines shared similar senti-

Proudly SA CEO, Eustace Mashimbye said: "The Proudly SA Local Wine Expo has been a tremendous success, exceeding our expectations."

"The presence of so many tal-

ented female winemakers and the enthusiastic response from attendees and retailers highlight the strength and promise of our local wine industry."



Koni Wines: PR Exposure (10 August 2024)

Member description

Koni Wines is synonymous with consistent quality. Experts rate it as an easy but sophisticated wine range, of which four wines received gold awards in various wine competitions.

Proudly SA intervention

Proudly SA invited media to attend the Local Wine Expo and feature the local winemakers. Koni Wines is one of the brands that were interviewed by the journalist in attendance. The article was published by The Saturday Citizen which syndicated nationally. It garnered PR value of R131 870 with a readership of 8 205.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers



Tosh Detergents: Women's Day Event (30 August 2024)

Member description

Tosh Detergents was formed as an economic business initiative to respond to the current hygienic and economic challenges. With the objective to empower young leaders through sustainable job opportunities, leveraging the potential of the women in communities and raising awareness on the importance of good hygiene and clean spaces.

Proudly SA intervention

Proudly SA hosted an event to celebrate Women's Month in partnership with Southern Sun. The objective of the event was to celebrate women who are leading in different sectors of business and to also celebrate female owned business leaders. As part of the proceedings of the event, various prizes were won by members. The grand prize, sponsored by Adreach: R100 000 free outdoor advertising in Johannesburg over a period of 3 months, was won by Tosh Detergents.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers



Tosh Detergents: Compliance assistance (August 2024)

Tosh Detergents was formed as an economic business initiative to respond to the current hygienic and economic challenges. With the objective to empower young leaders through sustainable job opportunities, leveraging the potential of the women in communities and raising awareness on the importance of good hygiene and clean spaces.

Proudly SA intervention

Proudly South African introduced Tosh Detergents to GS1 who assisted the company with their barcoding and packaging. GS1 barcodes are the only codes authorised throughout Africa and the rest of the world. Choosing GS1 barcodes means you never have to worry about validity because it's globally verified by GS1 and it's often a requirement for listing in the local retail market as well as abroad.

Proudly SA invited Tosh Detergents to participate in a retail readiness programme. Proudly SA introduced Tosh Detergents to the Franchise Association of South Africa ("FASA") who opened the door to their Pick n Pay listing.

Impact

- Retail Readiness
- Access to market via FASA who afforded the company the opportunity to be listed into Pick n Pay stores nationally.

Long-term effect

- Job retention
- Potential job creation through retail listing
- Product portfolio development
- Financial and economic growth



Memuka Mats: DStv Delicious Festival (21-22 September 2024)	
Member description Memuka Mats products are made from 100% virgin polypropylene raw materials for long-term performance and durability.	
Proudly SA intervention Proudly SA showcased members to sell at the Proudly SA Village at the DStv Delicious Festival of Food and Music which attracts over 40 000 visitors over the two-day period. This gave members a valuable platform to market and sell their products, furthering Proudly SA's mission to promote local businesses and create market access opportunities.	
Impact Memuka Mats was able to sell 32 products, and they managed to obtain a few leads and made contact with potential resellers. One of the clients who visited their stall was looking to distribute their product into the European market.	
Long-term effect Brand awareness and sales derived from the festival will lead to business sustainability and job retention and creation.	



Kota King: DStv Delicious Festival (21-22 September 2024)

Member Description

Kota King is a famous and a must try out of smash, gourmet, traditional and lifestyle kotas. Kota is part of South African culture and a Proudly South African meal.

Proudly SA intervention

Proudly SA showcased members to sell at the Proudly SA Village at the DStv Delicious Festival of Food and Music which attracts over 40 000 visitors over the two-day period. This gave members a valuable platform to market and sell their products, furthering Proudly SA's mission to promote local businesses and create market access opportunities.

Impact

Kota King made a great number of sales over the two days and were one of the most popular food stalls at the festival. This intervention amounted to R20 000 in sales. This, according to Rhulani Shibambu the founder of Kota King, has helped them to generate an income that will help them sustain their business which has grown over the years through the assistance of Proudly SA. This also helps them to retain jobs and contribute to the growth of the township economy.

Long-term effect

- The business can be sustained, and the jobs can be retained. This will also contribute to the expansion of the business.



2 Selai - Kota Festival (27 April 2024)

Member Description

2 Selai was born out of the desire to challenge what is the status quo. Founded in November of 2017, 2 Selai started as a small shop in the garage of a Soweto home. 2 Selai has an events arm with which they can reach a wider range of clientele and explore their culinary expertise in the Kota industry.

Proudly SA intervention

Proudly SA showcased members to sell at the Proudly SA Village at the DStv Delicious Festival of Food and Music which attracts over 40 000 visitors over the two-day period. This gave members a valuable platform to market and sell their products, furthering Proudly SA's mission to promote local businesses and create market access opportunities.

Impact

- 2 Selai generated revenue of over R20 000 by attending the two days of the festival. Through the brand exposure they received from Proudly SA via social media posts, they managed to attract a lot of festivalgoers to go and buy from their stall.

Long-term effect

- Job retention
- Sustaining the business

Tosh Detergents: PR Exposure (6 September 2024)

Member Description

The unique formulation of their products is one major aspect that gives Tosh Detergents a competitive advantage. Their products are ultra-concentrated ensuring that the value exceeds cost.

Proudly SA intervention

Proudly SA lobbied for a SAFM telephonic interview where Tosh Detergents unpacked their brand offering to over 571 000 listeners. This opportunity garnered a PR value of R25 872.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Possible job creation through new customers

Atlas Paints: PR Exposure (13 September 2024)

Member Description

Atlas Paints produces high-quality architectural paint and coatings.

Proudly SA intervention

Proudly SA lobbied for a SAFM telephonic interview where Atlas Paints unpacked their brand offering to over 571 000 listeners. This opportunity garnered PR value of R42 126.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Possible job creation through new customers



Tolokazi Beer: PR Exposure (13 September 2024)

Member Description

Tolokazi takes prides in using premium indigenous African ingredients in their brews such as sorghum, rooibos and African Queen hop.

Proudly SA intervention

During world beer day, Proudly SA coordinated an interview between Tolokazi Beer and Newzroom Afrika to talk about the impact of the new tax law. PR value garnered was R140 000.01 reaching 47 959 viewers. Newzroom Afrika went to the factory to conduct the interview.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers

KT Wash: Membership Drive (April 2024)

Member Description

Freshmo Brands is a family founded business which was formed 2014. In 2016, the owners came up with concept of mouth-wash which is packaged in a sachet.

Proudly SA intervention

The company was offered a profile opportunity by Proudly SA on Power FM that garnered PR value of R765 159,99 with 262 000 listeners.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers

Corner Dladla Pizzeria: PR Exposure (3 September 2024)

Member Description

Corner Dladla Pizzeria is a Proudly South African quick service restaurant specialising in wood-fired pizzas, chicken wings and ribs.

Proudly SA intervention

Interview opportunity on Power FM garnered PR value of R765 159,99 with a 262 000 listenership.

Impact

- Increased brand awareness and exposure
- Customer engagement
- Enhanced credibility

Long-term effect

- Job retention
- Potential job creation through new customers
- Corner Dladla Pizzeria: PR Exposure (3 September 2024)

Freshmo: Access to Market at SAITEX (11-13 June 2024)

Member Description

Freshmo Brands is a family founded business which was formed 2014. In 2016 they came up with concept of mouthwash which is packaged in a sachet.

Proudly SA intervention

Proudly SA participated at SAITEX and invited 4 member companies to be part of the expo as an access to market opportunity.

Impact

- A packaging company approached Freshmo to assist with new packaging.
- Two media companies were interested in doing a story and an interview on Freshmo which will be a marketing opportunity for them.
- Manhattan Hotel and Towers requested Freshmo to submit a proposal with an objective of having Freshmo being the official mouthwash for their properties.

Long-term effect

- Freshmo will be able to sustain their business and retain jobs as a result of the brand awareness and exposure derived from attending SAITEX.

Maloane Foods and Catering Supplies: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Maloane Foods and Catering Supplies processes traditional sliced biltong, hot sticks, dry wors, cabanossi, crisp and chilli bites.

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- Maloane Foods and Catering Supplies generated leads from a customer in Rustenburg who owns shops at different resorts for them to supply 1 000 packets of biltong every month. The owner of the BP garage in Dobsonville has requested Maloane to supply biltong as from 19 March 2025. During the event they generated sales to the value of R9 500 and also made another R12 500 from 250 packets sold to another company in Soweto on 21 March 2025. Due to brand exposure from the social media coverage as well, Maloane also made more sales at another event in Constitutional Hill.

Long-term effect

- Maloane Foods and Catering Supplies' attendance at the Buy Local Summit and Expo will lead to long-term growth through new business opportunities. The leads generated from a Rustenburg customer and the BP garage in Dobsonville will provide steady demand for their products. Sales from the event and subsequent transactions in Soweto and Constitutional Hill boosted revenue, allowing Maloane to reinvest in raw materials and meet growing demand. The increased brand exposure also supports ongoing sales growth and ensures job retention through timely employee payments.

Letzwash Laundry Service t/a Bonolo Scents : Buy Local Summit and Expo (17-18 March 2025)

Member Description

Bonolo Scents produces fabric softeners and laundry liquid detergents

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. Bonolo Scents also got media coverage on SABC.

Impact

- Bonolo Scents made 10 sales at the event and an additional order for 25 bottles of fabric softeners. The member also received orders from resellers in Botswana. Through the media coverage on SABC they gained brand exposure to new customers

Long-term effect

- Bonolo Scents' attendance at the Buy Local Summit and Expo will drive long-term growth by expanding their customer base, both locally and beyond South African borders. The sales made at the event, along with the order for 25 bottles of fabric softeners and resellers in Botswana, will ensure a steady stream of business. Media coverage on SABC also enhanced brand visibility, attracting new customers and opening doors for future sales opportunities.

Makoya Adhesives: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Makoya Adhesives is a manufacturer of multi-purpose adhesives.

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. Makoya Adhesive also received media coverage on SABC and other radio stations have scheduled interviews for them to talk about their product.

Impact

- Makoya Adhesive's believes that this was their most successful attendance at any event which surpassed their expectations. They generated sales to the value of R1200. They also gained brand exposure through SABC.

Long-term effect

- Makoya Adhesives' attendance at the Buy Local Summit and Expo will have long-term benefits, including increased brand recognition and customer awareness through SABC coverage. The sales generated, along with the enhanced exposure, will likely lead to ongoing business growth and future opportunities. Their successful participation sets a strong foundation for expanding their market reach and exceeding future sales targets.

Shop4Me t/a Mbadada Luxury Sneakers: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Mbadada Luxury Sneakers manufactures and sells genuine leather sneakers and other clothing items.

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- Mbadada Luxury Sneakers generated sales to the value of R4 000 and they also received more orders of shoes from the visitors of the event.

Long-term effect

- Mbadada Luxury Sneakers' attendance at the Buy Local Summit and Expo will have significant long-term effects, including increased brand exposure, particularly through interactions with new customers and the orders generated at the event. The sales of R4 000 and additional orders from expo visitors will help secure a steady revenue stream. The event also supports job retention, as the increased demand allows for sustained operations. This exposure and growth will likely open doors for new market opportunities, ensuring continued success and business expansion.

Imidwi Construction Services: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Imidwi Construction Services specialises in building, civil construction, health and safety consulting.

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. The company was interviewed by 702 radio station.

Impact

- Imidwi Construction Services met with potential funders who will assist with the funding of their operations, as well as with material manufacturers. While no immediate sales were generated, this provided them with valuable opportunities to connect with manufacturers for sourcing materials. Additionally, Imidwi gained exposure by speaking about their brand to a broader audience through an interview with Radio 702.

Long-term effect

- Attending the Buy Local Summit and Expo provided Imidwi Construction Services with long-term benefits, including access to raw materials from new manufacturers, which will help reduce costs and improve project efficiency. This access to resources ensures smoother operations, contributing to job retention by maintaining steady workflows and keeping the business afloat. The exposure and connections gained also enhance their financial stability and growth potential.

Khoi Tech: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Khoi Tech manufactures locally made smart watches and earpods.

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The summit included a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. A number of media houses including national and other radio stations interviewed Khoi Tech.

Impact

- Khoi Tech sold out their stock over the 2-day event, achieving sales to the value of R150,000. The revenue generated from these sales made a significant contribution towards covering operational costs and paying their service providers. Additionally, the media coverage generated during the event helped to raise brand awareness, further enhancing their market presence.

Long-term effect

- The long-term benefits for Khoi Tech from attending the event include increased revenue, which will support business sustainability and provide the financial stability needed to expand operations. The sales generated will also contribute to job creation and retention, ensuring a growing workforce to meet demand. Additionally, the increased brand awareness from media coverage will enhance Khoi Tech's market

Yivani: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Yivani manufactures skin care products

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- Through the B2B business matchmaking service, Yivani met with the Clicks Group buyers and they will be listing their products. Sales to the value of R5 000 were generated at the event. Newzroom Afrika went to their factory to cover their operations. From this factory media coverage Yivani was approached by other businesses with an intention to do business with them.

Long-term effect

- The listing deal with Clicks will contribute to company growth and sustain the business. Through this they will be able to retain jobs in the business. Through the media coverage Yivani brand Yivani has a long-lasting positive effect.

Sanath Trading: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Sanath Trading manufactures indoor and outdoor branding, branded merchandise, corporate wear, flags and building branding

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. Sanath Trading was also given media coverage on Alex FM.

Impact

- By attending the Buy Local Summit and Expo, Sanath Trading secured sales worth R40,000 through orders placed during the event. Additionally, the company generated 79 leads, including key contacts from large corporates and government departments.

Long-term effect

- Attending the Buy Local Summit and Expo has positioned Sanath Trading for long-term benefits, including increased sales and valuable leads. The R40,000 in orders and 79 generated leads, including from major corporates and government departments, will drive sustained revenue growth. This financial stability will support business sustainability, enabling Sanath Trading to retain jobs and ensure continued operations in the future.

Glolooks Beauty: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Glolooks Beauty manufactures and specialises in hair care range for adults and kids

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- Through the B2B business matchmaking service, Clicks expressed interest in Glolooks' kiddies range. Samples have been sent to Clicks, and the listing process is now underway. Additionally, Glolooks generated sales to the value of R1,800 at the event.

Long-term effect

- Attending the Buy Local Summit and Expo has provided Glolooks Beauty with significant long-term benefits, particularly the imminent listing at Clicks. This partnership is expected to increase product distribution, drive sales growth, and enhance brand visibility. The increased revenue from the listing will support business sustainability, enabling Glolooks to retain jobs and ensure ongoing operations. The exposure and potential growth in retail channels will further strengthen the company's market position, securing its future success and stability.

AB Designs: Buy Local Summit and Expo (17-18 March 2025)

Member Description

AB Designs manufactures and retails wooden products

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- AB Designs made sales worth R5,400 from selling their wooden products at the event. In addition to this, they generated valuable leads, with whom they are already in active engagement. The social media posts by Proudly South African further elevated their brand visibility, enhancing their presence in the market.

Long-term effect

- By attending the Buy Local Summit, AB Designs stands to benefit from several long-term effects. The R5,400 in sales provides immediate cash flow, helping to keep the business afloat and supporting its ongoing operations. The leads generated at the event further present opportunities for future sales and potential partnerships. Additionally, the social media exposure from Proudly South African has significantly elevated AB Designs' brand visibility, which will attract more customers and drive future sales. This increased market presence positions AB Designs for sustained growth and greater success in the long run.

Bodigadi: Buy Local Summit and Expo (17-18 March 2025)	
Member Description	Bodigadi produces beverages and energy drinks
Proudly SA intervention	Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact	Bodigadi received an order for 5 cases of product and, in addition, generated several leads from the event. They have already begun engaging with these leads to explore potential opportunities. Furthermore, Bodogadi has received a follow-up call from Funding Fridays, which may present further prospects for growth.
Long-term effect	Attending the Buy Local Summit and Expo will have long-term benefits for Bodigadi, including improved cash flow through new orders and leads. The exposure could also lead to additional funding opportunities, such as the callback from Funding Fridays, helping to sustain the business and retain jobs.

Modern Sleep: Buy Local Summit and Expo (17-18 March 2025)	
Member Description	Modern Sleep manufactures beds and mattresses
Proudly SA intervention	Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact	At the event, Modern Sleep made sales worth R15,000, which will directly support their operations. Additionally, the coverage on Radio 702 enhanced their brand's credibility and significantly increased awareness.
Long-term effect	The sales of R15,000 made at the event will provide immediate support for Modern Sleep's operations, contributing to the sustainability of the business and aiding in job retention. The media coverage on Radio 702 will create long-term brand awareness, further establishing credibility and attracting future customers, which will help secure ongoing growth and stability for the company.

Modern Sleep: Buy Local Summit and Expo (17-18 March 2025)	
Member Description	Miante Global Foods specialises in producing nuts, seeds, dried fruit and dry goods
Proudly SA intervention	Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact	Through attending the Buy Local Summit and Expo, Miante Global Foods generated sales worth R5,000. They also met several customers interested in reselling their products. Additionally, through the business matchmaking service, they connected with Clicks buyers, who requested product samples with the aim of selling them under the Clicks brand. This opportunity led to the creation of three new jobs within their operations and significantly boosted their brand visibility.
Long-term effect	Attending the Buy Local Summit and Expo provided Miante Global Foods with long-term benefits, including increased sales, potential collaboration with Clicks, and expanded brand visibility. These opportunities will drive growth, create more jobs, and strengthen their market presence.

Rapgen Health Solutions: Buy Local Summit and Expo (17-18 March 2025)	
Member Description	Rapgen Health Solutions specialises in manufacturing of cosmetics and herbal wellness products
Proudly SA intervention	Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact	Rapgen Health Solutions achieved sales totalling R5,210 at the Buy Local Summit and Expo. In recognition of their potential, the Clicks Group has extended an invitation for them to join their Enterprise Development Programme. Additionally, through the B2B business matchmaking platform, Rapgen Health Solutions successfully secured a meeting with Dischem Pharmacies, opening new avenues for growth and collaboration.
Long-term effect	Attending the Buy Local Summit and Expo has provided Rapgen Health Solutions with key long-term benefits. The R5,210 in sales and increased visibility at the event have positioned Rapgen for further growth and opportunities. Securing a meeting with Dischem opens the door to potential collaboration, expanding their market reach and distribution through Dischem's extensive retail network. By joining the Clicks Group's Enterprise Development Programme will offer valuable mentorship, resources, and financial support, ensuring Rapgen can navigate challenges and maintain business growth in the long run. These opportunities will significantly aid in the company's expansion and sustainability.

Cosmo Dumpling: Buy Local Summit and Expo (17-18 March 2025)	
Member Description	Cosmo Dumpling produces traditional steamed bread (dumplings)
Proudly SA intervention	Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities. The member was approached by The Citizen newspaper to arrange an interview with them therefore enhancing visibility of their brand.
Impact	Cosmo Dumpling achieved sales to the value of R2,400 at the summit. Following the event, they were approached by several businesses expressing interest in reselling their dumplings. These include the Soweto Kota Festival, Soweto Shell garage, as well as Dee, the owner of a restaurant, who would like Cosmo Dumpling to become the official dumpling supplier for her establishment. This presents a significant opportunity for Cosmo Dumpling to expand its reach and explore potential partnerships in the local foodservice market.
Long-term effect	By attending the Buy Local Summit and Expo, Cosmo Dumpling will benefit from increased brand exposure, valuable business partnerships, and new sales channels. The interest from resellers like the Soweto Kota Festival, Soweto Shell garage, and Dee's restaurant opens opportunities for long-term growth and market expansion.

Funocurls Green Beaut : Buy Local Summit and Expo (17-18 March 2025)
Member Description Funocurls Green Beauty are a manufacturer of natural cosmetics
Proudly SA intervention Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact Funocurls achieved sales amounting to R4,500 at the Buy Local Summit and Expo. In addition to this, they generated numerous leads during the event and are already in discussions with potential buyers. Their participation in the Buy Local Summit and Expo has significantly contributed to an increase in sales.
Long-term effect Attending the Buy Local Summit and Expo has provided Funocurls with significant long-term benefits. The R4,500 in sales, coupled with valuable leads, has opened doors for ongoing business growth. As these leads convert into sales, Funocurls will experience increased cash flow, improving financial stability and enabling reinvestment in the business. This boost in sales and cash flow will support the long-term sustainability and expansion of the business.

Cook'd: Buy Local Summit and Expo (17-18 March 2025)
Member Description Cook'd manufactures Kombucha beverage
Proudly SA intervention Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.
Impact Cook'd made several sales at the Buy Local Summit and Expo, generating enough revenue to cover the cost of the casual employees hired for the event. Through the B2B business matchmaking service, they connected with retail partners who placed orders to sell their products. Following the event, Cook'd was interviewed by YFM, leading to increased enquiries from other businesses interested in stocking their products. This exposure and new partnerships are likely to drive long-term growth and sales for the business.
Long-term effect Attending the Buy Local Summit provides Cook'd with long-term benefits, including new retail partnerships that will drive sales and expand their market reach. The YFM interview increased brand visibility, leading to more business enquiries and opportunities to stock their products. These connections and exposure will support sustainable growth and increased revenue over time.

4Matat Tissues: Buy Local Summit and Expo (17-18 March 2025)

Member Description

4Matat Tissues specialises in manufacturing toilet paper products

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- At the Buy Local Summit and Expo, 4Matat Tissues generated R10,000 in sales. They were approached by two businessmen in the wholesale space who purchased all their stock, which was delivered to their premises after the event. This helped 4Matat Tissues achieve job retention. Additionally, through these businessmen, they made a valuable contact who will supply them with quality and more affordable raw materials, reducing input costs. This will improve their financial position, supporting job creation and business growth.

Long-term effect

- Attending the Buy Local Summit and Expo has several long-term benefits for 4Matat Tissues. The sale of stock to wholesalers not only provided immediate revenue but also established valuable business relationships. The connection with a supplier offering more affordable raw materials will reduce production costs, enhancing profitability. This cost reduction, combined with increased sales, will create a more financially stable foundation for 4Matat Tissues, enabling job retention, creation, and long-term business growth.

Sister Jenny Jen-Til Touch: Buy Local Summit and Expo (17-18 March 2025)

Member Description

Sister Jenny specialises in manufacturing natural healing and beauty creams

Proudly SA intervention

Proudly South African hosted the Buy Local Summit and Expo on 17-18 March 2025, providing members with a platform to showcase their products and services, build connections, and create growth opportunities. The event includes a B2B matchmaking service to connect members with potential buyers, partners, and suppliers, opening doors to new market opportunities.

Impact

- Sister Jenny Jen-Til Touch made R8 000 in sales during the summit. Through the B2B matchmaking, Sister Jenny engaged with Clicks and Massmart, both of whom expressed interest in listing her products. Massmart requested the necessary documentation for product listing, while Clicks asked for product details to initiate the listing process.

Long-term effect

- The long-term effects of Sister Jenny Jen-Til Touch's participation in the Buy Local Summit include increased market access through partnerships with major retailers like Clicks and Massmart, leading to higher sales and brand visibility. The summit offers ongoing B2B opportunities, fostering business growth and expanding her network. Securing retail listings enhances brand recognition and credibility. Additionally, her growth could contribute to job creation and broader economic impact. Overall, the summit positions Sister Jenny for sustained success and market expansion.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 April to 30 June 2025) – Performance against the Annual Performance Plan targets for the quarter

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2025/26	Quarter 1: Performance Target	Quarter 1: Achievement
Educate consumers on the importance of buying local (Local Procurement Accord) and on country-of-origin labels – 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 and the importance of buying local and country of origin labels through:				
	* Above the line campaign , i.e., Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and mall advertising campaigns;	Buy Local Game Time campaign reached more than 25 million people during 2023/24	Above the line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers;	No consumers reached	LED Parameter – Bafana Bafana vs Tanzania +2 238 594
	To increase awareness of Proudly SA, influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through:	Awaiting Report from SAIL			
	*PR as well as Below and Through the line activities through social media, press releases, interviews on all media touch points and other PR related activities	Reached more than 100 million people during 2023/24	LED Parameter – Bafana Bafana vs Tanzania	3 million consumers	Traditional media: 84 415 807,90 Social Media: 8 971 121 +90 386 929
	National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment);	Hosted 11x Activations during 2023/24	At least 6 consumer activations hosted annually	No consumer activation hosted per quarter	-
	Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)	18x Campus/Community and/ or youth campaigns undertaken during 2023/24	12 x Campus / Community and/ or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (3 per quarter)	3x campus / community and/ or Youth targeted radio interviews/ competitions or advertising campaigns per quarter	3x Radio 919: 28 May YFM: 25 June LM Radio: 26 June

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
	Consumer education programmes targeting basic education learners	3x consumer education programme undertaken during 2023/24	At least two consumer education programme targeting basic education learners	None	-	-
	Consumer education programmes targeting tertiary education learners	3x consumer education programme undertaken during 2023/24	At least one national consumer education programme targeting tertiary education learners	None	1x VUT Student Entrepreneurship Workshop	+1
		2x presentations were made during 2023/24	Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	VUT Student Entrepreneur Workshop	-
	Proudly SA Events/Exhibitions/ Expo's/Villages at third party trade expos	Participated in 10 trade expos and events during 2023/24	Participation in at least 8 major trade fairs / expos per annum	Participation in 2 trade fairs/expo per quarter	3x AVI Africa, Rand Easter Show & Cannabis Expo	+1
	Sector specific expo and/or activations showcasing Proudly SA products and in support of a labour-intensive industry	Wine Expo and Local Fashion Police hosted during 2023/24	Sector specific expo. activity showcasing at least two industries/ products (Agro-processing – Wines and CTFL or Automotive)	None	Media Cook-off	+1
	Proudly SA participation in 3rd party markets for consumer education purposes	Participated in 10 consumer markets and during 2023/24	Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets consumer per quarter	South Gate Market	-1 (due to cancellations from the organisers, we will achieve the target in next quarter)
	Increased awareness of the buy-local message and/or campaign during Heritage month	2 activities were conducted (Delicious Food & Music Festival and Joy of Jazz) during 2023/24	Roll out of at least 1 Heritage month consumer targeted activity per annum	None	-	-
	Buy Local Summit – focusing on buying local (consumer education)	Annual Buy Local Summit and Expo held during 2023/24	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	None	-	-
	Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	Annual Buy Local Expo held during 2023/24	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	None	-	-

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:					
	* Partnership with SOEs, national, provincial, and local government structures on the education of procurement officials on the inclusion of local content provisions in their respective preferential procurement (SCM) policies) to increase local procurement within the public sector (Engagement with procurement practitioners in the public sector)					+1
	Partnership with SOEs, national, provincial, and local government structures on the education of procurement officials on the inclusion of local content provisions in their respective preferential procurement (SCM) policies) to increase local procurement within the public sector (Engagement with procurement practitioners in the public sector)	*Presented to SOEs at a SOEPF quarterly meeting during 2023/24	*Participation in at least 1 platform per annum targeted at heads of procurement/ finance in SOEs	None		
	Partnership with SOEs, national, provincial, and local government structures on the education of procurement officials on the inclusion of local content provisions in their respective preferential procurement (SCM) policies) to increase local procurement within the public sector (Engagement with procurement practitioners in the public sector)	*Presented to a Joint SCM Forum for national departments in 2023/24	*Participation in at least 1 platform targeted at heads of procurement/ treasury in provincial government per annum	None		
		*Presented to a 3x Joint SCM Forum for national departments, provincial treasuries and municipalities in 2023/24	Participation in at least 1 platform targeted at heads of procurement/ finance in national government per annum	None		
		Presented to a Joint SCM Forum for local government in 2023/24	Participation in at least 1 platform targeted at heads of procurement/ finance at local government per annum	None		

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	2 559 tenders/RFPs were identified in 2023/24	At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	300 tenders/RFPs per quarter		
	CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	New Activity	Increase number of sectors/products tracked through the monitoring tool	Increase number of sectors/products tracked through the monitoring tool		
		Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	None		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Increase procurement of local products and services in the private sector through engagements with Business.	National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:					
	Presentations to apex business bodies, including Business Chambers, associations and/or industry events	3x presentations, each to apex business organizations (BLSA, BUSA & NEDLAC) in 2023/24	Presentations to at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI	None		
		Presented to 47 Business Chambers and/or associations in 2023/24	Presentations to at least 8 business chambers, associations and or industry bodies per annum	Presentation to at least 2 business cambers, associations and/or industry bodies per quarter		
		New Activity	*Participate in at least 8 industry (stakeholder) forums in support of localisation	Participate in at least 2 industry stakeholder forums in support of localization per quarter		
	Local Procurement Partnerships with large retailers and/or manufacturers	Concluded 4x partnerships (Pro Roof Steel and Tube,Tetra Park South Africa, Lactalis South Africa and South 32) in 2023/24	Partnerships with at least 4 major retailers / manufacturers	Partnership with at least 1 major retailer/ manufacturer		
	Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments	Annual Buy Local Summit held during 2023/24	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus	None		
	Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector	Annual Buy Local Expo held in 2023/24	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to buyers and SCM officials	None		

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
	Sector Specific Workshops/Forum	1 x sector specific forum (Local Fashion Police) hosted in 2023/24	1 x sector specific engagement per annum	None	Media Cookoff	+1
	Business Forums/ webinars with dtic and other strategic partners	42 Business Forums held during 2023/24	40 Business forums and/or webinars per annum, targeted at the private sector	10x Business Forums and/or webinars per quarter	14x -Delicious Webinar - The Future of SA Manufacturing - Pharmaceutical Webinar -Social Media Webinar -CIPC Compliance Webinar -VUT Entrepreneur Workshop -Beer Association Webinar -Local Food Systems & Economics Resilience -Digital Rise Webinar -Legal Webinar -SA Youth Month Webinar -Legal Webinar -Cyber Security in your business -SA's Youth Start Up	+4
	Proudly SA Events/Exhibitions/ Expo's/Villages at trade expos	Participated in 10 trade expos in 2023/2024	Participation in at least 8 major trade fairs / expos per annum (as per 1.1 above)	Participation in at least 2 major trade fairs / expo per quarter	3x -AVI Africa -Cannibas Expo - Rand Show	
	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	Matchmaking programme enabled Proudly SA to registered 346 buyers (23 from major retailers) at the BLSE and they have been added to our database in 2023/24	Development of a database of buyers and/or SCM officers for purposes of hosting or rolling out at least one market access programme for the benefit of locally made products and services per annum	Maintenance and continuation of a Market access programme for members (Locally Made products)		
	Increase access to market opportunity for locally made products in the informal sector (market)	New Activity	Incorporation of localization in at least one informal sector programme	None		
	Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of industry bodies and companies from which commitments are secured	18x commitments were secured in 2023/24	Secure new localisation commitments from at least 8 corporates and/or industry bodies per annum	At least 2 new localization commitments per quarter		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1 Performance Target	Quarter 1: Achievement	Variance
Retention and Recruitment of Members, as well as growth of the database of locally made products and services for local procurement	Number of members recruited and retained	*320 new members recruited during 2022/23	*Recruit at least 320 new members per annum	Recruit at least 80 new members per quarter		
	(The criterion for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy)	89% of all members due for renewal retained during 2023/24	*Retain at least 80% of all members due for renewal per annum.	Retain at least 80% of all renewals per quarter.		
	Growing the database of South African supplier products and services for local procurement	More than 1 287 new products and services were registered on the database during 2023/24	1 000 new products and/or services registered per annum	250 new products and services added to the database		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Partnership with enforcement agencies (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products)	Develop partnerships with Intergovernmental State Enforcement Agencies, and participation in multi-disciplinary processes with key stakeholders, such as SARS, Consumer Protection Forum, SABS, BB-BEE Commission, etc	Participated in 47 SARS forums in 2023/24	Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participate in at least 3 SARS industry forums per quarter		
	Collaboration with ITAC in increasing industry participation in efforts being made to reduce unfair trade practices.	New Activity	At least one industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per annum	None		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Brand research - Development of a scientific basis for local procurement	Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector, and consumers.	Brand or Consumer Research to be undertaken at least per annum	Brand or Consumer Research to be undertaken at least once per annum	None		
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes;	40 Dipstick surveys were conducted in 2023/24	At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	At least 10 x Dipstick surveys per quarter conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	14x -DSTV Delicious Webinar -The Future of SA Manufacturing -Pharmaceutical Webinar -Social Media Webinar -CIPC Webinar -Beer Association Webinar -Local Food Systems & Economic resilience -Local Entrepreneurs Man Cave -Legal Webinar -SA Youth Month Webinar -Cyber Security in Your Business -Youth Business Startup Webinar -Let's Have Tea -Digital Rise Webinar	+4
Effective management of Proudly SA intellectual property	* Percentage of successfully executed letters of demand and court actions against identified transgressors	* Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing, or other corporate material.	*Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified.	Done	-
			*Annual compliance reviews of all members	Annual compliance reviews of all members – 100%	Done	-
			*Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally.	Done	-

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Strengthening Media and PR relations and social media	* Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	*Daily, weekly, and monthly reporting	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members, and other stakeholders	Daily monitoring of media reports coverage on Proudly SA, its members, and other stakeholders	Newsclip Media Monitoring Metricool for social media	-
	*Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers, and other stakeholders).	51 press releases issued during 2023/24	Press releases: At least 48 press releases and/or opinion pieces per annum	At least 10 press releases and/or opinion pieces per quarter	11 (see 4.5.2 above section)	+1
	*Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of media relations strategy where the campaign can discuss with the media tactical issues, e.g., job losses in specific sectors, as well as strengthen relations with the media	*52 media engagements held during 2022/23 14 media events / networking sessions were held during 2023/24	*Media engagement: 48 x Media engagements per annum Media Events: At least 4 media events/ networking sessions per annum (virtual)	*At least 12 media engagements per quarter At least 1 media event/ networking session per quarter	13 (see 4.5.3 above section) 4x Media Cook-off Mother's Day Event Blaque Life Quarterly networking event Man Cave	+1 +3
		Renewed relationship with MultiChoice concluded a new partnership with Sowetan S-Mag in 2023/24	*Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/Online and Radio	None	SAFM (now one year of organic media partnership) - 11 April (Eledi home) - 18 April (Taxi Rank Clothing - May (Maverick International Film - 16 May (Themba Radebe Modern Mbadada - 23 May (Blu Beryl) - June (Walk Fresh) - 13 June (Sonware Coffee) - 20 June (Enexi) - 27 June (Babalwa Hygiene) Briefly Monthly editorial placement LM Radio Bi-weekly media interviews with Proudly SA and member companies	+1

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Increased growth and awareness through Social Media platforms	Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns Increase following on social media platforms and increase in publicity by 2% per annum	Following grew by more than 20,8% in 2023/24 Social Media Platforms: Facebook – 281,433 Twitter – 559,688 Instagram – 96,930 YouTube – 2,929 TikTok – 22,509 LinkedIn – 30,017	Average collective increase of the following across all social media platforms by 2% per annum	Average collective increase of the following across all social media platforms by 2% per quarter	2% Facebook likes 41 024 Facebook follows 129 000 Instagram 50 190 LinkedIn 13 752 Twitter 185 364 YouTube 1000 TikTok 65 421	-

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
*Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilised by all online shoppers in SA and private sector buyers wishing to buy locally made products and services)	Launch and maintenance of a Proudly SA online store, with a marked increase in number of products and services	More than 88% annual average growth recorded in number of products and/or services was registered on the E-Commerce platforms in 2023/24	20% growth in number of products and/or services registered on the platform(s) per annum	20% growth in number of products and/or services registered on the platform(s) per quarter.		
	Grow the number of products and services registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	New E-Commerce strategy: Proudly SA is enlisting products of member companies on third party platforms. Total number of products listed by end of 2023/24 was 3689	5% growth in number of products and/or services registered on the platform(s) per annum	5% growth in number of products and/or services registered on the platform(s) per quarter		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	Campaigns were done in support of 4 sectoral masterplans during 2023/24	Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	Sector specific campaign/ activity in support of at least 1 sectoral masterplan per quarter		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
*Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector, and consumers)	*Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	New Activity launched during 2022/23	Partnership and localisation requirements included in the conditions of at least 1 DFIs per annum, or a presentation to the beneficiaries of at least 1 DFIs per annum	None		

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards	*Percentage of processing of all financial transactions always done accurately and correctly	Unqualified opinion received for 2032/24 AFS	Unqualified opinion/ audit report for 2024/25 financial year end audit – Annual Financial Statements	Unqualified opinion/ audit report for 2024/25 financial year end audit – Annual Financial Statements		
Annual Strategic Risk Register	*Approved Annual Strategic Risk Register and quarterly risk management reports.	Approved Annual Strategic Risk Register and quarterly risk management report	100% Compliance	100% Compliance	100%	-

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets 2025/2026	Quarter 1: Performance Target	Quarter 1: Achievement	Variance
Organizational structure is always aligned to organizational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	Organisational structure fully aligned to the strategy	Organogram with positions informed by the organisational strategy and aligned completely	100%	100%	-
	*Percentage of critical positions filled	*100% of all critical positions always filled, including within a reasonable time after they become vacant	*All (100%) critical positions always filled	100%	100%	-
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2022 to March 2023	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 SARS, 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, UIF and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	100%	100%	-
*Proudly SA CSI Projects	*Roll out of a Proudly SA CSI Projects	*Rolled out 1 CSI project in 2022/23	*At least 1 CSI project per annum	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; The effectiveness of internal audit; The risk areas of the entity's operations to be covered in the scope of internal and external audits The adequacy, reliability and accuracy of financial information provided to management and other users of such information Any accounting and auditing concerns identified as a result of internal and external audits The entity's compliance with legal and regulatory provisions The activities of the internal audit function, including its annual work programme, co-ordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and Where relevant, the independence and objectivity of the external auditors.	x x x x x x x			The Audit Committee considers and approves the Audit plans of both the outsourced Internal and External Audit functions which detail all the information referred to herein, as well as all the findings and recommendations of the auditors in respect of this
	TR 27.1.10(a)		Does the audit committee report and make recommendations to the accounting authority?	x			The Audit committee does report and make recommendations to the Board on a quarterly basis
	TR 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	x			The Audit committee meets with the external auditors prior to and after completion of external audits

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		- Are risk assessments conducted regularly to identify the public entity's emerging risks? - Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? - If there is a risk management strategy, is it communicated to all employees?	X X X			Risk Assessment is done annually, and the Risk Register is updated annually and reviewed quarterly The company has a Risk Management Strategy, and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops
	TR 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed
	TR 27.2.7		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?	X			The Internal Audit plan with the new service provider has since been prepared and it is due for approval by the Audit committee. This is a rolling 3-year plan
			Does the internal audit function report to the audit committee detailing its performance against the plan?	X			All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
			Does the internal audit function evaluate the following: - The information systems environment. - The reliability and integrity of financial and operational information. - The effectiveness of operations. - Safeguarding of assets; and - Compliance with laws, regulations and controls	X			As part of the annual internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	51(e)	Financial Misconduct	Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has: • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure		X		No employee has committed any of the offences listed herein
	86(2)		Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the wilful or negligent failure to comply with the provisions of sections 50, 51 or 55?		X		
	TR 33.1.1		Have any employees of the public entity committed financial misconduct?		X		
	TR 33.1.2		If so, was the investigation instituted within 30 days?			X	
	TR 33.2.1		Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct?			X	If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly
	TR 33.3.1		Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing: • The outcome of any disciplinary hearings and/or criminal charges; • The names and ranks of employees involved; and • The sanctions and any further actions taken against these employees.			X	The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee).

PFMA for Public Entities: Planning and Budgeting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
52		Annual budget, corporate plan and shareholder's compact by Schedule 2 public entities and government business enterprises	Did the accounting authority submit the following to the relevant treasury and to the accounting officer of the department at least one month before the start of the public entity's financial year: - a projection of revenue, expenditure, and borrowings for the financial year in the prescribed format; and - a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries.	X			- The budget and cash flow for the financial year were submitted to the dtic on time - The Board has approved the Strategic Plan and it was submitted to the dtic and a Business plan was developed based on the approved Strategic plan.
	TR 29.1.1		Does the corporate plan include the following: - strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact; - strategic and business initiatives as embodied in business function strategies; - key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; - a risk management plan; - a fraud prevention plan; - a materiality/significant framework, referred to in Treasury Regulation 28.1.5; - a financial plan addressing – - revenue, expenditure and borrowings; - asset and liability management cash flow projections; - capital expenditure programmes; and - dividend policies	X X X X X X X			- The approved strategic plan and business plan has been submitted to the dtic as the Executive Authority - This is built into the approved strategic plan - Risk Management plan exists - Fraud prevention plan approved - Materiality is determined prior to and during external audits - This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority

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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 30.1.1.3		Does the strategic plan: • cover a period of three years; • include objectives and outcomes as identified by the executive authority; • include multi-year projections of revenue and expenditure; • include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and • include the materiality/significant framework, referred to in Treasury Regulation 28.1.5.	X X X X X X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations
			Is the strategic plan updated on an annual basis?	X			

PFMA for Public Entities: Management of Working Capital

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	38(1)(i)		Has the public entity submitted a written assurance to the transferring department to the effect that the entity has and maintains effective, efficient and transparent financial management and internal control systems?	X			A written assurance is submitted to the public entity in the form of a letter confirming compliance with Section 38(1)(j) of the PFMA on a quarterly basis
	51(1)		Does the public entity: • have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive and cost-effective? • have a system for properly evaluating all major capital projects prior to a final decision on the project? • collect all revenue due? • Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure? • Manage available working capital efficiently and economically?	X X X X		X	The procurement system is in line with section 217 of the constitution, and is fair, equitable, transparent, competitive and cost-effective. The SCM policy has been revised to ensure substantial compliance with the PFMA and has been approved by the Board There are currently no major capital projects

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.1.3 TR 29.1.6		Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only)			X	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
			If a borrowing programme was submitted, did it include?				
			The terms and conditions on which the money was borrowed?			X	
			• Information on proposed domestic borrowing;			X	
			• Information on proposed foreign borrowing (national entities)			X	
			• Short and long term borrowing;			X	
			• Borrowing in relation to a pre-approved corporate plan			X	
			• The maturity profile of the debt;			X	
			• The confirmation of compliance with existing and proposed loan covenants;			X	
			• Debts guaranteed by the government;			X	
	TR 32.1.1		• Motivations for government guarantees, if required; and			X	No money borrowed by the campaign for any purposes, including for bridging purposes
			• The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established.			X	
			Did the public entity borrow money for bridging purposes? If yes:	X			
			• Was approval obtained from the Minister of Finance?			X	
			• Was the debt repaid within 30 days from the end of the financial year?			X	

PFMA for Public Entities: Reporting

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP
2.	55	Annual report and financial statements	Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: - An annual report on the activities of the public entity during that financial year; - The financial statements for that financial year after the statements have been audited; - The report of the auditors on those statements.	X X X			The Annual Report, Annual Financial Statements and the Auditors report on the financial statements, are all submitted to the dtic on time, as required in the MoA

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			Does the public entity's annual report and financial statements fairly present the state of affairs of the public entity, its business, its financial results, its performance against predetermined objectives and its financial position as at the end of the financial year concerned?	X			The Annual Report and Annual Financial Statements fairly presents the information referred to herein
			Does the annual report and financial statements include: - Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year; - Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure; - Any losses recovered or written off; - Any financial assistance received from the state and commitments made by the state on its behalf; - The financial statements of subsidiaries.	X X X			No material losses incurred through criminal conduct and fruitless expenditure (penalties) incurred during the previous financial year reported as such No criminal charges instituted as no such loss was incurred Proudly SA does not have any subsidiaries
	65		Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?			X	The Executive Authority is not obliged to table this as Proudly SA is not a public entity, however the Annual report is submitted to the dtic to enable the Minister to table this if the need arises
	TR 27.1.7		If no, did the executive authority table an explanation in the Legislature setting out the reasons why the annual report and financial statements were not tabled? Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference	X			This disclosure was included in the Governance section in the Annual Report as the audit committee has an approved set of Terms of references
	TR 27.1.10		Did the audit committee comment on its evaluation of the public entity's financial statements?	X			The Audit committee does comment on the public entity's financial statements in the AFS contained in the Annual Report

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 28.1.1		Does the financial statement include a report by the accounting authority that discloses the emoluments of all directors and executive members of the public entity and its subsidiaries?	X			
	TR 28.1.2		If yes, to above, does the disclosure include? - Fees for services as a director or executive member; - Basic salary; - Bonuses and performance related payments; - Sums paid by way of expense allowances; - Contributions made to any pension fund, medical aid, insurance scheme, etc.; - Any commission, gain or profit sharing arrangements; - Any share options, including their strike price and period; and - Any other material benefits received.	X X X X X		X X X	No commission, gain or profit sharing applicable No share options as there is no shareholding No other material benefits received by the directors and executive members
	TR 28.1.3		Has your public entity adjusted its financial year in accordance with the table in TR 28.1.3?			X	Not applicable, as Proudly SA's financial year is in line already – 31 March
	TR 28.2.1		Does the annual report provide details of the materiality/significant framework applied during the financial year?	X			

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	51(1)(b)(iii) TR 31.1	Cash Management	Are systems, procedures and processes in place in the public entity to ensure efficient and effective banking and cash management, which includes? - Collecting and banking revenue promptly Making payment no earlier than necessary with due regard for efficient, effective and economical programme delivery and the public entity's normal terms for account payments; Avoiding prepayments for goods and services unless required by the contractual arrangements with the supplier; - Accepting discounts to effect early settlement; - Pursuing debtors with appropriate sensitivity and vigor to ensure that amounts receivable by the public entity are collected and banked promptly; - Accurately forecasting the public entity's cash flow requirements; - Timing the in and out flow of cash; - Recognizing the time value of money, i.e. economically, efficiently, and effectively managing cash;	X			Proudly SA is not a public entity but conforms to best practice as prescribed by the PFMA and Treasury Regulations for its banking and cash management

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

Current Risk Register and the related planned mitigating initiatives.

The following strategic risks were reviewed by the Board Management during its strategic session hosted during Q2 of the 2024/25 financial year and approved as the strategic risks that requires mitigation and continued monitoring in order to enhance the organisations' control environment:

STRATEGIC RISK REGISTER 2024/25		
High Level Definition	Initiatives Or Planned Strategies To Enhance Control Adequacy	
1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA.	- Further identify strategic partners, platforms and activities driving policy formulation and economic activities in the country - Grow media partnerships and leverage these to deepen understanding of localisation and publicise the localisation efforts of Proudly SA.	
2. The erosion of the current membership base due to lack of economic growth and perceived value proposition.	- Implementation and improvement of localisation-driven access to market programmes. - Profiling localisation as well as the work of the campaign and its members. - Grow the levels of the sector specific initiatives and activities aimed at giving support to the sectoral masterplans.	
3. Lack of internal capacity, knowledge, experience and resources to develop, roll out, manage, maintain and market an e-commerce platform for locally made products in South Africa	- Identify member companies and suitable third parties to work with in growing the presence and accessibility of locally made products on online shopping platforms. - Appointment of a suitable fit for purpose service provider for the development and management of the envisaged in house e-commerce platform.	
4. Lack of sufficient funding to roll out impactful, high reach and sustained consumer education campaigns.	Continue with the research measuring the impact of the campaign and its programmes on an annual basis.	
5. The lack of local procurement requirements in the public sector, following the introduction of the new procurement regulations.	- Partner with Provincial treasuries and National Treasury to utilise their existing procurement forums to lobby state entities to include local content requirements in their respective preferential procurement policies. - Host a flagship Public sector procurement forum (workshop) with Dtic and SABS in partnership with NT, SOEPF and SALGA - Development of a database of approved products for use by SOEs for technical or speciality products	
6. Lack of procurement of locally made products and services by the private sector	- Promoting localisation in the private sector. - Continue sourcing localisation commitments - Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector	
7. Lack of uptake of Locally made products due to erosion of consumer purchasing power, high unemployment, and benign economic growth.	To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of locally made products, raise the profile of locally made products and educate consumers on the importance of buying local and checking country of origin labels through: Above the line campaign and Below and Through the line: activities using social media, press releases, interviews on all media touch points and other PR related activities.	
8. Business Continuity potentially adversely affected due to Loss of capacity attributable to attrition at Board and Management Level(s).	Process underway to strengthen succession planning process both at board and management level	

Audit Findings – 2024/25

No	Finding	Corrective Action (Plan)	Status
1.	The year end external audit for the 2024/25 is currently underway and the audit outcomes are expected by the end of July 2025.	-	Completed

FINANCIAL REPORT

Financial Report - Expenditure vs Budget Quarter 4 (1st January – 31st March 2025)

Description of item	Budget for the quarter (Q4) Rands	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 Mar 2025) Rands	YTD Variance (31 Mar 2025) Rands
INCOME								
Membership Fees	1,312,500	575,000	(737,500)	(56.1%)	Various leads and renewals are being followed up.	5,250,000	575,000	(4,675,000)
Grant – the dti			-	-	Funds received from Dtic for the BLSE 2025.	46,639,000	30,639,000	(16,000,000)
Trade Exchange	-	100,000	100,000	100,00%		-	100,000	100,000
Sponsorship	1,000,000	-	1,000,000	100%	Additional sponsorships received for BLSE 2025	15,000,000	-	(15,000,000)
Other Income	-	268,735	268,735	100,0%	Interest income & sale of promotional items.	-	268,735	268,735
Total Income	32,951,500	31,582,735	(1,368,765)	4.1%		66,889,000	31,582,735	(35,306,265)
EXPENDITURE								
HR and Staffing costs	8,407,964	8,401,106	6,858	0,0%	Spending within budget range and this due to sufficient staff complement.	34,386,257	8,401,106	25,985,151
Administrative costs	1,959,253	1,711,753	247,500	12,6%	Spending within budget range	7,726,104	1,711,753	6,014,351
Membership costs	94,342	23,863	70,479	74,7%	Cost cutting exercise undertaken	377,370	23,863	353,507
Marketing costs	1,326,434	1,186,940	139,494	10,5%	Spending reprioritization expected within the baseline allocation.	20,284,389	1,186,940	19,097,449
Capital Expenditure & IT	1,028,720	888,363	140,357	13,6%	Spending within budget range.	4,114,880	888,363	3,226,517
Total Expenditure		13,6%	604,688	(4.7%)		66,889,000	12,212,025	54,676,975



QUARTERLY REPORT

1 January – 31 March 2025
(QUARTER 4 – 2024/25 FINANCIAL YEAR)



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