



ANNUAL REPORT 2024/25





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Introduction

About Proudly SA

Vision, mission, values

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ABOUT PROUDLY SOUTH AFRICAN

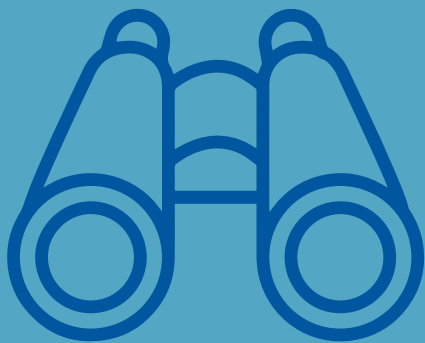
Launched in 2001, Proudly SA (Proudly SA) is the country's local procurement advocacy campaign that aims to promote South African products and services that adhere to stringent criteria. The campaign works to influence the buying behaviour of consumers, private business and the public sector in favour of those locally grown, produced and manufactured goods and services. This is in line with government's plans to eliminate poverty, inequality and above all unemployment.

Member companies that bear the Proudly SA logo have been audited for local content, quality, fair labour practices and adherence to environmental legislation.

The 'Buy Local' approach is an internationally tried-and-tested method to stimulate economic growth through job creation that results from the increased uptake of local goods and services. Proudly SA works to drive this message of economic growth and stimulation through local procurement.

Our Mission

Proudly SA encourages the nation to make personal and organisational contributions to economic growth and prosperity in South Africa by intensifying local procurement. This has a multiplier effect of increasing employment opportunities, stimulating economic growth and local value-add, while reinforcing national pride and patriotism.



Our Vision

Proudly SA's mission is to be a driver of economic prosperity and competitiveness and a business partner for all South African producers and service providers who are committed to quality, creating and sustaining employment, and making a meaningful gain for local industries.

Our Values

Proudly SA provides a country-of-origin brand that effectively identifies, differentiates and promotes local companies' products and services that meet the organisation's criteria.



South Africa prides itself in manufacturing **quality products**



Buy local to create jobs.



STRATEGY & FOCUS

Proudly SA seeks to influence the public and private sectors, and consumers to increase procurement of locally produced and manufactured goods and services, in order to stimulate economic growth and job creation. Our message aligns with that of government as outlined in the Industrial Policy Action Plan (IPAP) and the National Development Plan (NDP), which speak of the need for a drastic reduction in unemployment.

Proudly SA's work also aligns with the broader national development agenda, the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018 and the Economic Recovery and Reconstruction Plan of 2020.

Key focus areas, as per the Strategic Plan, are:

- Educating consumers on the importance and economic impact of buying locally produced goods and services.
- Contributing to increased uptake by the public sector of locally made products by increasing compliance with the local content regulations and requirements contained in the Preferential Procurement Policy Framework Act (PPPFA).
- Increasing local procurement levels in the private sector, educating the private sector on localisation, and soliciting and securing local procurement and localisation commitments from business entities and industry representative bodies.
- Promoting accessibility to locally made products and services for consumers from all spheres of society.

PROUDLY SOUTH AFRICAN 4 PILLARS



LOCAL CONTENT

At least 50% of the cost of production must be incurred in South Africa and there must be substantial transformation of any imported materials.



QUALITY

The product or service must be of a proven high quality.



ENVIRONMENTAL STANDARDS

The company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable. Service providers must demonstrate a willingness to recycle and reduce their carbon footprint.



FAIR LABOUR PRACTICE

The company must comply with labour legislation and adhere to fair labour practices.



When we choose to **buy local**, we do more than just complete a transaction: we invest in our own future.



HOWARD GABRIELS

CHAIRMAN, PROUDLY SA

CHAIRMAN'S FOREWORD

As we present the Proudly South African Annual Report for 2024/25, we reflect on the resilience, growth, and potential that have defined our journey over the past year. This report not only highlights the milestones we have achieved, but also underscores the collective effort of the constituencies and the social compact partners comprising of Business, Labour, Government and Civil Society who continue to work as a collective to build a more vibrant and sustainable South Africa.

At a time when the world faces unprecedented challenges, the strength of our nation lies in the spirit of unity, innovation, and commitment to local development. Proudly South African continues to serve as a beacon for supporting and celebrating homegrown businesses and products. By choosing to support local products and services, we create jobs, bolster industries, and empower communities across the country.

The triple challenge of poverty, unemployment and inequality remains the biggest challenge facing the South African economy. We are building the campaign in the belief that the development of the local economy and local supply chains will have a major contribution to the growth and development of our land.

This past year, we have seen significant strides in promoting South African-made goods, from empowering small enterprises and building market access strategies to fostering partnerships between small and large companies. The growth of our local economy is a testament to the power of local pride and the incredible talent that exists within our borders. But we know that our work is far from finished.

Some of the major milestones we have achieved this year was hosting a resoundingly successful National Buy Local Summit and Expo in March. This event, which attracted more than 200 exhibitors and over 2 000 delegates over two days, is testament to the success of this gathering and indicative of the growing public resonance to the ethos encapsulated by the localisation message. We have also made significant progress in building our membership base with more than 3 000 companies that have taken up membership of Proudly South African. These are companies

that have committed themselves to procure local inputs into their production processes.

We have secured a clean audit for another consecutive year which is a reaffirmation of our commitment to prudent financial management. The clean audit reflects judicious management of Proudly South African. I want to thank the members of the board for their dedication and for the work that they have put in during this period to help to achieve this outcome. I also want to thank the CEO and his management team for achieving the positive performance that are reflected in this report.

I also want to thank Minister Parks Tau and the officials of the Department of Trade, Industry and Competition for their support over the past year.

As we look ahead to the year ahead and beyond, our focus remains on fostering sustainable growth, supporting local entrepreneurs, and expanding the reach of South African innovation. With your continued support, we are confident that we can elevate Proudly South African to even greater heights, helping to build a future that is prosperous, inclusive, and reflective of the strength and diversity of our people.

Thank you for being a part of this remarkable journey. Together, we will continue to shape a South Africa that is not only proud of its past, but optimistic about its future.

Howard Gabriels
Chairperson

I am privileged to be part of a team as committed, driven, **passionate**, innovative and **creative**.



EUSTACE MASHIMBYE

CEO, PROUDLY SA

CEO's MESSAGE

This time of the year always marks an incredible time for me especially when there are remarkable successes and great strides that have been achieved by the organisation that I remain privileged and honoured to be part of. I pen this foreword as part of my reflection and giving account on the back of the organisation that has attained another clean (unmodified) audit opinion from the organisation's external assurance providers (external auditors), who conducted a painstakingly thorough and rigorous auditing process that found our books in impeccable shape.

I am proud to say that this is the 19th clean audit attained during my tenure at Proudly South African. This remarkable achievement is testament to the exceptional work that is consistently done by the collective in the organisation. I am proud of what we continue to achieve as a team under the stewardship of the Board led by our Chairman, Mr. Howard Gabriels, who has been at the forefront, leading the turnaround of this campaign over the last nine years.

The sterling and hard work invested in turning around this campaign has not been in vain. The strengthening of governance, improvement in stakeholder relations, and refocusing the organisation on its core "buy local" mandate has certainly paid off. We are on the verge of having completed almost a decade of not only driving an improved and impactful buy local campaign, but also building a stronger and more purposeful organisation that is geared to deliver on a critical social and economic localisation directive despite it being a largely under-funded mandate.

Financial resources remain the biggest challenge in the organisation as they hamper

and restrict our ability to amplify our core campaign by rolling out audacious and ubiquitous consumer education programmes aimed at getting the citizenry to understand the economic impact and importance of buying locally made products and services.

A campaign of that magnitude would gradually shift consumer mindsets and influence buying patterns in favour of products and services that are "made in SA". In line with its scale and reach, this campaign would constantly be broadcast live on all major platforms that have consumer's attention, including but not limited to television, radio, print, digital (including social media), outdoor and other relevant platforms.

Initiating a massive public awareness campaign on this grand scale would require the campaign to invest substantially in major advertising campaigns to complement the initiatives that are currently underway, which are largely characterised by below and through the line activities. The current above the line campaigns, though effective, are very minimal as they are undertaken sporadically when major Proudly South African flagship activities such as the annual Buy Local Summit and Expo (BLSE), the Local Wine Expo, the Local Fashion Police and the Januworry Cabbage campaign are taking place. There are campaigns that also coincide with periods when there is increased retail activity such as during the festive season. Even then, these campaigns are largely digital with minimal print, outdoor, radio and TV exposure, if any.

This adds to the extensive work done in ensuring that the campaign hosts and participates in markets, trade fairs, expos, as well as consumer targeted high-traffic events where three main objectives can be attained, namely, brand-awareness,



consumer education and which also serve as a market access platform for our members.

However, despite the minimal above the line advertising campaigns, it is heartwarming to see the kind of reach that the campaign has been able to generate over the past financial year, building on what the campaign has been able to achieve since the turnaround strategy was rolled out nine years ago. The overwhelmingly positive response from consumers that have participated in our various interactive consumer initiatives and programmes indicates that our campaigns and messages are reaching targeted consumers and audiences.

Our improved PR, media and communications strategy has also seen us reach wider audiences through the various media partnerships, engagements, press releases and media events hosted throughout the year. There has been a marked and remarkable growth of coverage and increased share of our voice in the media space over the past few years, and this financial year was no exception.

We are proud of the introduction and implementation of our online shopping strategy over the past few years wherein Proudly SA partnered with some of the most popular third-party online stores to list member products on their platforms at favourable or zero-listing rates. This groundbreaking initiative was followed by the development of an in-house Proudly SA online store which will exclusively house member products only. The online store is a game changer and a welcome addition to the current basket of access-to-market platforms that are being rolled out as part of our growing value proposition. The online store was officially introduced to the public at the Buy Local Summit and Expo on Day 1 of the event. When the online store was mooted at the event, we undertook to onboard as many products as possible on the platform. This was followed up by publicising the platform to drive and increase traffic to the site.

The online store will initially be a business to consumer (B2C) platform, however due to its bulk and wholesale buying capability, it will also serve as a business to business (B2B) platform. The plan is to scale up the store into a fully functional B2B platform that is equipped with export capabilities which will complement the work done by the export branch of the Department of Trade, Industry and Competition (dtic), and to serve as a central hub for those seeking to buy South African made products from anywhere in the world. We also intend to use the platform to assist local producers that wish to take advantage of the enhanced intra-continental trade opportunities presented by the African Continental Free Trade Area (AfCFTA).

We have also finalised the customisation of the Market Access Platform (MAP) and will launch it officially at the beginning of the next financial year to provide our members who wish to meet their localisation targets and fulfil their localisation procurement pledges with seamless access to a centralised database of South African companies – both big and small – that uphold the ethos of localisation.

MAP will serve as a search engine where buyers and supply chain practitioners will be able to find suppliers that will not only help them meet their localisation targets but can also be used to find transformed suppliers linked to the procurement transformation targets of each procuring entity. Another key feature of the platform will be the ability for the registered buyers and supply chain managers using the platform to advertise tenders and procurement opportunities that will be exclusively accessible to the vetted local manufacturers and service providers registered on the platform.

This will be instrumental to levelling the playing fields for local companies and ensuring that a growing list of companies and industry bodies that continue to make localisation commitments enjoy an easy and unfettered access to South African made products and services.

During the financial year, the campaign received and presented 13 new localisation commitments at the Buy Local Summit and Expo, adding to more than 70 commitments that we have been able to secure since we launched this initiative at the 2018 Presidential Jobs Summit.

As part of our ongoing drive to ensure that the public sector procures locally, the campaign is also a participant in the preferential procurement reference group established by National Treasury to develop regulations that will give effect to the recently enacted Public Procurement Act. This has enabled Proudly SA to submit proposals aimed at driving local procurement by all organs of state once the regulations take effect, including, but not limited to the re-introduction of designations of sectors for local procurement in the public sector (re-designation of previously designated sectors, as well as designations of additional sectors and items on an annual

basis). The proposals submitted have been flagged for consideration by National Treasury when finalising the regulations and it is anticipated that these will be finalised during the next financial year.

The aforementioned information and much more is covered in detail in this integrated report that has been driven and implemented by the dedicated and excellent team at Proudly SA. I am very grateful and appreciative of the diligent work done by the Executive and Management teams as well as every single member of staff that is part of the Proudly

SA campaign. The selflessness that is continuously displayed by the team is the reason why we had a very successful year that is also reflected in the warm reception from targeted stakeholders, members and sponsors that continue to renew their respective relationships with us, and the significant number of new ones that have joined our ranks during the period under review.



**LovedHere.
MadeHere.**

My sincere thanks goes out to the Chairperson and the Board, including those board members whose long-term tenures ended during the financial year. The contribution from all social partners makes our jobs easier, especially from government, who through the dtic, remains the largest financial contributor to the Proudly SA campaign. For this we are eternally grateful.

We look forward to growing the buy local campaign and seeing its overall impact on increased uptake of locally made products and services by all sectors of society, rejuvenated economic growth and the retention and creation of much-needed jobs.

Let us continue to rally behind locally made products and services. Buy Local to Create Jobs!

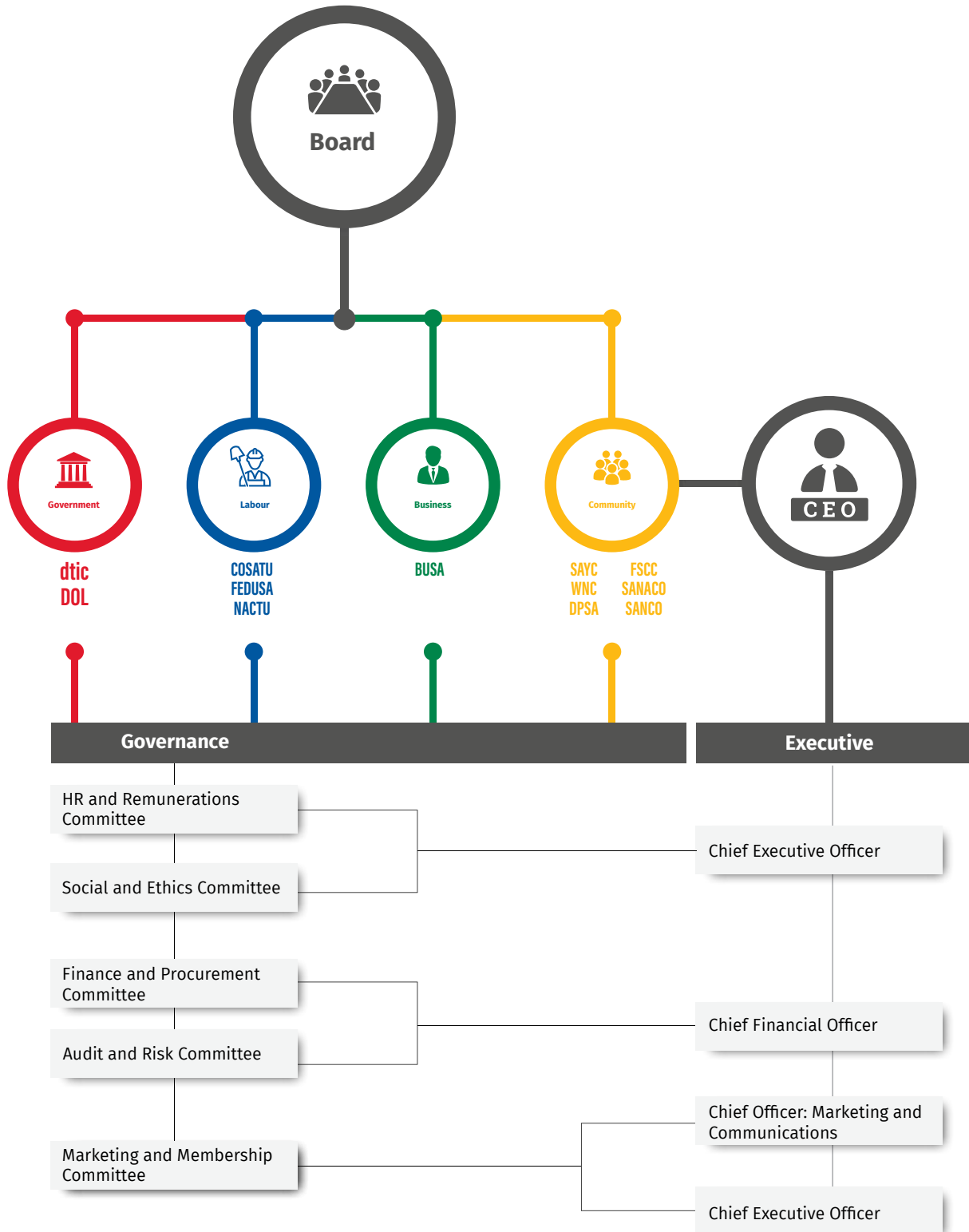
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Our people & Resources

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01

GOVERNANCE STRUCTURE



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BOARD OF DIRECTORS



Howard Gabriels
Chairperson

A senior executive with extensive experience at a strategic leadership level in the public sector, Howard Gabriels was appointed Chairperson of the Board on 27 July 2016. He holds a B.Sc. degree and a B.Econ (Honours) degree from the University of the Western Cape (UWC). In 2012, he completed a master's degree in urban and Regional Science at Stellenbosch University. Mr Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013.

He currently works at the National Financial Ombud as the Lead Ombud: Credit Division.



Eustace Mashimbye
Chief Executive Officer (CEO)

Mr. Mashimbye is a qualified financial accountant who studied at Technikon Northern Gauteng (now Tshwane University of Technology) and the Technikon South Africa (now UNISA). He majored in Financial Accounting and Corporate Law and is currently completing his MBA degree with the Management College of SA and a Corporate Governance qualification through the Chartered Secretaries Institute of South Africa.

He spent the initial years of his career in accounting and financial management positions, in both the public and the private sector with Telkom, Edcon, the Department of Trade, Industry & Competition (dtic) and Proudly SA, with more than 10 years of these at senior management level.

Mashimbye has served on the board of The Business Place and is currently a Director on the Board of the South African Savings Institute, where he previously held the position of Audit and Risk Committee Chairperson.

He has previously fulfilled the role of CFO (for a 10-year period), Acting COO and Acting CEO of Proudly South African and was appointed permanent CEO in December 2016.



Stavros Nicolaou (Resigned 27 August 2024)

Board Member

Chairperson: Membership, Marketing and Compliance Committee

Stavros Nicolaou is the Aspen Pharmacare Group's Senior Executive responsible for Strategic Trade Development. Previously, he was CEO of Aspen's Export Business. He was instrumental in introducing the first generic ARVs on the African continent - developed by Aspen - which have saved hundreds of thousands of lives in South Africa and on the continent.

Dr Nicolaou has over 33 years' experience in the South African and international pharmaceutical industry and is a previous winner of the Health Care Marketer of the Year Award from SA Institute of Marketing Management (IMM). He is the recipient of the Monte Rubenstein Award for Proficiency in Pharmaceutics from Wits University Pharmacy Faculty.

He was awarded the Order of the Lion of St Mark by the Greek Orthodox Pope and Patriarch, Theodoros II. He has been inducted as a Fellow of the Pharmaceutical Society of South Africa (PSSA), one of the highest honours bestowed by the organisation, and was recently awarded an Honorary Doctorate of Science in Medicine from the University of the Witwatersrand.

He was appointed an Honorary Member of the Southern African Society for Thrombosis and Haemostasis. He was also named one of the Most Influential People of African Descent (MIPAD) Global Top 100 Honouree, based on his positive contributions to the healthcare sector and improving access to healthcare for patients on the African continent. He was recently awarded the 2023 ARGO Award for Public Service by the President of Greece.

Dr Nicolaou has served on several boards for organized business formations, industry bodies, academia and sports regulatory institutions such as a Business for South Africa (B4SA), Chairman of the Public Health Enhancement Fund (PHEF), National COVID Vaccine Co-ordinating Committee (NCVCC) and the COVID Vaccine Joint Oversight Steering Committee, Cricket South Africa (CSA), SA Express Airways, Transnet, Gauteng Growth and Development Agency (GGDA), Pharmaceutical Task Group (PTG), Business Unity South Africa (BUSA), South African Pharmaceutical Producers Association (PHARMISA), and North-West University (NWU) Business School.



Simon Eppel

Board Member

Simon Eppel is a trade unionist who is Director of Research at SA Clothing and Textile Workers' Union (SACTWU). He is involved in a range of policy-related and practical activities that aim to produce more secure, sustainable, meaningful and growing employment for the union's members, based on the principle and practice of decent work. In addition, he provides assistance on collective bargaining and membership matters at the union. Mr Eppel also serves as a COSATU and

SACTWU representative on several industry bodies and NEDLAC task teams.

He trained as a social anthropologist and received an MPhil in Development Studies from the University of Cape Town (UCT).



Masonwabe Sokoyi

Board Member

Mr Masonwabe Sokoyi is a highly skilled professional with extensive expertise in public policy, economic development, and corporate governance. He currently serves as Manager in the SALGA Presidency where he plays a strategic role in supporting local government leadership and driving key developmental initiatives.

Mr Sokoyi is pursuing a PhD in Theoretical Development Economics at Peking University, building on his academic foundation which includes a master's degree in public administration from Tsinghua University in Beijing, China. He also holds a Diploma in Public Relations, and two Honours degrees, one in Media Studies and another in Organisational Communication, all obtained from UNISA.

Over the course of his career, Mr Sokoyi has held a variety of prominent roles. He served as the Spokesperson for the South African Communist Party (SACP) in the Western Cape, participated actively in the Financial Sector Coalition Campaign, and served as Non-Executive Director at Proudly South African. Earlier on in his career, he was also a PR Account Manager at Ngokwethu Communication and a Director at MS Consultant.

He is widely respected for his integrity, strategic insight, and commitment to public service and is passionate about enhancing the performance and developmental impact of state-owned enterprises (SOEs). His work is deeply rooted in the goal of fostering economic growth and innovation through the effective governance and transformation of public institutions.



Lisa Seftel

Board Member

Lisa Seftel is the Executive Director of Nedlac. She previously worked as a senior manager at the Department of Labour, the Office of the Premier in Gauteng, Gauteng Department of Roads and Transport, Sedibeng District Municipality and Executive Director for Transport at the City of Johannesburg.



Renai Moothilal:

Board Member

Renai Moothilal is the CEO and Executive Director of the National Association of Automotive Component and Allied Manufacturers (NAACAM). He is also the chairman of the Automotive Industry Export Council, a director of the South African Tyre Manufacturers Conference (SATMC) and a member of the MerSETA, AITF and Proudly SA boards. Renai holds the qualifications of B. Com (Hons) and MA Development Studies, (cum laude) from UKZN, and is recognised as an expert in the field of automotive sector development in South Africa. He is an advocate of increasing localisation rates in South Africa's automotive value chain, supporting the sector's transformation imperative, as well as promoting the adoption of class-leading technologies and skills among the supplier base. Prior to NAACAM, Renai spent a decade at the Department of Trade and Industry (dti) in South Africa, mostly as a senior official in the Automotives unit. During this period, he was instrumental in managing various automotive and investment related policies and programmes.



Michael Lawrence

Board Member

Mr Michael Lawrence is the Executive Director of National Clothing Retail Federation (NCRF), which represents the interests of major clothing retailers based in Southern Africa. The Federation engages with government, consumer bodies and labour organisations on trade and economic issues affecting the sustainability of both member operations and suppliers.

Mr Lawrence participates in various national, regional, and continental conversations and thinktanks on trade in and with Africa, with particular reference to women in trade, e-commerce, trade in services and regional value chains.



Adv. Priakumari Hassan

Board Member

Chairperson: Finance and Procurement Committee

Advocate Pria Hassan is a trailblazer in South Africa's business landscape who wears multiple hats with grace and determination. As the Founder and CEO of the WOA Group (Fuels and Oils, Logistics, Automotive, Petrochemicals, Construction, Pharmaceuticals and Insurance), she champions gender inclusivity and empowers emerging local businesswomen.

Her legal background includes graduating from the University of Natal with an LLB degree in the 1990s. Later, she attended the Gordon Institute of Business Science. With a career spanning more than a decade, Hassan is not only a property and logistics expert but also well-versed in legal matters. She has held executive positions in several JSE-listed companies. Driven by her passion to succeed and astute business acumen, Advocate Hassan made the bold decision to establish WOA in 2005 to create gender inclusivity. Despite numerous accolades, she remains humble in her achievements and dedicates herself to encouraging and inspiring future generations of female business leaders through knowledge, mentorship, and skills development.



Caroline Rakgotsoka

Labour Representative

Ms Caroline Rakgotsoka is a seasoned trade unionist and a married mother of four children. She was elected president of HOTELLICA Trade Union soon after she joined. She later joined the National Council of Trade Unions (NACTU) where she was elected as the National Treasurer, a position she holds to date. In addition, she also serves at the Women's Gender Forum and sits on the Board of Directors at OATU, is the chairperson of the LCDC, and also the Board Member of Proudly SA and serves on its sub-committee.



Jodi Scholtz

Board Member

Chairperson: Social and Ethics Committee

Ms Jodi Scholtz is a seasoned public servant at executive level who was appointed National Lotteries Commissioner in 2023. She is responsible for the management and turnaround of the National Lotteries Commission (NLC) with a specific focus on modernizing the NLC. Her prior roles include Chief Operating Officer (COO) of the National Department of Trade, Industry and Competition since November 2009 and Lead Administrator at the South African Bureau of Standards (SABS), where she also served as the accounting authority from Feb 2018 until late 2022.

Prior to her appointment as COO at the dtic, she was COO of the Trade Policy, Negotiations and Cooperation Division at the entity. Her key competencies include strategy development and planning, and strategic turnaround of public institutions, change management, leadership and collaboration, as well as management of public entities.

Ms Scholtz holds a Bachelor's Degree in Arts from the University of Cape Town, an Honours Degree in Commerce from the University of the Western Cape, a Master's Degree in Business Administration from the Gordon Institute of Business Science (GIBS), a diploma in International Trade Policy & Law from Harvard University J F Kennedy School of Government, and a Post-Graduate Diploma in Trade Policy and Practice from the University of Cape Town's Graduate School of Business.

She also participated in the African Programme on Rethinking Development Economics, in addition to various other short courses.



Zoleka Lisa

Board Member

Zoleka Lisa is the Vice President of Corporate Affairs at South African Breweries (SAB), a position she has held since July 2019. With over a decade of experience across various functions within the company, she has played a key role in shaping SAB's reputation, public policy, stakeholder engagement, and sustainability efforts in Southern Africa.

Before joining SAB, Zoleka spent more than nine years at Accenture, a global leader in strategy, consulting, digital, and technology services. As a Senior Manager, she led key initiatives that spanned a range of industries, honing her skills in strategic thinking, corporate governance, and transformational leadership.

Zoleka holds a BSc in Environmental Science and Economics from the University of Cape Town and an Honours degree from the University of the Witwatersrand. She has also completed Executive Development programmes at prestigious institutions, including Wits Business School, Stanford Graduate School of Business, and the London School of Economics and Political Science.

In her current role, Zoleka is a member of the executive committee and oversees the corporate affairs strategy for South Africa, Lesotho, Eswatini, and Namibia, including public policy, stakeholder relations, transformation, entrepreneurship, and Environmental, Social, and Governance initiatives. Her leadership extends to key board roles, including serving as a trustee of the SAB Foundation, and contributing as a board member of the Beer Association of South Africa (BASA) and she previously was a on the board for the global AB InBev Foundation and Business Unity South Africa (BUSA). Passionate about driving meaningful change, Zoleka is committed to ensuring that the initiatives she leads resonate deeply with the communities they serve. Her mission is to be an impactful business leader across Africa, with a focus on social responsibility, sustainability, and championing inclusive growth. She leads and mentors a diverse team of change agents who are dedicated to enhancing social impact, driving transformation, and contributing to long-term business growth and prosperity in the region.



Ashley Benjamin

Board Member

Chairperson: HR and Remunerations Committee

Ashley Benjamin is the Acting Deputy General Secretary of the Federation of Unions of South Africa (FEDUSA). He is an experienced trade unionist with over 25 years of active participation in the South African labour movement. He represents FEDUSA on various structures such as the Trade and Industry Chamber of NEDLAC. He is responsible for the Trade, Industry and Development Portfolio at FEDUSA and represents the federation at international level at the Trade Union Advisory Committee to the OECD and Global Union Programmes for Economic Cooperation.

Mr Benjamin is from the National Union of Leather and Allied Workers (NULAW) and is actively involved in the National Bargaining Council of the Leather Industry of South Africa. He also serves on the Executive Oversight Committee of the Retail, Clothing, Textiles, Footwear & Leather Masterplan. He also represents organised labour on the Boards of the National Skills Authority (NSA) and South African Qualifications Authority (SAQA).

His involvement includes representing the federation in the activities of the Southern Africa Trade Union Coordination Council (SATUCC) and the BRICS Organised Labour Grouping.



Thulani Tshefuta

Board Member

Chairperson: Audit and Risk Committee

Mr Thulani Tshefuta holds a post-graduate Diploma in Public Development and Management of M&E (monitoring and evaluation) from the University of the Witwatersrand. He also holds a post-graduate qualification in International Executive Development Programme (NQF 8) from Gordon Institute of Business Sciences (GIBS) and Crammer Graduate School of Business at Rollins University in the United States. He has also completed academic programmes in leadership and entrepreneurship at the North-West University Business School and Effective Stakeholder Management at the University of Pretoria. He is currently studying for a Master of Management Degree in Governance (M&E) through the University of the Witwatersrand.

Mr Tshefuta serves as the Overall Convenor of the NEDLAC Community Constituency. His governance and leadership experience includes serving as an eminent member of the Parliamentary High-Level Panel, as former President of the South African Youth Council, former Deputy Chairperson of the National Skills Authority, and as a member of the Presidential B-BBEE Council.

He is a registered member of IoDSA, with training and experience in corporate governance, and also a Nelson Mandela – Bill Clinton Democracy Fellow.



Dr Tebogo Makube

Board Member

Dr Tebogo Makube is currently the Acting Deputy Director General: Sectors Branch at the Department of Trade, Industry and Competition (the dtic). Prior to that he was Programme Manager for Fiscal Policy at the Financial & Fiscal Commission (FFC), and before that he was Director for Provincial Infrastructure at the National Treasury.

He has held research and management positions at Gauteng Provincial Legislature, National Energy Regulator of South Africa (Nersa) and Nokusa Consulting. He is a Board Member at Proudly SA and Trade & Industrial Policy Strategies (TIPS).

Dr Makube is an Admitted Advocate of the High Court of South Africa and holds a PhD in Energy Studies, as well as other post-graduate qualifications in Law, Economic Policy and Energy Economics.



Siphon Ndebele

Board Member

Siphon Ndebele is Chief Director International Relations at the Department of Employment and Labour. He holds a Master's degree in Industrial and Employment Relations and is an international relations and labour expert with over 22 years of management and professional experience in the labour union, government and multilateral environments. His core expertise resides in managing economic and labour market policy issues in both the local and international arena.

A former diplomat and labour Attache to the International Labour Organisation (ILO) in Geneva, he specialises in the coordination of domestic socio-economic implications of international policies, manages the Department's bilateral and multilateral relations and monitors compliance with South Africa's international obligations. In his capacity as the South African government representative to the ILO, he was involved in mediating various labour disputes, including that of the South African Embassy in Dublin on the issue of recognition of workers' unions. He is also a board member of the ILOs Committee on Freedom of Association.

Siphon has extensive experience in representing South Africa as a Sous-Sherpa at the G20 Employment Working Group and the G20 Labour Minister's Forum, the BRICS Employment Working Group and Ministerial Sessions and covering SADC, AU and OECD labour related issues.

He provides leadership to ensure programme and project delivery and has coordinated several high level conferences as team leader and country coordinator, that is, SADC Employment and Labour Sector, the 5th Global Child Labour Conference, the BRICS Ministerial Summit hosted by South Africa in 2018, and the ARLAC Ministerial Summit hosted by South Africa.

In his previous employment as Chief of Staff to the Minister of Economic Development, he coordinated the development and adoption of the Youth Employment Accord and October Accord. He has served as: Chairperson of several ILO Conference Committees, that is, Committee on the Fundamental Principles and Rights at Work (2017); Chairperson of the ILO Conference Committee on Effective ILO Development Cooperation in Support of Sustainable Development Goals; Chairperson of the informal Tripartite Committee on the Application of Standards, since 2015.



Ndwakhulu Lawrence Bale

Board Member

Mr Ndwakhulu Lawrence Bale is the President of South African National Apex Co-operative (SANACO) and represent the community constituency at NEDLAC where different social partners that includes organized labour, government, community and business meet to discuss legislations.

Mr Bale was also part of National Co-operation Association of South Africa (NCASA) whose mandate was co-operative development in South Africa. He also served as the Deputy President of South African Federation of Burial Societies (SAFOBS) which is tasked with formalizing the burial societies in South Africa. He recently served as part of the ILO co-operative focus team that examined HIV/AIDS course in Swaziland and further attended a course in Turin, Italy, on management, conflict management, and basic law.



Dr Hamilton Ntsinde (Appointed 27 August 2024)

Board Member

Dr Hamilton D. Ntsinde is a community leader and social activist that is focused on grassroots empowerment and inclusive nation-building. He is an active member of SANCO and represents communities in national dialogues and other multi-stakeholder processes, including NEDLAC. He has extensive experience in organizing communities, civic leadership, and policy advocacy.

Dr Ntsinde strongly believes that local challenges require local solutions hence he actively promotes local procurement, skills development, and sustainable community-owned enterprises.



Karen Coetsee (Appointed 27 August 2024)

Labour Representative

Karen represents the interests of organised labour on the Board of Proudly SA. She holds a Diploma in Education/ Educator Development (adult education), Trade Union Practice NQF Level 4 ETDP SETA, DITSELA Labour Institution 13 years, Trade Union Litigation Support & Capacity-Building, UWC Faculty of Law Labour Law & Collective Bargaining, Western Cape Workers College MacroEconomic Module.



03

EXECUTIVE MANAGERS



Happy MaKhumalo Ngidi

Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is the recipient of the 2025 IMM Marketer of The Year Award. She is a graduate in Communications and has, for the past 9 years, strategically contributed to re-inventing the country's Buy Local Campaign for the better. She is a businesswoman, social entrepreneur, budding author, motivational speaker, an educator, PR and Marketing Executive, and a trailblazer in the world of Marketing. She joined the Proudly South African establishment as an Executive: for Marketing & Communications in 2015 where she was responsible to head up the organisation's Marketing and Communications department. During her tenure at Proudly SA, she has raised the profile of the buy local campaign in the public sphere and in both the public and private sectors. By leveraging her extensive experience to lead Proudly SA's turnaround strategy.

As a marketing, communications and PR professional, she brings much value, vision and purpose, plus over twenty years of corporate experience to Proudly SA.

Mrs. Ngidi was previously the Founder and Managing Director of a public relations boutique firm that assisted clients in forming strong relationships with media giants. She's also the former Head of PR and Communications for the SABC radio station, Metro FM. She was the Official Spokesperson of SABC for its flagship annual event as well as for ad hoc PR projects of national importance. Ngidi also has extensive experience in driving strategy development, turnaround strategies, as well as brand and product management for several multinational and local brands in the hospitality, marketing & FMCG and broadcasting services sectors.

Her experience spans several companies, including Seagram SA, SABC, Chivas Regal, the Forum Company, Metro FM, Cell C, Divine Relations, Haba Productions and Primi Restaurant Group as a franchisee, to mention but a few. Through her sheer force of personality, she continuously strives to be the best performer and visionary in her craft and to make a formidable difference in every task she undertakes, both in the public and private sectors.

She is currently a Member of the BRICS (WBA) Women Business Alliance – South Africa, launched and championed by the Department of Small Business Development.

In partnership with the Nyatee Foundation, she launched the Happy Khumalo Scholarship Fund on 16th June 2025 to support underprivileged learners at her former primary school in Soweto. Creating opportunities for academically gifted learners from disadvantaged backgrounds through the Happy Khumalo Scholarship Fund, she champions access to education for disadvantaged learners. By supporting and uplifting the youth, the initiative aims to plant seeds for a more responsible and compassionate society. The focus will be on providing financial assistance, promoting academic excellence, talent, career guidance, and computer literacy amongst other critical interventions.

Ms Ngidi is extremely passionate about advancing the issues that impact women in the business world and works with like-minded individuals to identify entry points and opportunities for sustainable economic participation by unlocking market access through preferential procurement, among others. She is a proud owner and founder of Bella Wines, her own personal wine brand, which is named after her daughter Isabella, that was launched in August 2022.



Jeannine van Straaten

Executive: Strategy, Stakeholder Relations And Legal

Ms Jeannine van Straaten has extensive experience in stakeholder relations and a background as Key Client Services Manager and then Head of Broadcasting at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University (2003), she is passionate about South Africa, especially social integration and cites the growth of the campaign's membership base as her key objective at Proudly SA.

With her background in music (as a violinist), she prizes creativity in the workplace and places particular importance on education and continuous personal development. Her MBA candidacy at Henley Business School is testament to this. Other past experience includes Manager of the #IamConstitution Campaign at The Ichikowitz Family Foundation, where she witnessed first-hand the unification of people from various backgrounds who all possess one common goal - togetherness.



Mphume Llale

Chief Financial Officer

Mphume is a graduate with B Com (Accounting) from the University of the Witwatersrand and a Masters in Business Leadership (MBL) from UNISA.

He began his career in 1999 as a Trainee/ Consultant at one of the major audit firms in South Africa. He has served various organisations in different capacities, including as Finance Manager, Chief Director: Budget and Revenue and as Chief Financial Officer. His work experience traverses

over both private and public sectors, covering sectors such as tourism, healthcare, financial services among others.

He has been a Chief Financial Officer at two public entities before joining Proudly South African.



Veresh Ramkalawan

Human Resources & Support Manager

Veresh Ramkalawan completed an LLB Degree, a degree in Human Resources (HR) and a Post-Graduate qualification in Industrial Relations. He is a seasoned and passionate HR professional with vast knowledge, skills, and expertise.

He believes that human capital is an asset and aims to ensure a happy and productive workplace at Proudly SA, where everyone works towards its mission and objectives, with emphasis on promoting corporate values and shaping a positive culture.



Alicia Loganathan
Membership Manager

A seasoned strategic manager with a background in Marketing Research, FMCG Trade Marketing and Key Accounts Management. Mrs. Loganathan has extensive experience in sales across the FMCG and OEM sectors. She has spent almost a decade tracking consumer behaviour, understanding supply chain operations and analysing till point data.

She has a Bachelor's degree in Media and Communications as well as a post graduate Honours degree credits in the same discipline. She is pursuing an MBA with emphasis on de-risking supply chains through localisation. She joined Proudly SA as Membership Manager in November 2020.

Alicia is deeply passionate about the growth of SME's and strongly believes that there must come a time when SME's graduate into big businesses with influence, scale and sustainability. Her work with member companies is aligned to this passion.



Zineida Pomuser
Brand Manager

Ms Zineida Pomuser is a skilled Brand Designer with a Diploma in Media Practices & Graphic Design from Boston Media House. Her education provided a robust foundation for her career in strategic branding and marketing.

Since joining the Proudly South African campaign as a Graphic Designer in 2015, Zineida has played a pivotal role in branding numerous high-profile events, including The Buy Local Summit and Expo, the DStv Delicious Festival, Local Fashion Police, and The Local Wine Expo. Her meticulous and strategic approach has been instrumental in shaping the visual identity of these events.

With over nine years of experience in brand design, Zineida excels at integrating strategy with design. Early in her career, she took on roles that allowed her to immerse herself in various aspects of brand management. She worked on product launches, strategic branding for both local and international brands, and collaborated with cross-functional teams to ensure brand consistency and effectiveness. Each role presented unique challenges and learning opportunities, which she embraced wholeheartedly. This hands-on experience honed her ability to think strategically, adapt to changing market dynamics, and innovate in ways that resonate with target audiences.

In her role as Brand Manager, Zineida leverages her extensive background to drive brand growth and loyalty. Her comprehensive understanding of the industry enables her to craft and execute strategies that align with both the brand's identity and market demands. Her journey reflects not only her commitment to professional growth but also her unwavering dedication to elevating the Proudly SA brand. Zineida's story is a powerful reminder of how varied experiences can build a solid foundation for leadership and success in any field.



Dambisa Maqoga
PR Manager

Ms Dambisa Maqoga is a dynamic and charismatic public relations professional who leads the PR and Social Media team at Proudly South African. With over 14 years of experience in corporate communications, entertainment, and brand PR, she brings a wealth of knowledge and a creative edge to the role. Her versatile background and strategic thinking play a key role in shaping the organization's public image and engagement efforts.



Lerato Masepe
Events & Activations Manager

Ms Lerato Masepe is a seasoned Events Manager with over 15 years of experience delivering exceptional events across corporate, public, and private sectors. Renowned for meticulous planning, creative vision, and flawless execution, Lerato has successfully conceptualised and managed conferences, exhibitions, large-scale public events, brand activations, and high-profile VIP gatherings. Throughout her career, Lerato has demonstrated an outstanding ability to translate client goals into impactful experiences. She is skilled at leading diverse teams, managing complex budgets, and coordinating with multiple stakeholders to ensure events exceed expectations. Known for her strategic approach, Lerato excels in supplier negotiation, risk management, and crafting engaging event concepts aligned with brand objectives. She has built a reputation for delivering events on time and within budget, even under challenging conditions.

Highlights of Lerato's experience include:

- 2023 Mercedes-Benz Family Day
- 2024 Mercedes-Benz Dealer Training
- 2023 Festival of Motoring – BAIC activation
- 2023 Shell Driver of the Year
- 2023 Black Coffee Foundation Dinner
- Friends Of Amstel
- Spring Fiesta

She has an illustrious and proven track record of organising events of various sizes, from intimate VIP functions to crowds of over 5 000 people and multi-day conferences and exhibitions with international participants. She leads cross-functional teams and vendor networks to deliver cohesive, high-quality outcomes that drive audience engagement through innovative formats and technology integration. Lerato is passionate about creating meaningful, memorable experiences that strengthen brands, build relationships, and deliver measurable value.



04

HUMAN RESOURCE MANAGEMENT REPORT

HUMAN RESOURCES MANAGEMENT REPORT 2024/2025

Human Capital is a core function that enables Proudly South African to deliver its mandate. The HR and Administration Department's Strategy and Operational Plan is informed by the Organisational Business Plan, translated to the Annual Performance Plan with the key objective to provide support to the various departments by creating a conducive environment that provides staff with the requisite tools and resources to undertake their duties proficiently.

Human Capital is responsible for sourcing and retaining competent personnel that has the requisite skills set to effectively deliver on the organisational mandate of collaborating with like-minded stakeholders to drive the localisation of the economy to create sustainable jobs. The Human Resources function ensures adherence to company policies and organisational compliance with labour laws and regulations. This includes the successful championing and maintaining of the internal ISO-accredited Quality Management System.

HR functions are provided in-house, except where specialised services are required in areas such as labour relations and intensive psychological services. This report covers the following areas:

1. Staff profile and movement
2. Staff performance
3. Staff training and development
4. Internship programme
5. Staff wellness and engagement
6. Digitisation of key administrative human resources functions
7. Health and safety
8. Employment equity
9. Quality Management System

1. Staff profile and movement

PROUDLY SA WORKFORCE PROFILE- APRIL 2024 - MARCH 2025

The overall staff complement per occupational level (Including personnel who resigned and were replaced during the period of reporting)

Note: A= Africans, C= Coloureds, I= Indians and W= Whites

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	Eustace								1
Senior Management	Mphume				Happy			Jeannine	3
Professionally Qualified and experienced specialist and mid-management	Sibusiso Thato		Veresh		Jeanette Dambisa Phumzile Lerato	Zineida	Preya Alicia		10
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	Pressly Lesego Bongani Karabo Tshepo P Fana Phumelele	Nathan		Cameron Ethan	Rosemary Lucia Tinyiko Keleabetswe Portia Baswabile Sinah Nomonde Keamogetswe	Shernese Robyn Crystal Tasneem	Mala	Monique	25
Semi-skilled and discretionary decision making	Sabelo								1
Unskilled and defined decision making					Rebeccah Baile				2
Temporary employee					Dineo Uthando				2
TOTAL	12	1	1	2	18	5	3	2	44

Recruitment: April 2024 to March 2025

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

The Campaign has a well-established recruitment process that requires that all vacancies to be advertised internally first. This allows upward mobility of current personnel to senior roles if they possess the required expertise and interest. Key technical, high-level professional and management positions will always be advertised externally through relevant platforms and media.

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									0
Senior management									0
Professionally qualified and experienced specialists and mid-management									2
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents	1			2	1	4		1	9
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making					1				1
Temporary employees					1				1
Total	2	0	0	2	4	4	0	1	13

Promotions - 2024 to March 2025

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									
Senior management									
Professionally qualified and experienced specialists and mid-management	1								1
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents									
Semi-skilled and discretionary decision making									
Unskilled and defined decision making									
Total	1	0	0	0	0	0	0	0	1

Terminations - April 2024 to March 2025

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

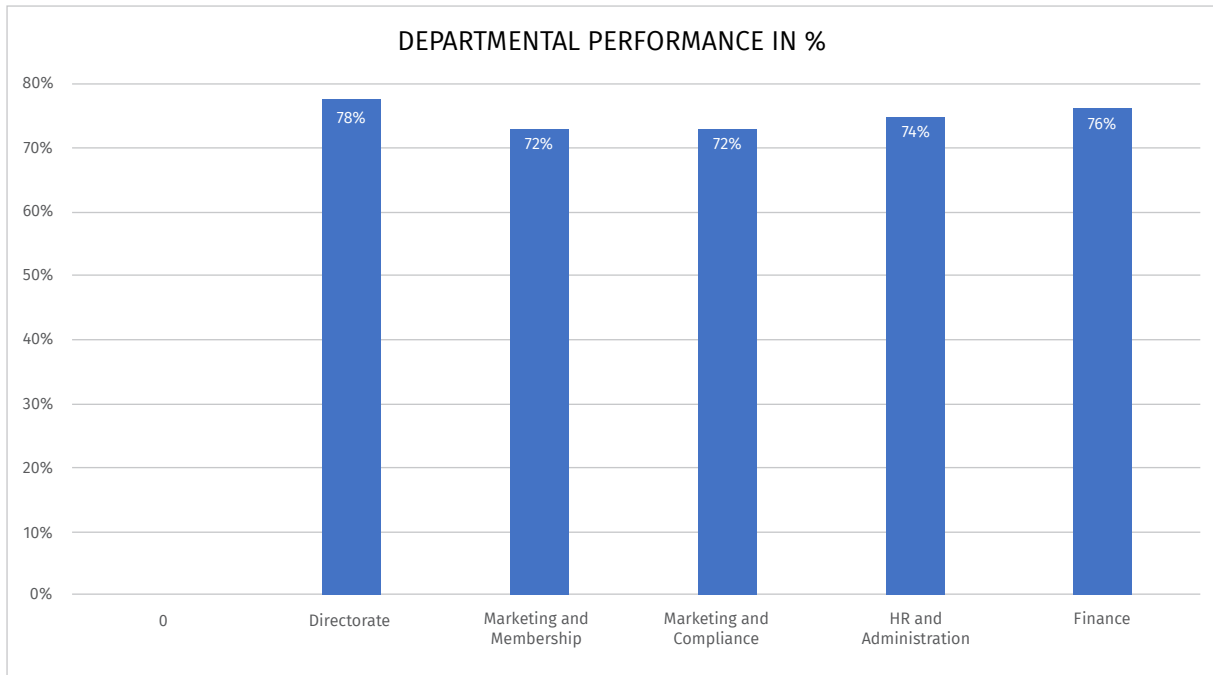
Occupational Levels	Male				Female				Total
	A	C	I	W	A	C	I	W	
Top management									0
Senior management									0
Professionally qualified and experienced specialists and mid-management								1	1
Technically and academically qualified personnel, junior management, supervisors, foremen and superintendents					2			1	3
Semi-skilled and discretionary decision making					1				1
Unskilled and defined decision making									0
Temporary employees	2				1				3
Total	2	0	0	0	4	0	0	2	8

2. Staff performance, development and retention

Staff Performance

The Proudly South African campaign has an established performance management system which is widely accepted by all staff. The system monitors performance to key performance indicators wherein employees sign up an initial performance agreement which is regularly evaluated through quarterly performance reviews and evaluations. The performance management system is concluded through a performance appraisal process where annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting), subject to approval by the HR and Remunerations Committee (REMC0) and the Board.

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2024 - MARCH 2025	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	78%
Marketing and Communications	72%
Membership and Compliance	72%
HR and Administration	74%
Finance	76%
AVERAGE PERFORMANCE	74%



3. Staff training and development

Proudly South African is committed to human capital investments to achieve optimal productivity and service excellence. The tables below is an overview on the annual training report, which details capacitation interventions linked to employment contracts, personal development plans, and performance management system which are key for succession planning. The employees that are dedicated, passionate, consistent, and aligned with the organisational values and pursuits may be considered for further training and development. This process is managed through the performance management system that is driven by the Human Resources Department.

TRAINING AND DEVELOPMENT APRIL 2023 - MARCH 2024

QUARTER 1 - APRIL 2024 – JUNE 2024 (INTERNAL)

Training Programme	Attendees	Trainer
Popia Training (B & A Training Consulting) (External Trainers)	E. Mashimbye J. Van Straaten M. Llale S. Ketwa L. Masepe K. Mosholi L. Tholo M. Botha Z. Pomuser D. Maqoga T. Phoku N. Khanyile K. Serumula P. Keshav P. Xaba	S. Dube

Training Programme	Attendees	Trainer
<p>Popia Training (B & A Training Consulting) (External Trainers)</p>	<p>S. Makua T. Mogorosi P. Mokhare T. Collister K. Ntsioa D. Moahlodi J. Makhoba N. Pillay B. Selatole K. Molete V. Ramkalawan R. Hadebe S. Mkhabela S. Zikalala R. Malebye A. Loganathan P. Gqamane T. Mathebula L. Mekgwe F. Sibeko</p>	<p>S. Dube</p>

QUARTER 1: APRIL 2024 – JUNE 2024 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
DIRECTORATE					
1	E. Mashimbye	Directorate	Corporate Governance/Chartered Secretaries Board	Chartered Governance Institute	In Progress - Study Subsidy
2	P. Keshav	Directorate	National Certificate - Generic Management	Ledisa Academy	In Progress - Learnership
3	J. Van Straaten	Directorate	Mba	Henley Business School	In Progress - Study Subsidy
4	K. Ntsioa	IT	Further Education And Training Certificate - It System Support	Ikusasa	In Progress – Learnership
5	P. Xaba	Projects	Occupational Certificate - Project Manager	Dekra	In Progress – Learnership
6	T. Mogorosi	IT	Management – Learnership	Training Portal	In Progress – Learnership
7	P. Mokhare	IT	National Certificate: Further Training Information Technical Support	Ikusasa	In Progress – Learnership
MEMBERSHIP					
8	T. MATHEBULA	MEMBERSHIP	NATIONAL CERTIFICATE - GENERIC MANAGEMENT	LEDISA ACADEMY	IN PROGRESS - LEARNERSHIP
9	T. Mathebula	Membership	Presentation Skills	B & A	Completed
10	K. Mokgejane	Membership	Presentation Skills	B & A	Completed
11	O. Matlala	Membership	Compliance Management	University Of Jhb	In Progress - Study Subsidy
FINANCE					
12	J. Makhoba	Finance	National Certificate - Generic Management	Ledisa Academy	In Progress - Learnership
13	N. Butler	Finance	Certificate - Accounting (Accelerated)	Sa Accounting Academy	Bursary – In Progress
14	B. Selatole	Finance	B Com - Financial Management	Unisa	In Progress - Study Subsidy
MARKETING					
15	K. Mosholi	Marketing	Ba - Communication Science	Unisa	In Progress - Study Subsidy
16	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
17	L. Tholo	Marketing	Ba - Honours - Organisational Com.	Unisa	In Progress - Study Subsidy

HUMAN RESOURCES					
18	S. Zikalala	Hr	Nebosh - Gen. Cert - Ohs	Sheilds	In Progress - Study Subsidy
19	R. Hadebe	Hr	Diploma In Hr	Whm Hr Academy	In Progress - Learnership
20	S. Mkhabela	Hr	Diploma In Hr	Whm Hr Academy	In Progress - Learnership
HUMAN RESOURCES					
21	B. Mmola	Intern – Offsite	N. Cert - Bus. Analysis Support	Afrika Tikkun	In Progress – Learnership
22	M. Simelane	Intern – Offsite	N. Cert - Bus. Analysis Support	Afrika Tikkun	In Progress – Learnership

QUARTER 2 – JULY 2024 TO SEPTEMBER 2024 (INTERNAL)

Training Programme	Attendees	Trainer
Project Management – Refresher Training	S. Ketwa L. Masepe K. Mosholi M. Botha Z. Pomuser D. Maqoga N. Khanyile S. De Frietas J. Serumula V. Ramkalawan S. Mkhabela S. Zikalala R. Malebye	P. Xaba & S. Makua
Access To Market Benefits – Proudly Sa	A. Loganathan T. Mathebula K. Mokgejane P. Gqamane L. Mekgwe F. Sibeko	E. Mashimbye
Scm Training – Department Of Treasury (External Trainers)	V. Ramkalawan A Logan L. Masepe J. Makhoba B. Selatole K. Molete N. Butler S. Ketwa Z. Pomuser D. Maqoga M. Llale T. Collister S. Mkhabela P. Xaba	Phaladi Moshane Hudley Nkadimeng

QUARTER 2: JULY - SEPTEMBER 2024 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
DIRECTORATE					
1	E. Mashimbye	Directorate	Corporate Governance/Chartered Secretaries Board	Chartered Governance Institute	In Progress - Study Subsidy
2	P. Keshav	Directorate	National Certificate - Generic Management	Ledisa Academy (Pty) Ltd	In Progress-Learnership – 12 Months
3		Ledisa Academy	In Progress - Learnership	Henley Business School	In Progress (Study Subsidy)
4	K. Ntsioa	It	It Learnership - Further Education And Training Certificate -	Henley Business School	Completed
5	P. Xaba	Projects	Occupational Certificate - Project Manager	Dekra	In Progress – Learnership
6	T. Mogorosi	It	Management – Learnership	Training Portal	In Progress – Learnership
7	P. Mokhare	It	National Certificate: Further Training Information Technical Support	Ikusasa Academy	In Progress – Learnership
8	P. Xaba	Projects	Conflict Management	Whm Academy	Completed
9	T. Mogorosi	It	Conflict Management	Whm Academy	Completed
10	P. Keshav	Directorate	Conflict Management	Whm Academy	Completed
	T. Collister	E – Commerce	Conflict Management	Whm Academy	Completed
MEMBERSHIP					
13	A Logan	Membership	Conflict Management	Whm Academy	Completed
14	T. Mathebula	Membership	National Certificate - Generic Management	Sycamore Consulting	Completed
15	T. Mathebula	Membership	Conflict Management	Whm Academy	Completed
	K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
	O. Matlala	Membership	Compliance Management	University Of Jhb	In Progress - Study Subsidy
FINANCE					
16	J. Makhoba	Finance	National Certificate - Generic Management	Ledisa Academy	In Progress - Learnership
17	J. Makhoba	Finance	Conflict Management	Whm Academy	Completed
18	J. Makhoba	Finance	B Comm - Financial Management	Unisa	In Progress - Study Subsidy
19	N. Butler	Finance	Certificate - Accounting (Accelerated)	Sa Accounting Academy	Bursary – In Progress
	N. Butler	Finance	Conflict Management	Whm Academy	Completed
	B Selatole	Finance	B Com - Financial Management	Unisa	In Progress - Study Subsidy

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/ Comment
MARKETING					
1	K. Mosholi	Marketing	Ba - Communication Science	Unisa	In Progress - Study Subsidy
2	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
3	L. Tholo	Marketing	Ba - Honours - Organisational Com.	Unisa	In Progress - Study Subsidy
4	L. Masepe	Marketing	Conflict Management	Whm Academy	Completed
5	S. Ketwa	Marketing	Conflict Management	Whm Academy	Completed
6	Z. Pomuser	Marketing	Conflict Management	Whm Academy	Completed
7	D. Maqoga	Marketing	Conflict Management	Whm Academy	Completed
HUMAN RESOURCES					
11	V. Ramkalanwan	HR	Conflict Management	Whm Academy	Completed
1	V. Ramkalanwan	HR	Saslaw – Annual National Conference	Saslaw	Completed
15	R. Hadebe	HR	Diploma In HR	Whm Hr Academy	In Progress - Learnership
16	S. Mkhabela	HR	Diploma In HR	Whm Hr Academy	In Progress - Learnership

QUARTER 3: OCTOBER - DECEMBER 2024 (INTERNAL)

Training Programme	Attendees	Trainer
QMS – Refresher Training	Thato Mogorosi Preya Keshav Karabo Ntsioa Pressly Mokhare Bongani Xaba Tshepo Phoku Zineida Pomuser Sibusiso Ketwa Lerato Masepe Monique Botha Jacobeth Serumula Tinyiko Mathebula Alicia Logan Fana Sibeko Odirile Matlala Lucia Mekgwe Baswabile Selatole Jeanette Makhoba Keamogetswe Molete Nathan Butler Mala Pillay Dambisa Maqoga Shernese De Frietas Nomonde Khanyile Rebeccah Malebye Sabelo Zikalala Rosemary Hadebe Veresh Ramkalawan	P. Mokhare & R. Hadebe

QUARTER 3: OCTOBER - DECEMBER 2024 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
DIRECTORATE					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress - Study Subsidy
2	P. Keshav	Directorate	National Certificate - Generic Management	Ledisa Academy	Completed
3	P. Xaba	Projects	Occupational Certificate - Project Manager	Dekra	In Progress – Learnership
4	T. Mogorosi	IT	Management – Learnership	Training Portal	In Progress – Learnership
5	P. Mokhare	IT	National Certificate: Further Training Information Technical Support	Ikusasa	In Progress – Learnership
Membership					
8	T. Mathebula	Membership	National Certificate - Generic Management	Ledisa Academy	Completed
	K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
Finance					
9	J. Makhoba	Finance	National Certificate - Generic Management	Ledisa Academy	Completed
10	J. Makhoba	Finance	Bcomm - Financial Management	Unisa	Bursary - In Progress
11	N. Butler	Finance	Certificate - Accounting (Accelerated)	Sa Accounting Academy	Bursary – In Progress
Marketing					
12	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
13	L. Tholo	Marketing	Ba - Honours - Organisational Com.	Unisa	In Progress - Study Subsidy
Human Resources					
15	R. Hadebe	HR	Diploma In Hr	Whm Hr Academy	In Progress - Learnership
16	S. Mkhabela	HR	Diploma In Hr	Whm Hr Academy	In Progress - Learnership
17	R. Hadebe	HR	Basic Fire Figthing	Nosa	Completed
	S. Zikalala	HR	Basic Fire Figthing	Nosa	Completed
interns - learnerships – disabled learners					
	B. Mmola	Intern – Offsite	Further Education And Training Certificate: Information Technology: Business Analysis Support Practice	Afrika Tikkun	In Progress – Learnership
	M. Simelane	Intern – Offsite	Further Education And Training Certificate: Information Technology: Business Analysis Support Practice	Afrika Tikkun	In Progress – Learnership

QUARTER 4 – JAN 2025 TO MAR 2025 (EXTERNAL)

No.	Employee	Department	Training Intervention	Accredited Training Provider	Status/Comment
DIRECTORATE					
1	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress - Study Subsidy
2	P. Xaba	Projects	Occupational Certificate - Project Manager	Dekra	In Progress – Learnership
3	P. Mokhare	It	National Certificate: Further Training Information Technical Support	Ikusasa	Course Completed – Verification In Progress - Learnership
4	S. Makua	Projects	Higher Certificate: Eco And Mangt Science	Unisa	In Progress - Study Subsidy
Membership					
5	K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
Finance					
6	J. Makhoba	Finance	Bcomm - Financial Management	Unisa	Bursary - In Progress
7	N. Butler	Finance	Certificate - Accounting (Accelerated)	Sa Accounting Academy	Completed (Awaiting Certificate) – Bursary
8	B. Selatole	Finance	Bcomm - Financial Management	Unisa	In Progress - Study Subsidy
9	K. Molete	Finance	Advanced Accounting - Bridging Course - Cta	Milpark	In Progress - Study Subsidy
Marketing					
10	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	Course Completed Verification In Progress - Learnership
11	L. Tholo	Marketing	Ba - Honours - Organisational Com.	Unisa	Completed – Study Subsidy
Human Resources					
12	R. Hadebe	HR	Diploma In Hr	Whm Hr Academy	In Progress - Learnership
13	R. Hadebe	HR	First Aid – Level 1	Nosa	Completed
14	S. Zikalala	HR	First Aid – Level 1	Nosa	Completed

Study Subsidies Provided	X4
Staff – Learneships	5 (1 x HR – LEARNERSHIPS), 1 X IT – Learnerships 1 X Project Management 1 X Interactive Media 1 X Customer Management
Internship Programme	2 Interns 2 X Internal - Marketing & E-Commerce
Bursaries:	2 X Bursaries - Senior Bookkeeper & Procurement Officer

LEARNERSHIPS – STAFF

In line with Proudly SA's succession and career path strategy, the following employees of Proudly South African were awarded learnerships:

National Certificate - Generic Management



Preya Keshav, Jeanette Makhoba and Tinyiko Mathebula completed their learnership and received their certificates for the National Certificate: Generic Management – Level 5. The learnership was facilitated by the LEDISA Academy and is accredited by SAQA and Services SETA. The course objective is to equip the learners with skills to manage/supervise staff, develop their competence, skills, and attitudes to establish/maintain workplace relationships, people development, talent management, diversity management and to build teams.



Preya Keshav, Jeanette Makhoba and Tinyiko Mathebula with their National Certificates in Generic Management.

Further Education and Training Certificate - Information Technology System Support



The Junior IT Administrator completed his learnership and received his certificate from the MICT – SETA for the Further Education and Training Certificate - Information Technology System Support - NQF Level 5. The qualification is registered and accredited by the South African Qualifications Framework via the MICT SETA. The learnership was facilitated by Ikusasa Technology Solutions and the objective is to equip the learner with IT System Support knowledge and skills.

Karabo Ntsioa with his certificate from MICT SETA - Information Technology System Support.

National Certificate: Further Training Information Technical Support



The IT Administrator was enrolled for a learnership with Ikusasa Technology Services for National Certificate - Further Training Information Technical Support - NQF Level 4. The qualification is registered and accredited by the South African Qualifications Framework and the objective is to equip the learner with IT Technical Support knowledge and skills. Pressly's portfolio of evidence is pending assessment and moderation with the MICT SETA.

Pressly Mokhare awaiting assessment and moderation from the MICT SETA for his portfolio of evidence for the National Certificate - Further Training Information Technical Support.

Internal Learnership: Interactive Media



The Senior Graphic Designer has completed his portfolio of evidence for the learnership with Edge ICT for the Internal Learnership - Interactive Media. The qualification is via the MICT SETA and registered and accredited by the South African Qualifications Framework - SAQA ID: 49121 and the objective is to equip the learner with media knowledge and skills.

Tshepo has received a certificate of attendance from Edge ICT, whilst his portfolio of evidence is in the process of being assessed, which will be followed by internal moderation then external moderation.

Tshepo Phoku with his certificate of attendance from Edge Training for the Internal Learnership - Interactive Media.

National Diploma - Human Resources Management and Practices



The HR Officer is in the process of completing an HR Learnership for the National Diploma: Human Resources Management and Practices, that is accredited by SAQA and recognised by the South African Board of Personal Practitioners. The WHM Academy facilitates this learnership with the objective to equip the learner with the roles and responsibilities, competence, knowledge, skills, attitudes and values within the HR Function.

Rosemary Hadebe enrolled for the HR Learnership - National Diploma: Human Resources Management and Practices.

Occupational Certificate - Project Manager



The Projects Co ordinator & Executive Support to the CEO's Office is in the process of completing the Occupational Certificate: Project Manager (SAQA ID – 101869). The learnership is via DEKRA, accredited by the QCTO and is registered and SAQA. The objective of this course is to equip the learner with project management knowledge and skills.

Phumzile Xaba enrolled for the Occupational Certificate: Project Manager

National Certificate: Generic Management – Customer Management



The role of the Retentions Consultant was reviewed and revised to Senior Retentions Consultant. The Senior Retentions Consultant is currently enrolled for the National Certificate: Generic Management – Customer Management – 60273, the qualification is accredited by SAQA. The course is facilitated by the Training Portal and the objective is to equip the learner with customer management knowledge and skills.

Keleabetswe Mokgejane enrolled for the National Certificate: Generic management - Customer Management

STAFF BURSARIES



In line with Proudly SA's succession and career path strategy, Nathan Butler and Jeannette Makhoba from the Finance Department were awarded bursaries towards qualification that are aligned to their roles and responsibilities.

Jeanette Makhoba is currently registered with UNISA for a Bachelor of Commerce in Financial Management. Nathan Butler completed a certificate in accounting with the SA Accounting Academy. The certificate in accounting - NQF 5 is via SA Accounting Academy and is recognised by SAICA and accredited by SAQA – ID: 80189. Nathan has received his statement of results and is pending receipt of his certificate from SA Accounting Academy and a membership certificate as an accounting technician from SAICA.

Nathan Butler with his statement of results for the Certificate in Accounting from the SA Accounting Academy

4. Internship Programme

In support of the Proudly SA mandate for job creation, the campaign is committed to upskilling students, interns/learners with an N6 qualifications/ certificate are placed on internships for 12 or 18 months as they generally require 18 months of workplace training in their field of study in order to obtain their National Diploma. University post graduate students are occasionally placed on internships to gain experience in their respective fields of study,

The 12/18 -month internship is aimed at providing on-the-job experience/skills, to explore interests and to develop professional skills and competencies.

Internship programme – 2024/25 fiscal:

- Jacobeth Karabo Serumula was offered a Marketing Internship from 30 March 2023 until the 30 December 2024.
- Uthando Dlamini was offered a Marketing Internship from 10 February 2025 until the 10 February 2026.
- Keamogetswe Molete was offered a Finance Internship from 12 June 2023 until the 30 June 2024 and was retained as a Finance Assistant from the 01 July 2024.
- Dineo Lena Moahlodi was offered an e-Commerce Internship from the 19 March 2024 until the 30 September 2025.

No.	Intern	Department	EE	Placement Position
1	Jacobeth Karabo Serumula	Marketing	Black - Female	Marketing Intern – N6 Marketing Management obtaining workplace experience.
2	Uthando Dlamini	Marketing	Black - Female	Marketing Intern – N6 in Marketing Management - obtaining workplace experience.
3	Keamogetswe Molete	Finance	Black - Female	Finance Intern – BCom graduate. Retained as a finance assistant in the finance department post internship.
4	Dineo Moahlodi	E – Commerce	Black – Female	E - Commerce Intern – N6 Marketing Management - obtaining workplace experience
Internships with Funded Learnerships				
5	Mpumelelo Simelane	Host – Employer	Black - Male	Previously unemployed – Disabled candidate on Learnership with Afrika Tikkun funded by Proudly South African with an internship at a host employers and Proudly SA to obtain workplace experience.
6	Bohlale Mmola	Host – Employer	Black – Male	Previously unemployed – Disabled candidate on a Learnership with Afrika Tikkun funded by Proudly South African with an internship at a host employers and Proudly SA to obtain workplace experience.

Internships with Learnerships funded by Proudly SA:

Two previously unemployed, disabled candidates were placed on internships from 1 March 2024 to 28 February 2025 with learnerships offered by Afrika Tikkun and funded by Proudly SA. Both these candidates received stipends paid by Proudly SA; however, they are placed at a host employer to enable them to obtain relevant workplace training. The learnership is the National Certificate:

Business Analysis Support Practice NQF – Level 5 is with Afrika Tikkun. The qualification is registered and accredited by the South African Qualifications Framework – SAQA ID: 63769 and is aimed to equip the learner with business administration knowledge and skills.

Mpumelelo Cecil Simelane and Bohlale Motsoto Mmola are currently on an internship and enrolled for a learnership – National Certificate: Business Analysis Support Practice NQF – Level 5.



Mpumelelo Simelane (right) and Bohlale Mmola (left) have completed their 12-month internship and are in the process of completing their learnership – Further Education and Training Certificate: Information Technology: Business Analysis Support Practice



5. Staff wellness and engagement

1. Strategic Session and Teambuilding

Day 1 - designated to a strategic session for Proudly South African to focus on strategic departmental plans to anticipate trends, create vision, articulate purpose, set strategic, long-term, forward focused goals and objectives that are aligned with the strategic direction from the board and the organisation's annual performance plan.

Day 2 – designated to teambuilding that focuses on working together to achieve goals, objectives, increase trust, improve communication, collaboration, enhance staff morale and motivation.

Strategic Session and Teambuilding – 2024

Date: 09-10 May 2024

Venue: Anew Resort – Hunters Rest, Rustenburg

Day 1 - 9 May 2024 - Strategic Session - Conference Centre	
08h00	Departure from the office
08h30	Breakfast/Snacks on the Bus
10h00 - 10h20	Arrival at Hotel and Refreshments at the Conference Centre Foyer
10h20-10h30	Opening and Welcome - CEO
10h30 - 11h00	Membership
11h00 - 11h30	Directorate
11h30 - 12h00	IT
12h00 - 12h30	Human Resources
12h30 - 13h00	Finance
13h00 14h00	Lunch - Hotel Restaurant
14h00 - 14h30	Brand Management
14h30 - 15h00	Events & Activations
15h00 - 15h30	PR
15h30 - 16h00	Feedback from EXCO
16h00 - 16h20	Afternoon Refreshments at the Conference Centre Foyer
16h20	Hotel Check In
19h00 - 20h30	Dinner at the Hotel Restaurant

Day 2 - 10 May 2024 - Team Building	
08h00 - 09h30	Breakfast Hotel Restaurant
	Team building - Hotel Lawn/Recreational Area
12h00 - 13h15	Lunch - Hotel Restaurant or Boma
13h30	Departure from hotel



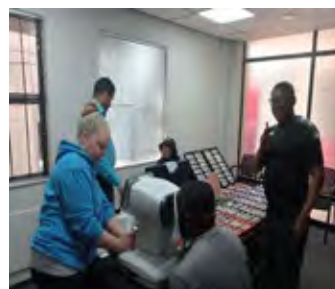
2. Staff Wellness Day – 7 July 2025

The objective of the Proudly South African annual employee wellness day is to create awareness among employees on the importance of building a healthy, productive workforce. The session and presentations given on the day sought to achieve the following objectives:

- Improve employee health and well-being.
- Empower employees with health education and lifestyle skills that enable them to achieve their best possible health.
- Positively affect employee morale and job satisfaction.
- Optimize performance and productivity. Provide a valued, tangible employee benefit.

The Employee Wellness Day was held on the 11 October 2024 at the NEDLAC with the following service providers:

- Virgin Active – information stall & activities (Yoga).
- Discovery - wellness assessments.
- Camelot Spa - rendered neck and shoulder massages.
- Company Wellness Solutions – Presentation - employee assistance programme presentation, ear screening and eye tests.
- Liberty Life – Presentation on retirement benefits, savings and information stall.
- Redel Katzen - Medical Aid presentation and information stall.
- Breast Health Foundation – Presentation.
- DKMS - Presentation and information stall.
- Khoi Tech - Presentation and information stall.



3. Heritage Day

Heritage Day is celebrated annually on 24 September to acknowledge and celebrate the diverse cultural cultures within the population of South Africa. Proudly South African celebrates Heritage Day by hosting an event that encourages staff to dress up in their cultural and traditional attire, thus bearing testament to the diverse cultures represented within the organisation. A Heritage Day event is generally held annually; staff are treated to lunch and prizes are awarded to the best dressed male and female.

The 2024 Heritage Day event was held as follows:

Date: 25 September 2024
Venue: Proudly SA offices

Date: 16 August 2024
Venue: Chamber Room – Nedlac



4. Year End - Staff Function – 2024

The year-end staff function celebrates the end of the year, recognises and rewards the staff that have made a significant contribution to Proudly South African during the year, and for the current financial year. The event took place on 6 December 2024 at Hyatt House in Sandton.

1. The hosting of the year end staff function forms part of the staff retention plan and each year Proudly South African hosts this important event shine a spotlight on all the milestones achieved throughout the year.

2. Part of activities on the day included breakfast, spa treatments, lunch and Staff Awards in which outstanding performance is recognised through an Award with an incentive under the following:

- I. Employee of the month for the past 12 months
- II. Employee of the quarter for the past 4 quarters
- III. Employee of the year
- IV. CEO's Award






Proudly South African
 Invites Staff to Our
Year End Function

06 December 2024
Curt Dabits
Time: 10h00 to 15h30
(The venue is booked until 17:00)

Venue: The Tree House & Pool Deck - Hyatt House, Sandton
Theme: Shorts & Shades (knee length shorts)

Programme:	
10h00 - 11h00	Arrival, Snacks, Welcome Drinks and Spa Treatment
11h00 - 12h00	CEO Address and Awards
12h00 - 13h00	Lunch
13h00 - 15h30	DJ & Entertainment

RSVP to Sarah via email – sarah@proudlysa.co.za
 no later than Friday, 29 November 2024.

*Transport will be provided from our offices to the venue departing at 09h15 am and from the venue to our offices departing at 15h30. Kindly inform Sarah should you require transport.



6. DIGITALLY TRANSFORMING THE HUMAN RESOURCES FUNCTION

The Human Resources Function is migrating from the traditional paper-based format to a digitalisation architecture. Traditionally the Human Resources Departments are perceived as a support function that delivers employee services; however the evolution of HR has seen the function increasingly being expected to aid and assist in leading the digital transformation of organisations.

Proudly South African endeavours to build an organisation of the future with a Human Resources Strategy, Digital HR capabilities and functions. The aim of this digital transformation drive is to bring the HR function into the 21st century by ensuring that it leverages the digital tools and apps to deliver solutions, enhance efficiencies and continuously innovates. HR's focus has shifted towards building an organization for the future. Companies are hiring young, digitally savvy staff that are comfortable to work independently whilst sharing information using digital apps. They want an integrated, digital experience at work that is designed around teams, productivity, empowerment and HR is expected to deliver this.

The leave management process in Proudly SA has been completely digitised:

- Employees apply for leave online, view their leave balances and update their profiles via Sage Self Help Service.
- Leave is approved online by the line managers, and the updated information on the staff profiles is approved by the HR Manager.
- In addition, employees can view and print their payslips online including on their smartphones.

This process of digitising the rest of the HR administrative functions is not yet completed and further developments are in the pipeline. The completion of the HR digital rollout is anticipated to continue and be completed in the next financial year.

7. HEALTH AND SAFETY

The Proudly South African office is subject to regular predetermined rigorous inspections to ensure that it adheres to the occupational health and safety policy, which is in line with legislative prescripts. We timeously file the company's reports including the Annual Return on Earnings to the Compensation Commissioner. As a result, we are in good standing with the Commission. The following plan is being followed and improved as and when required:

Aspect	Intervention/Prevention	Frequency
Occupational Injuries	Create awareness on prevention of possible occupational hazards	Bi- Annually
	Conduct regular inspections on workplace premises, equipment and machinery to ensure continued compliance with OHS Standards	Daily
	Ensure acceptance procedures are in place to report, deal and manage workplace OHS incidents	Quarterly
	Establish OHS Committee and properly capacitate its members	Annually

Occupational Diseases	Create awareness to prevent contamination from diseases .	As and when required
	Ensure that all reasonable measures are in place to prevent contamination of contagious diseases.	As and when required
	Develop and implement contingency plans to contain and manage the spread of reported contagious diseases.	Every time
Personnel Physical Safety	EEnsure reasonable security of all personnel from outside intrusion	Every time
General Safety Office Healthiness	Pest control	Monthly
	Carpet cleaning	Annually
	Sufficient ventilation	Every time
	Servicing of office air-conditioning system.	Bi-Annually

Health and Safety Committee

Employee	Occupation
Sabelo Zikalala	<ul style="list-style-type: none"> • Health and Safety Representative • Introduction to SAMTRAC • SAMTRAC • Basic Fire Fighting • First Aid – Level 1
Rosemary Hadebe	<ul style="list-style-type: none"> • Health and Safety Representative • Basic Fire Fighting • First Aid – Level 1
Pressly Mokhare	Health and Safety Representative
Lucia Mekingwe	First Aid – Level 1
Nathan Butler	First Aid – Level 1
Rebeccah Malebye	First Aid – Level 1
Lesego Tholo	<ul style="list-style-type: none"> • First Aid – Level 1 • Basic Fire Fighting



8. EMPLOYMENT EQUITY

The principle of empowerment and diversity is entrenched in the ethos of Proudly South African. The table below reflects our equity numbers for the 2024/25 financial year as well as the strategy for 2024/25 (Including for people with disabilities).

The organisation's Employment Equity Plan for 2024/25 was achieved and the approved targets were exceeded and were submitted to the Employment Equity Commission by the deadline date. This plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Proudly SA successfully submitted the Workplace Skills Report and the Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy that will ensure the achievement of this strategy during the 2024/2025 financial year. To that end, the following elements were key:

- Proudly SA is determined to implement an Employment Equity Plan and is imperative to be aligned with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the campaign's Employment Equity status.
- After terminations, promotions and transfers, Proudly SA updates and aligns its EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department.
- Every attempt must be made to deliberately target previously disadvantaged groups when filling vacancies and new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train and/or implement under-study programmes for the selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously considered.
- There must be equal opportunities for training and development for all staff. However, the training and development programme must be used as a tool for upgrading employees from previously disadvantaged groups.
- Leadership development training is another tool used for the upgrading of previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs fewer than 50 employees).
- A realistic and comprehensive Employment Equity Plan will only be drawn up on understanding the anticipated nature and size of the Campaign's structure and organogram.

The Employment Equity Committee and Skills Committee is fully established and functional.

The members are indicated in the table below.

Name	Department	Race	Gender
1. Eustace Mashimbye	CEO	African	Male
2. Jeannine van Straaten	Senior Management	White	Female
3. Veresh Ramkalawan	HR and Skills and Equity Manager	Indian	Male
4. Rosemary Hadebe	HR and Administration	African	Female
5. Alicia Logan	Membership	Indian	Female
6. Sinah Makua	Directorate and IT	African	Female
7. Lesego Tholo	Marketing and Communication	African	Male
8. Nathan Butler	Finance	Coloured	Male

Employment Equity

The table below shows PSA's employee numbers by Employment Equity classification as of 31 March 2025:

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top management	1	0	0	0	0	0	0	0	0	0	1
Senior management	1	0	0	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	2	0	1	0	4	1	2	0	0	0	10
Skilled technical and academically qualified workers, junior management, supervisors, foremen and superintendents	7	1	0	2	9	4	1	1	0	0	25
Semi-skilled and discretionary decision making	1	0	0	0	0	0	0	0	0	0	1
Unskilled and defined decision making	0	0	0	0	2	0	0	0	0	0	2
Total permanent employees	12	1	1	2	16	5	3	2	0	0	42
Temporary employees	0	0	0	0	2	0	0	0	0	0	2
Total	12	1	1	2	18	5	3	2	0	0	44

The table below shows Proudly SA's employee numbers by Employment Equity classification as of **31 March 2024**:

Total Staff Complement Representation	Actual					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	%
African	12	27.2%	18	40.9%	30	68.1%
Indian	1	2.2%	3	6.8%	4	9%
Coloured	1	2.2%	5	11.3%	6	13.6%
White (designated)	2	4.5%	2	4.5%	4	9%
Non-Designated	0	0%	0	0%	0	0%
TOTAL	16	36%	28	64%	44	100%

***Total management includes the following levels: Top management, Senior Management, Professionally qualified and experienced specialists, and Mid-management.**

9. QUALITY MANAGEMENT SYSTEM

Proudly South African is ISO 9001:2015 system certified and complies with the appropriate requirements of the South African Bureau of Standards (SABS) for Quality Management Systems, and the system is being audited on planned intervals by the SABS. The systems assist in risk management, taking corrective actions to mitigate risks, including implementing processes for continual improvement to business operations and the assurance of conformity to customer and applicable regulatory requirements.

The Management of Proudly SA resolved to document and maintain a Quality Management System to enhance customer satisfaction. The SABS surveillance audit took place on the 20/21 November 2024. During this audit, there was one minor incident of non-conformance which was raised by the auditors that has subsequently been closed, and SABS issued a report for the audit.

3

Our Members

1. Member Benefits: Improved value proposition for Proudly South African member companies
2. Terms utilised in tables and charts in this membership report
3. Overview of the membership base in the current period 2024/2025
 - 3.1 Highlights of the current period 2024-2025
 - 3.2 Newly Recruited Members for 2024-2025
 - Year on Year Comparison 2019/2020 to 2024/2025
 - 3.3 Quarterly Comparison Newly Recruited Members 2024/2025
4. Newly Recruited Members Companies by Sector
 - 4.1 Quarterly comparison of the number of newly recruited members for the period 2024-2025
 - 4.2 Member companies recruited for the period 2024-2025 by sector
 - 4.3 Member companies recruited for the period 2024-2025 by province
 - 4.4 Member companies recruited for the period 2024-2025 by classification
 - 4.5 Member companies recruited for the period 2024-2025 by lead origin
5. Renewing members for 2024-2025
 - 5.1 Renewal rate for 2024-2025
 - 5.2 Quarterly comparison of renewing members in 2024-2025
 - 5.3 Comparison by sector of renewing members in 2024/2025
 - 5.4 Comparison by province of renewing members in 2024/2025
 - 5.5 Comparison by classification of renewing members in 2024/2025
6. Database of locally made products and services
 - 6.1 Highlights of the database of locally made products and services for 2024-2025
 - 6.2 Growth of the database of locally made products and services in terms of items added in 2023/2024 and 2024/2025
 - 6.3 Quarterly comparison of locally made products and services added in 2024/2025 to the database

01

MEMBER BENEFITS



1. The use of the Proudly SA logo – a registered trademark and recognised endorsement of local content and quality.
2. **Access to market platforms:**
 - Inclusion in Proudly SA's database of locally made products and services, housed on the Proudly SA website, for use by procurement officials in the public and private sectors.
 - Secured procurement opportunities with strategic partners. i.e. industry bodies, such as the Franchise Association of South Africa, Tourism Business Council of South Africa, and private sector entities that continue to make localisation commitments;
 - Getting listed as a supplier on the Market Access Platform (MAP), where buyers meet suppliers. MAP is a database of reliable, local manufacturers and service providers from which businesses that have undertaken to increase their uptake of locally made products and services, can search for and find suppliers to procure from.
 - Listing on Proudly South African's e-commerce site: <https://shop.proudlysa.co.za>
 - Partnerships with third party online stores such as Zulzi, Makro Market Place, Made by Artisans, One-day only, Bizzmed and Takealot to list suitable member companies.

- Retail and Market Readiness Programmes and workshops to assist member companies to successfully list their products with retail and/or targeted markets.
- Partnership with CGCSA or GS1 to ensure member companies are assisted with product labelling advise and guidance, as well as global standard barcoding.
- Participation in various Buyer and Member match making programmes.
- First-hand access to tender opportunities designated for local content by the dtic;
- Recognition as a member (local manufacturer and/or service provider of high quality) on National Treasury's Central Supplier Database – to stand out to procurement officials for consideration for potential procurement opportunities in state entities;
- Pitching Session that trains member companies on how to pitch their product or services to retail, wholesale or corporate buyers.

3. Participation in and/or access to various campaigns, including, but not limited to:

- The annual flagship event: the Buy Local Summit and Expo;
- The annual Local Wine Expo;
- The annual Local Fashion Police;
- Supply Chain workshops;
- Business and sector-specific forums for networking and information sharing opportunities;
- Proudly SA's extensive marketing initiatives and activities aimed at promoting members' products and services;
- Being profiled in Proudly SA's PR and communication platforms, for example the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities and more.

4. Business to Business support for ESD beneficiaries:

- Proudly South African's value proposition is tailored to provide sponsors and diamond member companies with tangible real solutions for their Enterprise and Supplier Development (ESD) beneficiaries.



02

TERMS UTILISED IN THE REPORT

Classification of members		
Category	SMMEs Small, medium and micro 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
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000
	Silver Companies turning over between R10 million and R30 million per annum	R10,000
	Gold Companies turning over between R30 million and R50 million per annum	R20,000
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000
	Diamond Companies turning over R100 million or more per annum	R100,000
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified as a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms 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	
Lead	A company before it is converted into a member	
	Consultant-generated lead	A membership consultant who is chasing to convert a lead he/she has generated her/himself
	Direct	An enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly SA's presence at events
	Lead origin	The platform from which a lead originates
	Referral	Referral of a company from an internal or extra stakeholder

03

MEMBERSHIP OVERVIEW

3. OVERVIEW OF THE MEMBERSHIP BASE IN THE CURRENT PERIOD 2024-2025

3.1. OVERVIEW OF THE MEMBERSHIP BASE IN THE CURRENT PERIOD 2024-2025

New members	
Target	320
Achievement	408
Renewal rate (in percentage)	
Target	80%
Achievement	80%
Database of local products and services	
Target	800
Items added	896
Number currently listed	25,433
Exceeded target (in percentage)	11%

The Proudly South African membership base is growing at a steady pace with 408 companies joining the Campaign during the 2024-2025 financial year, contributing to the total base of 3,376.

Proudly South African’s current membership base covers 26 different sectors. The manufacturing sector remains the sector that experiences exponential growth. The growth seen in manufacturing within the campaign mirrors the growth South Africa has experienced in manufacturing. In September 2023, Statistics SA announced that goods exports increased to a record high of R191.6 billion, while imports were at R171.9 billion. Export growth outpaced monthly imports to reach the better-than-expected goods trade surplus of R19.7 billion. This is one of the pillars of localisation - a positive balance of trade resulting in our country reaching a trade surplus. The link between a growing manufacturing sector, a positive balance of trade and job creation is strong and direct. South Africa’s manufacturing sector remains a cornerstone of the nation’s economic growth and industrialisation ambitions, contributing approximately 13% to GDP and employing over 1.6 million people. As Proudly South African’s membership continues to grow in the manufacturing sector, the value proposition allows these companies to grow and be the drivers of job creation.

The membership footprint has grown in the three 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.

By classification, a total of five new high-value members in the diamond category joined the campaign during this financial year. The diamond members that joined the campaign were: Isanti Glass, Altron, Constructo, JA Engineering and Reboni Furniture.

The actual achieved renewal rate for 2024-2025 was 80%. The renewal rate, just like new member acquisitions is growing in the manufacturing sector. The Match Making initiatives, Retail Readiness

programme, The Buy Local Summit & Expo, DStv Delicious, The Local Wine Expo and the Local Fashion Police have been a strong driving force behind positive member retention.

Proudly SA's database of locally made products and services has grown by 11% against the growth of 263% in the previous year. The modest growth in locally made products can be attributed to the fact that SME's are manufacturing a set of quality products that enables them to access retail, wholesale and B2B market, as opposed to manufacturing copious amounts of products that they are unable to get shelf space for.

Manufacturing in South Africa has always been dominated by the following industries: Agro-processing and mining. The mining value chain is the historic bedrock of South Africa's economy. It directly contributes more than R300 billion to the country's GDP, directly employs more than 450,000 people, and is the economic anchor of many communities around the country. What is notable is that the campaign has seen growth through localisation commitments that are materialising more and more across industries that have historically not dominated the manufacturing sector in South Africa. Localisation commitments are coming to the fore with original equipment manufacturers (OEM's) in the motor industry assembling a wider range of vehicles in South Africa. The textile industry is creating and supporting more locally based CMT's while slowly decreasing imports. The alcohol beverage industry is increasingly producing locally manufactured gins and beer while holding themselves accountable to job creation and economic growth through local sourcing across their respective value and supply chains. A lot of MSMEs are also manufacturing food, beverage and skin care products that were conventionally only manufactured by JSE listed FMCG companies and multinationals, which has contributed to the increase in the volume and range of products registered with the campaign in these sectors.

The value premium that Proudly South African has and continues to generate has caused member companies to want to be associated with the brand through its currency, the Proudly SA logo. Tetra Pak, Adcock Ingram, HTH Pool Care, Lactalis, Hulett's and Nestle are some of the FMCG companies, amongst many, that are currently utilizing the logo on their packaging, on all their social media campaigns as well as their line marketing campaigns. Manufacturing and retail giants such as CTM and Italtile currently utilise the logo prominently in-store and on their above the line marketing campaigns. The logo usage is especially positive for consumer education, brand equity and exposure for the campaign.

3.2. Newly-recruited members for 2024/2025

Before membership is approved, companies must adhere to the following four criteria:

- **Local Content:** Companies must manufacture locally or render services locally utilising locally sourced material and/or equipment, as best as possible.
- **Quality:** Prove that the products/services are of a high-quality nature, by submitting industry-related certification including test results from SANAS-accredited laboratories, quality management systems tested by external verification bodies etc.
- **Fair Labour Practices:** The company should adhere to the Basic Conditions of Employment Act when it employs people, and
- **Environmental Standards:** When operating, the company practices environmental standards as per industry regulations.
- Companies that comply with all four criteria are then eligible for Proudly SA membership.



3.3. Year-on-year comparison: Newly recruited members by month

t: 2019/2020 TO 2024/2025

Month	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
April	5	6	44	23	19	22
May	10	23	11	28	20	30
June	43	26	31	43	33	30
July	31	22	25	34	56	41
August	28	33	25	31	20	38
September	26	17	30	25	21	33
October	14	24	29	15	30	40
November	18	26	25	35	19	40
December	24	13	10	9	10	22
January	6	11	15	14	20	9
February	21	16	25	25	13	25
March	17	24	57	42	79	78
Total	243	241	327	324	340	408

3.4. Quarterly comparison: newly recruited members period 2024/2025

	Month 1	Month 2	Month 3	TOTAL
Q1	22	30	30	82
Q2	41	38	33	112
Q3	40	40	22	102
Q4	9	25	78	112
				408

Q1: April, May, June

Q2: July, August, September

Q3: October, November, December

Q4: January, February, March

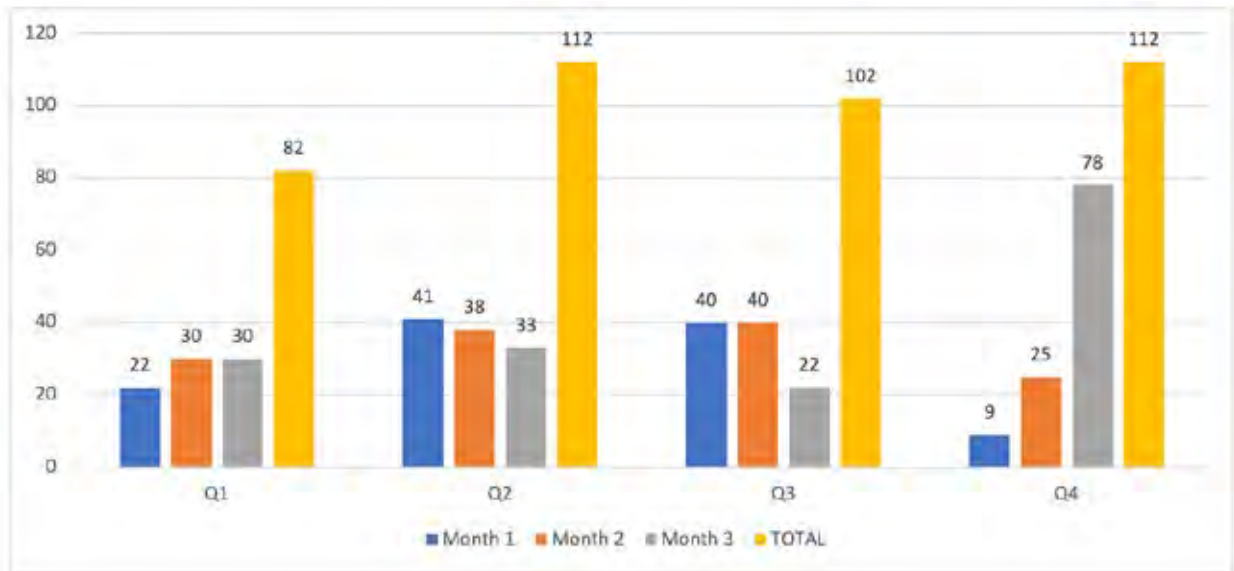


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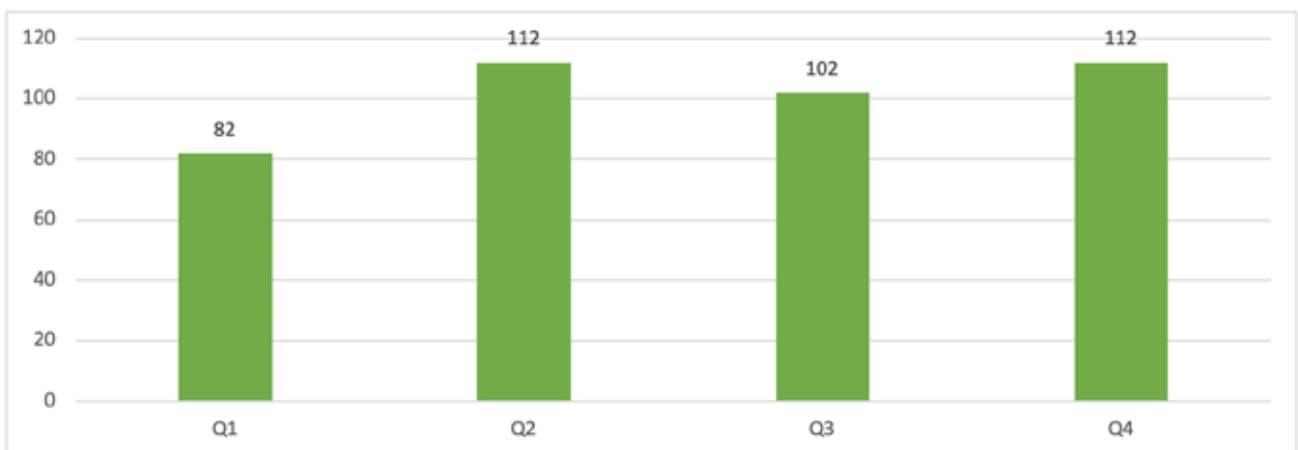
NEWLY RECRUITED MEMBER COMPANIES

4.1. Quarterly comparison of the number of newly recruited members for the period 2024/2025

Newly recruited members: quarterly comparison by month 2024/2025



Newly recruited members: comparison by quarter 2024/2025

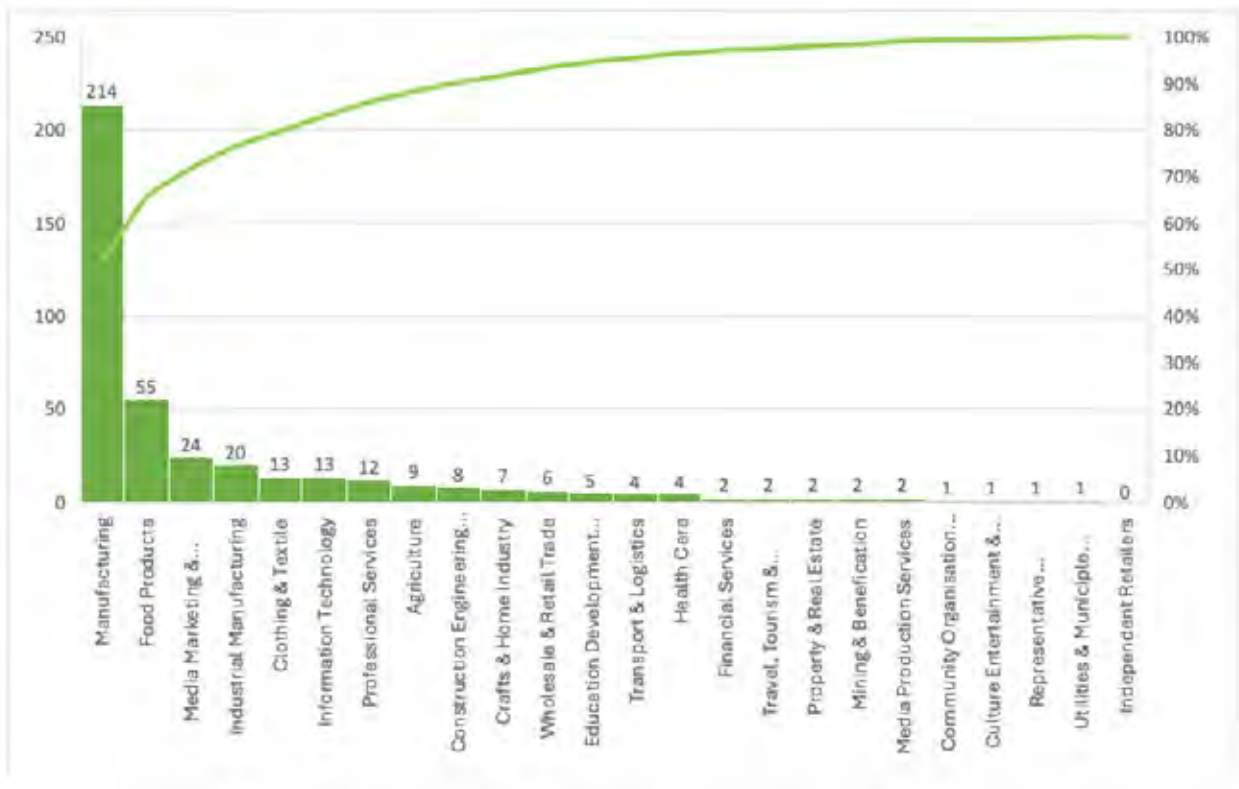




4.2. Member companies recruited for the period 2024-2025 by sector

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Manufacturing	41	61	47	65	214
Food Products	5	-	1	14	20
Professional Services	12	11	16	16	55
Health Care	2	5	5	-	12
Information Technology	3	12	9	-	24
Media, Marketing & Publishing	-	-	2	-	2
Media Production	2	2	2	-	6
Wholesale & Retail Trade	-	1	1	-	2
Travel, Tourism & Hospitality	-	-	1	1	2
Financial Services	-	2	3	-	5
Education Development & Training	-	2	7	4	13
Clothing & Textile	-	2	1	6	9
Agriculture	5	2	-	1	8
Construction Engineering & Architecture	4	2	-	1	7
Craft & Home Industry	3	-	-	1	4
Transport & Logistics	-	-	1	1	2
Property & Real Estate	-	-	1	-	1
Community Organisation & Projects	-	-	-	-	-
Independent Retailers	1	-	-	1	2
Mining & Beneficiation	2	6	4	1	13
Health Care	1	2	1	-	4
Culture Entertainment & Logistics	-	1	-	-	1
Utilities & Manicipal Services	1	-	-	-	1
TOTAL		1			1

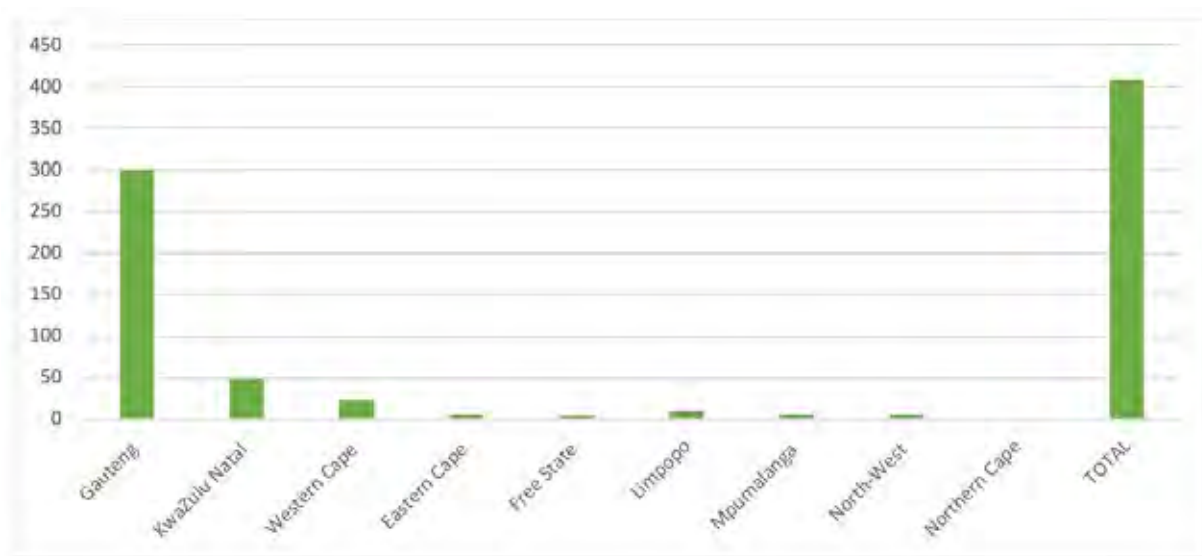
Newly recruited members: comparison by sector 2024/2025



4.3. Member companies recruited for the period 2024-2025 by province

Province	Q1	Q2	Q3	Q4	TOTAL
Gauteng	49	84	87	80	300
KwaZulu-Natal	20	6	5	18	49
Western Cape	1	12	6	4	23
Eastern Cape	1	2	1	3	7
Free State	1	4	0		5
Limpopo	2	2	1	6	11
Mpumalanga	4	0	1	1	6
North-West	3	2	1	-	6
Northern Cape	1	0	0	-	1
TOTAL	82	112	102	112	408

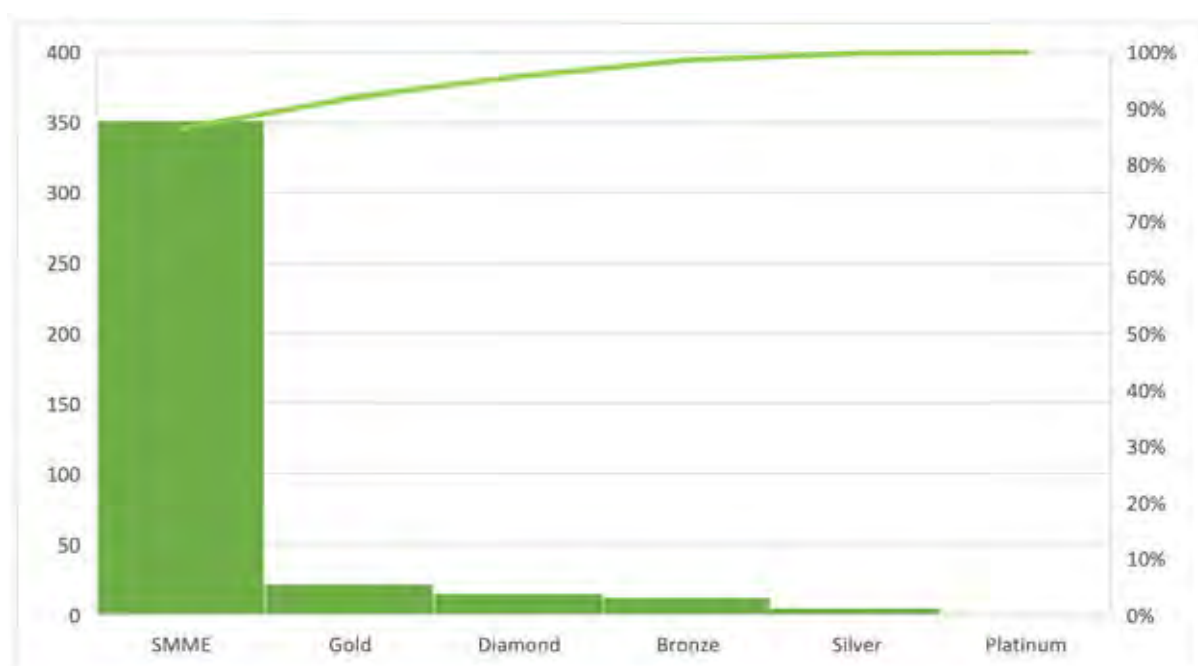
New member recruitment by province 2024/2025



4.4. Member companies recruited for the period 2024-2025 by classification

Classification	Q1	Q2	Q3	Q4	TOTAL
SMME	74	101	81	95	351
Silver	1	3	3	-	5
Bronze	4	1	4	3	12
Gold	1	5	12	4	22
Platinum	-	1	-	-	1
Diamond	3	1	2	10	15
TOTAL	82	112	102	112	408

Newly recruited member comparison by classification 2024-2025

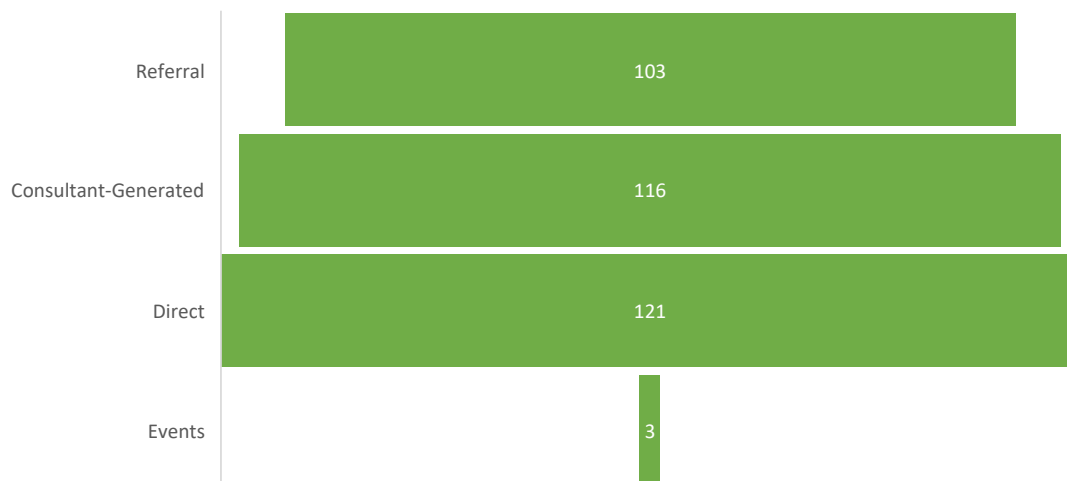




4.5. Member companies recruited for the period 2024-2025 by lead origin

LEAD ORIGIN	Q1	Q2	Q3	Q4	TOTAL
Referral	24	19	16	63	122
Consultant-generated	34	20	34	17	105
Direct	24	73	42	32	171
Event	-	-	10	-	10
TOTAL	82	112	102	112	408

Newly recruited members comparison by lead generation 2024-2025



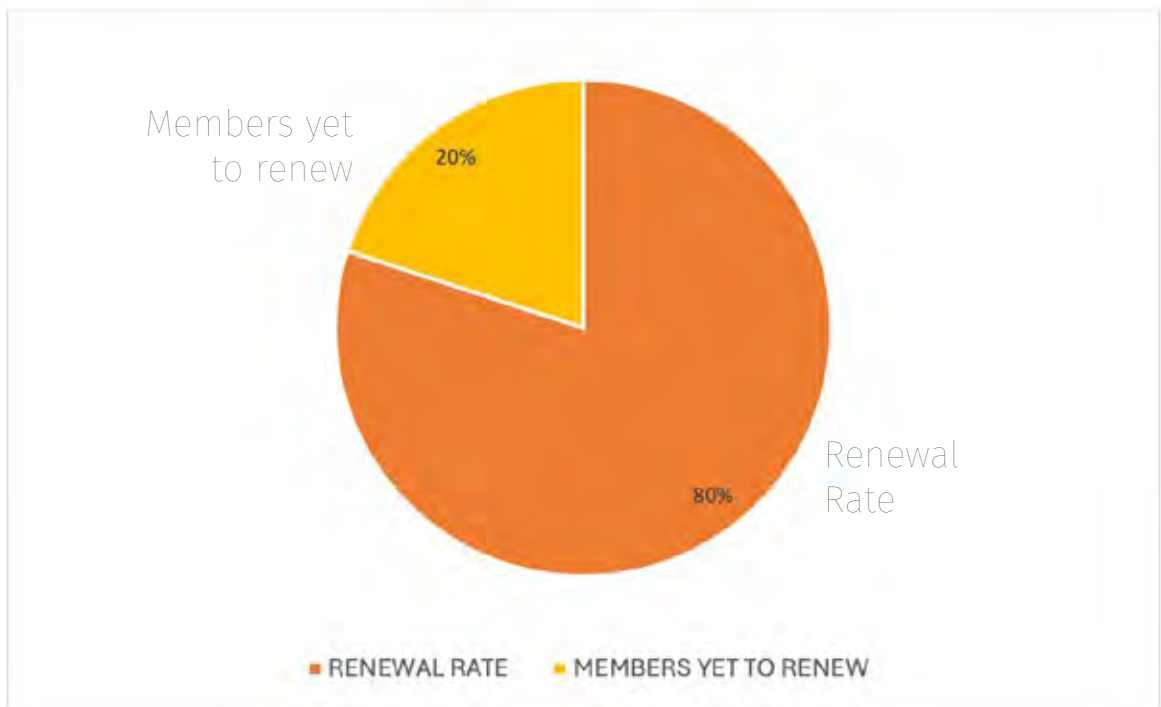
05

RENEWING MEMBERS FOR 2024/2025

5.1. Renewal rate for 2024/2025

	Q1	Q2	Q3	Q4
Renewal rate	85%	78%	74%	84%
Renewal rate for the year = 80%				

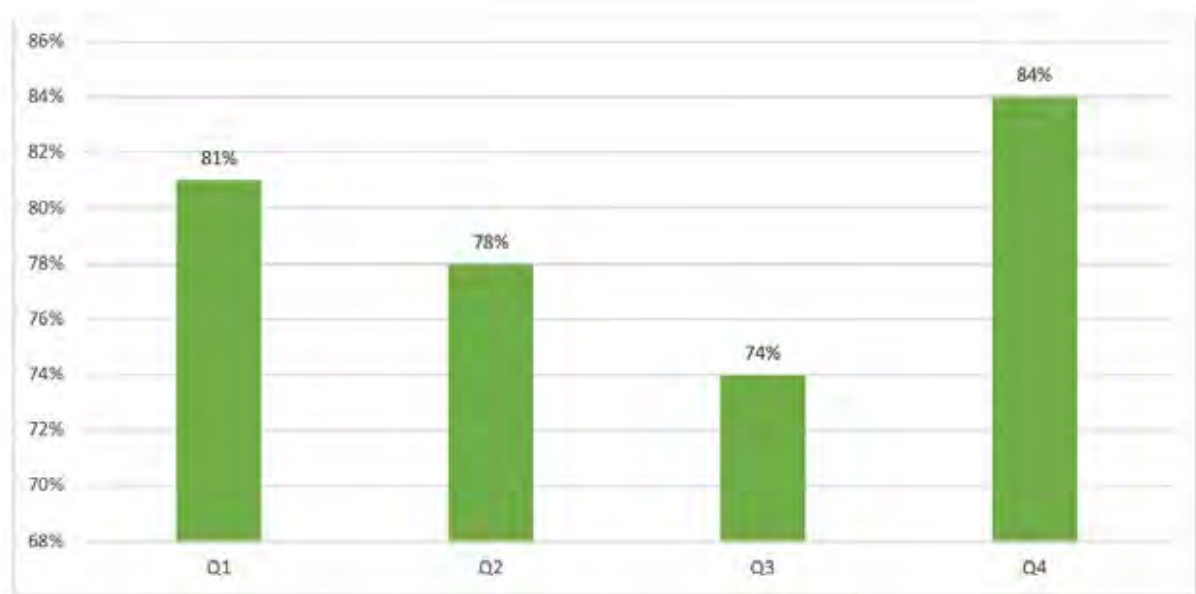
Renewing members renewal rate for 2024/2025





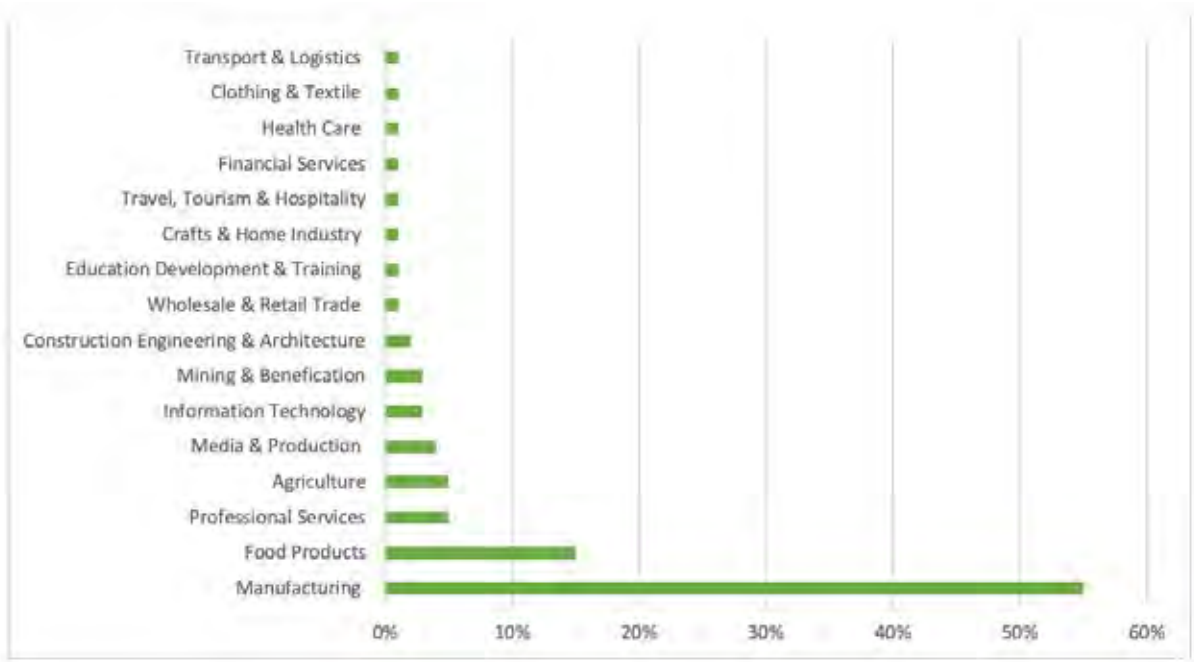
5.2. Quarterly comparison of renewing members in 2024/2025

Renewing members - quarterly comparison 2024/2025



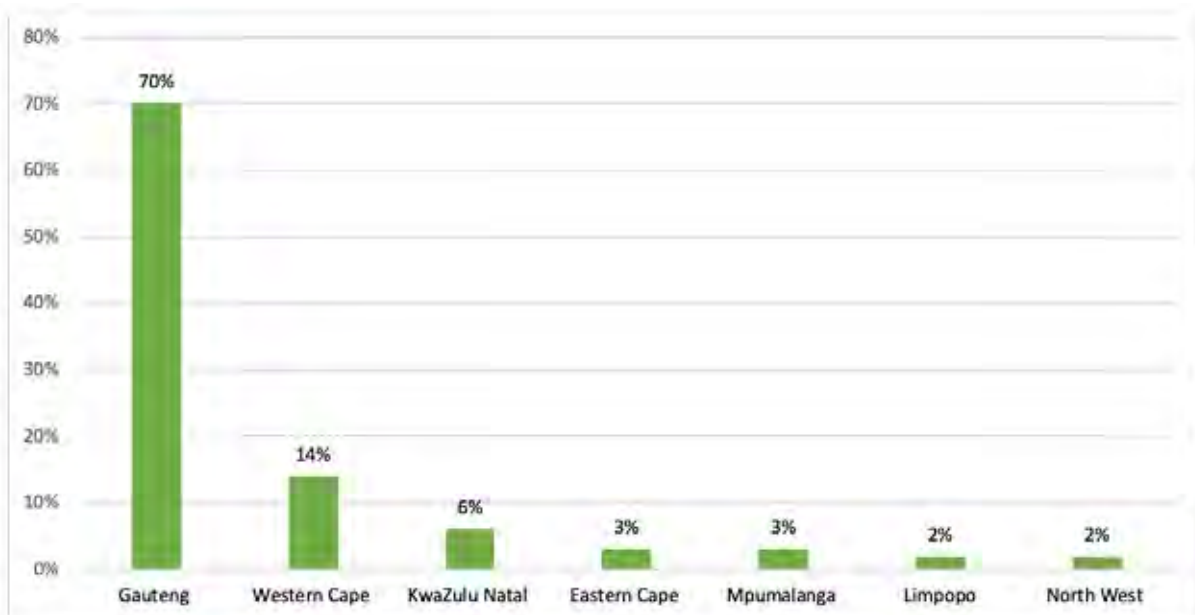
5.3. Comparison by sector of renewing members in 2024/2025

Renewing members - comparison by sector 2024/2025



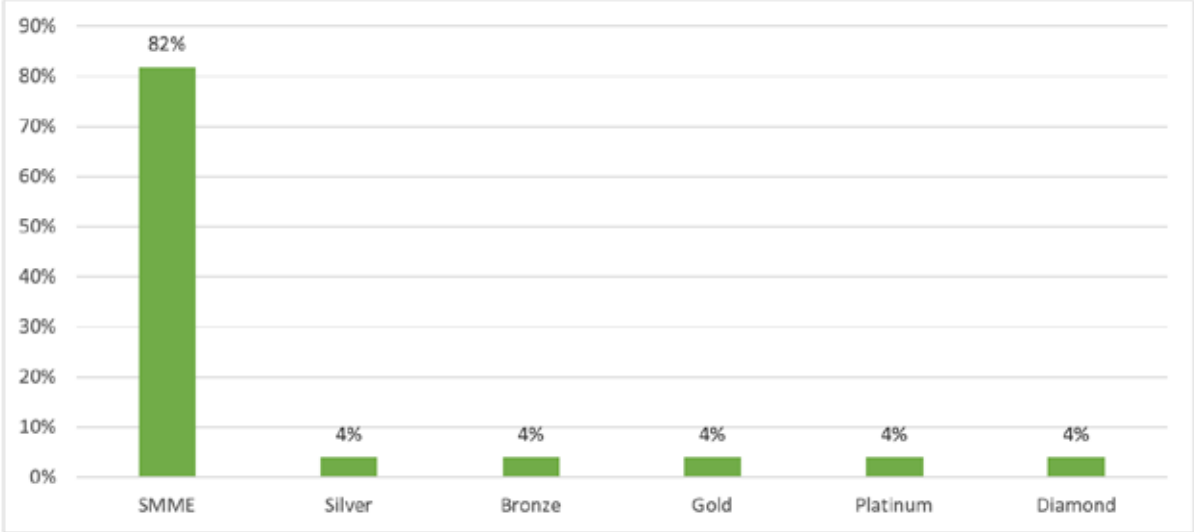
5.4. Comparison by province of renewing members in 2024/2025

Renewing members - comparison by province 2024/2025



5.5. Comparison by classification of renewing members in 2024/2025

Renewing member comparison by classification 2024-2025





06

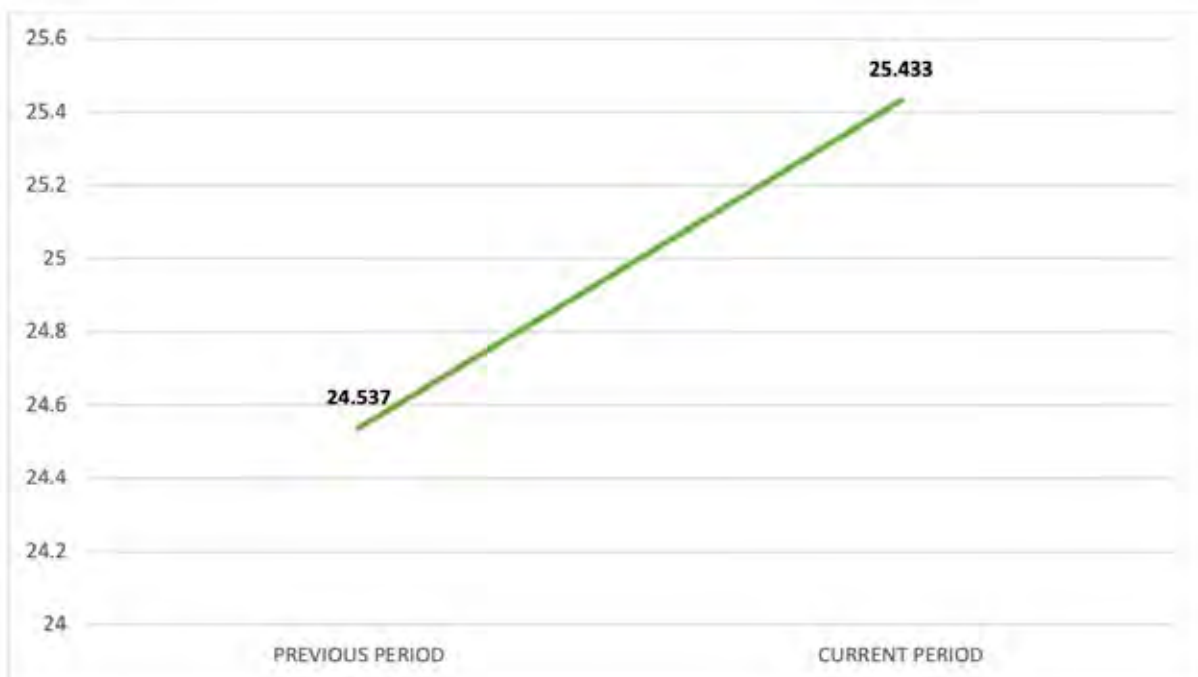
DATABASE OF LOCALLY MADE PRODUCTS & SERVICES

6.1 Highlights of the database of locally made products and services for 2024-2025

PROUDLY SA DATABASE	
Period	Number of products and services
2023/2024	24,537
2024/2025	25,433
2023-2024	
Target	800
Items added	896
Target exceeded by 11%	

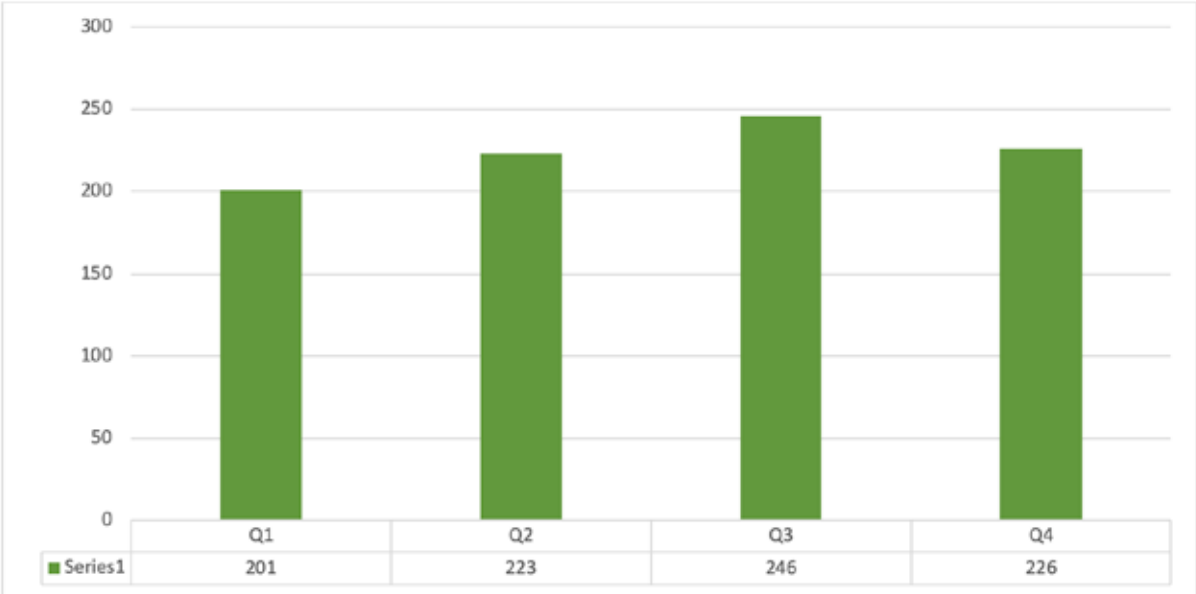
6.2 growth of the database of locally made products and services in terms of items added in 2023-2024 vs 2024-2025

2024/2025 Database of local products and services - previous period vs current



6.3 quarterly comparison of locally made products and services added in 2024-2025 to the database

Database of local products quarterly comparison 2024-2025



4

Our Activities

- 01 Key Activations & Events
- 02 Media & Public Relations
- 03 Brand Management
- 04 Strategy, Stakeholder Relations & Legal



01

**KEY ACTIVATIONS
AND EVENTS**

Proudly SA Local Wine Expo: 25 – 28 July 2024



Proudly SA hosted the 3rd annual Local Wine Expo in partnership with FNB and the Gauteng Liquor Board, under the auspices of the Department of Economic Development. The Local Wine Expo is aimed at providing access to market opportunities to local wine makers that are members of the campaign. Hosted at the Prison Break Market in Johannesburg, the event attracted thousands of wine connoisseurs, aficionados, buyers, and retailers.

The event kicked off on July 25 with a buyers' session comprised of retailers, wholesalers, restaurateurs, liquor traders, wholesalers, and hoteliers. The purpose of the buyers' session was to facilitate market access opportunities for the local wine members and hold a one-on-one session between buyers and local wine brands to be considered for retail space. The buyers' session is also a platform that educates buyers on the importance of choosing local wine during their sourcing. The session afforded members the opportunity to market their wine for possible trade and placement in stores and hotel institutions.

Opening the buyer's session was Proudly SA CEO, Eustace Mashimbye who presented the importance of localisation as well as outlining the purpose of the event, whilst pleading for



the buyers to engage with the winepreneurs and list as many of their products as possible in their hotels, restaurants, liquor outlets, bottle-stores and retail establishments.

On July 26, 2024, media and stakeholder session were hosted at a session which unpacked the importance of the event and cemented the importance of supporting local businesses. Proudly South African’s CMO, Happy MaKhumalo Ngidi delivered the opening and welcoming remarks followed by an official welcome and directed the programme.

Lebohang Maile, MEC of Finance and Economic Development was the keynote speaker for the session and in his delivery, he echoed the importance of supporting local businesses and congratulated Proudly SA in continuously championing the localisation agenda.

The session continued with remarks from the sponsors, First National Bank and the Gauteng Liquor Board, and concluded with Wendy Alberts from the Restaurant Association of South Africa.



The following wine companies participated in the Wine Expo:

- African Roots Wines
- Amile Wines,
- Aslina Wines,
- Bayede Wines
- BUCKS BUB TRADING (Yethu Wines)
- House of Azari
- J9 Wine Pty Ltd
- Koni Wines
- Lali Wines
- Landzicht Wines
- Lavo Wines (Pty) Ltd
- Mama Afrika Wines
- M'HUDI Wines
- Nandzu Wines
- NANOLA Wines,
- Randela Wines
- Zoetendal Vineyards & River Estate
- ZOLEKA Wines
- Zulu Girl Wines (PTY) Ltd
- Ses'fikile Wines
- Redamancy Vineyards (Pty) Ltd
- Libby's Pride Wines
- House of D'licacy
- Siwela Wines
- House of Lathitha Wines
- Khulu Fine Wine.

Accompanying these wines were wine pairing businesses such as Ledikana (wine bags), Nutritntha (local nuts), and Mokka Chocolates and Confectionery (local chocolates).

Food vendors included Corner Dladla (pizza), 2Selai (Kota), Sumthing Fresh (various menu items including burgers, chicken and Thai menu) and Sihle's Brew (coffee) offering a well-balanced Local Wine Experience for those attending the event over the three-day period.

The Local Wine Expo aimed to create a vibrant, and innovative wine xperience to attract new consumers, buyers, and most importantly increase the support for local wine brands. The event featured exciting activations where guests stood a chance to win prizes including local goodies and a grand prize worth more than R5000.00.

This activation property is growing in leaps and bounds and its fast becoming a staple event in the wine tasting calendar. It continues to attract a lot of media attention and this year it was no different.

Reach: Buyers Session: 35

Media & Stakeholder Session: 79

Day 1: 842

Day 2: 1185

Day 3: 1050

33 Exhibitors incl. members supplying accompaniment products

Target audience: Media, Public, Stakeholders, Consumers.

Proudly SA & Southern Sun Women’s Day Events: 30 August 2024

Proudly South African, in collaboration with Southern Sun, successfully hosted its annual event to honour and celebrate the strength, resilience, and achievements of women in business.

Under the theme ‘Sustainable Leadership’, the celebration was dedicated to recognising the remarkable women who inspire, empower, and lead with passion and purpose in their communities and industries.

The primary goal of the event was to provide a platform for local businesswomen to engage and network with stakeholders and industry leaders. By fostering these meaningful connections, Proudly South African aimed to support and elevate the contributions of women across various sectors.

The event brought together a diverse group of stakeholders, members, media, and industry leaders, creating a dynamic environment for dialogue and collaboration.

The objectives were:

- **Strengthened Relationships:** The event facilitated robust interactions between local businesswomen and key industry stakeholders. These relationships were enhanced through various networking sessions fostering potential future collaborations.
- **Increased Visibility:** The event highlighted and celebrated women’s contributions across sectors such as localisation, citizenship, environment, and entrepreneurship offering these women greater visibility and recognition.
- **Networking and Knowledge Sharing:** Through panel discussions and informal networking, attendees gained valuable insights and established connections that will benefit their professional and personal growth.

Guests enjoyed free seating, food stations, and a photobooth, capturing the celebratory atmosphere.





The official proceedings began with an engaging performance by Bongani Sax.

Leanne Manas delivered the opening address setting the tone for the inspiring discussions to follow.

Panel discussion facilitated by Leanne Manas focussed on four key themes:

- Localisation: Presented by Happy MaKhumalo Ngidi from Proudly South African. This segment explored the importance of local production and its impact on economic development.
- Citizenship: Candy Tothill, representing Southern Sun discussed how responsible citizenship plays a critical role in business sustainability.
- Environment: Joslin Lydall from Catalyst Solutions shared insights into environmental responsibility and its relevance to businesses today.
- Entrepreneurship: Proudly South African member and owner of Ledikana, Mapholo Ratau spoke on her entrepreneurial journey highlighting the challenges and triumphs faced by women in business.
- An Inspiring Journey of Leadership: Ella Bella Leite, from Miss Earth South Africa, delivered a captivating talk about her leadership journey, encouraging attendees to continue pushing boundaries and embracing leadership roles in their fields.
- Prizes and Closing: The event concluded with a

prize giveaway, closing remarks by Leanne Manas and attendees then enjoyed further entertainment and background music from Bongani Sax, creating a celebratory and relaxed end to the afternoon.

The Proudly South African Annual Women's Celebration event was a resounding success, achieving its goal of empowering, recognising, and supporting women in various sectors. It provided an excellent platform for knowledge sharing, networking, and collaboration among businesswomen and industry leaders. Proudly South African remains committed to creating opportunities that elevate and celebrate the contributions of women in South Africa, and this event was a powerful testament to that commitment. The event stands as a tribute to the exceptional women driving change and progress in society, and it underscored the importance of continuous support for their efforts to lead with passion and purpose.

Reach: 80

Target Market: female business owners, female entrepreneurs, media personnel and female stakeholders



Local Fashion Police Young Designers Workshop: 18 September 2024

In 2023 the Local Fashion Police property birthed a workshop targeted at fashion students. This workshop titled "Journey to Retail", aimed to equip young designers with the skills and knowledge necessary to succeed in the competitive retail market. Building on this initiative's success, the 2024 Young Designer Workshop took place on 18 September at the Stadio School of Fashion.

The workshop provided an engaging platform for nurturing young talent in South Africa's local fashion industry.

Workshop Objectives:

- The main objectives of the workshop were:
- To develop young designers' skills and knowledge to better prepare them for the retail market.
- To provide a creative space where designers could draw inspiration from South Africa's cultural heritage.
- To foster innovative thinking in fashion design, with a focus on unity, diversity, and modern South African identity.
- To offer networking opportunities with industry experts and potential collaborators.

As part of the engaging programme, students were divided into groups where they received a task from this year's Local Fashion Police judges to solve. The groups then presented possible solutions to Proudly SA, FNB, media, and other key stakeholders and stood a chance to win

R5000 sponsored by FNB.

The workshop successfully achieved its objectives, leaving participants with enhanced technical skills, creative inspiration, and a deeper understanding of fashion's potential to shape a cohesive and innovative future for South Africa. Notably, young designers embraced the challenge of incorporating cultural elements into their work, producing collections that celebrated the country's diverse identities.

The 2024 Young Designer Workshop reinforced Proudly South African's ongoing commitment to nurturing local talent and supporting the growth of South Africa's fashion industry. By providing young designers with essential tools, knowledge, and networking opportunities, the workshop continued to play a vital role in fostering a new generation of designers who are ready to make an impact in the retail space. This event was a significant step towards using fashion as a medium for storytelling, unity, and innovation.

The speakers were:

- Otsile Kgosi, founder and owner of OtizSeflo clothing label.
- Deidre Van Rooy (Marketing Lead: FNB Business Banking)
- Happy MaKhumalo Ngidi (Proudly SA CMO)

Reach: 50

Target audience: Stadio students, media, stakeholders



Local Fashion Police Finale: 28 November 2024

Proudly SA hosted the finale of its annual consumer competition, the Local Fashion Police, at Level Three Premium Venue. The event brought together a selection of media houses such as eNCA, Daily Sun and Mzansi Magic – to name a few, influencers, fashion bloggers and fashion designers under one roof, to celebrate South African designers and promote the love for local fashion.

The finale was hosted by renowned hosts and media personalities; Lula Odiba and Fresh by Caddy and consisted of a fashion show with DJ Mohamed on the decks who entertained the guests. The four selected winners of the 2023 competition were Ludina Ngwenya, Olwethu Ty, Tarryn Cilliers and Dimpo Catherine.

They received a once-in-a-lifetime opportunity to showcase their modelling skills dressed in the finest collection made for them by the designers strutting the runway wearing the collections curated



by the four esteemed fashion designers for the 2023 edition, Gert-Johan Coetzee, JJ Schoeman, Palesa Mokubung and Otsile Sefolo.

The show saw approximately 120 attendees from all over Gauteng, and the programme consisted of an opening and welcome by Proudly SA CEO, Mr Eustance Mashimbye, where he played both the game time and second half adverts. CMO, Ms Happy MaKhumalo Ngidi followed the proceedings with an introduction into the LFP campaign and highlighted the origins of the concept. The guests got to enjoy electrifying performance by the kwaito legend, Thebe.

The event concluded with an awards ceremony where all four judges/fashion designers received their certificates as Proudly SA members and the four winners received their R20 000 winners' cheques. The prize money gives each winner an opportunity to purchase their dream wardrobe from their respective LFP judge.

The showcase was an opportunity to celebrate and appreciate the local fashion industry, and champion the country's Clothing, Textiles, Footwear and Leather (CTFL) sector. Further to that, the showcase put a spotlight on the industry's potential, encouraging guests to feel, see, touch and appreciate local fashion to infuse pride and confidence in the quality of local fashion brands.





Seven Proudly SA members within the CTFL sector, listed below, were given a market access opportunity to showcase their brands and work at the event along with renowned designers David Tlale, Sandy Rogers and Scalo Designs. Previous LFP judges who were also involved in the display and showcase section had the following companies exhibiting their designs:

- Ledikana
- Township Luxury
- Chepa Streetwear
- African Mama's Crafts
- NQ Jewellery
- Rubicon
- Scalo



As a play on fashion police, Proudly SA had an activation where promoters dressed as police “arrested” anyone who was not wearing local and sent them to “jail” where the attendees were requested to take a mugshot through the selfie activation, holding a board written “I am arrested for not wearing local”. This activation brought a hilarious and laid back element to the event and gave the attendees something to not only take home as a souvenir, but further spread the key messaging of buying, wearing and supporting local brands.



Finally, a local South African menu was the theme for all food and drinks for the evening, with starters such as amagwinya & mince, bowls of curry with creamed samp and spinach as mains and vegan ice- cream from the Proudly SA member Yo Coco, as the dessert of the evening. The bar was also fully local, consisting of champagne & wines from Qualito and gins from Grey Hawk who are both members of the campaign. Serving these, allowed attendees to not only have a taste of local but also to experience a fully local event and appreciate the possibility of hosting a Proudly SA event based on locally made products. In addition, through friends and members of the campaign, the waters, soft drinks, ciders, and beers served throughout the evening were also all local and sponsored by members, SAB and Coca-Cola.

Reach: 120
Target audience: Board members, stakeholders, sponsors, people of influence & media

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The Buy Local Summit and Expo Media Launch: 11 March 2025

The 13th Buy Local Summit & Expo Media Launch was a strategic initiative aimed at generating momentum, building anticipation, and emphasizing the vital role of localisation in strengthening South Africa's economy.

As a key milestone leading up to the main summit, the launch successfully engaged the media and amplified core messages to a wider audience. It sparked meaningful dialogue around localisation and secured impactful visibility in the lead-up to BLSE 2025. Through purposeful media engagement and compelling storytelling, the event positioned the upcoming summit as a driving force for economic resilience and local business growth.

To make the event special and enjoyable for our delegates, we hosted it at Rosebank Cinema, offering a one-of-a-kind movie-style experience with a big screen, clear sound, and classic cinema snacks. Guests were welcomed with a Proudly South African T-shirt and bucket hat on arrival, setting the tone for a fun and engaging evening. Before the main programme began, there was time to relax and network over light cocktail snacks and a glass of wine.

As the videos played, attendees were given a

branded Proudly South African popcorn box and a cooldrink to enjoy, adding to the cinema vibe. Once the formal programme wrapped up, guests were treated to a tasty buffet dinner followed by a selection of desserts, ending the evening on a warm and satisfying note.

Reach: +-75

Target audience: Media & Stakeholders





Buy Local Summit and Expo: 17-18 March 2025

The 13th edition of Proudly South African's Buy Local Summit & Expo (BLSE) took place on 17–18 March 2025, bringing together industry leaders, entrepreneurs, and consumers under one roof. The Summit serves as a key platform to connect local businesses with potential consumers, suppliers, investors, and experts—showcasing the strength of South Africa's diverse and dynamic economy.

This year's BLSE, which was held under the theme: Building a resilient economy through localisation, attracted 15 sponsors and hosted over 300 exhibitors from across all sectors. Notably, Proudly SA secured first-time sponsors including Santam, South African Tourism, AITF, Standard Bank, IDC, and a strategic partnership with GEP.

The event kicked off with a ribbon-cutting ceremony attended by Proudly SA executives, board members, and key stakeholders, followed by a walkabout through the exhibition stalls to engage with members and sponsors.

The conference hall was filled to capacity ahead of the programme. Esteemed MC Iman Rappetti welcomed guests and introduced the 2025 theme: "Building a Resilient Economy Through Localisation." Proudly SA Board Chair Mr Howard Gabriels delivered the opening address and unveiled the organisation's new e-commerce platform.

This was followed by a keynote from ABSA's Group Managing Executive Mr Ronnie Mbatsane, who reaffirmed ABSA's continued support for the Buy Local movement. Proudly SA CEO Eustace Mashimbye expanded on the Summit's theme and the importance of partnerships in driving localisation.

The first panel of the day, facilitated by Govan Whittles, tackled the theme "Building a Resilient Economy Through Localisation". Panelists included:

- Shiny Gobiyeza (COO, NAAMSA)
- Muzi Manzi (CEO, Aluminium Federation of SA)
- Tshifhiwa Tshivhengwa (CEO, Tourism Business Council of SA)
- Kgosi Mogotsi (Director, SA Government & Stakeholder Relations)





A hard-hitting plenary session followed: “The Impact of Illicit Trade on the SA Economy and Industrialisation,” chaired by Proudly SA Board Member Lisa Seftel. Contributors included:

- Justin Berry (PG Bison)
- Tanya van Meelis (COSATU)
- Penwell Lunga (SAFI)
- Albert Louw (Lasher Tools)
- Ayabonga Cawe (ITAC)
- Edward Kieswetter (Commissioner, SARS)

Spotlight on Fashion: Timeless Thread Panel

On the expo floor, the Timeless Thread panel explored the evolution of South African fashion. Facilitated by Ouma Tema (Plus Fab), the panel featured:

- Mzukisi Mbane (Imprint ZA)
- Palesa Mokubung (Mantsho)
- David Tlale (David Tlale)
- Craig Jacobs (Fundudzi)
- Vanya Mangaliso (Sun Goddess)
- Otsile Sefolo (Otiz Seflo)

A standout activation was the Take a Stand March, led by the CTFL sector and other labour-intensive industries. The march aimed to highlight the damaging impact of illicit trade and counterfeit goods on





the South African economy. Proudly SA handed memorandums to Michael Lawrence (NRCS President) and Dr Jay Irkhede (Director of Leather and Footwear, the dtic), calling for stronger action against counterfeit goods.

The day ended on a high note with Inverroche’s Happy Hour Activation, where 40 delegates enjoyed a curated gin tasting experience.

Throughout the Summit, Proudly SA members engaged with buyers via both the advanced business matchmaking platform and organic interactions on the exhibition floor—generating valuable leads and forging new partnerships.

Once again, the Buy Local Summit & Expo demonstrated the power of providing the right platform - where Proudly South African members can access growth opportunities, build brand presence, and contribute to the country’s economic resilience through localisation.

Day 2 of the Buy Local Summit & Expo was equally action-packed, with a strong focus on SMME development and support. The day featured a carefully curated programme aimed at empowering small businesses and deepening conversations around localisation.

The official opening was led by the Director-General of the Department of Small Business Development, Ms. Thulisile Manzini, who took a walkabout through the exhibition floor to experience firsthand the innovation and passion behind South Africa’s local brands.

The conference segment featured a dynamic series of conversations and panel discussions:

SMME Showcase & Media Engagement – Real Stories
Facilitated by Dudu Ramela, this panel featured companies supported by the Department of Small Business Development, ABSA, and Proudly SA. The discussion focused on the tangible impact of localisation on SMMEs.

Keynote Address

Proudly SA CEO Eustace Mashimbye introduced the keynote speaker, DG Thulisile Manzini, who delivered a compelling address on the role of SMMEs in driving economic growth and job creation.

SMME Support Programmes: Driving Industrialisation.

This panel brought together sponsors with financial and non-financial support programmes. They shared insights on business development, retail readiness, and industrialisation. Speakers included representatives from Takealot, Telkom, AITF, IDC, Sasol, Standard Bank, Transnet, GEP, and ABSA.

Special Plenary: The Local Heroes – Battle of the Best of SA Brands.

Facilitated by renowned journalist Devi Sankaree Govender, this lively discussion showcased marketing and branding leaders from top local companies. Panellists included:

- Conny Sethaelo – Nestlé SA
- Marsha Kumire – SAB
- Thabile Khuzwayo – Unilever
- Bakani Ntasi – Adcock Ingram
- Lorna Scott – Inverroche
- Neville Matjie – Brand SA
- Florence Kikine – SABC

This session offered key insights into how iconic South African brands build identity, drive local pride, and contribute to a resilient economy.

Workshops and activations such as the GEP Funding Symposium, Business Propeller, and the Business Solutions Hub showcased the vast potential of South Africa's SMME sector. Captivating discussions led by moderators like Devi Sankaree Govender, Dudu Ramela, and Govan Whittles underscored the deep interest in localisation and industry insights.

Day 2 demonstrated the Summit's deep commitment to creating a meaningful platform for local businesses, especially SMMEs, to thrive, innovate, and grow.

Reach: 3000

Target Audience: Stakeholders, Exhibitors, Trade Buyers, Government Delegates, VIPs, Media, Small Business Owners, General Consumers, Government Entities



The Ecosystem of Tourism webinar: 27 May 2024

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

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

Furthermore, the array of panelists discussed the impact of the Covid-19 pandemic on the tourism industry, its remarkable recovery and how it generated jobs post the pandemic. The different speakers expressed their shared values around the buy local mandate, which speaks to promoting locally made products and local attractions, whilst positively impacting the community. The ecosystem was explained in terms of how each area of the tourism sector plays a role in job creation from transportation, accommodation to food.

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

The Panel Included:

Sakhumzi Restaurant: Mr Sakhumzi Maqubela (Owner)
Gauteng Tourism Authority: Ms. Sthembiso Dlamini (CEO)
Soweto Tours: Ms Mel Tlhapi
Proudly SA & Facilitator: Mrs Happy MaKhumalo Ngidi (CMO)

Reach: 224

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



The Localisation of the Automotive Sector webinar: 31 May 2024

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

The webinar gave prominence to Proudly SA members who used the platform to promote their respective businesses, both big and small companies. Our members were invited to this high level webinar which is part of the value add of Proudly SA membership, to profile their companies and create potential linkages with big industry players. The key facilitator understood the brief and executed it professionally. The webinar facilitation went well and the facilitator was at the forefront of encouraging delegates to be proactive in the webinar and this created an active/on-going chat on the webinar platform, which was integrated with social media.

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

Proudly SA: Mr Eustace Mashimbye (CEO)
DTIC: Mr Frank Stevens
NAAMSA: Mr Mike Mabasa
Automotive Industry Development Centre: Mr Anton Fiets
MasOil: Mr Andrew Masuku

Reach: 395

Target audience: Proudly SA members, Non-Proudly SA members, Automotive Industry players
Mantwa Makhakhe: Epicutis Skin Range CEO



Unlocking opportunities: Financial and Non-financial benefits for youth in business: 14 June 2025

Proudly SA hosted a webinar that highlighted financial and non-financial benefits for young business owners. This webinar brought together various financial institutions and banks who informed the delegates of a variety of tailored financial and non-financial solutions for the youth. The webinar sought to foster solution-driven conversations that paved the way for progress.

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

The experts included:

Proudly SA

Jeannine van Straaten

Executive: Strategy, Stakeholder Relations & Legal

First National Bank (FNB)

Mpho Mokotedi

ESD Funding Manager, FNB Commercial Transactional Solution SME

Industrial Development Corporation (IDC)

Manyatsa Nkutha

Senior Youth Specialist

Business Basics Shop CC

Roger Smith

Retail Development Consultant

Passion is assisting business-owners to grow & develop

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

The webinar was interactive, and the panellists fielded questions from the audience from various social media platforms. After the Q&A session the panellists gave closing remarks.

Reach: 319 across Zoom, Facebook, YouTube, X and LinkedIn

Target audience: Proudly SA member, Proudly SA non-members, Youth in Business





SMME Skills Development webinar: 24 June 2024

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

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

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

Skills Unit.

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

Reach: 237

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

Unlocking the potential of SA's youth to shape South Africa's future: 25 June 2024

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

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

WEBINAR OBJECTIVES INCLUDED:

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

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

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

The speakers and panellists of the day included:

Facilitator:

Zengeziwe Sangweni

Speakers:

Ms Alicia Logan: Membership Manager at Proudly South African

Marie Louise Funston: Harambee Youth Employment Accelerator

Waseem Careem: Chief Executive Officer, National Youth Development Agency

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

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

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

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

Reach: 60

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



SMME Equip to Employment: 26 June 2024

Small, Medium, and Micro Enterprises (SMMEs) are important players in economies worldwide, and this is no different in South Africa where SMME's serve as the backbone of economic growth and job creation.

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

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

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

Shanee Kelly, Education Specialist at CIPC, shared insights on the importance of compliance and corporate education while Lerato Moamogwe who is the National Youth Service Office at NYDA, unpacked the programmes offered by the institution.

Proudly SA's member Reabetswe Dire, founder of Beauty Edenvinne, shared her journey as a business owner and highlighted the challenges and triumphs she faced as a woman entrepreneur.

Reach: 204 Across all media platforms

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



Promoting the localisation mandate across manufacturing sectors and sub-sectors: 27 June 2024

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

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

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

Our member NQ Jewellery Design Services Nqobile Nkosi, delivered a compelling presentation which energised and renewed hope to entrepreneurs who attended the webinar. Nqobile outlined the challenges he encountered and how he managed to overcome them, which served as a source of inspiration for the delegates.

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

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

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

Reach: 128

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



The future of FMCG: Trends, & Challenges: 28 June 2024

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

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

The webinar unpacked the future of the FMCG sector, highlighting trends, challenges, and local

opportunities which the sector embodies. The industry experts during the webinar shared informative insights about the ever-changing ecosystem of the FMCG sector. The webinar consisted of experts from the following organisations:

- Restaurant Association of South Africa (RASA): Unpacked the role of RASA and outlined the importance of localisation in the restaurant industry.
- Foodbev SETA (Food and Beverages Manufacturing Sector Education and Training Authority): Shared insights on identifying critical skills for the future of the sector.

Their core presentation emphasized on the training and development programmes to upskill employees as well as the importance of ensuring employment opportunities are available within this FMCG sector.

- The Consumer Goods Council of SA (CGCSA): Outlined the major challenges facing the FMCG industry. While highlighting the challenges, Tarryn Daniels from the CGCSA also indicated the solutions available within the Consumer Goods Council.
- Funky Ouma who is a member of Proudly SA shared her brand story and journey. Johannita from Funky Ouma gave advise on the importance of solidifying one's brand within the FMCG sector and shared insights on how navigate challenges in business.

Reach: 934

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



The impact of the hospitality businesses on the local economy: 17 July 2024

Proudly SA hosted a webinar aimed to deepen understanding of the hospitality sector's role in local economies. It sought to inspire and motivate stakeholders, including business owners, community leaders, and consumers, to support and strengthen the hospitality industry's positive contributions to economic and social development. The panel discussion was steered by Duduzile Ramela who enabled speakers to impart as much knowledge as possible to the guests. Proudly SA CEO, Eustace Mashimbye, opened the proceedings by delivering an address on the importance of localisation within the hospitality sector. His presentation further enhanced understanding of what Proudly SA campaign stands for and the organisation's localisation mandate.

The panel for the day included Chairperson

of FEDHASA, Lee Ann Singer, who zoomed into community partnerships and the direct impact those partnerships have on the economy and localisation.

Proudly SA member, Southern Sun, presented the hospitality ecosystem and its impact to local businesses. The final presentation was delivered by Dineo Setsetse who is the general manager of Soweto Hotel. She unpacked how local businesses benefit from local sourcing which takes place within the hospitality area. This webinar received coverage from You FM to the value of R 110 000.

Reach: 371 people

Target audience: Proudly SA members, Hospitality Industry Professionals, SMMEs, Media



Localisation, Innovation and Opportunities in the Agro-processing sector: 19 July 2024

Proudly South African hosted a webinar on the Localisation and Innovation within the agro-processing sector. South Africa's a-processing sector is at the cusp of significant transformation, driven by innovations and emerging opportunities. Agro processing refers to the manufacturing activities that produce consumable food, feed, fibre, fuel, or industrial raw material from agricultural produce.

This webinar that was titled: "Innovations and Opportunities in the Agro-Processing Sector of South Africa," aimed to provide existing and future entrepreneurs in the agro-processing sector with comprehensive insights into the latest trends and opportunities in this critical industry.

The webinar consisted of experts from the various organisations and the proceedings were opened by a presentation from Proudly SA's CEO, Eustace Mashimbye who gave an overview of the Proudly SA campaign and set the scene for the conversation to be had.

Facilitated by Proudly SA CMO, Happy MaKhumalo Ngidi, the webinar saw Dr Nqobile Masondo, the Senior Researcher at Agricultural Research Council taking the attendees through their research initiatives as well as the positive contribution towards the GDP.

Kgaladi Sethoga, Innovations and Technology consultant contributed to the conversation by taking guests through the initiatives SEDA has in support of small businesses within the agro-processing sector.

The Graca Machel Trust was represented by Shiphra Chisha, Director of Programs within the trust. She spoke about gender transformative approaches and facilitating access to finance and markets for women in the agro-processing sector in South Africa with a clear localisation approach.

The agro-processing webinar closed after an interactive Q&A session between speakers and the attendees. The webinar was streamed live across Proudly SA social media platforms and was well attended.

Reach: 157 people

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



Market readiness and attractive market access: 24 July 2024

Proudly SA believes in the success and growth of both its product manufacturing and services offering. Access to critical markets and market readiness are two crucial elements that can determine the success of a business. This insight propelled the campaign to initiate a much-needed market readiness and attractive market access webinar to equip and upskill local businesses.

The webinar hosted by Proudly SA in partnership with industry experts, aimed to provide valuable information on market readiness such as barcodes, branding, and sector-specific accreditation. Various speakers shared key information and insights which equipped the attendees with market readiness tools and prepared them to access market platforms. SEDA shared their various key programmes to assist companies to change the way they operate in the business space.

Proudly SA's Membership Manager, Alicia Logan facilitated the webinar and gave an overview of the campaigns mandate.

The Consumer Goods Council of South Africa, represented by Martin Kairu, shared important information about barcoding. Thendo Netshishivhe also from The Consumer Goods Council, contributed to the conversation by providing insights on the offerings by the GCSA and how small businesses can benefit from their affiliation.

The last speaker of the webinar was Ofentse Shakung from the Companies and Intellectual Property Commission (CIPC), who unpacked the business solutions offered by the institution. Alicia wrapped up the conversation by summing up the speaker's contributions.

Reach: 2 000

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

Improving product packaging: A collaboration between manufacturers and design experts: 29 July 2024

Proudly South African hosted a highly informative and engaging webinar focusing on the critical role of packaging in today's marketplace. The webinar highlighted how packaging has evolved beyond just a protective layer to become a vital marketing tool that significantly influences product visibility, market success, and sales.

The webinar featured insights from industry leaders, each bringing unique perspectives on various aspects of packaging. Eustace Mashimbye, Chief Executive Officer of Proudly SA opened the webinar by reiterating the importance of the localisation of the economy. Mashimbye stressed the importance of localising packaging to support domestic industries, enhance economic growth, and foster national pride.

Masale Manoko, Sustainability Manager at Tetra Pak Southern Africa, spoke on design for circularity. Manoko emphasized the importance of sustainable packaging designs that support a circular economy, highlighting innovative solutions to reduce waste and environmental impact. The third speaker was Pat Mahlangu, the CEO of Pat on Brands. His topic was crafting of local brands and products. Mahlangu shared strategies for creating compelling local brands, underscoring the role of packaging in building brand identity, and connecting with consumers.

National Secretary & National Events Chairman of Institute of Packaging South Africa, Bill Marshall focused on circular economy in packaging/waste reduction strategies. Marshall provided insights into waste reduction strategies and the transition towards a circular economy in packaging, stressing the importance of sustainability in packaging design.

Ryan Malagus, Assistant Operations Manager from Loot, spoke about the operational aspects of packaging, including efficiency improvements and

cost management while his colleague Luke Martin, Senior Business Development Specialist from Loot, spoke about Proudly SA trade agreement with Loot Marketplace. Martin outlined the trade agreement between Proudly SA and Loot Marketplace focusing on opportunities for local businesses to leverage this partnership for growth.

Packaging serves as the first point of contact between a consumer and a product, acting as a silent salesman that conveys brand identity, values, and product information. Effective packaging ensures products reach consumers in optimal condition, free from damage or contamination, which is particularly critical in the food and pharmaceutical industries.

Businesses that invest in innovative packaging design can gain a competitive edge, foster customer loyalty, and drive long-term success. The webinar underlined the growing emphasis on sustainable packaging solutions that support the circular economy, with design experts playing a crucial role in achieving this goal. Localising packaging efforts can support domestic industries and contribute to economic growth, fostering a sense of national pride.

The webinar provided valuable insights into the multifaceted role of packaging in today's marketplace. The discussions underscored the importance of thoughtful packaging design and innovation in gaining a competitive edge, fostering customer loyalty, and ensuring product safety and sustainability. It highlighted the critical collaboration between manufacturers and design experts in advancing packaging solutions that meet the demands of the modern market.

Reach: 249

Target audience: Proudly SA members, general consumers, SMME's, packaging experts

Unpacking the challenges and opportunities within the Agricultural sector: 08 August 2024

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

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

The webinar convened five of the entities exhibiting at the event to set the tone and give a broad overview of the services offered by the companies that would be exhibiting at the event. The webinar was a hive of activity and gave various entities a platform to showcase their different offerings. The event was facilitated by Alicia Logan: Proudly SA Membership Manager.

The webinar had a very high viewership on Twitter, which indicated that there was an appetite for such a webinar, which essentially seeks to improve and build business.

The following were part of the webinar:

- Don Mashele – Head of Business Development, Small Enterprise Finance Agency (SEFA)
- Tumelo Mashabela – Registered Patent Attorney and MD, Tshaya Mashabela Attorneys
- Senior Manager – Legal Services and Systematic Investigations, The Tax Ombud
- Shanee Kelly – Education Specialist: Corporate education and compliance division, CIPC

Reach: 180

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



Women in Technology: Driving inclusive economic development in South Africa: 14 August 2024

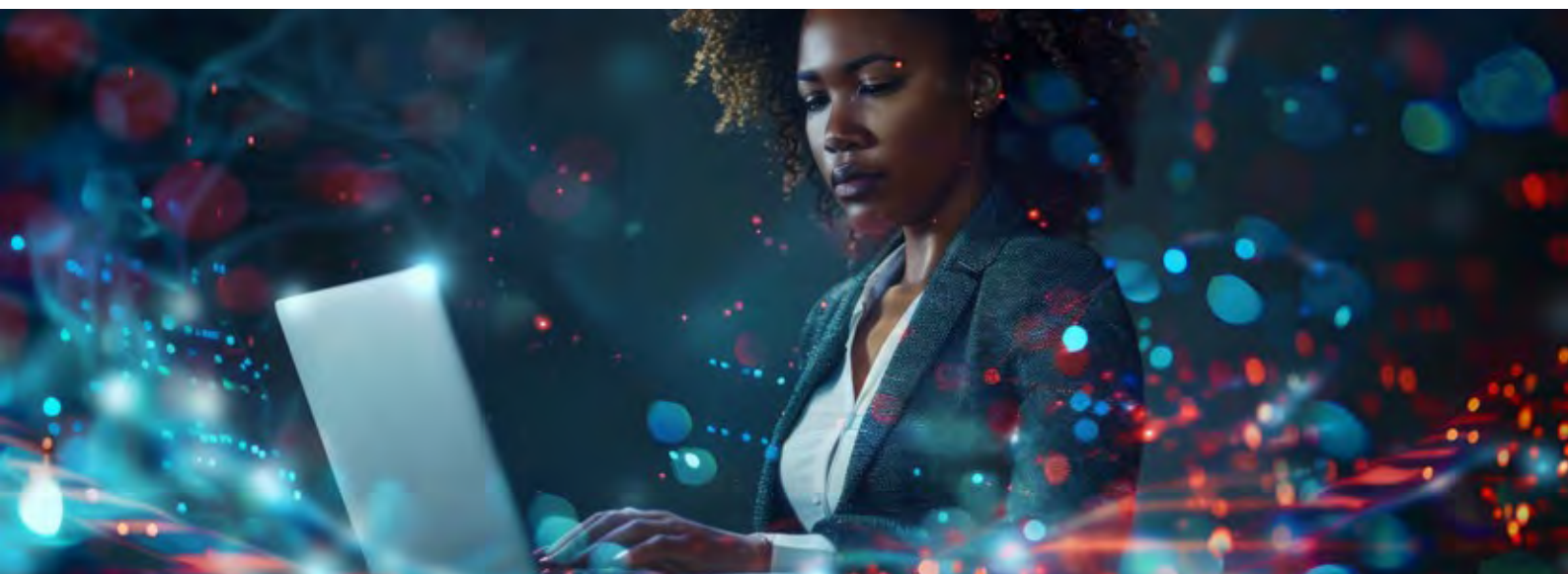
In celebration of Women's Month, Proudly SA hosted a webinar which profiled and celebrated women in tech. Women in Tech play a crucial role in driving inclusive economic development in South Africa by bridging the gender gap in the technology sector. Their increasing involvement not only fosters innovation and diverse perspectives, but also contributes significantly to economic growth. By participating in tech fields, women help to challenge traditional gender roles and inspire future generations of female technologists.

Proudly SA's membership manager, Alicia Logan,

facilitated the panel discussion. She began the session by giving an overview of the organisation's localisation agenda. Panellist from Twin X, shared their challenges and journey within the tech space. Representatives from Microsoft also shared information about their development programmes and how the institution supports women.

Reach: 416

Target Market: Proudly SA Members, Women in Technology, Aspiring Women Technologists, Tech Industry Leaders and Executives, Entrepreneurs & Startups.



Unleashing Potential for Growth and Innovation in South Africa's Pharmaceutical Industry: 26 August 2024

Proudly SA hosted a webinar that focused on growth and innovation in SA's pharmaceutical industry. The webinar titled: Unleashing Potential for Growth and Innovation in South Africa's Pharmaceutical Industry, sought to unpack the intricacies of this dynamic sector where experts addressed the key challenges and opportunities facing the industry. The webinar brought together a diverse group of industry leaders, policymakers, researchers, and entrepreneurs to explore actionable insights for shaping the future of the South African pharmaceutical landscape.

The webinar featured the following expert speakers:

- Jeanine Van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African provided a presentation on the importance of localisation in the pharmaceutical sector.
- Maria Ascencao, Chairperson of the Health

Products Association of South Africa (HPA) addressed offerings and regulatory challenges faced by complementary medicines and the wellness industry.

- Logan Naidoo, Chief Operating Officer of African Compass Trading, a Proudly South African member, provided an overview of their offerings and highlighted the importance of supporting local pharmaceutical manufacturing to stimulate economic growth and reduce dependency on imports.

The webinar was expertly facilitated by Siya Sangweni, who guided the discussions and ensured a productive and engaging session for all attendees.

Reach: 209

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

Township Business Connect: 17 November 2024

Proudly SA firmly believes in the vital role the township economy plays in stimulating economic growth and job creation. Many of our active members operate within townships and it is therefore crucial to cast a spotlight on these businesses, identify the challenges they face and explore the opportunities that exist to foster their growth.

In recognition of the huge potential of this dynamic sector, we hosted an event to bring attention to the needs of these key members. The event served as a platform to discuss the realities faced by township businesses, identify the assistance they require, and develop solutions to unlock their full potential.

Key Highlights of the Event

- **Government Collaboration:** Government representatives were invited to emphasize their legislative role in supporting township businesses. Their involvement, alongside key stakeholders, aimed to propose solutions and innovative mechanisms for growth in this space.
- **Engaging Discussions:** Speakers from diverse sectors shared valuable insights and practical information to help township businesses reimagine their operations and enhance their competitiveness.
- **Showcasing Members:** Members such as Khwezi Books had the opportunity to market their businesses, highlighting their unique products and services.
- **Innovative Business Ideas:** Entrepreneur Banele Rewo introduced creative concepts like a 500-member stokvel, inspiring members to explore new revenue streams and collaborative opportunities.
- **Digital Reach:** The event was streamed on platforms including Facebook, Twitter, LinkedIn, and Instagram, ensuring a wider audience and greater engagement with the broader public.

This event reinforced Proudly SA's commitment to supporting township entrepreneurs, fostering innovation, and driving sustainable economic growth in these vibrant communities.

Reach: 257 Across all media platforms

Target audience: Proudly SA members and non-members, Entrepreneurs



Localisation the lifeline of the economy: 18 October 2024

Proudly SA hosted an engaging webinar that explored what "buying local" truly means within the South African context and why it matters for businesses and consumers alike. Supporting the local economy through conscious purchasing decisions is a powerful way to foster job creation, drive economic growth, and strengthen community connections.

Our expert panel featured retailers, supply chain professionals, artists, and food distributors. Insights were shared on how various sectors define "supporting local entrepreneurs and their brands."

The webinar also unpacked the impact on consumer behaviour, loyalty, and trust while unpacking the broader societal benefits of local businesses, including the work opportunities created within communities by these businesses.

Reach: 305 Across all social media platforms

Target audience: Proudly SA members and non-members, Entrepreneurs



Buy Local, Grow Local: The Power of Consumer Choices: 15 November 2024

In today's globalised economy, international brands often dominate the marketplace, making it easy to overlook the transformative impact of supporting local businesses. Yet, choosing to buy local not only fosters national pride but also drives economic resilience, sustainable development, and community upliftment in South Africa.

Proudly SA hosted a thought-provoking webinar that delved into vital themes and highlighted why prioritising local products and services is essential to building a stronger self-sustained economy.

Key Highlights of the webinar included:

- Exploring the far-reaching benefits of supporting local, from fostering economic resilience to sustainable community growth.
- Gaining insights from experts in consumer

advocacy, government support, and small business development, each offering unique perspectives on the value of local consumer choices.

- Learning practical strategies to promote and prioritize local businesses while understanding their critical role in shaping South Africa's economic future.

This webinar was valuable for Proudly South African members, small business owners, entrepreneurs, and engaged consumers committed to creating a more inclusive and prosperous nation.

Reach: 389

Target audience: Proudly SA members and non-members, entrepreneurs, industry experts

Sustainability and Ethical Practices in the South African Beauty Industry: 17 January 2025

This insightful webinar explored the vital role of sustainability and ethical practices within South Africa's beauty industry. By highlighting both the opportunities and challenges in this evolving sector, the session aimed to inform and inspire industry professionals, aspiring entrepreneurs, and conscious consumers about the transformative impact of adopting sustainable, locally driven approaches.

Reach: 218

Target audience: Proudly SA Members, Small business owners, consumers, Industry Professionals.





Achieving Financial Wellness in 2025: 24 January 2025

This insightful webinar explored the vital role of sustainability and ethical practices within South Africa's beauty industry. By highlighting both the opportunities and challenges in this evolving sector, the session aimed to inform and inspire industry professionals, aspiring entrepreneurs, and conscious consumers about the transformative impact of adopting sustainable, locally driven approaches.

Reach: 218

Target audience: Proudly SA Members, Small business owners, consumers, Industry Professionals.

Achieving Financial Wellness in 2025: 24 January 2025

As the New Year began, many reflected on their holiday spending and sought ways to make 2025 a financially stress-free year. Proudly South African's webinar, Achieving Financial Wellness in 2025, was created to equip consumers with the tools and knowledge to recover from festive season expenses, set meaningful financial goals, and adopt habits that support long-term financial wellbeing.

The session offered practical guidance on managing leftover holiday debt, building a sustainable annual budget, and adopting smart saving strategies. It also included tailored financial tips for small businesses. Attendees explored the value of supporting local enterprises—not only as a way to uplift communities, but also to strengthen their own financial ecosystems. Whether individuals, families, or small business owners, Proudly South African members found the session a valuable way to start the year on a solid financial footing.

Reach: 163

Target audience: Proudly SA members, general consumers & families, small business owners & entrepreneurs.

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, SARS, , 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 SA Staff, Tech savvy Professionals, and AdBot agency Clients

Smart & Local Strategies for South African Construction Companies – 21 February 2025

Proudly South African hosted a webinar aimed at empowering the local construction sector. The primary objectives were to educate business owners in the construction sector on how to procure and produce locally, showcase the impact of South Africa's construction industry on the national economy, and provide insights on profitable local strategies. The webinar also offered practical advice on how to navigate the challenges faced within the construction industry and highlighted the benefits of becoming a Proudly SA member.

This session underscored the importance of integrating smart technologies and local insights to drive innovation and sustainability within South Africa's construction sector. By embracing these strategies, construction companies can enhance operational efficiency, contribute to community development, and promote environmental stewardship.

Reach: 237

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

Discover Local Career Paths: Opportunities for Students - 27 March 2025

This webinar aimed to empower students with knowledge about diverse career opportunities within South Africa's locally driven industries, encouraging them to explore meaningful career paths that support economic growth and community development.

The programme focused on four key themes:

1. Agri-Processing – Opportunities in food production and supply chains.
2. Manufacturing and Engineering – Building a sustainable future.
3. Tourism and Hospitality – Showcasing South Africa to the world.
4. Mining – Contributing to South Africa's resource-based economy.

The event successfully achieved its goal by informing and inspiring students about career opportunities in key South African industries. Through expert insights and interactive discussions, students gained a better understanding of how these sectors contribute to economic growth and how they can pursue meaningful career paths within them.

Reach: 270

Target Audience: Proudly SA members, University and College Students, High School Learners, Young entrepreneurs & aspiring business owners, Government & Industry Bodies etc.





Takealot Market place – eCommerce webinar 20 May 2024

Proudly SA believes in giving members market access opportunities to enable their businesses to scale up and thrive. One of the ways in which the campaign gives such opportunities is through strategic collaborations with like-minded organisations such as Takealot. The partnership with Takealot has enabled Proudly SA members to enter the e-commerce field and provided them with an opportunity to list their respective products and services on the platform. To equip members with the information they require to navigate the e-commerce sphere, Takealot and Proudly SA conducted an e-commerce led webinar which was facilitated by Takealot's Alexander Slabbert.

Takealot Market Place – E Commerce Webinar speakers:

Proudly South African: Taryn Collister (ecommerce manager)

Takealot: Alexander Slabbert (team leader acquisition & onboarding)

The speakers shared comprehensive information regarding the different offerings of the two organisations. The session was extremely interactive where attendees actively fielded questions during the Q&A segment. There was a positive turnout from Zoom and X platforms with attendees illustrating a high interest to list their offerings in the e-commerce space.

Reach:

Zoom – 134

You Tube – 2

Facebook – 12

X – 108

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

Takealot Market place – eCommerce webinar 22 May 2024

In collaboration with Takealot, there was an additional webinar convened to further unpack the opportunities in the e-commerce. Takealot afforded Proudly SA the platform to engage their members through this webinar. Proudly SA's role was to take the audiences through the campaign's mandate, offerings and membership benefits.

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

Proudly SA reaffirmed its commitment to localisation during the webinar which was made up of various Takealot Marketplace sellers. This webinar sought to encourage sign up for new Proudly SA membership to enable them to reap the full benefits of being a Proudly SA member.

The Speakers included:

Alexander Slabbert – Takealot
Jeannine van Straaten – Proudly SA
Alicia Logan – Proudly SA

Reach: 150



Proudly South African & Masisizane Fund (Old Mutual) Young Women in Business - Access to Funding forum: 28 August 2024

Proudly South African, in partnership with the Masisizane Fund, successfully hosted the Access to Finance SME Forum. Held at Mutual Place, Sandton, this event was specifically designed to educate, empower, and inspire young women in business by providing essential financial insights, valuable networking opportunities, and industry expertise.

The forum aimed to equip female entrepreneurs with the knowledge and resources required to secure financing and foster business growth. The platform brought together industry experts and key stakeholders to cultivate a community of empowered women poised to drive positive change in the SME sector.

Event Objectives:

- **Empowerment:** Attendees gained an in-depth understanding of Masisizane Fund's offerings, as well as Proudly South African's mandates, including details of the application process and eligibility criteria to facilitate access to funding and market opportunities.
- **Networking:** The event provided young women entrepreneurs with a chance to connect with peers, industry leaders, and experts within the SME ecosystem, fostering valuable relationships and knowledge exchange.
- **Inspiration:** Esteemed speakers shared success stories and offered key insights on overcoming business challenges and accessing new markets.
- **Opportunities:** Participants explored business expansion avenues through direct interactions and online engagements.
- **Localisation:** Attendees were educated on the significance of localisation in fostering SME growth and how it can be leveraged for business development.

Speakers and Highlights The event featured influential speakers and panellists who delivered valuable insights into the SME landscape:

- Ndumiso Zulu, CEO of Masisizane Fund, provided a detailed overview of funding readiness, equipping entrepreneurs with critical information to better prepare for financing opportunities.
- Jeanine van Straaten, Executive: Strategy, Stakeholder Relations, and Legal at Proudly South African, outlined the benefits of membership and emphasised the importance of supporting local businesses.

The forum also featured an engaging panel discussion, moderated by MC Nicolette Mashile, which focused on Market Access and the Role of Corporates in Providing Platforms for SMEs.

The discussion highlighted the vital role large corporations and financial institutions play in supporting and empowering SMEs in South Africa.



The panel included:

- Esther Mukumbo, Head of Post Investments, Masisizane Fund
- Marcia Tshabalala, Retail Operations Manager, SPAR North Rand
- Tashline Jooste, CEO, Innovator Trust

Tshepo Marumule, Group Head of Public Policy and External Affairs, Takealot.

The panelists shared their expertise on market access, challenges SMEs face, and opportunities available through corporate partnerships and support programmes.

Additional insights were shared by S'onqoba Vuba, Chief Partnership Officer at Next 176, who offered guidance on navigating the SME ecosystem, focusing on opportunities, challenges, and financial solutions for growth.

The event concluded with Thabo Hleza, Head of Investments at Masisizane Fund, who summarised key learnings and delivered a vote of thanks to all attendees and contributors.

The Access to Finance SME Forum was an invaluable opportunity for young female entrepreneurs to gather insights, expand their networks, and acquire tools necessary for business success. With a focus on empowerment, networking, and inspiration, the event successfully provided a platform for women to access the resources and knowledge needed for business growth and development in South Africa's evolving SME landscape.

Reach: 280 people

Target audience: Proudly SA Members, Women Business Owners, Local SMME's

The Critical Role of Out-of-Home Branding for Business Growth forum – 19 November 2024

Proudly South African, in partnership with Adreach Media, hosted a high-level business forum at the Adreach corporate offices. This event highlighted Proudly SA's commitment to equipping small and medium enterprises (SMEs) with the tools needed for growth and sustainability.

SMEs are the backbone of South Africa's economy and supporting local businesses remains a top priority for Proudly SA. By collaborating with key players like Adreach Media, the forum sought to create viable opportunities that positively influence the business landscape.

This initiative aimed to elevate local businesses to new heights. Supported by strategic partners, the forum provided business owners and decision-makers with fresh insights into local procurement within the outdoor advertising sector.

Key Highlights of the Business Forum:

- **Panel Discussion:** Experts explored the critical role of outdoor advertising in advancing local business, emphasizing how Proudly SA members can leverage market access opportunities.
- **Business Opportunities:** The forum unpacked new possibilities in the advertising sector, offering strategies for businesses to expand their reach.
- **Challenges and Solutions:** Attendees gained valuable advice on overcoming obstacles and navigating the evolving business environment in 2025 and beyond.

This collaborative effort with Adreach Media showcased the power of partnerships in transforming the business terrain for SMEs, driving economic growth, and fostering sustainability. As a highlight for the event, four Proudly SA members were awarded free outdoor advertising for their businesses at the value of R 100 000 each, and this encouraged non-Proudly SA members to take up membership.

Together, Proudly SA represented by its Executives, Jeannine van Straaten and Happy MaKhumalo Ngidi (speakers) as well as its partners, continue to pave the way for a stronger and more resilient local economy.

Reach: 50

Target audience: Proudly SA members, media, and prospective members



Unpacking The Localisation of SMME's: 4 December 2024

Proudly SA partnered with SEDA in KZN to host a business forum which focused on "Unpacking the Localisation of SMMEs". The event brought together business leaders, government representatives, and entrepreneurs to explore the critical role of small, medium, and micro enterprises (SMMEs) in South Africa's economic landscape. The event aimed to unpack how localisation strategies can empower SMMEs, foster innovation, and contribute to job creation and economic growth.

The programme was directed by the Proudly SA CMO, Happy MaKhumalo Ngidi and she was joined on stage by Executive Jeannine van Straaten, who presented the work that Proudly SA does to the audience.

Event Highlights

- **Empowering Local Entrepreneurs:** Discussions centred around equipping SMMEs with the tools and resources needed to thrive in competitive markets while emphasizing the importance of supporting local procurement and manufacturing.
- **Expert Panels and Insights:** Industry experts shared insights into the challenges and opportunities faced by SMMEs in adopting localisation strategies, highlighting how businesses can access untapped markets and grow sustainably.
- **Collaboration Opportunities:** The event served as a platform for fostering partnerships between SMMEs and larger corporations, promoting inclusive economic participation and shared value.

Key Themes Explored

1. **Market Access:** Practical solutions for SMMEs to access local and international markets.
2. **Government Support:** The role of policies and initiatives in creating an enabling environment for SMMEs.
3. **Innovation Through Localisation:** How localisation drives creativity, sustainability, and resilience in the business ecosystem.
4. **Success Stories:** Inspiring case studies showcasing SMMEs that have successfully leveraged localisation to scale their businesses.

The "Unpacking the Localisation of SMMEs" event reaffirmed the vital contribution of small businesses to the South Africa's economy. By localising supply chains, embracing innovation, and fostering collaboration, SMMEs can unlock new opportunities, drive economic growth, and strengthen local communities.

This event showcased Proudly South African's unwavering commitment to supporting SMMEs and promoting localisation as a key driver of sustainable economic development.

Reach: 51

Target audience: Proudly SA members and non-members, business owners

Proudly SA ECDC Unlocking business potential hybrid workshop – 20 January 2025

This collaborative initiative between the Eastern Cape Development Corporation (ECDC) and Proudly South African was designed to deliver meaningful value to local enterprises. Together, we hosted a joint virtual workshop focused on educating businesses within the Eastern Cape about the full suite of services offered by Proudly South African.

The primary objective was to empower these businesses with the knowledge and tools needed to enhance their competitiveness, locally and globally. By showcasing Proudly South African’s offerings, the workshop equipped participants with practical strategies to effectively market their products and services, drive growth, and tap into broader markets.

Reach: Proudly SA members, small business owners, entrepreneurs

Target audience: 84



Beyond the Shelf: Vetting and Product Differentiation in E-Commerce - 06 March 2025



Proudly South African, in partnership with the Wakanda Food Accelerator, hosted an exclusive webinar for member entrepreneurs of the Wakanda Food Accelerator programme. This session provided valuable insights into e-commerce, product differentiation, and market access for SMEs.

Wakanda Food Accelerator set the stage with key industry insights, while Proudly SA focused on local procurement, access to markets, and the benefits of Proudly SA membership for businesses looking to scale and succeed.

The main speakers included Miles Kubheka, the founder of the Wakanda Food Accelerator programme, and Jeannine van Straaten, an executive from Proudly SA. Their expert contributions made the session a highly informative experience for the entrepreneurs in attendance.

Reach: 307 Across all social media platforms

Target audience: Proudly SA members and non-members, SMMEs



Proudly SA and Clicks webinar - 27 March 2025

Proudly SA and Clicks organised a webinar and outlined opportunities in the beauty and personal care sector and shed light on how new suppliers are onboarded onto retail supply chains.

Irshana Naidoo, Senior Category Manager – Supplier and Enterprise Development at the Clicks Group, unpacked her company's New Business Process flow and vendor application process. In addition, she provided a detailed explanation of what Clicks looks out for in potential suppliers.

Proudly SA presentation was led by Alicia Logan, Membership Manager. Her contribution was largely focused on the value proposition and key benefits of being a member and the various market access platforms available for various members.

Reach: 241

Target audience: Proudly SA members, Non-Proudly SA members, Clicks Clients,

The Gauteng Provincial Government: The B-BBEE Champions Forum: 07 March 2025

On 7th March 2025, the Gauteng Department of Economic Development (GDED) hosted the 4th Quarter Gauteng Provincial Government (GPG) B-BBEE Champions Forum. The forum served as a key platform for stakeholders to discuss and consult on policy changes, initiatives, and strategies being developed both provincially and nationally.

The event focused on exploring solutions for the effective implementation of the B-BBEE Act, local content, procurement practices, and related legislation.

Proudly South African's CEO, Mr. Eustace Mashimbye, was honoured to speak at this pivotal event. He highlighted the critical role of government procurement in supporting local businesses. The forum took place at the Emperors Palace Convention Centre in Kempton Park.

Reach: 35+

Target audience: Supply chain manager, Tripe B-BBEE Champion, Gauteng Enterprise Propeller (GEP) Gauteng Growth Development Agency, Gauteng Tourism Authority, Gauteng Liquor Board, Gauteng Gambling Board, Dinokeng and Cradle of Humankind, 10 Departments, Office of the Premier







Nestlé ESAR Media Cookout: 23 May 2024

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



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

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

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

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

Reach: 20

Target audience: Media, Food Influencers

Opening Of Parliament: 18 July 2024 (SOPA)

Proudly SA's strong support for the R-CTFL sector was highlighted at the 2024 Opening of Parliament Address on July 18 in Cape Town through the Local Fashion Police activation. The Opening of Parliament Address offered a special chance to promote our Buy Local campaign and advocate for wearing local attire every day.

In partnership with GCIS, The Presidency and Parliament, our goal was to cast a spotlight on the key role that South Africa's leaders can play in supporting the local fashion industry by showcasing and wearing locally made clothing at events of this nature. The activation included three local fashion experts providing insights on why attendees at Opening of Parliament should support local designers. Additionally, the red-carpet host conducted "are you wearing local "interviews to stress the importance of backing home-grown designers.

Reach: nationwide

Target audience: South Africans, Fashion Designers, Consumers, Media



The Night Market @Carnival City: 9 August 2024

The Night Market took place on 9 August at Carnival City. Proudly SA took four of our members to the market, giving them market access and the opportunity to showcase and sell their products.

Reach: 1 000

Target Audience: General Public

Gauteng State of the Province Address (SOPA) – 24 February 2025

On the 24th of February, the State of the Province Address (SOPA) for Gauteng was held in Mamelodi, Tshwane. The SOPA is an annual address delivered by the Gauteng Premier and outlines the key priorities the province will focus on in the year ahead.

Building on the success of Proudly South African’s red-carpet activation at the State of the Nation Address (SONA), the “Are You Wearing Local?” activation returned by popular demand. The Proudly South African team engaged guests on the red carpet at SOPA, asking them whether they were wearing local fashion.

The event featured a stunning backdrop with an eye-catching neon sign reading “Are You Wearing Local?”, which created the perfect photo opportunity. Nearly every guest took the time to snap a picture. However, the activation was more than just about aesthetics, it encouraged guests to reflect on their choices, shining a light on those not supporting local fashion and prompting them to consider how they can contribute to the local CTFL industry and embrace living local.

Reach: 1 500

Target Audience: Key dignitaries, media, members of Government.





DSTV DELICIOUS FOOD & MUSIC FESTIVAL

21-22 SEPTEMBER 2024

The 2024 DStv Delicious International Food & Music Festival, powered by LottoStar, took place at the Kyalami Grand Prix Circuit on the 21st and 22nd of September in Johannesburg, South Africa. The festival celebrated 30 years of creative freedom in South Africa, gathering attendees from diverse backgrounds to enjoy music, art, fashion, and exceptional food offerings.

This year's event provided an electrifying experience, featuring an expanded selection of food and beverage options from across Africa, paired with performances from some of the world's top musical acts. The festival was a vibrant showcase of South African culture, unity, and creativity.

Proudly South African's involvement:

Proudly South African facilitated market access for eight food member companies, offering them an opportunity to showcase and sell their products at the festival. The participating food vendors included:

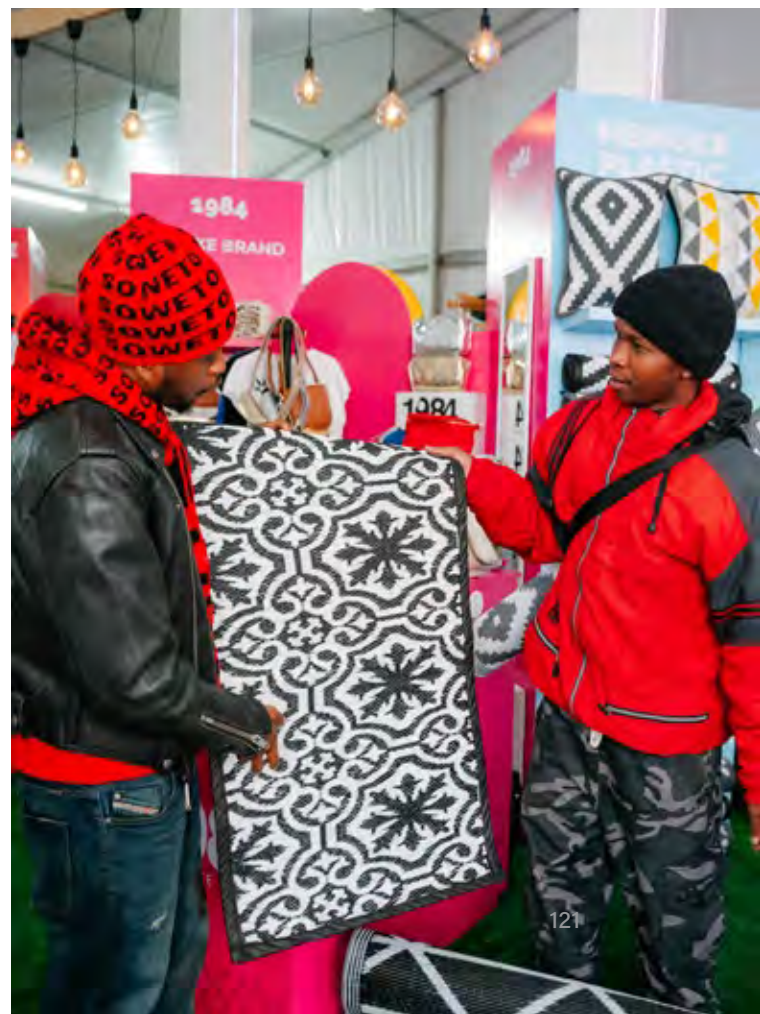
- 2Selai
- Unorthodox Chef
- Cosmo Dumplings
- Vegan Chef
- Corner Dladla Pizzeria
- Sumting Fresh
- Bokhabane Events
- Kota King
- Yococo



In addition to the above, Proudly South African supported ten lifestyle and clothing brands, further highlighting South African creativity in fashion and lifestyle. The featured brands were:

- Fresh (Pty) Ltd
- Memuka Plastic Mats
- Imprints ZA
- Ntozinhle
- Tlou Collections
- 1984
- Boyz of Soweto
- Township Luxury
- Ledikana
- Thesis

The two-day showcase provided an opportunity for Proudly SA to stand out from other organisations. This entailed coming up with activation pieces that would grab the consumer's attention. Proudly SA achieved this by popping life into the lifestyle area with a trendy consumer facing "Wear Local, Walk the Mile" competition. The activation which was a hit saw the 2-pot system coming to life where patrons were asked to wear local to stand a chance to win one of five R5000 vouchers. Local Fashion Police were on the ground scouting for well-deserving attendees who not only showed up with pizzazz and charisma, but also did so in local fashion. To support the Proudly SA member companies in the lifestyle area, the winners were tasked with spending the prize from the Proudly SA lifestyle members.





Furthermore, the 2-Pot challenge carried a series of local goodies from food vouchers deliciously prepared by member companies, discounted prices from lifestyle members, and a grand prize of a one-night stay at The Pivot Hotel. These activations not only engaged the audience but also highlighted how Proudly SA continues to lead the charge in promoting local products and talent.

Additionally, Proudly SA spearheaded the wear local messaging by ensuring that influential voices were walking the cause. This was demonstrated through the facilitation of getting the MCs, Nay Maps & Hope Mbhele to wear local during the stint. Member companies, Imprint ZA and Boys of Soweto ensured that these style icons beamed on stage with their stunning outfits.

Not only did Proudly SA ensure that local was at the helm of the festival, but the organisation turned up the notch by creating an opportunity for member

company, Ntozinhle, to sell her creations to R&B star Jill Scott, who visited her store, embraced her creations and bought items from her collection. These standout moments demonstrate the global appeal of South African talent.

Brand Visibility: Proudly South African's branding was prominent throughout the festival, including a blimp that displayed both the Proudly South African logo and the Delicious Festival logo, reinforcing the organization's commitment to supporting and celebrating local businesses and culture.

Overall, the 2024 DStv Delicious International Food & Music Festival was a successful platform for Proudly South African to support local entrepreneurs and bring the essence of South African creativity to both local and international audiences.

Reach: 40 000 over the two-day period
Target market: festival goers, media

**LOVED HERE.
MADE HERE.**





SAITEX: 11-13 June 2024



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

published content on social media.

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

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

Reach: 1 800

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



Decorex: 1-4 August 2024

Decorex Africa 2024 was not merely an exhibition but a significant movement towards a better future, harnessing the power of design to influence the décor and furniture sectors. The event brought together a diverse range of businesses and industry leaders, creating a robust platform for innovation and networking.

Proudly South African's participation in Decorex Africa was driven by a dual objective: to recruit new members to the campaign and to showcase four distinguished members within the furniture and décor sectors under the Proudly SA pavilion.

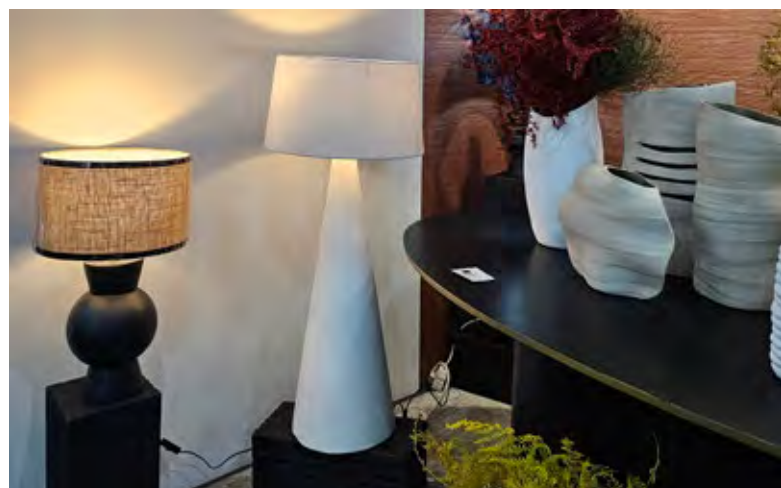
The Decorex event provided an invaluable platform for Proudly South African to engage directly with potential new members. The expo facilitated meaningful interactions with industry players leading to promising recruitment opportunities.

Four Proudly SA members from the furniture and décor sectors were prominently featured in the Proudly SA pavilion, namely, Trellidor, Opulent Interior D-Zines, Ambesha Africa and Mustard Seed Designs. This exposure not only enhanced their brand visibility but also reinforced the campaign's commitment to promoting locally produced goods, whilst giving them access to the costumers attending this very popular expo and trade fair.

Decorex Africa successfully highlighted the Proudly South African campaign, drawing attention to its objectives and the benefits of membership. The engagement with potential members was fruitful, laying the groundwork for future collaborations and membership growth.

Reach: 2 000 people

Target audience: Buyers, General Consumers, Entrepreneurs in the furniture and décor space.



Takealot Marketplace Summit: 4 September 2024

Takealot Marketplace Summit is an event that recognises and empowers small and medium-sized enterprises (SMEs) that is specifically tailored for for Takealot Marketplace sellers. The conference saw over 1 000 entrepreneurs, business leaders, and guest speakers come together for a one-day event. Masterclasses were hosted on various topics focussing on empowering SMEs on the day.

Proudly South African was invited to exhibit at the expo with an objective of creating awareness about the Buy Local campaign and to recruit those exhibitors who are not Proudly SA members yet. The membership department attended the event with an objective of recruiting and good leads were generated.

Reach: 3 000

Target Audience: SMMEs registered on the Takealot e-commerce platform and the general public.



NAAMSA Auto Week: 15-18 October 2024



NAAMSA hosted the Auto Week event to celebrate 100 years in the South African automotive industry. The event was held at the Cape Town International Convention Centre between 15-18 October 2025 and culminated in an awards ceremony that took place on Friday, 18 October 2024. Proudly South African exhibited at the event and partnered with NAAMSA at the museum of the automotive industry which was located at the centre of the exhibition.

South Africa's President, Mr Cyril Ramaphosa, attended the event on the 17th of October where he delivered a speech and later visited the exhibition stands.

Reach: 500

Target audience: Members of the automotive industry, provincial and national government departments, car enthusiasts and public.





Manufacturing Indaba: 22-23 October 2024

The Manufacturing Indaba took place on 22-23 October 2024, at Sandton Convention Centre, Johannesburg.

The Manufacturing Indaba is the leading manufacturing event in Sub-Saharan Africa. The aim of the annual Manufacturing Indaba and its provincial roadshows is to bring together business owners, industry leaders, government officials, capital providers and professional experts to explore opportunities and grow their manufacturing operations.

Proudly South African exhibited at this Indaba showcasing four member companies, Masoil Lubricants, Ramtsilo Trading, Tanolemo (Pty) Ltd

and Anlie Naturals.

The Proudly SA CEO, Mr Eustace Mashimbye participated in a breakaway panel discussion where the topic titled: Value addition and product diversification in African Manufacturing, was discussed.

Reach: 1000

Target: Industry Sector Specialists, Small, Medium and Large Manufacturing Companies, Policy Makers, Private Equity Investors, Exporters of Manufactured goods, IT Solutions Providers, Trade Publication / Media, Government representatives, Financial Institutions, Banks and public.



Mintek90 Conference and Expo: 11-12 November 2024

The Mintek90 conference was held at Sandton Convention Centre in partnership with the Southern African Institute of Mining and Metallurgy (SAIMM) and the Department of Minerals and Energy, commemorating 90 years of Mintek's remarkable contributions to mineral and metallurgical innovation.

Proudly SA conducted a membership drive initiative through a stand at the expo. The membership team engaged with the 31 exhibitors with the aim of soliciting membership and further educating the companies and delegates about the Buy Local campaign.

Most exhibition visitors were students in the engineering field.

Reach: 2000

Target audience: Mining industry members, government officials and students

Africa Energy Indaba – 4 March 2025

Proudly South African participated in the Africa Energy Indaba, a premier event focused on driving the transformation of Africa's energy sector. The event brought together industry leaders, policymakers, and energy experts to discuss critical issues such as energy security, sustainable development, and innovation across the continent.

Proudly SA's CEO, Mr. Eustace Mashimbye, was honoured to join the panel discussion on "Transitioning Africa's Energy Sector: Supply Chain Considerations," where he shared valuable insights on the challenges and opportunities within Africa's evolving energy landscape.

Additionally, Proudly South African was invited by the Department of Trade, Industry, and Competition (dtic) to exhibit under their pavilion, offering a prime opportunity to raise awareness about the Buy Local campaign while also driving member recruitment. The Proudly SA membership team successfully engaged with 40 corporate companies, including 19 state-owned entities. Notably, discussions have already begun with Petro SA, Petroleum Agency SA, and the African Exploration Mining and Finance Corporation to welcome them as new members. This engagement has paved the way for further collaboration and support for local industries.

The event attracted a diverse range of stakeholders, including energy companies, government representatives, and sector specialists, all focused on advancing Africa's energy sector and fostering sustainable growth.

Reach: 305 Across all social media platforms

Target audience: Proudly SA members and non-members, Entrepreneurs



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

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

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

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

Reach: 750 learners, 56 staff members including educators

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



Kota Festival: 27 April 2024

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

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

30 leads were generated from this event.

Reach: 3 000 people

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



Manufacturing Circle Golf Day: 4 June 2024

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

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

Reach: 90

Target audience: Golf enthusiasts, sponsors, and public



Rosebank Sunday Market: 23 June 2024

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

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

Reach: 90

Target audience: Golf enthusiasts, sponsors, and public



Durban July Activation: 06 July 2024

The third quarter of 2024 kicked off with a consumer facing activation taking place at the Hollywood Bets Durban July on the 6th of July 2024. In attendance were people of high calibre, fashionistas, designers, media, and the public.

The Proudly SA activation encompassed the support of the R-CTFL sector by urging attendees to wear local at the Durban July event. The activation area was strategically situated close to the entrance which became the focal point that attracted many influential people who heeded the call to wear local. Selby “Selbyonce” Mkhize, a well-known radio personality was the MC at the Proudly SA stall. Her role was mainly to talk to the attendees about their local designs, the designers that made them and the inspiration behind the designs. She also spoke to a few celebrities about the importance of using local designers and what it means for the country’s economy.

As part of the partnership with the Durban July, Ms. Happy Ngidi, the CMO had a task of being one of the judges for the best dressed guest, a category which Proudly SA sponsored the prize for. The winners of the different categories were also interviewed by Selbyonce at the Proudly SA stand, therefore ensuring that they also got exposure on Proudly South African’s social media platforms. Our participation at this activity, our debut at the Durban July Horserace event, generated a lot of awareness and publicity for us and amplified the buy local to create jobs agenda.

Reach: 56 000

Target audience: Youth, Designers, Media



Rosebank Sunday Market: 7 July 2024

Proudly SA participated at the Rosebank Sunday Market and took four members to the market, giving them market access and the opportunity to showcase and sell their products.

Reach: 200
Target audience: General public



702 Walk the Talk: 28 July 2024

In celebration of 30 Years of Democracy, this year 702 hosted the 702 Walk the Talk on 28 July 2024 in Tshwane with two walk distances – 6.7km in recognition of Mandela Month and an 8km walk.

Proudly South African partnered with Talk Radio 702 to do an activation at the walk. 702 allocated an activation space at the Power Zone. At the activation, Lolo Warona (Proudly SA mascot) and promoters interacted and cheered for the walkers. There was also an MC who reminded the walkers about the importance of buying local with a DJ on the decks for entertainment. A Proudly SA photo booth was a hit amongst the walkers as most of them took pics and posted these on various social media platforms increasing brand and buy local message visibility beyond the confines of the race venue.

Reach: 30 000 people
Target audience: Corporates, families, public, media

UFC Champion Welcoming Activation: 29 August 2024

UFC middleweight champion, Dricus du Plessis arrived at OR Tambo International Airport on Thursday 29 August 2024 after defending his title against Israel Adesanya in Australia during UFC 305.

As part of the organisation’s continued ambush marketing strategy, Proudly SA went to OR Tambo

with branded placards that were distributed to those that were at the airport to welcome Dricus back to SA.

Reach: 1 000 people
Target audience: General South African public, UFC fans, Media

Victoria Yards Market – 1 September 2024

Proudly SA participated at the Victoria Yards Market and four of our members were invited to participate with an objective to give them market access and the opportunity to showcase and sell their products.

Reach: 200

Target Market: Arts lovers and general public

Windaba Conference and Exhibition – 2 October 2024

The Windaba is an African-owned and managed conference and exhibition for wind energy stakeholders across the continent. It provides a platform for the public and private sectors to share expertise. Windaba brought together key stakeholders, including professionals, policymakers, academics, government representatives, and civil society.

The 13th annual event, held as the flagship initiative of the South African Wind Energy Association (SAWEA), was supported by the

Global Wind Energy Council (GWEC).

Proudly SA had an exhibition stand and the CEO was given an opportunity to participate in a panel discussion focused on driving localisation in the wind energy sector.

Reach: 500

Target audience: Professionals, policymakers, academics, government representatives, and civil society

South African Music Awards: 2 November 2024

The South African Music Awards took place at Gallagher Convention Centre on 2 November 2024. The event was attended by musicians, fashionistas, arts lovers, media, influencers and the public. As part of promoting the buy local campaign and supporting the R-CTFL sector, Proudly SA partnered with the SAMAs to encourage the guests to wear local. Together with the SAMAs team, Proudly SA influenced the event's theme which was "Proudly South African Chic".

Proudly South African hosted the "Are you wearing local" activation on the red carpet and the host was Lula Odiba. Several celebrities were interviewed by Lula about their outfits showcasing the amazing South African fashion that those in attendance had put together.

Through this activity, Proudly SA hosted the red-carpet moment as a live event on selected social media channels such as, Youtube and Facebook. This activation is Proudly SA's way of driving awareness of the importance of supporting local fashion designers in order to keep the R-CTFL sector sustainable.

Reach: 1 500

Target: Musicians, influencers, entertainment lovers, media and fashionistas



Feather Awards: 7 November 2024

The Feather Awards took place at 1 Fox, The Sheds in Johannesburg on 7 November 2024. The event was attended by LGBTQIA+ community, media, influencers, celebrities and fashionistas. As part of promoting the buy local campaign and supporting the LGBTQIA+ community, Proudly SA partnered with the Feathers to encourage the guests to wear local.

Proudly South African hosted the “Are you wearing local” activation on the pink carpet and the host was Ayanda Makuzeni. Several celebrities and members of the LGBTQIA+ community were interviewed by Ayanda about their local outfits and what buy local means to them.

Proudly SA hosted the red-carpet moment as a live event on select social media channels such as Youtube and Facebook. This activation is Proudly SA’s way of driving awareness of the importance of supporting local fashion designers in order to keep the R-CTFL sector sustainable.

Reach: 500

Target audience: LGBTQIA+ community, influencers, celebrities, media and fashionistas



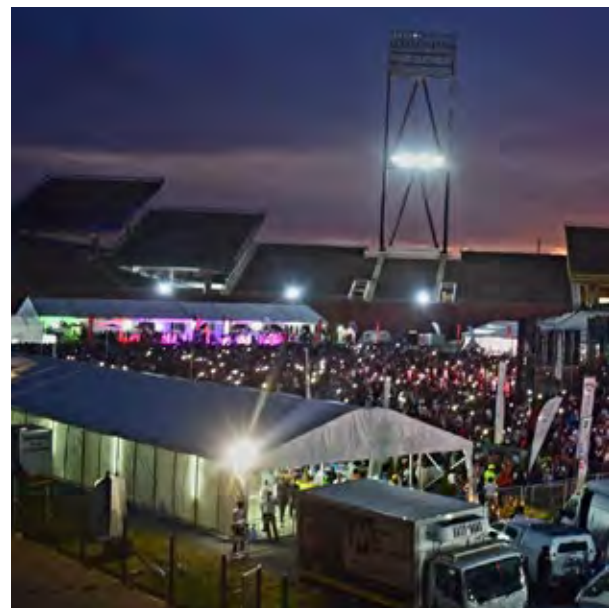
Mahika-Mahikeng Cultural Festival: 7-8 December 2024

The Mahika-Mahikeng Cultural Festival was held from 5–8 December 2024 at Mmabatho Stadium. Showtime Entertainment, a Proudly South African member, invited Proudly SA to activate at the festival and to identify members who could provide food and beverages for sale during the event. Although members from the North-West province were invited, none attended due to prior commitments or a lack of resources.

The Gauteng Tourism Authority also approached Proudly SA to include three Gauteng-based members in their pavilion at the festival. Taxi Rank Clothing and Township Luxury participated and showcased their products as part of the Gauteng Tourism Authority Pavilion. The Authority covered travel and accommodation costs for the participating Proudly SA members, as well as accommodation for the Proudly SA team.

Reach: 20 000

Target audience: General public and entertainment lovers



Mahika-Mahikeng Cultural Festival: 7-8 December 2024

Proudly South African successfully participated in the Fourways Farmers Market, which took place on 8 December 2024 at Modderfontein, Johannesburg. This activation was strategically designed to give Proudly SA members direct access to a wider, engaged consumer base in a vibrant and popular setting. The event was not only an opportunity to showcase local products but also to boost brand awareness and drive sales for these businesses.

Four Proudly SA member companies were selected to participate, namely Aylah Hair Products (specialising in hair care), Nazo Jewellers (offering unique, handcrafted jewellery), Khwezi Edu (focused on educational products and services), and Tlou Collections (featuring high-quality fashion and accessories). These members had the opportunity to display their diverse, locally produced goods to a broad audience, aligning with Proudly SA's mission to promote and celebrate South African businesses.

One of the key factors that contributed to the

success of this activation was the synergy with an accompanying music concert which was also held at the venue. This collaboration effectively boosted foot traffic as eventgoers arrived early to enjoy the concert, giving members maximum exposure and increasing sales opportunities. The combination of the market and the live music created a lively, energetic atmosphere that attracted a wide range of attendees.

By leveraging this foot traffic and pairing it with local product offerings, Proudly SA successfully highlighted the importance of buying local. The dual attraction of shopping and entertainment not only engaged attendees, but also reinforced the core message of supporting local businesses and South African-made products. Overall, this event served as a powerful platform for promoting local entrepreneurship and fostering a culture of sustainable consumption of locally made products.

Reach: 3 000 people

Target audience: General public and entertainment lovers

Halfway to Your Destination Activation: 13-14 December 2024

Proudly South African hosted a lively and engaging festive season consumer targeted activation at Bergview One Stop on 13 and 14 December 2024, aimed at raising awareness about the Buy Local campaign and encouraging consumers to make buying local goods a lifestyle choice. The event was filled with energy, largely thanks to Lolo Warona, the Proudly SA mascot, who quickly became a crowd favourite. Lolo interacted with visitors, posed for photos, handed out gifts, and spread joy, creating a fun and lively atmosphere.

The ambiance was kept upbeat by a DJ playing a mix of local music, ensuring the event felt vibrant and memorable. Proudly SA also had an engaging MC, who captured the attention of travellers and communicated the benefits of buying local during their journey and throughout the festive season and beyond. The MC highlighted how supporting locally made products can positively impact the economy, create jobs, and foster national pride.

The activation also featured a spin-the-wheel competition, where participants had the chance to win exciting prizes, all sourced from local businesses, reinforcing the campaign's message. Through a blend of entertainment, music, and education, Proudly South African successfully connected with a diverse audience, leaving a lasting impression and inspiring them to continue supporting local businesses.

Reach: 1 000

Target audience: Travellers going to KZN and other provinces.





The Playground Market – 25 January 2025

As part of our APP deliverables, Proudly South African continued its efforts to help members access markets. We facilitated member participation at The Playground Market, where four local businesses were given a platform to showcase and sell their products. These included three members from the food and lifestyle sectors, Shangoni Foods (Pty) Ltd, Vegan Chef, and Kota King, as well as one from the Clothing, Textile, Footwear and Leather (CTFL) sector, Modern Mbadada.

The event coincided with the Red Bull Dance Competition, held at the same venue on the day, which significantly boosted foot traffic. This surge in visitors created a valuable opportunity for our members to generate sales and engage with a broader audience, including both dance competition attendees and regular marketgoers.

Reach: 2000+

Target audience: Dance enthusiasts, The Playground marketgoers, general public.

The Playground Market – 08 February 2025

As part of the APP deliverables, we participated in the Playground Market to help our members to gain access to markets by facilitating exhibition opportunities for three of our members at the event. We hosted three of our members in the food and lifestyle sectors, namely 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: 2 000

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



Letsibogo Girls High School CSI Project Handover – 19 February 2025

As part of Proudly South African’s Corporate Social Investment (CSI) initiatives, the organisation contributed R59,100.00 towards the refurbishment of the girls’ dormitory at Letsibogo Girls High School. The official handover took place on 18 February 2025.

The Proudly SA team, including the Chief Marketing Officer (CMO) who delivered the keynote address, attended the event. Lolo the mascot, along with the MC and a group of dancers, added excitement and entertainment for the learners. The event also featured fun activities such as the Spin ‘n Win challenge, a Dance-Off with Lolo competition, and surprise gifts for the students, who received locally sourced goodie bags.

This initiative reaffirms Proudly SA’s commitment to supporting education and uplifting communities through meaningful contributions.

Reach: 320

Target audience: Learners, educators and members of the School Governing Body representatives, and civil society, SMMEs

Trellidor High Schools Soccer Tournament - 08-09 March 2025

Trellidor requested Proudly South African’s assistance in inviting some of our members to sponsor the High Schools' Soccer Tournament Final, held at the Nike Shapa Soweto Grounds on 9 March 2025. This prestigious event brought together local talent and communities, offering an excellent platform for engagement and brand exposure. As part of our ongoing efforts to create networking opportunities for members, Proudly SA coordinated the sponsorship for the event, allowing our members to contribute to a key community initiative while enhancing their visibility.

We are pleased to announce that the following members sponsored the event: Switch and Mr Price Sport. Their involvement not only supported the event but also aligned with Proudly SA’s mission to promote local businesses and foster collaboration within our network.

To further amplify Proudly SA’s presence and create a memorable experience for attendees, Lolo, our mascot, was part of the activation. Lolo brought energy and excitement to the day, keeping the crowd engaged and entertained. A Spin the Wheel station was also set up for attendees to enjoy a fun, interactive activity. Prizes included a selection of locally sourced products, providing an opportunity to showcase the best offerings from our Proudly SA members.

Reach: 500

Target: High school learners, media, Department of Education





Empowa youth exhibitions summit: 18 April 2024

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

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

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

Reach: 250

Target audience: Youth, Entrepreneurs, Media

Empowa Youth Funding summit: 25 April 2024

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

Proudly SA CMO, Happy MaKhumalo Ngidi, delivered the opening address which hit the right note with the audience. Held at the Saul Tsoetsi Complex in Sebokeng, the key messaging was tailor-made for the demographic in the audience and deepened the audience's understanding of the mandate of Proudly SA and the importance of localisation.

Reach: 300

Target audience: Youth, Entrepreneurs, Stakeholders

YFM Youth GrYnd: 1 June 2024

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

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

Reach: 100

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



Garden Route Youth Expo: 7-8 June 2024

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

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

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

Reach: 700 youth and 100 businesspeople

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



NYDA Youth in Clothing and Textile Workshop: 12 June 2024

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

Proudly SA's CMO, Happy MaKhumalo Ngidi, delivered an impactful address under the theme

“Unpacking Opportunities in the Textile Industry.” She emphasized the importance of localisation and gave an overview of the the campaign’s mandate. With each speaker engaging with budding designers and entrepreneurs in the room, it became clear that the workshop was much needed and the information given was important to the students.

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

Reach: 180

Target audience: Students, Young Designers, Entrepreneurs



NYDA Youth in Clothing and Textile Workshop: 12 June 2024

Proudly SA partnered with the 2024 Top 16 Brands by endorsing the Manufacturing Category. The top 16 youth-owned brands awards are underpinned by an appreciation that young people bear the brunt of a sluggish economy and therefore the awards seeks to recognise the youth owned brands that are making a difference.

The Top 16 brands are creators of businesses and brands that generate employment opportunities for young people. These brands are the drivers of the economy that are bringing change. They may be the underdogs, the hustlers, but they are disrupters that are blazing a trail in their industries.

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

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

The nominees included:

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

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

Reach: 190

Target audience: Youth in business



Beverage Entrepreneur Seminar: 06 July 2024

Proudly South African attended the Beverage Entrepreneur Seminar that took place on 6 July 2024 in Wynberg, Sandton.

The objectives for the Beverage Entrepreneur Seminar were:

- Promoting new entrants and transformation within the South African beverage industry.
- Educating on the industry norms and standards, acts and regulations ensuring compliance across the sector
- Equipping young entrepreneurs with enough skills and knowledge to ensure sustainability of their ventures.
- Linking entrepreneurs with relevant industry

- suppliers.
- Linking the entrepreneurs with relevant industry bodies.

Jeannine van Straaten, Executive at Proudly SA, delivered a presentation on behalf of Proudly South African. The topic for her presentation was: Localisation of the beverage industry, its impact on the economy and job creation. Proudly SA also had a stand where attendees could come and enquire about membership.

Reach: 300
Target audience: Youth, Entrepreneurs, Stakeholders

Automotive Manufacturing Forum: 12 July 2024

Proudly South African participated at the Automotive Manufacturing Forum held on the 12th of July 2024 at Sumitomo Rubber South Africa (Pty) Ltd.

The forum reflected on the opportunities for localisation and the various entities that support industrialisation in the country. On behalf of Proudly South African, Jeannine van Straaten delivered a presentation on the importance of localisation of the automotive manufacturing sector.

Reach: 60
Target audience: Automotive industry members



Township Economies Conference and Expo: 30-31 July 2024

Township Economies Conference and Expo took place on 30-31 July 2024 at Emperors Palace. Proudly South African participated at this event and four member companies were invited to exhibit their products. The Proudly SA CEO spoke on the first day of the event and gave a positive and comprehensive talk. The title of the address was: Localisation: Driving access to markets for the township economy.

The event was well attended and encouraged the various delegates to action the buying local mandate in their respective business

Reach: 2000

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

University of Free State Entrepreneurship Week: 3-4 September 2024

Proudly South African was invited to participate at the Entrepreneurship Week event hosted by the University of Free State – Qwaqwa Campus. The objective was to inform students about entrepreneurship, job creation as well as to promote South African products and services.

The first day was dedicated to exhibitions where different companies and tertiary institutions exhibited. The session was to share information with the students about what these organisations do and to disseminate entrepreneurial information such as funding, different fields they can pursue, and the importance of buying local. This session was attended by approximately estimated 200 students.

The second day was dedicated to presentations by different companies. These companies spoke about entrepreneurship, funding, finance and other opportunities available for them as budding entrepreneurs. Proudly South African, represented by Sibusiso Ketwa, did a presentation on the buy local campaign. The students were told about the importance of the campaign and how they can contribute to making it a success by creating awareness and ensuring they also buy local.

Reach: 200

Target market: Students





Stadio Gradlab: 5-6 September 2024

Proudly SA partnered with STADIO School of Fashion for their GradLab Fashion Pop-Up and Summit at their Hatfield and Randburg campuses. The partnership with the fashion school offered Proudly SA designer members the chance to engage in current topics related to the future of fashion while also giving the students valuable exposure.

Speakers included:

- Rirhandzu Nukeri from Kel Solutions
- Vanya, founder and owner of clothing label, Sun Goddess
- Post graduate students from Stadio also formed part of the panel.

Proudly SA CMO, Happy MaKhumalo Ngidi gave a keynote address to set the scene and explained the Proudly SA mandate to the student delegates.

This event afforded students the opportunity to get a glimpse of what happens behind the scenes within the R-CTFL and design sector.

Additionally, select members were given the opportunity to sell coffee, chocolates, and other products, as well as showcase their offerings to raise consumer awareness.

Reach: 100

Target Audience: Fashion design students, lecturers, media

SMME Funding opportunities for women led enterprises seminar: 12 September 2024

The City of Joburg hosted SMME Funding Opportunities for Women Led Enterprise Seminar on the 12th of September at the CoJ Council Chamber. The event was attended by strategic partners including SALGA, the dtic and small women led businesses.

Proudly SA CEO, Eustace Mashimbye participated in a panel discussion that was titled: Enterprise and Supplier Development: Inclusive Economies. The discussion revolved around strategies and mechanisms to effectively protect local markets and enabling SMMEs to compete on a high-level playing field.

This was a high-level programme that included Hon Minister Mpho Parks Tau, Minister of Trade, Industry and Competition

Reach: 150

Target audience: Women-owned businesses, youth entrepreneurs, entrepreneurs with disabilities

Young Designers Market Readiness within the South African R-CTFL Sector Workshop: 20 September 2024

Proudly South African in collaboration with the University of Johannesburg's Faculty of Arts, Design, and Architecture, hosted the Young Designers Market Readiness Workshop within the South African Retail, Clothing, Textiles, Footwear, and Leather (R-CTFL) sector. The workshop was specifically tailored for design students.

The primary objective of the workshop was to equip emerging designers and students with the necessary knowledge and skills to successfully navigate and thrive in the R-CTFL industry. The discussion focused on addressing key challenges and providing practical guidance to prepare young talent for market readiness. It also aimed to give startups a comprehensive understanding of the current state of the R-CTFL sector in South Africa. Additionally, the workshop highlighted mechanisms available to drive local innovation, alluded to the importance of supporting local industries and provided insight into the challenges faced by the R-CTFL sector, including supply chain disruptions, import competition, and technological gaps. Finally, a roadmap for skills development and training to support the sector's growth was presented.

Dr. Khaya Mchunu, Senior Lecturer in Fashion Design at UJ, opened the workshop and welcomed attendees. Bongani Mahlangu, a 3rd year fashion production student at the University of Johannesburg facilitated the workshop and introduced the panellists. Happy MaKhumalo Ngidi gave a presentation on the Proudly South African campaign and its mandate.

The workshop featured four distinguished panellists from various organisations:

- Tinyiko Baloyi – Fashion Design Lecturer, University of Johannesburg
- Bianca Van Niewholtz – Head of Sports Design, TFG
- Otsile Sefolo – Fashion Designer as well as founder and Owner of Otiz Seflo Atelier
- Nicole Moonsammy – Business Development Manager, IDC

The workshop was a success and provided invaluable insights to the students, empowering them to better understand and engage with the R-CTFL industry in South Africa.

There were activations from Shesha 3.2.1, and Switch provided sponsored drinks for both students and staff. These contributions added a lively and refreshing element to the event, ensuring attendees were well catered to throughout the workshop.

Reach: 54

Target Audience: Design students

Garden Route Entrepreneurship Week: 23 November 2024

The Garden Route Entrepreneurship Week took place on 18-23 November 2024 at George in the Western Cape. Proudly South African was invited to deliver a keynote address at the business breakfast on 23 November 2024. Ms Jeannine van Straaten gave a keynote address further entrenching the buy local narrative to a diverse audience.

Reach: 56 people

Target audience: Policymakers, academics, government representatives, and civil society, SMMEs

Tetrapak Sustainability Event – 18 March 2025

Proudly South African participated in the Tetrapak Sustainability event which focused on promoting sustainable practices within the packaging and production sectors. The event brought together industry leaders, innovators, and stakeholders to discuss and showcase solutions that contribute to environmental sustainability.

Proudly South African was honoured to be invited to exhibit at the event, where our membership team attended with the key objectives of raising awareness about the Buy Local campaign and driving recruitment. Through our participation, we aimed to engage with like-minded businesses and individuals who are committed to supporting local industries and sustainability initiatives.

Reach: 300

Target audience: Tetrapak Clients



01

PR, COMMUNICATIONS AND MEDIA

SUMMARY

Throughout the 2024/2025 financial year, the PR team worked strategically to keep the Buy Local to Create Jobs message top of mind across South Africa. By integrating creative campaigns, media partnerships, and high-profile events, the team amplified local talent, products, and industries – making localisation part of national conversations.

Key highlights included signature campaigns and activations such as the Hollywoodbets Durban July, State of the Nation Address red carpet activation, Local Fashion Police, Local Wine Expo, DStv Delicious International Food & Music Festival, Buy Local Summit & Expo, and the festive Start and End Your Journey With Local campaign. In addition, the team supported industry-focused platforms like NAAMSA SA Auto Week, the Manufacturing Indaba, and CEO roundtables, reinforcing Proudly South African's commitment to job creation and economic growth.

Over the year, the PR division achieved:

- Total AVE value over R49 million
- PR/editorial value over R147 million
- Coverage in 870+ media stories across national print, broadcast, and online platforms
- Combined consumer reach exceeding 180 million

This strategic, multi-platform approach kept the Proudly South African message resonant and visible, reaffirming the power of buying local as an engine for sustainable economic growth.



A DEEP DIVE INTO EACH QUARTER



APRIL – JUNE 2024

The quarter focused on national media storytelling and activations built around the Buy Local to Create Jobs message. Highlights included factory visits, webinars, cook-offs, and the launch campaign for the Local Wine Expo, amplified across social and traditional media. Strategic youth partnerships like the collaboration with YFM GrYnd helped deepen impact.

- **Total AVE value: R8,422,866.54**
- **PR/editorial value: R25,268,599.62**
- **Consumer reach: over 50 million**

Media engagement delivered 157 stories across SABC News, eNCA, 702, SAFM, and others – significantly boosting visibility.

JULY – SEPTEMBER 2023

The July to September 2023 period was an The third quarter of 2024 was a dynamic period where we leveraged high-profile events to shine the spotlight on local creativity and design. The “Wear

Local” narrative came alive at the Hollywoodbets Durban July and the Opening of Parliament drive, supported by designers and fashion influencers. The Local Wine Expo captivated audiences through immersive media experiences, while Decorex showcased local design talent.

The Local Fashion Police and Young Designers Workshop empowered emerging creatives, with the campaign further amplified by sponsorship from FNB. The quarter closed with Proudly SA’s activation at the DStv Delicious Festival, drawing global attention to local designers and products.

- **Total AVE value: R13,969,759.89**
- **PR/editorial value: R41,909,279.67**
- **Consumer reach: over 24 million**





OCTOBER – DECEMBER 2024

The focus shifted to industry support and year-end activations. At NAAMSA SA Auto Week, the Manufacturing Indaba, and the SAMAs, the team celebrated local innovation and manufacturing. The Local Fashion Police finale and activations at the Feather Awards reinforced the wear local message.

Festive campaigns like Start and End Your Journey With Local and the creative Cabbage Challenge further encouraged consumers to choose local.

- **Total AVE value: R8,942,776.80**
- **PR/editorial value: R26,828,330.40**
- **Consumer reach: over 84 million** Media engagement included 172 stories across Newzroom Afrika, 5FM, SAFM, and SABC platforms.

JANUARY – MARCH 2025

The first quarter of the year was a high-impact period that kicked off with the JanuWorry Cabbage Challenge and culminating in the flagship 13th Buy Local Summit & Expo. The State of the Nation Address (SoNA) saw the return of the Local Fashion Police red carpet activation that elevated local designers in the national spotlight.



The Buy Local Summit & Expo which was held on 17 and 18 March under the theme: Building a resilient economy through localisation, attracted over 1,500 delegates, 450 trade buyers, and 200+ exhibitors, supported by a targeted media campaign including press releases, Q&As, and opinion pieces.

- **Total AVE value: R17,755,028**
- **PR/editorial value: R53,265,084**
- **Social media audience grew by 3%, reflecting deeper engagement and alignment with Proudly South African's vision.**
- **Media coverage delivered 278 stories, ensuring Proudly SA's message remained at the forefront.**

The PR team's initiatives greatly enhanced Proudly SA's profile, underscoring the crucial role of supporting local businesses in fostering job creation and driving economic growth. By combining creative storytelling, strategic partnerships, and consistent media engagement, the team ensured that the Buy Local to Create Jobs message remained relevant and visible throughout the year, inspiring both consumers and industry to keep local at the heart of South Africa's economic future.

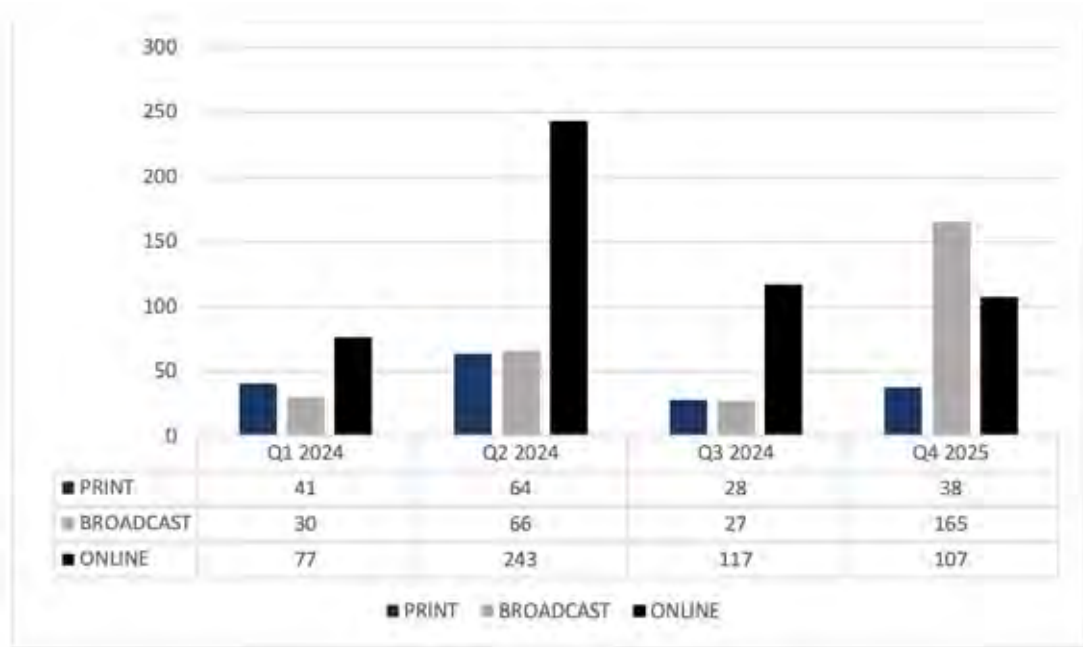




1.2.2 CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the financial year.

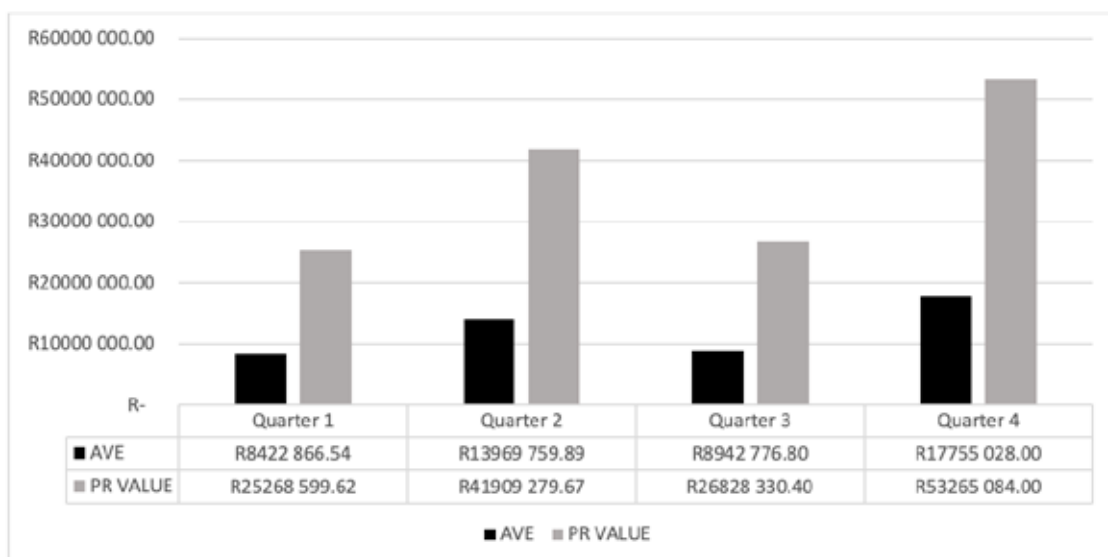
2024/2025 CLIP COUNT



1.2.3 AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it was advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded for the 2024/2025 financial year is R49 090 431.23 million and the PR/ editorial value translates to R147 271 293.69 million.

AVE/PR VALUE 2024/2025



1.2.3. Press Releases/Op Eds/ Media Articles

The following were issued during the 2024/2025 financial year:

No.	Date	Release/Commission	Title
1.	30 Apr '24	Press Release	Proudly South Africa gives back to Isu'lihle Primary School
2.	24 May '24	Press Release	COOK-UP SPICES FUN-FILLED PROUDLY SA DAY
3.	24 May '24	Media Advisory	The Ecosystem of Tourism In South Africa Webinar
4.	30 May '24	Media Advisory	Proudly South African webinar: The Localisation of the Automotive Sector
5.	3 Jun '24	Media Advisory	Driving Localisation Transportation Sector
6.	06 Jun '24	Press Release	The Youth Have The Power to Change SA's Future For The Better
7.	07 Jun '24	Press Release	PROUDLY SA ENDORSES THE TOP 16 YOUTH-OWNED BRANDS AWARDS
8.	19 Jun '24	Q&A	Driving a Proudly South African agenda to create jobs
9.	19 Jun '24	AD Write-Up	THE BUY LOCAL MOVEMENT
10.	25 Jun '24	Press Release	The Proudly SA Local Wine Expo returns
11.	28 Jun '24	Press Release	GALLOPING TOWARD JOB CREATION AT THE HOLLYWOODBETS DURBAN JULY
12.	06 Jul '24	Press Release	Galloping Toward Job Creation
13.	22 Jul '24	Press Release	Raise a glass to wine excellence
14.	29 Jul '24	Press Release	Local Wine Expo Shines with 70% Women Winemakers, Successful Retail Buying Sessions and Record-Breaking Sales
15.	07 Aug '24	Press Release	Proudly South African Highlights Local Talent at Decorex Johannesburg
16.	27 Aug '24	Press Release	Proudly South African Teams Up with Orapeleng Modutle, Jessica Jane Molebatsi, Mzukisi Mbane, and Ole Ledimo to Search for Local Fashion Supporters
17.	21 Aug '24	Opinion Piece	Buying Local is Crucial for Job Creation and Economic Revival
18.	30 Aug '24	Press Release	Sustainable Leadership Takes Centre Stage as Proudly South African and Southern Sun Honour Women Pioneers
19.	19 Sep '24	Press Release	Nurturing South Africa's Next Fashion Stars
20.	25 Sep '24	Press Release	No Bad Weather Formed Against the Local Economy Prospered
21.	30 Sep '24	Opinion Piece	Buying Local Should Be The New South African Heritage

22.	3 Oct '24	Q & A	Mbane's designs make imprint on runaways
23.	08 Oct '24	Article	Proudly South African, the country's official buy local movement, underscores the vital importance of supporting locally made products and services, particularly within the private sector.
24.	18 Oct '24	Press Release	Local Fashion's Most Wanted - Proudly South African Local Fashion Police Unveils The Top 40 Suspects Of Local Fashion
25.	1 Nov '24	Press Release	Proudly SA celebrates the melody of job creation at the SAMA30
26.	3 Nov '24	Article	The 30th South African Music Awards celebrate proudly South African fashion with a chic twist
27.	13 Nov '24	Press Release	Fabulously Celebrating Jobs at the 2024 Feather Awards
28.	18 Nov '24	Press Release	Local Fashion's Most Wanted Finally Revealed - Meet The Winners Of The 2024 Local Fashion Police Competition
29.	18 Nov '24	Press Release	Start And End Your Journey With Local This Festive Season
30.	21 Nov '24	Press Release	Proudly South African and Adreach Announce Strategic Partnership to Uplift Local Businesses
31.	29 Nov '24	Press Release	The Runway Belongs to Local Talent
32.	3 Dec '24	Opinion Piece	Improving Lives in South Africa by Putting Localisation into Action
33.	4 Dec '24	Press Release	Celebrate Local Culture and Talent at the Mahika-Mahikeng Cultural Festival
34.	7 Jan	Press release	Proudly South African Partners with Digital Retail Africa 2025 to Boost Buy Local Mandate
35.	31 Jan	Press Release	A Platform for Change, Enabling Job Creation and Economic Reformation
36.	10 Feb	Press Release	MPs Champion Local Talent at SoNA 2025
37.	14 Feb	Media Advisory	Unlocking Business Potential in the Eastern Cape
38.	14 Feb	Press Release	Your Country, Your Valentine's Make The Country Your Valentine This Valentine's Day
37.	14 Feb	Media Advisory	Unlocking Business Potential in the Eastern Cape
38.	14 Feb	Press Release	Your Country, Your Valentine's Make The Country Your Valentine This Valentine's Day
39.	17 Feb	Q&A	Building a Resilient Economy through Localisation Buy Local Summit and Expo 2025
40.	4 Mar	Press Release	Backing entrepreneurs through the Buy Local Summit and Expo to boost SME growth

No.	Date	Release/Commission	Title
41.	6 Mar	Op-ed	Driving Economic Resilience Through Localisation
42.	12 Mar	Press release	Proudly South African to intensify calls for local procurement at upcoming Buy Local Summit & Expo
43.	12 Mar	Press release	How to turn your passion for fashion into an unstoppable business
44.	13 Mar	Q&A	Local entrepreneurs to showcase innovative products at expo
45.	13 Mar	Article	Buy Local, Build South Africa: The Summit Empowering Homegrown Success
46.	14 Mar	Blurb	Designers join forces at summit!
47.	17 Mar	Press release	Local Procurement as a Strategic Lever for Economic Growth Highlighted at the 13th Proudly South African Buy Local Summit
48.	17 Mar	Event Listings	Proudly SA: Buy Local Summit and Expo
50.	20 Mar	Press release	South African Fashion Industry Takes A Stand Against Illicit Trade
51.	20 Mar	Press Release	The Curtain Comes Down On A Much Bigger And Better Buy Local Summit And Expo
52.	29 Mar	Q&A	Fashion industry rallies against the crippling effects of illicit trade

1.2.5 SOCIAL MEDIA

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

	Mar 2024	Jun 2024	Sep 2024	Dec 2024	Mar 2025	Financial year growth
Facebook likes	39 396	39 614	39 709	39 926	40 799	1 403 (3.6%)
Facebook follows	89 185	124 731	124 530	124 890	126 169	36 984 (41.5%)
Instagram	29 979	33 485	39 149	42 478	48 351	18 372 (61.3%)
LinkedIn	8 912	10 115	10 932	11 697	13 445	4 533 (50.9%)
Twitter	186 620	186 600	186 702	186 239	186 166	- 454 (-0.24%)
YouTube	786	848	901	924	968	182 (23.15%)
TikTok	20 507	52 452	56 603	56 906	60 328	39 821 (194.23%)
TOTALS	375 386	307 951	314 235	321 403	476 226	100 840 (26.88%)

The significant increase in Proudly South African's social media following during 2024/25 was driven by a strategic blend of high-impact national campaigns, real-time content from events like the Local Fashion Police, Buy Local Summit & Expo, and State of the Nation Address, as well as influencer collaborations with local personalities and designers that made content more relatable and shareable. The launch of creative seasonal campaigns like Start and End Your Journey With Local and the Cabbage Challenge kept engagement high, while the shift to short-form video content, especially on TikTok and Instagram Reels, tapped into new audiences and trends. Strategic paid boosts around flagship events extended reach, partnerships with platforms like YFM GrYnd and Primestars brought younger audiences on board, and business-focused storytelling on LinkedIn almost doubled followers among professional users. Together, these efforts turned Proudly SA's campaign moments into sustained and measurable digital growth.

1.2.6 MEDIA VISITS/ENGAGEMENTS

Fostering engagement is crucial for cultivating and reinforcing positive working connections with the media. Our success lies in actively engaging and communicating with media representatives during marketing events and campaigns. Additionally, we facilitated networking opportunities for the media, involving them in the Buy Local campaign. Our relationships were established and upheld through various media channels and platforms.

Date	Media Engagement
23 Apr '24	Meeting with Topco Media
26 Apr '24	Isu'Lihle Primary School Outreach
26 Apr '24	Mafikeng FM Press Drops
23 May '24	Media Cook-off
24 May '24	Heart FM Meeting
27 May '24	Local Tourism Webinar
31 May '24	Localisation Webinar
01 Jun '24	Y-FM GRYND
03 Jun '24	Transportation Webinar
12 Jun '24	Saitex
14 Jun '24	Brand Africa's Top 100 Brands
16 Jun '24	Chepa Factory Visit
04 Jul '24	Durban July
18 Jul '24	Hospitality Webinar
18 Jul '24	Opening of Parliament
26, 27, 28 Jul '24	Proudly SA Local Wine Expo
30 Jul '24	Drum Interview
01 Aug '24	SABC Meeting
12 Aug '24	Joburg.co.za Meeting
14 Aug '24	Women In Tech Webinar
28 Aug '24	Access to Finance SME Webinar
30 Aug '24	Southern Sun Women's Day Event
06 Sept '24	Stadio Grad Lab
18 Sept '24	Local Fashion Police Young Designer Workshop
21 Sept '24	Delicious International Food and Music Festival
22 Sept '24	Delicious International Food and Music Festival
04 Jul '24	Durban July
18 Jul '24	Hospitality Webinar
18 Jul '24	Opening of Parliament
26, 27, 28 Jul '24	Proudly SA Local Wine Expo
10 Oct '24	LFP Adjudication
17 Oct '24	Independent Media Meeting
21 Oct '24	919 FM Meeting
24 Oct '24	Zee World Meeting
02 Nov '24	SAMAs

07 Nov '24	Feather Awards
19 Nov '24	Adreach Business Forum
19 Nov '24	Caxton Meeting
25 Nov '24	Trace Meeting
28 Nov '24	LFP Finale
04 Dec '24	KZN media drops
05 Dec '24	JHB media drops
16 Dec '24	CPT media drops
24 Jan	SME magazine meeting
29 Jan	Pri-media meeting
4 Feb	SABC meeting
5 Feb	Pre-Sona Media event
6 Feb	Sona main event
20 Mar	SOPA media briefing
8 Mar	Trellidor event
11 Mar	BLSE media launch
12 Mar	Briefly news meeting
17 Mar	BLSE main event
18 Mar	BLSE main event

1.2.6. Summary of media coverage

The table below is a summary of the top 10 media that supported the Buy Local campaign, zooming into Mainstream, Community/Youth/Regional/Campus, and Bloggers/Online platforms.

MAINSTREAM	COMMUNITY/YOUTH/REGIONAL/ CAMPUS	BLOGGERS/ONLINE
Business Day	702	Nex Media
CNBC Africa	Radio 919	BizCommunity
ENCA	Kaya FM	IT News Africa
Morning Live	Alex FM	News 24
Newzroom Afrika	OFM	Daily Maverick
Radio 2000	Power FM	Retail Brief
SA FM	Soweto TV	Urban Lifestyle
SABC News	Hot 107.7fm	Carve Africa
SMAG	Vow FM	SA News
Sunday Times live	YFM	10 and 5

03

BRAND MANAGEMENT

Building a strong brand for Proudly SA is pivotal for enhancing organisational value, as it cultivates a distinct identity that resonates deeply with both consumers and stakeholders. Proudly SA's robust brand strategy involves consistently promoting the benefits of supporting local businesses, fostering trust and establishing an emotional connection with the South African public. This strategy necessitates a cohesive vision that permeates every aspect of the organisation, from marketing communications to event participation and access-to-market opportunities for our members.

Proudly SA differentiates itself in a competitive market by leveraging compelling storytelling, a distinctive visual identity and a clear brand message. A brand's messaging and management are powerful tools in propagating the specific message of the organisation that created it. For a company to possess a brand identity, all elements of the brand must be considered holistically. This entails ensuring that components work in synergy across events, advertisements, internal documents, presentations and all touchpoints with internal and external stakeholders. Moreover, it is crucial to consistently communicate the brand's values and message to build trust and loyalty among customers. This can be achieved through a clear brand voice, a visual identity and messaging that resonates with our target audience.

A strong, recognisable brand can create value through familiarity alone. It can also engender customer retention and reduce buyer dissonance, but only if it can be trusted. As

more businesses realise the importance of their brand in their industry, they invest more in building brand credibility and the added value it can bring to their bottom line. At Proudly SA, we have worked tirelessly to build a brand proposition that can add value to the companies that carry our logo. We have increased logo usage on various platforms, from packaging to websites, promotional material and through all above and below-the-line media channels.

Our aim is to create awareness and promote the benefits of supporting local businesses, which in turn helps to grow the South African economy. By partnering with us, companies can demonstrate their commitment to social responsibility and gain access to a network of like-minded businesses. We have collaborated with more members to promote our 'buy local' message and encourage consumers to purchase local products by identifying our logo on the products they choose. Our objective has always been to ensure that our logo is frequently visible and stays top-of-mind with consumers. We strive to help more consumers understand the reason behind the logo and why they should care.

A strong brand drives consumer loyalty and retention by highlighting the positive impact of local purchasing on the economy and job creation. Ultimately, a well-established Proudly SA brand contributes to long-term sustainability and growth, solidifying the organisation's position and value in the marketplace.

BUILDING A STRONG BRAND FOR ORGANISATIONAL VALUE

SUMMARY



Marketing and Campaign Support:

Throughout the year, our team provided extensive support to the Marketing Department, creating presentations, e-cards, invitations and web services. Key projects included developing artwork for various campaigns such as, the Buy Local Summit and Expo, support for the sports industry, festive season and back to school initiatives.

Campaigns and Awareness:

Proudly SA actively promoted the 'Buy Local' message through a diverse range of campaigns and awareness initiatives. Key activities included participation in a wide array of events and activations designed to engage various stakeholders and support local businesses. These events spanned sectors and audiences, from youth and entrepreneurs at the Empowa Summits, to industry leaders at events like the Windaba Conference and the Automotive Manufacturing Forum. Proudly SA also focused on providing market access for members through webinars and participation in markets. These efforts were complemented by leveraging digital platforms to broaden reach and deepen engagement through webinars and targeted social media campaigns.

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Our logo

The Proudly SA logo can be placed anywhere on your platforms that will complement your brand. When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less. The Proudly SA brand does not compete with yours but rather adds value and shows your commitment to the development of South African economy.

Brand trademark

Proudly SA is an internationally recognised organisation and is South Africa's national 'Buy Local' campaign. In South Africa, Proudly SA is the proprietor of the trademark phrase: 'Proudly South African'. As the proprietor of the trademark registration, Proudly SA is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using the mark in the course of trade, without Proudly SA's authority, that is identical or confusingly similar to the Proudly SA logo. The trademarks (the phrase and logo) are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law. Only registered members of the Proudly SA campaign (and those given special permission) are authorised to use the trademarks.

Correct use of trademarks

Proudly SA members, upon approval of membership, are given access to the Members' Portal. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials. Members are also given the option to forward their designs to Proudly SA, to ensure that the logo is applied correctly. A Corporate Identity Manual was repackaged to give users of the logo guidance on the use and application of the logo. Continuous communication and marketing of the logo is used to educate members about correct logo use and correct logo application. This includes getting members to use the logo to promote their membership to the Proudly SA campaign. Using trademark permissions to ensure that the Buy Local message reaches the youth, Proudly SA often grants publishers permission to use the trademark in various educational materials.



Trademark Permissions

The trademark is also given to all members and partners of the campaign. The right to use the logo lies with the Proudly SA campaign and we hold the right to decline the use of the logo. Once companies are granted membership, they are given the Corporate Identity manual that guides them on how to use the logo correctly.

Unauthorised use of trademark

The use of the trademark is monitored both internally and also through Proudly SA's intellectual property lawyers, Adams and Adams. Illegal use of the logo includes:

- A company continuing to use the logo when they have not renewed their membership.
- A company that is not a registered member of the campaign using the logo.
- Using the incorrect logo.
- Misleading the public by using wording that is confusingly similar to that of the campaign, to gain undue benefits from association with the campaign.
- Misleading the public by using a logo that is confusingly similar to that of the campaign, to gain undue benefits from the association with the campaign.
- The illegal use of the logo will result in the issuing of an internal cease and desist letter. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams.
- Cases are monitored with the law firm through monthly meetings, and updates on open cases and new infringement cases.



Logo usage

Branding plays a pivotal role in bolstering the efforts of the Membership Department by actively promoting the adoption of the Proudly SA logo across multiple touchpoints. This initiative is not merely an exercise in visual consistency but a strategic endeavour to fortify national identity and economic resilience. By encouraging both existing and prospective members to prominently display the Proudly SA logo on products, packaging, in-store touchpoints, websites and other platforms, the initiative aims to engender a sense of unity and pride among consumers, while simultaneously driving economic growth.

The concerted efforts of brands such as Mr Price, Hisense, SAB, PPC, Tetra Pak and TFG in incorporating the Proudly SA logo into their social media posts, websites, marketing and in-store displays exemplify the positive impact of this initiative. Their active participation serves as a testament to the logo's potential to enhance brand reputation and foster consumer trust. When consumers encounter the Proudly SA logo, they are reminded of the intrinsic value of supporting local businesses, which in turn stimulates economic activity and job creation. This cyclical effect underscores the significance of cohesive branding strategies in amplifying national economic benefits.

Furthermore, the widespread adoption of the Proudly SA logo signifies a collective commitment to elevating local industries and products. It encourages consumers to make informed purchasing decisions that favour local goods, thereby reducing reliance on imports and strengthening the national economy. This initiative not only supports the growth of individual businesses but also contributes to a more robust and self-sustaining economic ecosystem. Essentially, strategically incorporating the Proudly SA logo across different touchpoints acts as a catalyst for wider economic advantages, showcasing how local initiatives can lead to significant national economic progress.

We are continuously working to get the logo usage up by getting more brands to use the logo on their products and advertising.

In putting your logo and ours together (that's co-branding), you are showing your pride and telling consumers that your product is great, because you say so, and we agree. And that it's made here. In South Africa.

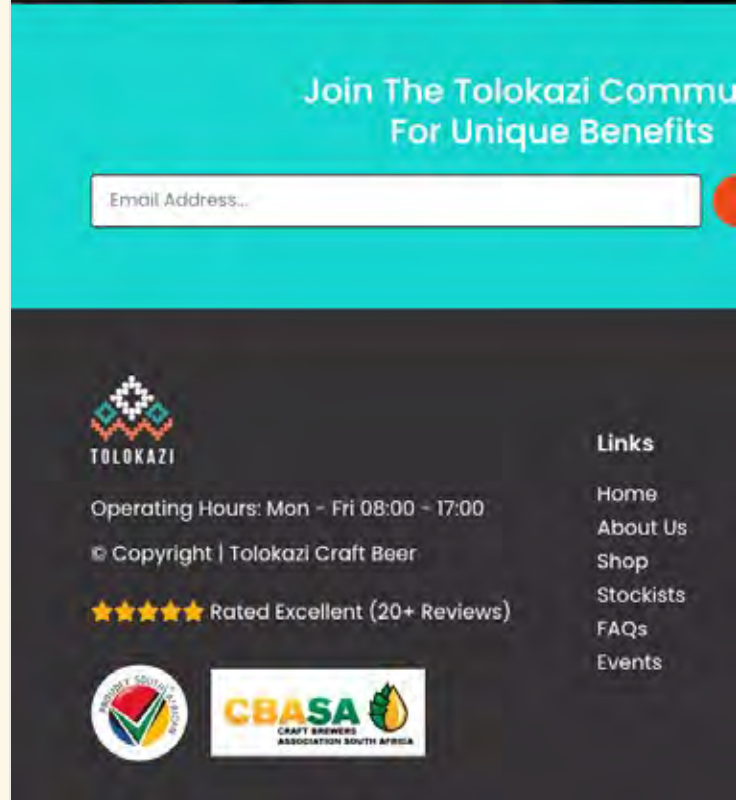
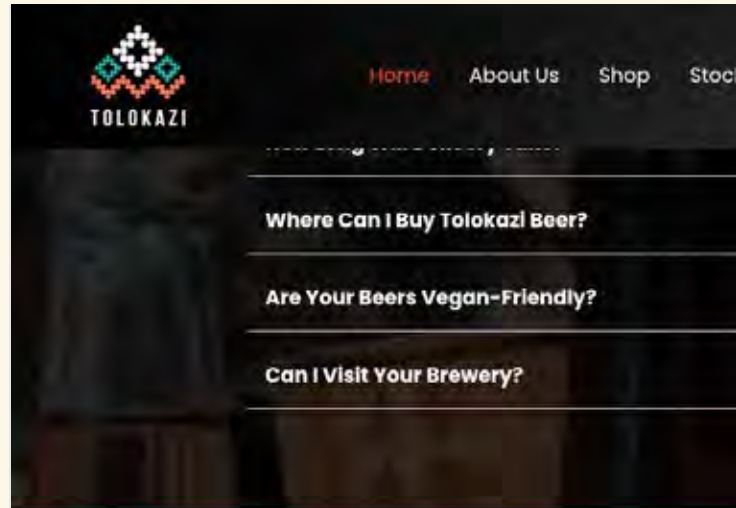
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***And that it's made here.
In South Africa.***





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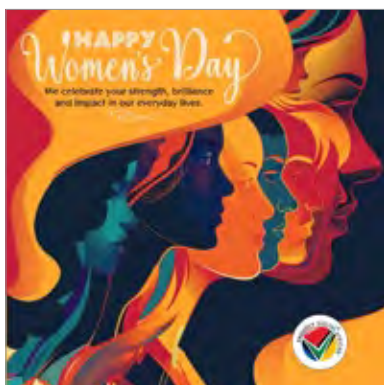
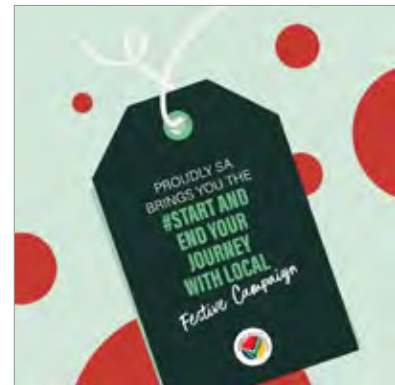
@proudly.sa

South Africa's Buy Local campaign, promoting local procurement & job creation.
Sturdee Avenue, Johannesburg, Gauteng 2196

shop.proudlysa.co.za/?srsltid=AfmBOopnqWwkv4WfUYIXk3U5T3fdEoK2xwD6MQ8

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, and special days. Across the diverse social channels, we employed striking content as a key tool in our arsenal. Each design was carefully crafted to resonate with our audience, delivering not only our message but also a compelling visual and auditory experience. The “Start and End Your Journey with Local” campaign has been a resounding success, exceeding engagement and reaching KPIs across all platforms.



Local Fashion Police

Proudly SA's fourth Local Fashion Police campaign took a fresh, playful approach to promoting South Africa's fashion industry – using the format of a “fashion crime investigation” to highlight what happens when people don't support local. It turned heads, raised conversations, and engaged audiences where they live: on social media.

This year's twist? Local fashion lovers were cast as the “suspects” and “culprits” behind fashion crimes, while the country's top designers played the role of detectives - on the hunt for those proudly wearing local. It brought energy, humour, and relatability to a campaign with a very real purpose: driving visibility and sales for South African designers and clothing brands.

The campaign culminated in a finale event in the heart of Johannesburg's CBD, a high-energy celebration of local style and talent. The activation featured a judging panel including design heavyweights like Ole Ledimo, Jessica Jane Molebatsi, Orapeleng Modutle, and Mzukisi Mbane - all adding credibility and influence.

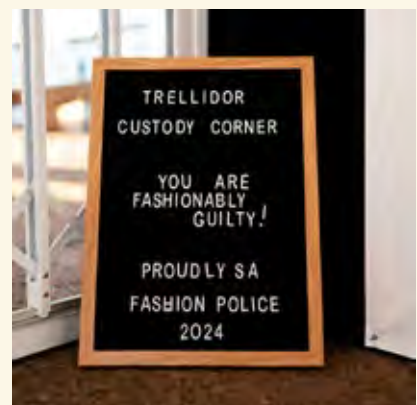
FNB's Brand Integration

FNB's sponsorship went beyond surface-level branding. Through strategic alignment with Proudly SA, FNB positioned itself as an active enabler of South African entrepreneurship and creativity. Their presence was thoughtfully embedded into the campaign's digital storytelling, influencer engagement, and on-the-ground experiences, ensuring their brand stood alongside the very designers and consumers it aims to support.

Through collaborations with high-profile designers and trendsetters, the campaign achieved wide digital reach and deep cultural relevance.

Strategic Highlights:

- Expanded Proudly SA's digital footprint with playful, narrative-driven content.
- Positioned the brand at the intersection of fashion, community, and commerce.
- Generated over 1 million impressions across digital platforms.
- Delivered a 5:1 ROI for sponsors through high-engagement activations.





Local Wine Expo

The branding elements at the Proudly South African Local Wine Expo played a pivotal role in unifying the event's visual identity while providing an immersive, visually engaging experience for attendees. The careful attention to detail in the design ensured that the branding was both functional and aesthetic, enhancing the overall atmosphere of the event. The look and feel of the event created a consistent, immersive experience. Using marketing material,



a photobooth and thoughtful colour schemes, the event managed to be both visually striking and cohesive. Each wine member's stand was thoughtfully designed using vibrant, fruity colours that evoked the rich hues of wine, grapes, and vineyards. These colours were balanced by light neutrals of the wooden stands, creating a visually appealing and well-balanced design. FNB served as the main sponsor of the event, with the National Liquor Board supporting the event driving the responsible drinking message.





Delicious Festival

The 2024 DStv Delicious International Food & Music Festival, powered by LottoStar took place at the Kyalami Grand Prix Circuit on the 21st and 22nd of September in Johannesburg, South Africa. The festival celebrated 30 years of Creative Freedom in South Africa, gathering attendees from diverse backgrounds to enjoy music, art, fashion, and exceptional food offerings.



Proudly South African leveraged multiple branding opportunities at the DStv Delicious Festival, establishing a vibrant and memorable presence throughout the event.



Our branding elements included stage video, teardrop banners across the Food Mile, info towers, a branded arch at the entrance of the Proudly SA Food Mile, and a striking blimp that captured attention from afar. In the lifestyle area, we showcased our members' seasonal colours, incorporating them into panel designs for each stand. This brought a fresh, contemporary look to the stands, making them visually distinct and ensuring they stood out.



Hollywood Bets Durban July

Leveraging South Africa's most iconic fashion and lifestyle event, Proudly SA executed a high-visibility activation to spotlight the Clothing, Textile, Footwear and Leather (CTFL) sector. The activation space, positioned at a key entry point, combined bold branding with curated experiences, including a live emcee and sponsorship of a fashion award. From a brand perspective, the Durban July activation:

- Elevated Proudly SA's association with local fashion excellence.
- Engaged a fashion-forward audience through influencer partnerships and live storytelling.
- Showcased the economic potential of local industries in high-lifestyle contexts.



Q3 DIGITAL MARKETING

Festive Season, Back To School and Cabbage Challenge

Over the 2024/25 festive season and into the back-to-school period, Proudly South African rolled out a dynamic digital campaign under the banner #StartAndEndYourJourneyWithLocal. The campaign aimed to drive awareness and behavioural change around local buying during South Africa's peak retail season – tapping into food, fashion, school supplies, and everyday essentials. Campaign Focus Areas

1. Festive Season: Encouraged consumers to shop locally for gifts, groceries, and holiday essentials, supported by engaging video content and interactive posts that celebrated local joy and community pride.
2. Back to School: Highlighted the importance of choosing locally made uniforms, stationery, and supplies, positioning localisation as part of family routines and everyday decisions.
3. Cabbage Challenge (with Food Lover's Market): A playful, social media-driven challenge encouraging South Africans to cook with a local staple - the cabbage, while tagging Proudly SA and Food Lover's Market to win. This challenge brought localisation into kitchens across the country, with influencers driving reach and engagement.

Performance Snapshot

- Total Reach: Over 5 million South Africans reached across Meta, TikTok, and LinkedIn.
- Engagement: More than 10 million impressions and 27,000 direct website clicks.
- Follower Growth: Gained 7.4K new followers across platforms – led by TikTok and Instagram.
- Influencer Campaign: Delivered 1.3 million reach and 1.9 million impressions, with top performers generating high organic views.

Content Highlights

- Video content outperformed static posts, especially during the festive season and Cabbage Challenge.
- The Back to School static post achieved 3 million+ impressions at a cost-effective R0.34 per result, showcasing strong seasonal relevance.
- The Cabbage Challenge sparked playful engagement, with TikTok driving the highest interaction and influencer @mrsivyrams standing out in both reach and impact.
- Key Takeaways
- Seasonal timing and relatable themes (food, family, school) created strong emotional and practical resonance.
- A combined approach using video, influencer content, and static visuals delivered strong performance and wide audience reach.
- Future campaigns will benefit from simplified mechanics and continued investment in video and influencer-led storytelling.



The Cabbage Challenge With Food Lover’s Market

In partnership with Food Lover’s Market, Proudly South African launched the Cabbage Challenge, a playful, digital-first campaign designed to promote local purchasing while tapping into everyday meal prep culture. Rooted in the #StartAndEndYourJourneyWithLocal message, the challenge encouraged South Africans to get creative with a humble cabbage and showcase their support for locally sourced ingredients.

Campaign Highlights

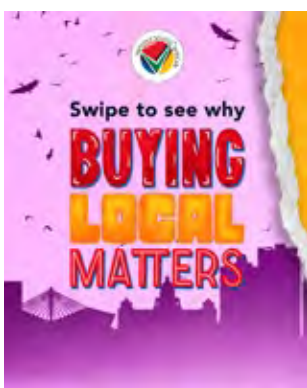
- **Strong Engagement:** Over 540,000 people were reached through static posts alone, generating more than 1.4 million impressions. The campaign video reel also performed well, driving high thru plays and capturing attention with dynamic content.
- **Influencer Impact:** We collaborated with four diverse local influencers, including @mrsivrams and @shaynaleforbes. Together, they delivered over 1.3 million reach and 1.9 million impressions, with organic video views topping 37,000.
- **Platform Breakdown:** TikTok led the way in terms of engagement, followed by Instagram, proving the value of short-form, visual content in driving awareness and interaction.

Key Learnings

While the campaign sparked strong interest, some participants missed tagging both brands or misused the hashtags — highlighting the need for simpler mechanics in future. Despite this, the campaign succeeded in reaching a wide audience, creating buzz, and reinforcing Proudly SA’s message in a fun, accessible way.

What Worked

- Visual storytelling via video and influencer content
- Multi-format strategy combining static posts with reels
- Cross-platform distribution to tap into different audience behaviours
- Cost-effective performance with the static post achieving particularly strong ROI





LOCAL PRODUCT OF THE WEEK



#BuyLocalSummit2025

Buy Local Summit and Expo: 17 - 18 March 2025



The 2025 Buy Local Summit & Expo was a bold statement about South Africa's economic future. This annual flagship event that featured over 100 local businesses that showcased their products and services, the summit aimed to promote entrepreneurship and support the growth of the country's economy.

The brand work behind it had one goal: make localisation look not just necessary, but aspirational, something people want to be part of. The team played a pivotal role in the venue branding for the Buy Local Summit & Expo, ensuring that every visual and environmental touchpoint reflected the event's bold and impactful messaging. From large-scale banners and the stage set to digital screens; the branding was meticulously crafted to reinforce the summit's theme, "Building a Resilient Economy Through Localisation." Attendees experienced a visually cohesive and immersive environment that amplified the event's purpose and encouraged engagement with Proudly South African and its exhibitors.

To maximise event awareness, we collaborated with Adreach to secure street pole advertising across key high-traffic areas. These eye-catching ads were strategically positioned to capture the attention of commuters and pedestrians, creating widespread visibility in the lead-up to the event. The bold messaging and striking visuals aligned with our objective of driving attendance.

Further bolstering our promotional efforts, we secured a free digital billboard from 12 Star Media. This prime advertising opportunity provided a high-impact platform to promote the Buy Local Summit & Expo, reaching thousands of potential attendees daily.

Brand Objectives Achieved:

- Positioned Proudly SA as the authoritative voice of localisation.
- Achieved high-impact brand visibility through cohesive visual language.
- Strengthened exhibitor and sponsor recognition through layered branding moments.
- Created meaningful engagement through digital storytelling before, during, and after the event.

Digital and Social Media

- Pre-event: Save-the-date, registration pushes, and theme teasers.
- During event: Coverage of panels, activations, and exhibitor highlights.
- Post-event: Impact summaries, highlight reels, and sponsor shoutouts.



SOCIAL MEDIA CONTENT





JOBS

BUY LOCAL!
MAKE QUALITY PRODUCTS



We
buy local

Social media content

Festive Season, Back To School and Cabbage Challenge

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- The Back to School static post achieved 3 million+ impressions at a cost-effective R0.34 per result, showcasing strong seasonal relevance.
- The Cabbage Challenge sparked playful engagement, with TikTok driving the highest interaction and influencer @mrsivyrams standing out in both reach and impact.
- Key Takeaways
- Seasonal timing and relatable themes (food, family, school) created strong emotional and practical resonance.
- A combined approach using video, influencer content, and static visuals delivered strong performance and wide audience reach.
- Future campaigns will benefit from simplified mechanics and continued investment in video and influencer-led storytelling.



04

STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

PRIVATE SECTOR

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



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:

Proudly SA is asking individual companies to participate in this initiative through the following mechanisms:

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains, by 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 benefitting from companies’ ESD programmes.

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

Aspen Pharmacare	Olympic Paints
Absa Group	Adcock Ingram
Twizza	PPC
Mr Price Group	Bizzmed
OBC Group	Medical Device Manufacturers of South Africa
The South African Breweries	South African Furniture Initiative
Macsteel	Harambee Youth Employment Accelerator
Zulzi	National Hospital Network
Sizwe IT Group	Franchise Association of South Africa
PG Bison	South African Chamber of Commerce and Industry
Restonic	Tourism Business Council of South Africa
Safripol	The Sleep Group
OneDayOnly	Adcock Ingram
MaxProf	

Localisation Commitment Pledges from Proudly SA's membership base to date 2024/2025

The South African Breweries
The SABC
TFG
Nestlé South Africa
Lesco Manufacturing
Hisense South Africa
Lactalis South Africa
The South African Vehicle Rental and Leasing Association
Naspers
The Takealot Group
Telkom
Absa Group
FNB
ACTOM
Tetra Pak, South Africa

Commitment pledges received for the 2024/2025 financial year	
Automotive Industry Transformation Fund (AITF):	<p>The company has spent over R600 million to support 70 black-owned entities in the sector – creating over 2,700 jobs and counting in just 4 years.</p> <p>From 2025 to 2029, the AITF has pledged over R1 billion that will be dedicated to support black-owned entities that operate within the automotive sector value chain. 30% of that will be dedicated towards women-owned businesses. Procurement opportunities will be created in the sector; over R20 billion will be awarded to beneficiaries to provide financial and non-financial support.</p>
Transnet	<p>Transnet, the National Empowerment Fund and National Association of Automotive Component and Allied Manufacturers (NAACAM) have established a black industrialist programme supporting 10 companies by 2027 for a minimum period of 10 years. This programme will support the creation of employment opportunities and alleviate the reliance of imports; will award the nominated beneficiaries support and development to the value R600,000,000.</p>
South African Breweries (SAB) [expansion of the original commitments made in 2023 and 2024]	<p>95% of all the raw materials that make up SAB products are locally sourced – creating jobs throughout its value chain from farmers to retailers, including social innovators. These items include barley. Through its research and development initiative, SAB has built Africa's largest barley research facility. Its investment in the Moletele Lime Farm in Limpopo produces 10,000 tons of limes annually, creating local jobs and expanding opportunities in agriculture. Since 2010, the SAB Foundation has invested in grant funding and business support – sustaining over 15,000 jobs and impacting over 61,000 livelihoods.</p>
South32 Hillside Aluminium:	<p>The company produces 720,000 tons of aluminium ingot per year. It has kept its cast house of the old Bayside Smelter operational. South32 supplies a portion of its liquid metal to local companies; has built a bridge costing R80 million over the John Ross Highway to safely transport liquid aluminium from Hillside to Bayside. Currently, the company can send up to 120,000 tons per year to Hulamin and Bingelela, but it is looking to increase this to 300,000 tons.</p> <p>Over the past five five years, the company has empowered more than 700 entrepreneurs, investing over R700 million to support their dreams. They extended R140 million in loans for business development, including finance solutions for capital equipment and working capital facilities. The company's support has translated into the creation of over 7 000 direct jobs, 28 900 indirect jobs, and supporting 55 700 dependents.</p> <p>Since 2020, South32 has made significant investments in local procurement through black women-owned suppliers and previously disadvantaged suppliers. It supports local communities in which it operates, focuses on local skills, economic development, education, and healthcare infrastructure.</p>
PG Bison [update and confirmation of its commitment made in 2023]:	<p>Since 2020, PG Bison has pledged a R2 billion investment in Mkhondo, Piet Retief where it produces MDF (medium-density fibreboard) in order to combat importation of the product.</p> <p>Over 1 000 jobs were created. Over the 18 months of the construction of this project, PG Bison created 150 permanent jobs; adding to PG Bison's 2 200 permanent employees.</p> <p>The company estimates that 44 000 jobs are created in the country in the downstream activities stemming from PG Bison's operations. PG Bison has honoured its commitment made in 2023.</p>

iSanti Glass	<p>Since their inception in April 2020, iSanti Glass' goal has been to procure from South African suppliers. To this end, the company has achieved more than 90% local procurement for 2023 and 2024.</p> <p>All glass packaging on shelf consists of 50% recycled content – supporting its sustainability goals.</p> <p>Their enterprise and supplier development initiatives provide local businesses with opportunities to participate in the company's supply chain. Its recycling initiative strengthens South Africa's recycling industry and circular economy while creating economic opportunities for small-scale collectors and buyback centres.</p>
Isuzu Motors South Africa	<p>Isuzu is committed to doing what is right for South Africa by taking deliberate actions to localise their vehicles, not only through manufacturing in South Africa, but also working with suppliers in South Africa to localise key components that are fitted to their Isuzu D-Max and Isuzu truck range through tooling and local(ising) components including body panels, front fascias, harnesses, seats, tyres and windscreens.</p>
Santam	<p>The 106-year old company's commitment to localisation is deeply embedded in their socioeconomic impact strategy to drive meaningful and sustainable changes, and to contribute to a more thriving economy.</p> <p>In 2024 alone, Santam directed over 80% of its R11 billion procurement spend towards locally-owned businesses, including suppliers, service providers and brokers. Within this period, they have invested over R360 million in enterprise and supplier development to support SMEs across financial services, manufacturing, utilities, property, and automotive sectors, providing them with access to capital markets as well as business development services.</p> <p>These efforts have yielded tangible results with over 2 800 new jobs created across their programmes in 2024. Santam has partnered with over 100 municipalities whereby they have capacitated them to manage as well as withstand disasters such as fire, floods and drought. This is critical in preserving and supporting small businesses at municipal level.</p>
Clicks Group	<p>Over the past three years, Clicks has invested more than R173 million in supplier development and R100 million in enterprise development. Their supplier development value peaked in 2024 when they supported over 40 black-owned EMEs and QSEs, with a total contribution exceeding R78 million. More than 55% of these beneficiaries were women.</p> <p>Click's commitment to sustainability extends to innovative solutions like pioneering South Africa's first solar-powered refrigerated electric vehicle fleet. They have invested R13.9 million to support 11 black-owned businesses with a total of 42 vehicles. 27% of the beneficiaries are black female entrepreneurs.</p> <p>Their flagship Sorbet-Preneur programme, that is geared towards empowering and developing future entrepreneurs, gives Sorbet employees the opportunity to own their own salons. In 2024, Clicks' programme enabled four black female employees to make the transition to salon owners where they will continue to be supported with training, mentorship, and financial backing to ensure their continued success.</p> <p>Clicks Group has committed to procuring a minimum of R1.9 billion from black-owned EMEs and QSEs between 2024 and 2028; to spend a minimum of R600 million with black-owned EMEs and QSEs; increase the number of Sorbet-Preneur recipients to seven; contribute R64 million to black-owned suppliers; invest R30 million into enterprise development; create 300 new direct jobs; and spend R6 billion on black-owned businesses. Clicks will also maintain 92% local content on their retail shelves.</p>

Food Lovers Market	<p>Food Lovers Market widely support the local farms of which its fresh produce range is sourced from.</p> <p>Their Seeds of Change project is making a difference in communities by helping small farms to scale in order to stock Food Lovers Market’s shelves. The farms selected go through an intensive five-day programme where they meet all the buyers and see the infrastructure/stores and have the opportunity to be mentored by the retailer.</p>
Beier Group	<p>The Beier Group employs over 2 000 people, mainly in KZN. Several SMMEs are integrated into their supply and value chains. Communities and employees are also uplifted through it endeavours to provide bursaries and skills development.</p>
ZEDA (Avis and Budget)	<p>90% of the group’s revenue is generated within the South African borders.</p> <p>The Group has committed to spending 80% of its procurement spend with B-BBEE compliant suppliers, while spending 50% with black-owned suppliers. 12% of their spend will be with black women-owned suppliers, and they are targeting to spend 5% with EMEs as well as QSEs. In addition to these targets, when it comes to investing in social impact, ZEDA’s goal is to act as a catalyst for socio-economic upliftment in communities by increasing localised spend by 15% in 2025.</p> <p>In the 2024 financial year, ZEDA invested R20 million towards ESD beneficiaries through the provision of 66 vehicles to support supplier and enterprise development. Their enterprise and supplier development beneficiaries are all Level 1 B-BBEE with the prioritisation of black-owned and black female-owned enterprises. All external service providers that support ZEDA’s learnerships are Level 1 B-BBEE contributors.</p>

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 developed platforms and continues to participate in various initiatives to showcase its membership base and facilitate business-to-business procurement, namely:

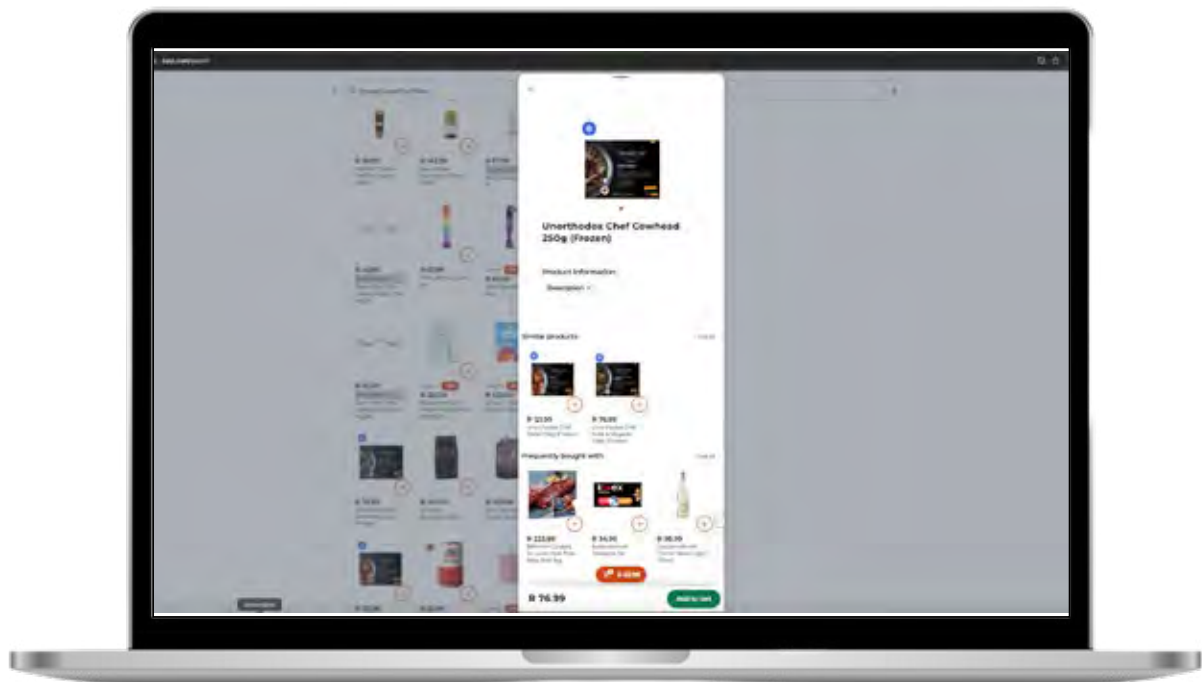
1. Proudly SA eCommerce Partnerships
2. Sectoral Masterplans (as initiated by various Government Departments)
3. Market Access Platform (MAP)
4. Proudly SA’s Furniture Portal
5. Proudly SA Business Matchmaking Programme at the 2025 Buy Local Summit and Expo
6. Other Localisation Initiatives

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 through various marketing-driven activities (including promotions, eCards, brochures, newsletters, etc.)

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 were enlisted on various platforms, as follows:

eCommerce Partner	Number of member companies enlisted	Number of products loaded
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	371	4,676
as at the end of March 2025	(69 new additions)	(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.

Proudly SA is currently supporting the following sectoral 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 (“MedTech”) 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 person 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.

4. Proudly SA’s Furniture Portal (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. Other Localisation Initiatives supported by Proudly SA:

Proudly SA's Localisation Partners

PRIVATE SECTOR
Absa
Adcock Ingram
EY
Macsteel
MultiChoice
SAPPI
Sasol
South African Breweries
Southern Sun
TFG
The Sleep Group
ACTOM
Discovery Health
Tetra Pak
Lesco Manufacturing
Nestlé South Africa
Hisense South Africa
Lactalis South Africa
Naspers
The Takealot Group
FNB
South32
The JSE Limited
Youth-owned Business Awards
Massmart
Hello Group
Toyota
Adreach
Avis
Old Mutual
PPC

Amazon South Africa
Clicks Group
Isuzu Motors South Africa
iSanti Glass
Food Lovers Market
Santam
Beier Group
The Standard Bank
Primedia
INDUSTRY BODIES AND ASSOCIATIONS:
Apparel Manufacturers of SA
Business Leadership of South Africa
Cement SA
Centre for Development and Enterprise
Conscious Companies
Fresh Produce Association
Informal Economy Development Programme
Medical Device Manufacturers of South Africa
Mining Equipment Manufacturers of SA
South African Furniture Initiative
Southern African Energy Efficiency Confederation
Italian Business Chamber
National Association of Automotive Component and Allied Manufacturers (NAACAM)
National Association of Automobile Manufacturers of South Africa (NAAMSA)
Franchise Association of South Africa (FASA)
Tourism Business Council of Southern Africa (TBCSA)
Taverners Association
Restaurant Association
Consumer Goods Council of South Africa
UCanGrow
GS1 Barcodes
Property Point
Black Business Council
Southern Africa Vehicle Rental and Leasing Association (SAVRALA)

MSM (Macadamia Nut) Marketplace
PROGRAMMES
BUSA Localisation Committee
Localisation Support Fund
Harambee Youth Employment Accelerator
SA Food Alliance
Annual Local Timber Summit
SA Canegrowers Association: Home Sweet Home Campaign
Quality Council of India
Buy Zimbabwe
Adreach
Tetra Pak, South Africa
Consumer Goods Council of SA's Illicit and Counterfeit Campaign
Takealot Group's Local Marketplace Programme
Clicks Group
Garden Route Entrepreneurship Week
Wakanda Food Accelerator Programme
Southern Sun's HCI (Hosken Consolidated Investments) Club

PUBLIC SECTOR	
Companies and Intellectual Property Commission with BizPortal	South African Education and Training Authority (SASETA)
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	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

STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

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 dtc to monitor whether entities still comply.

In 2024/2025, the Proudly SA tender monitoring function picked up 1,407 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	6/2/13
Set-top Boxes	30%	26-09-2012
Furniture Products	85-100%	15-11-2012
Electrical and Telecom Cables	90%	11/3/13
Valve Products and Actuators	70%	8/7/11
Working Vessels (Boats)	60%	2/4/07
Residential Electricity Meters and Water Meters	90%	2/4/07
Steel Conveyance Pipes, Pipe Fittings and Specials	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%	6/9/18
Plastic Pipes	100%	2020
Air insulated MV Switchgear	50%	2020
Bulk Material Handling	85%	2020
Industrial lead Acid Batteries	50%	2020
Cement	100%	4/13/10

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

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

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

the dtic reported the following in terms of compliance levels of tenders received in the designated sectors in quarters 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

	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

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 being positioned as a lever for driving re-industrialisation that will be underpinned by localisation. Hopefully, this will reignite economic growth as well as the retention and creation of much needed jobs in the economy.

Proudly SA had planned to host a breakaway event at the 2024 and 2025 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). This planned session was envisaged to be hosted in partnership with the dtic's Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury. Unfortunately the event was canned due to the lack of interest.

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, even though the regulations are still to follow.

In addition to this, Proudly SA will join National Treasury on its roadshow to inform the public sector about the new procurement regulations where it will reiterate 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 that have utilised locally made materials as much as possible, across all industries and spanning all spheres of society including the private sector, consumers, government, public entities and state-owned entities.

Proudly SA is 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 their marketing and corporate collateral as well as on suitable products. Members of Proudly South African also benefit from our value proposition which comprises of access to market opportunities and inclusion to a database of high quality, locally-made products and services.

It is Proudly SA's intention that the Procurement Regulations should make an explicit pronouncement in their selection criteria that all Government entities should score and favour the procurement of locally-made goods and services. To that end, Proudly SA will focus mainly on Section 20 which is titled: "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
<p>Specific Provision</p>	<p>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.</p>
<p>Rationale /Basis of Proposal: To ensure the fluid implementation of the Act/Regulations and its integrity be upheld, consequences for non-compliance must also be addressed.</p>	
<p>Proposal: 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/s 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.</p>	
<p align="center">Decision: Submission has been PROVISIONALLY ACCEPTED</p>	

Section under the PPA	Section 20(8) of the PPA
Specific Provision	A procuring institution must, in addition to the measures stipulated in subsection (1) to (7), evaluate the bid in terms of the prescribed criteria.
<p>Rationale / Basis of Proposal: 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.</p>	
<p>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:</p> <ul style="list-style-type: none"> 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 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 required to undertake 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 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:
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.

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.

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:
a full list of qualifying local manufacturers (including the companies’ province/municipality/city/suburb/village/dorpias) 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.

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.

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.
Rationale /Basis of Proposal: Procuring entities' own additions to its policies must be in-line with Government Departments' localisation programmes such as the sectoral masterplans.	
Proposal: 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).	
Decision: Submission has been PROVISIONALLY ACCEPTED	



05

PROUDLY SA SUCCESS STORIES



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

1. PR opportunities afforded to members where members were introduced to the public at large as part of Proudly SA’s consumer education initiatives,
2. Participation at events and exhibitions and/or inclusion in platforms and programmes where members were introduced to buyers that translated into sales (directly contributing to sustaining the operations or securing the growth of the business, and creating and/or retaining jobs), and
3. Any other intervention that transpired into growth and/or sustainability for the member company.

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

Q1
The Breadbox Bakery
Sawubona Mycelium
BWGL Group



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
<ul style="list-style-type: none"> Increased brand awareness and exposure Customer engagement Enhanced credibility
Long-term effect
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Increased brand awareness and exposure Customer engagement Enhanced credibility
Long-term effect
<ul style="list-style-type: none"> 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 cliental 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 mouthwash 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.

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

Member Description

Gloooks 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 Gloooks' kiddies range. Samples have been sent to Clicks, and the listing process is now underway. Additionally, Gloooks generated sales to the value of R1,800 at the event.

Long-term effect

- Attending the Buy Local Summit and Expo has provided Gloooks 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 Gloooks 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, Bodigadi 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.

5

Corporate Governance

- 01 Legislative and Governance Framework
- 02 Relationship with the dtic

01

LEGISLATIVE & GOVERNANCE FRAMEWORK

The Institute of Directors in South Africa (IoDSA) is highlighting a number of important developments that require corporate boards' concentrated attention. A dynamic and ever-accelerating working environment continues to fuel the need for quicker and more decisive decision-making. This calls for chairs who can guide conversations with accuracy and strategic vision in addition to directors who are well-prepared.

With boards being challenged to go beyond simple data collection and actively utilise AI to extract meaningful insights from intricate, real-time data streams, the transformative potential of AI in governance is becoming more and more apparent. The goal of this change is to enable more proactive and knowledgeable strategic responses.

As we await the revised King Codes the Board of Directors of Proudly South African has shown a strong commitment to excellent governance during this pivotal time by being resilient, welcoming change, and skillfully navigating the current obstacles.

Proudly South African: Legislative and Governance Framework

Proudly SA operates within a robust legislative and governance framework, ensuring transparency, accountability and responsible use of resources. This framework goes beyond the standard requirements for companies and demonstrates a commitment to best practices.

Core Legislation:

- Companies Act 71 of 2008: This act forms the foundation for Proudly South African's corporate governance structure. It defines the responsibilities of directors and ensures compliance with essential business practices.
- Memorandum of Incorporation: This document outlines Proudly South African's purpose, objectives, and limitations. It serves as a guiding principle for all its activities.
- Shareholder Compact: This agreement defines the rights and responsibilities of Proudly South African and its stakeholders, fostering cooperation and achieving shared goals.

Public Finance Management Considerations:

- Public Finance Management Act (PFMA) 1999 (Act No. 1 of 1999) and National Treasury Regulations: While Proudly South African isn't a PFMA-listed entity, the Board recognizes the importance of these regulations. They promote sound financial management, transparency, and accountability – values that Proudly South African upholds.

King Code on Governance Principles (King IV Report):

Proudly South African adheres to the King Code, a set of guidelines for good corporate governance in South Africa. This demonstrates a commitment to ethical leadership, effective risk management, and strong stakeholder relationships.

Additional Legal Considerations:

- Public Audit Act No. 25 of 2004: This act allows the Auditor-General to audit Proudly South African's finances due to its funding from the National Revenue Fund. This ensures independent oversight and financial accountability.

Governance Philosophy:

The Board of Directors at Proudly South African views strong corporate governance as essential for achieving its strategic objectives. As a non-profit organization (NPO) funded through the Department of Trade and Industry and Cooperation, responsible management of resources is paramount.

Commitment to Transparency and Accountability:

Proudly South African embraces the principles of transparency and accountability. This is reflected in its compliance with relevant legislation and its willingness to undergo external audits.

Board Mandate and Corporate Goals:

The Board is entrusted with ensuring that the Proudly South African campaign fulfils its mandate. This involves establishing a financially sustainable business model, ensuring efficient resource allocation, and complying with key legislation.

Procurement Framework:

The procurement framework prioritises compliance with the Constitution, PFMA, and Preferential Procurement Policy Framework Act (Act No. 5 of 2000). This ensures fair and equitable practices, promoting ownership and participation of historically disadvantaged individuals, youth, women, and people with disabilities.

Although Proudly SA is not a PFMA-listed entity, the Board sought external legal advice regarding the applicability of the Public Finance Management Act ("PFMA") to Proudly SA.

The recommendation obtained through the legal opinion was that in as much as Proudly SA is not a PFMA-listed entity, it would make for good corporate governance for Proudly SA to subscribe and comply with the spirit, purpose and object of the PFMA as it enlists transparency, sound management and accountability. It was therefore decided that Proudly SA would migrate towards complying with the requirements set out in the PFMA, which apply to public entities.

The Proudly South African Board: Stewards of the Campaign's Mission

The Board of Directors at Proudly South African serves as the guiding force for the Campaign. They operate with leadership, integrity, and sound judgment to ensure the Campaign achieves its intended goals and objectives, as outlined in the founding documents.

Setting the Course:

- **Defining Purpose and Values:** The Board establishes Proudly South African's core purpose and values, shaping the organization's identity and guiding its actions.
- **Strategic Direction:** They set the long-term strategic direction for the Campaign, considering the constraints and opportunities presented by the legal and governance framework.
- **Financial Oversight and Efficiency:**
- **Budget Approval:** At least annually, the Board oversees the development and approves a budget that facilitates the execution of the approved strategy. This ensures financial resources are allocated effectively to achieve campaign goals.
- **Performance Monitoring:** The Board maintains ongoing oversight throughout the year, monitoring Management's implementation of business and operational plans, along with adherence to agreed-upon financial objectives.

Delegation and Accountability:

- **Delegated Authority:** The Board establishes appropriate levels of materiality and relevance for the Campaign's activities. They delegate operational authority to Management through a written "Schedule of Delegated Authorities." This document outlines the scope of Management's decision-making power and is reviewed periodically.
- **Monitoring Delegation:** The Board actively monitors how Management exercises its delegated authority, ensuring responsible use of resources and adherence to established policies.

Committee Structure for Enhanced Governance:

To support its diverse responsibilities, the Board has established dedicated committees:

- **Audit and Risk Committee:** Oversees financial reporting, risk management practices, and internal controls.
- **Remunerations Committee:** Recommends compensation for directors and senior management.
- **Finance and Procurement Committee:** Provides guidance on financial matters and ensures ethical procurement practices.
- **Social and Ethics Committee:** Champions social responsibility and ethical conduct throughout the Campaign.
- **Marketing, Communications and Membership Committee:** Oversees communication strategies, membership development, and public engagement.

General Committee Principles:

- No Executive Authority: Board Committees generally lack executive power. Specific exceptions may be granted by the Board for particular issues within a committee's area of responsibility.
- Recommendations to the Board: Committees discuss assigned matters and present their recommendations to the Board for final decisions.
- Shared Procedures: Board Committees adhere to the same rules of conduct and procedures as the Board, unless explicitly stated otherwise in their terms of reference.
- Committee Composition:
 - Non-executive directors are limited to serving on a maximum of three committees.
 - Each committee consists of a maximum of four non-executive Board members.
 - Committees are formed by considering the skills, expertise, and experience of members relevant to the committee's specific mandate.
 - Independent external professionals with relevant expertise can be invited to join committees as non-voting members to provide additional support.

Seeking External Guidance:

Board Committees have the authority to seek independent professional advice, at the Campaign's expense, when deemed necessary to fulfil their responsibilities effectively.

Transparency and Communication:

- Committee Reporting: Following each committee meeting, the Chair provides a formal report, either written or oral, to the Board to ensure ongoing awareness and facilitate monitoring of committee effectiveness.
- Open Consultation: Board Committees can consult with or seek advice from any relevant individual to inform their work.

This revised version retains the original information while offering a clearer structure and improved readability. It emphasizes the Board's role in setting strategic direction, ensuring financial accountability, and promoting good governance practices through dedicated committees.

Proudly South African and the dtic: A Strategic Partnership

The Department of Trade and Industry (dtic) plays a critical role in supporting Proudly South African's mission. Recognizing this vital relationship, a three-year Memorandum of Understanding (MOU) outlines the shared goals and collaborative efforts between the two entities.

Alignment with dtic's Vision and Mission

The dtic's vision and mission resonate strongly with Proudly South African's objectives. Both entities strive to create a dynamic, globally competitive South African economy characterized by:

- Inclusive growth and development
- Decent employment and equity
- Broad participation in the economy
- Investment and trade opportunities
- dtic's Strategic Objectives Supporting Proudly South African

Several of the dtic's key strategic objectives directly support Proudly South African's work:

- Promoting Industrial Development: Encouraging the production and consumption of locally manufactured goods aligns with Proudly South African's mission to promote local procurement.
- Building Regional and Global Relations: This objective creates opportunities for South African businesses to compete on a global scale, a goal that Proudly South African can support by fostering national pride in South African products.
- Empowering Citizens: The dtic's focus on broad-based economic participation, including women's empowerment and support for people with disabilities, complements Proudly South African's commitment to inclusive economic growth.

Key Deliverables of the dtic MOU

The MOU defines specific deliverables for Proudly South African, aligned with the dtic's priorities:

- Promoting Local Procurement: Raising awareness about the benefits of buying local products and services, including the importance of country-of-origin labels.
- National Campaigns: Developing and launching public awareness campaigns aimed at various sectors, including the public sector, private sector, workers, and consumers.

- Local Product Database: Creating a comprehensive database of South African-produced goods and services.
- Local Procurement Accord: Supporting the implementation of the Local Procurement Accord, a government initiative promoting local procurement practices.
- dtic's Role and Responsibilities

The MOU outlines the dtic's role in overseeing Proudly South African's activities:

- Monitoring Compliance: The dtic monitors Proudly South African's adherence to good governance principles, including the PFMA, Treasury Regulations, and the Companies Act, even when not strictly mandatory.
- Performance Monitoring: The dtic reviews Proudly South African's Annual Performance Plan (APP) and provides feedback to ensure alignment with corporate governance principles.
- Financial Oversight: The dtic conducts monthly reviews of management accounts and quarterly reports.
- Board Governance: The dtic plays a role in ensuring timely board appointments and reviews Proudly South African's annual report before submission to the Minister.
- Communication and Collaboration: The dtic maintains open communication channels with Proudly South African and provides input during the budgeting process.
- Crisis Management: The MOU provides the dtic with the authority to intervene in case of crises, such as mismanagement or internal conflicts.

Proudly South African's Commitments

In return for the dtic's support, Proudly South African commits to upholding high ethical standards and adhering to best practices outlined in:

- The Public Finance Management Act (PFMA)
- The Companies Act
- The King Code on Corporate Governance

This includes establishing strong governance structures, a code of ethics, and an Audit and Risk Management Committee. Proudly South African also agrees to maintain an effective staff performance management system and ensure board approval for any performance bonuses.

This revised version condenses the information while maintaining clarity. It emphasizes the alignment between the dtic and Proudly South African's goals, highlights key deliverables, and clarifies the roles and responsibilities of each party.

Proudly South African Board and Board Committees: 2024 Annual Report Summary

This summary highlights the key activities and contributions of the Proudly South African Board and its Committees for the year ending March 31, 2025.

Board Composition and Governance

- The Board comprises a majority of Non-Executive Directors, ensuring independent oversight.
- The CEO and CFO are the only Executive Directors on the Board.
- Strong governance principles are upheld through adherence to relevant legislation and the King Code on Corporate Governance.

Audit and Risk Committee

- Oversees financial controls, accounting practices, information systems, and audit procedures.
- Reviews internal audit plans and reports, ensuring adequate risk identification and mitigation.
- Assures the effectiveness of internal controls and the reliability of financial reporting.
- Members include Non-Executive Directors, the CEO, CFO, and internal/external audit representatives.

The members of the Committee are:

1 April to 26 August 2024	1 September to present
Mr. Thulani Tshefuta (Chairperson)	Mr. Michael Lawrence (Chairperson)
Mr. Howard Gabriels (Chairman of the Board, by special invitation)	Mr. Howard Gabriels (Chairman of the Board, by special invitation)
Dr. Tebogo Makube	Dr. Tebogo Makube
Mr. Michael Lawrence	Ms. Caroline Rakgotsoka
Ms. Caroline Rakgotsoka	Dr. Hamilton Ntsinde
Mr. Eustace Mashimbye: CEO	Mr. Mphume Lale: Chief Financial Officer
Internal Audit Representatives – MMM Advisory Services	Mr. Eustace Mashimbye: CEO
External Auditors – CA RA Mpako Incorporated	Internal Audit Representatives – MMM Advisory Services
Auditor General - Permanent Invitee	External Auditors – CA RA Mpako Incorporated
Mr. Mphume Lale: Chief Financial Officer	Auditor General - Permanent Invitee

Finance and Procurement Committee

- Provides strategic guidance on fiscal discipline and sound procurement practices.
- Recommends budget approval, reviews financial reports, and monitors resource utilization.
- Ensures effective and efficient procurement strategies that comply with legislation and BEE requirements.

The members of the Committee are:

1 April to 26 August 2024	1 September to present
Adv. Priakumari Hassan: (Chairperson)	Ms. Jodi Scholtz
Mr. Ashley Benjamin	Mr. Masonwabe Sokoyi
Mr. Masonwabe Sokoyi	Mr. Renai Moothilal
Mr. Stavros Nicolaou	Ms. Karen Coetzee
Mr. Eustace Mashimbye: CEO	Mr. Eustace Mashimbye: CEO
Mr. Mphume Lalle	Mr. Mphume Lalle

Marketing, Communications, and Membership Committee

- Develops and oversees marketing and communication strategies to promote the Proudly South African campaign.
- Recommends marketing agencies and monitors campaign implementation.
- Focuses on building a strong value proposition for campaign members.

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- Recommends marketing agencies and monitors campaign implementation.
- Focuses on building a strong value proposition for campaign members.

The members of the Committee are as follows:

1 April to 26 August 2024	1 September to present
Mr. Stavros Nicolaou: (Chairperson)	Mr. Simon Eppel (Chairperson)
Mr. Howard Gabriels (By Special Invitation)	Mr. Howard Gabriels (By Special Invitation)
Mr. Eustace Mashimbye: CEO	Mr. Eustace Mashimbye: CEO
Mr. Mphume Lalle CFO	Mr. Mphume Lalle CFO
Mr. Thulani Tshefuta	Mr. Michael Lawrence
Mr. Michael Lawrence	Ms. Zoleka Lisa
Ms. Jodi Scholtz	Dr. Hamilton Ntsinde
Mr. Simon Eppel	Ms. Happy Ngidi - Executive Manager Marketing and Communications – Permanent Invitee
Ms. Happy Ngidi - Executive Manager Marketing and Communications – Permanent Invitee	Ms. Jeannine van Straaten - Executive Manager: Membership, Legal and Compliance- Permanent Invitee
Ms. Jeannine van Straaten - Executive Manager: Membership, Legal and Compliance- Permanent Invitee	

HR and Remunerations Committee

- Provides strategic advice on human resource management and compensation.
- Reviews and recommends remuneration for senior executives and directors.
- Ensures effective HR strategies are implemented and oversees CEO succession planning.
- The members of the Committee are as follows:

1 April to 26 August 2024	1 September to present
Mrs. Ashley Benjamin - Chairperson	Mr. Siphon Ndebele(Chairperson)
Mr. Eustace Mashimbye: CEO	Mr. Eustace Mashimbye: CEO
Mr. Mphume Lalle: CFO	Mr. Mphume Lalle: CFO
Mr. Ndwahkhulu Lawrence Bale	Ms. Caroline Rakgotsoka
Mr. Siphon Ndebele	Mr. Lawrence Bale
Mr. Lawrence Bale	Mr. Renai Moothilal
Adv. Priakumari Hassan	Ms. Karen Coetzee
Ms. Caroline Rakgotsoka	Mr. Veresh Ramkelawan (By Invitation)
Mr. Veresh Ramkelawan (By Invitation)	

Social and Ethics Committee

- Monitors the organization's adherence to social and ethical principles.
- Oversees compliance with relevant legislation, including Broad-Based Black Economic Empowerment (BB-BEE), Employment Equity, and the POPI (Protection of Personal Information) Act.
- Promotes good corporate citizenship in areas like community engagement, environmental impact, and responsible marketing practices.

The members of the Committee are as follows:

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Ms. Jodi Scholtz (Chairperson)	Mr. Masonwabe Sokoyi (Chairperson)
Adv. Priakumari Hassan	Mr. Ndwahkhulu Lawrence Bale
Mr. Ashley Benjamin	Ms. Karen Coetzee
Mr. Ndwahkhulu Lawrence Bale	Ms. Zoleka Lisa
Mr. Masonwabe Sokoyi	Mr. Siphon Ndebele
Mr. Eustace Mashimbye: CEO	Mr. Eustace Mashimbye: CEO
Mr. Mphume Llale: CFO	Mr. Mphume Llale: CFO
Ms. Jeannine van Straaten – Permanent Invitee	Ms. Jeannine van Straaten – Permanent Invitee
Mr. Veresh Ramkelwan – Permanent Invitee	Mr. Veresh Ramkelwan – Permanent Invitee

Overall, the Board and its Committees play a critical role in ensuring Proudly South African operates effectively, adheres to good governance principles and delivers on its mission to promote local procurement and economic development and job creation.

02

RELATIONSHIP WITH the dtic

PROUDLY SA AND the dtic: A STRATEGIC PARTNERSHIP

Proudly SA and the dtic: A Strategic Partnership

The Department of Trade and Industry (dtic) plays a critical role in supporting Proudly SA's mission. Recognising this vital relationship, a three-year Memorandum of Understanding (MOU) outlines the shared goals and collaborative efforts between the two entities.

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- National Campaigns: Developing and launching public awareness campaigns aimed at various sectors, including the public sector, private sector, workers and consumers.
- Local Product Database: Creating a comprehensive database of South African-produced goods and services.
- Local Procurement Accord: Supporting the implementation of the Local Procurement Accord, a government initiative promoting local procurement practices. **Proudly SA's Commitments**

In return for the dtic's support, Proudly SA commits to upholding high ethical standards and adhering to best practices outlined in:

- The Public Finance Management Act (PFMA)
- The Companies Act
- The King Code on Corporate Governance

This includes establishing strong governance structures, a code of ethics, and an Audit and Risk Management Committee. Proudly SA also agrees to maintain an effective staff performance management system and ensure board approval for any performance bonuses.

This revised version condenses the information while maintaining clarity. It emphasises the alignment between the dtic and Proudly SA's goals, highlights key deliverables, and clarifies the roles and responsibilities of each party.



6

PERFORMANCE INFORMATION

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2024/25	Actual Achievement 2024/25	Reasons for Variance
<p>Educate consumers on the importance of buying local (Local Procurement Accord) and on country-of-origin labels – Influencing “Buy Local” purchase behaviour</p>	<p>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:</p> <p>Above the line campaign, i.e. Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and targeted advertising campaigns.</p>	<p>Above the line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers;</p>	<p>More than 20 million consumers reached during 2024/25 through: Local Fashion Police, Local Wine Expo, Festive Season campaign, Back to School & Cabbage Januworry Challenge, as well as Digital advertising media presence and mall advertising</p>	<p>-</p>
	<p>To increase awareness of Proudly SA, 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 through:</p>			
	<p>PR as well as Below and Through the line activities using social media, press releases, interviews on all media touch points and other PR related activities.</p>	<p>PR & Below the Line Activities reaching at least 10 million consumers (based on reach per platform)</p>	<p>More than 200 million consumers via traditional platforms with 38.2 million consumers reached through social media, mainstream media interviews and below the line consumer education activities</p>	<p>-</p>

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2024/25	Actual Achievement 2024/25	Reasons for Variance
	National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment)	At least 6 consumer activations hosted annually	Hosted and participated in 12 consumer activations - Walk the Talk, Ukubona Charity Golf Day, DSTV Delicious Music and Food Festival, SAMAs, Feathers, Bergview 1-Stop, Letsibogo Girls High School and Trelidor Soccer Tournament, SOPA & SONA	-
	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)	12 x Campus / Community and/ or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (2 per quarter)	12 Engagement undertaken with the following radio stations - YFM, VOW Fm, Opulence Radio, YFM, Hot 102.7, OFM, Cosmo FM, Impact Radio, Jozi FM, Alex FM	-
	Consumer education programmes targeting basic education learners	At least one national consumer education programme targeting tertiary education learners	None	Consumer education programme postponed due to budgetary constraints and inability to find a sponsor for this national programme.
	Consumer education programmes targeting tertiary education learners	Presentations in at least 4 universities or business schools per annum	Presentation made to 3 universities/ business schools - Stadio School of Fashion (Randburg) Stadio School of Fashion (Hatfield) and University of Johannesburg Business readiness forum	Requests to some of the targeted institutions not granted due to timing of requests, deemed to be interfering with academic programmes. A better aligned plan to be developed for the next financial year.

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2024/25	Actual Achievement 2024/25	Reasons for Variance
	Proudly SA Events/Exhibitions/ Expo's/Villages at third party trade expos	Participation in at least 8 major trade fairs / expos per annum	Participated in 16 major trade fairs/expo - SAITEX, Garden Route Youth Expo, Empowa Youth Expo, YFM GrYnd, Decorox, Township Economies, SMME Funding Seminar, Takealot Marketplace Seminar, Beverage Entrepreneur Seminar, Windaba, NAAMSA Auto Week, Manufacturing Indaba, Mintek90, Digital Retail Africa, Africa Energy Indaba and Tetrapak Sustainability Event	-
	Sector specific expo and/or activations showcasing Proudly SA products and in support of a labour-intensive industry	Sector specific expo and programmes showcasing at least two industries/products (Agro-processing – Wines and CTFL)	Proudly SA hosted to cook off media activation that focused on the food industry. Showcase of local wine at Local Wines Expo – agro processing. Local Fashion Police programme in support of the CTFL industry	-
	Proudly SA participation in 3rd party markets for consumer education purposes	Participation in at least 8 consumer markets per annum	Participated at 9 consumer markets: Kota Festival, Rosebank Sunday, Rosebank, Carnival City, Victoria Yards, Fourways Framers Market, Mahikeng, The Playground x2	-
	Increased awareness of the buy-local message and/or campaign during Heritage month	Roll out of at least 1 Heritage month consumer targeted activity per annum	Participation at DSTV Delicious Music and Food Festival	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2024/25	Actual Achievement 2024/25	Reasons for Variance
	Buy Local Summit – focusing on buying local (consumer education)	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	Buy Local Summit & Expo held in March 2025	-
	Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	Buy Local Summit & Expo held in March 2025	-
	Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	Reach at least one broad community focused group, with a national footprint per annum	None	Attempts made to partner with IEC were unsuccessful and will be revisited in the 2025/26 financial year
	Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	Reach members in at least three labour federations and/or major unions, per annum	Proudly SA participated in the Nedlac Labour Policy School where all major labour federations and their unions are represented.	
	Partnership with organisations rolling out massive consumer education programmes nationally	Partner with at least one major organisation to roll out consumer education programmes	None	Attempts made to partner with IEC were unsuccessful and will be revisited in the 2025/26 financial year
	Development and introduction of a consumer targeted initiative (edutainment – Buy Local game to educate consumers on importance thereof)	Development of the Buy Local consumer initiative (game) by the end of Year 1	None	A Proudly SA member-owned game identified and partnership to be finalised in the next financial year

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
<p>Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector.</p>	<p>Public Sector Local Procurement Increase buy-in and support for local procurement by the public sector (all state organs) through:</p>	<p>Participation in at least 1 platform per annum targeted at heads of procurement/finance in SOEs</p>	<p>Presentation made to 1 SOEPF meeting and Contributed to the public sector draft regulations for preferential procurement where SOE procurement heads/officials were present.</p>	<p>-</p>
	<p>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)</p>	<p>Participation in at least 1 platform targeted at heads of procurement/ treasury in provincial government per annum</p>	<p>Presented at the Gauteng province's BB-BEE Procurement forum with all provincial departments and entity SCM Heads were in attendance</p>	<p>-</p>
		<p>Participation in at least 1 platform targeted at heads of procurement/finance in national government per annum</p>	<p>Contributed to the public sector draft regulations for preferential procurement, and presented these at a session where public sector procuring entities including National Treasury officials were present. Participated in the Primedia Public Sector Forum that targeted national public sector officials</p>	<p>-</p>

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
	Participation in at least 1 platform targeted at heads of procurement/ finance at local government per annum	Contributed to the public sector draft regulations for preferential procurement, and presented these at a session where public sector procuring entities including National Treasury officials were present. Participated in the Primedia Public Sector Forum that also targeted local government public sector officials	-	-
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities	At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	Total of 1 403 tenders tracked	-
	CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	Phase 1: Complete (highlighting of local producers on the CSD). Phase 2: Proudly SA's system will integrate with that of NT in quarter 1 2025/26 as widely publicised by NT themselves (Proudly SA is awaiting the go-ahead from NT with regards to finalisation of current technical development)	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
<p>Increase procurement of local products and services in the private sector through engagements with Business.</p>	<p>National Educational Road shows: Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to Buying Locally produced products and services through:</p>	<p>Presentations to at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI</p>	<p>Made to 2 presentations to the BUSA, Localisation committee and Consumer Protection Forum where all apex business organisations were present</p>	<p>The Localisation Dinner where BLSA members were to be hosted was postponed due to the unavailability of the political principals.</p>

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
		Presentations to at least 8 business chambers, associations and or industry bodies per annum	Presented to 25 business chambers, associations and/ or industry bodies - National Black Business Caucus, Mossel bay Annual Stakeholder Forum, SA Alliance, Consumer Goods Council, WeConnect International, Family Tree Holdings, Medical Device Manufacturers of SA, NAAACAM (National Association of Automotive Component and Allied Manufacturers), Kasi Konnect, E-Com Africa, Durban Chamber of Commerce and Industry, South African Furniture Initiative, Health Products Association, Organisations supported by SEFDA (the Small Enterprise Development and Finance Agency) in Port Shepstone and the Garden Route. Naamsa (The Automotive Business Council) SA Health Products Association SA Food Alliance, Beer SA, South African Electrotechnical Export Council, Mining Equipment Manufacturers of South Africa, South African Furniture, Wakanda Food Accelerator Programme, Medical Device Manufacturers of South Africa & National Heritage Council	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
		Participate in at least 6 industry stakeholder forums in support of localisation	Participated in 47 industry stakeholder forums - Consumer Goods Council of SA, Harambee Youth Accelerator, Medical Technology Masterplan, Poultry Masterplan, Youth-owned Business Awards, Retail-Clothing Textiles Footwear and Leather Masterplan, Buy Zimbabwe, Quality Council of India, Localisation Support Fund, Manufacturers listed on Takealot, South African Electrotechnical Export Council, Furniture Industry Masterplan committee, South African Renewable Energy Masterplan committee, Craft and Creative Industry Masterplan committee, TIPS Masterplan committee, SARS Furniture Industry Stakeholder Forum, Localisation Support Fund committee, Consumer Goods Council Counterfeit and Illicit Goods Campaign, Poultry Masterplan, Furniture Masterplan, Sugar Cane Masterplan, SARS Downstream Steel Forum, SARS Furniture Forum, SARS Tyre Forum, SARS Alcohol Forum, Amazon, Localisation Support, Fund, Takealot marketplace, Massmart marketplace, Clicks, Adreach, Tetra Pak, PG Bison launch, Craft and Creative Industries Masterplan, Consumer Protection Forum, SARS-Tyre Forum Meeting , Gauteng Department Of Economic	-

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
			<p>Development and the Gauteng Enterprise, Propellor's Funding Symposium, National Treasury in establishing Regulations for Preferential for Procurement, Furniture Masterplan, SARS – Plastic Forum Meeting, Poultry Masterplan, the dtic Furniture Design Competition, SARS-Furniture Forum Meeting, Department of Small Business Development's Market Access Programme, CIPC/clothing Footwear and Leather dtic sector desk & Furniture Masterplan</p>	
	Local Procurement Partnerships with large retailers and/or manufacturers	Partnerships with at least 4 major retailers / manufacturers	Partnerships concluded with 8 major retailers/manufacturers: South32, Isanti Glass, Altron& JA Engineering, Hendler & Hart Hulamin, Reboni Furniture, including a Working Partnership concluded with Clicks	-
	Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus	Buy Local Summit & Expo hosted on 17 – 18 March 2025	-
	Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to buyers and SCM officials	Buy Local Summit & Expo hosted on 17 – 18 March 2025	-

Strategic Objective / Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
	Sector Specific Workshops/Forum	1 x sector specific engagement per annum	3 sector specific workshop/forums were hosted - Automotive Manufacturing Forum, Young Designers Workshop, UJ CTFL Workshop	-
	Business Forums/ webinars with dtic and other strategic partners	40 Business forums and/or webinars per annum, targeted at the private sector	39 Business Forums/ webinars were hosted during the year	-1 Marginal missing of the target due to capacity challenges earlier in the financial year
	Proudly SA Events/Exhibitions/ Expo's/Villages at trade expos	Participation in at least 8 major trade fairs / expos per annum (as per 1.1 above)	Participated in 13 major trade fairs/expo – SAITEX, Decorex, Township Economies, SMME Funding Seminar, Takealot Marketplace Seminar, Beverage Entrepreneur Seminar, Windaba, NAAMSA Auto Week, Manufacturing Indaba, Mintek90, Digital Retail Africa, Africa Energy Indaba & Tetrapak Sustainability Event	-
	Sector specific expo showcasing Proudly SA products from at least one industry/sector	Sector specific expos showcasing at least two industries/products (Agro-processing – Wines and CTFL	Show case of CTFL to Local Fashion Police, SONA & Gauteng SOPA events and show case of local wines at Local Wine Expo	-
	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	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	Done (System is ready and is being promoted with each presentation, a buyers' targeted approach is underway)	-

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
	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	Secure new localisation commitments from at least 8 corporates and/or industry bodies per annum	13 commitments were secured during the year which is - Isuzu, Isanti Glass, Food lovers, Avis, Santam, SAB, PG Biston ,AITF, Beier Group (BBF Safety),Transnet, Clicks, South 32 & The Standard Bank	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for 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	Recruit at least 320 new members per annum	Total of 397 new members recruited	-
	(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	Retain at least 80% of all members due for renewal per annum	An annual average membership renewal/ retention of 78% achieved	-2% Marginal missing of the target earlier in the financial year, and these members would be retained in the next financial year.
	Growing the database of South African supplier products and services for local procurement	800 new products and/or services registered per annum	896 new products and/or services were added to the database	-

1.5 Key focus area: Collaboration with Enforcement Agencies and state entities to contribute to efforts made to combat illicit trade, illegal imports and unfair trade practices and/or to drive Localisation through the efforts and contributions of the Buy Local campaign!
n support of the Industrialisation and Delivery/Capable State DTIC Joint Indicators/outputs

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
Partnership with enforcement agencies and state entities (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products, as well as partnering on localisation programmes)	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	Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participated in the following 30 SARS forums during the year - Downstream Steel Forum, Furniture Forum, Plastic Industry Forum DSBD Special Committee with SDA and SEFA & the Innovation Hub, Competition Commission, Gautrain, BrandSA's Canadian Food Innovation Network, Department of Forestry Fisheries and Environment, Consumer Protection Forum & SA Medical Research Council, SARS Furniture Forum, SARS Downstream Steel Forum, DSBD Special Committee with SDA and SEFA & the Innovation Hub, Competition Commission, the Innovation Hub, Competition Commission, National Consumer Commission, TIPS Committee, South African Renewable Energy Masterplan Committee, Craft and Creative Industry Masterplan Committee, SARS Downstream Steel Forum, SARS Furniture Forum, SARS Tyre Forum, SARS Alcohol Forum & DSBD Market Access Committee, Consumer Protection Forum, SARS-Tyree Forum Meeting, National Treasury in establishing regulations for Preferential Procurement, SARS-Plastic Forum Meeting, SARS- Furniture Forum meeting, Department of small business Development's Market Access Programme, CIPC/Clothing footwear and leather DTIC sector desk	-

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
		Develop at least one localisation driven programme aimed at driving local procurement in partnership with at least one entity per annum	Wakanda Food Accelerator Programme	-
	Collaboration with ITAC in increasing industry participation in efforts being made to reduce unfair trade practices.	At least one industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per annum	Illicit trade panel discussion at the Buy Local summit and Expo	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for 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 once per annum	None	Research postponed to 2025/26 due to budget constraints
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes	At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	36 dipstick surveys were conducted	Target missed due to inability to do dipstick surveys for markets and some webinars, due to management oversight. Measures in place to avoid this in future
Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	Action/ Letters of demand to all (100%) irregular users of the Proudly SA logo identified	100%	-

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
		Annual compliance reviews of all members	100%	-
		Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	100%	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
Strengthening Media and PR relations and social media	Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Newsclip does daily monitoring	-
	Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders	Press releases: At least 48 press releases and/or opinion pieces per annum	52 press releases issued	-
	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	Media engagement: 48 x Media engagements per annum	A total of 52 media engagements conducted	-

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
		Media Events: At least 4 media events/ networking sessions per annum (virtual)	A total of 7 media networking sessions were held	
		Media partnerships: At least one partnership in each of the following mediums: TV, Print, Digital/ Online and Radio per annum	A total of 11 media partnerships were conducted with TV, print, digital/ online and radio which is : Sowetan S-Mag, Newzroom Afrika, Enca, SABC, Power FM, Good Things Guy, Sowetan Live, 702,Jozi FM, Kaya FM & YFM	
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	Increase following on all social media platforms by 2% per annum	More than 10 % average growth on all social media platforms: Facebook Followers:126 169 Facebook page likes: 40 799 Instagram: 48 351 LinkedIn: 13 445 Twitter :186 166 YouTube :968 Tik Tok: 60 308	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
Improvement of accessibility and uptake of locally made products (Official online shopping platform for locally made products, and third-party platforms to improve the ease of access for online shoppers in SA 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	20% growth in number of products and/or services registered on the platform(s) per annum	669 products loaded onto the Proudly SA online store – Newly developed site (No prior year baseline)	-
	Grow the number of products and services registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	5% growth in number of products and/or services registered on the platform(s) per annum	An annual growth of 5% recorded in number of products and/or services registered on the E-commerce platform(s)	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for Variance
Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	*Pre and post event campaigns rolled out on digital platforms for the Local Wine Expo, *Local Fashion Police activation and finale (event) hosted; and *2x campaigns supporting specific sectors: Poultry & Furniture	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for 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	Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	None	Initial discussions held with various SEZs and actual partnership agreements to be concluded in the next financial year

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for 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 done accurately and correctly at all times	*Unqualified opinion/ audit report for 2023/24 financial year end audit – Annual Financial Statements	Obtained unqualified audit report for 2023/24. All financial transactions correctly and accurately processed during the financial year	-
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	100% Compliance	100% Compliance (Risk management quarter reports submitted to all audit and risk committee meetings)	-

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

Strategic Objective/ Output	Performance Measure or Indicator	Annual Target 2024/25	Actual Achievement 2024/25	Reason for 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	100%	-
	Percentage of critical positions filled	All (100%) critical positions filled at all times	100%	-
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2024 to March 2025	100%	-
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	-
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements.	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%	-

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7

**AUDITED ANNUAL
FINANCIAL
STATEMENTS**

Audited financial statements

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- 02** Directors' Responsibilities and Approval
- 03** Independent Auditors' Report
- 04** Directors' Report
- 05** Statement of Financial Position
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- 09** Accounting Policies
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01

GENERAL INFORMATION

Proudly South African

(Registration number 2001/021636/08)
Annual Financial statements
for the year ended 31 March 2025

The Company Annual Financial Statements were audited in
terms of the Companies Act 71 of 2008

The preparation of the Company Annual Financial State-
ments was done by the Chief Financial Officer,
M. Llale – [B. Com, MBL]

These Annual Financial Statements were authorised by the
Board of Directors on 27 August 2024

Company registration number	2001/021636/08
Country of incorporation and domicile	South Africa
Nature of business and principal activities	Buy Local Campaign
Directors	H. Gabriels (Chairperson) E. Mashimbye (CEO) M. Lawrence S. Eppel Dr S. Nicolaou Adv. P. Hassan Dr T. Makube A. Benjamin N. Bale T. Tshefuta M. Sokoyi C. Rakgotsoka L. Seftel S. Ndebele J. Scholtz
Registered office	23 Sturdee Avenue Rosebank 2196
Business address	23 Sturdee Avenue Rosebank 2196
Postal address	P O Box 1062 Saxonwold 2132
Bankers	Nedbank
Auditors	CA RA Mpako Incorporated Chartered Accountants

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:

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02

DIRECTORS RESPONSIBILITIES & APPROVAL

The directors are required by the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the Annual Financial Statements and related financial information included in this report. It is the responsibility of the directors to ensure that the Annual Financial Statements fairly present the state of affairs of the company as at the end of the financial year and the results of its operations and cash flows for the period then ended, in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities. The external auditors are engaged to express an independent opinion on the Annual Financial Statements.

The Annual Financial Statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgments and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost-effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risks cannot be fully eliminated, the company endeavors to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behavior are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Annual Financial Statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

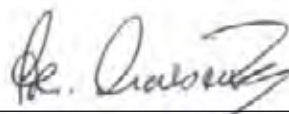
The directors have reviewed the company's cash flow forecast as well as the Medium-Term Expenditure Framework (MTEF) allocation for the 3-year period commencing on 1 April 2025 and ending 31 March 2028 as contained in the 2025/26 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has access to adequate resources to continue in operational existence for the foreseeable future.

The Annual Financial Statements have been audited by the company's external auditors and their report is presented on page 5 to 7.

The Annual Financial Statements set out on pages 10 to 26, which have been prepared on the going concern basis, were approved by the Board of Directors on and signed on its behalf, by:



Mr. Eustace Mashimbye
(Chief Executive Officer)



Mr. Howard Gabriels
(Chairman)

03

INDEPENDENT AUDITORS REPORT

TO THE DIRECTORS OF PROUDLY SOUTH AFRICAN

Report on the Audit of Financial Statements

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1. Unmodified Opinion

I have audited the financial statements of Proudly South African, which comprise the statement of financial position as at 31 March 2025, the statement of financial performance, statement of changes in equity, and statement of cash flows for the year then ended, and the notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the financial statements present fairly, in all material respects, the financial position of Proudly South African as at 31 March 2025, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities (IFRS for SMEs) and the requirements of the Companies Act of South Africa.

2. Basis of Opinion

I conducted the audit in accordance with the International Standards on Auditing (ISAs). My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of the report. I am independent of the company in accordance with the Independent Regulatory Board for Auditors (IRBA) Code of Professional Conduct, and I have fulfilled my other ethical responsibilities in accordance with the IRBA Code.

I believe that the audit evidence that was obtained is sufficient and appropriate to provide a basis for the opinion.

3. Other Information

The company directors are responsible for the other information. The other information comprises the Directors' Report as required by the Companies Act 71 of 2008 and the supplementary information. Other information does not include the financial statements and the auditor's report thereon.

The opinion on the financial statements does not cover the other information and I do not express an audit opinion or any form of assurance conclusion thereon.

4. Responsibilities of the directors for the Financial Statements

The company directors are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards and the requirements of the Companies Act 71 of 2008, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

5. Auditor's responsibilities for the audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes the opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could be expected to influence the economic decisions of users taken based on these financial statements.

As part of an audit in accordance with ISAs, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for the opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal controls relevant to the audit to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in the auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify the opinion. The conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicated with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that was identified during the audit.

Other Regulatory or Reporting Requirements

No instances of material non-compliances were identified during the audit.

CA RA Mpako Incorporated

Chartered Accountants

Registered Auditors

Tshisikhawe Khangale CA (SA), RA



25 July 2025

04

DIRECTORS REPORT

The directors submit their report for the year ended 31 March 2025.

1. Review of activities

Main business and operations

Proudly South African is a campaign formed by the NEDLAC social partners namely, Government, organized business, organized labour and the community constituency to help sustain existing jobs and create new jobs through promoting South African companies as well as the procuring of their local products and services.

There are four qualifying criteria for organisations who want to use the Proudly South African logo to identify their companies or their products, namely:

- **Local content** – at least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.
- **Quality** – the product or service must be of a proven high quality.
- **Fair labour practice** – the company must practice fair labour standards comply with labour legislation.
- **Environmental standards** – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Economic Reconstruction and Recovery Plan (ERRP), which was a follow up to the localisation commitments contained in the Jobs Summit Framework Agreement signed on October 2018, which was preceded by the Local Procurement Accord concluded on 31 October 2011, all of which were signed by representatives of government, organised labour, business and community organisations, wherein the Social partners all committed to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services.

The operating results and state of affairs of the company are fully set out in the attached Annual

Financial Statements and do not in our opinion require any further comment.

Net surplus for the current financial year amounted to 2025: **R369 897 2024: (R2 449 745)**

2. Going concern

The Annual Financial Statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

The Medium-Term Expenditure Framework (MTEF) allocation from the Department of Trade, Industry and Competition confirm allocations of R46,6m for the 2025/26 financial year, and increased allocations of R48,0m and R50,0m for the 2026/27 and 2027/28 financial years respectively. In addition to the current strengthened membership revenue model, some of our sponsorships have been successfully revived and will continue to contribute to the funding base of the organisation.

3. Subsequent events

The directors are not aware of any matter or circumstance arising since the end of the financial year up to date of this report.

4. Directors

The directors of the company during the year and to the date of this report are as follows:

Name	Organisation	Appointment Date	Resignation Date
H. Gabriels	Chairman	14/07/2016	-
E. Mashimbye	CEO Proudly SA	14/07/2016	-
M. Llale	CFO Proudly SA	29/06/2022	-
M. Lawrence	Business	02/11/2015	-
S. Eppel	Labour	26/08/2019	-
Dr S. Nicolaou	Business	23/03/2015	27/08/2024
Adv. P. Hassan	Business	23/03/2015	27/08/2024
Dr. T Makube	Government	19/04/2016	-
A. Benjamin	Labour	23/11/2014	27/08/2024
L. Bale	Community	26/08/2019	-
T. Tshefuta	Community	23/03/2015	27/08/2024
M. Sokoyi	Community	26/08/2019	-
C. Rakgotsoka	Labour	28/11/2018	-
L. Seftel	NEDLAC	31/03/2020	28/03/2025
S. Ndebele	Government	26/08/2019	-
J. Scholtz	Government	23/08/2018	-
KP Manuel	Labour	05/12/2024	-
R Moothilal	Business	05/12/2024	-
HD Ntsinde	Community	05/12/2024	-

5. Taxation

Proudly South African has been granted an exemption from income tax and donation tax by the South African Revenue Services in terms of section 10(1)(d)(iii) of the Income Tax Act and section 56(1)(h) of the Donation Tax Act.

6. Auditors

CA RA Mpako Inc. was appointed for a 3-year period effective from the 2022/23 financial year end audit.

7. Secretary

The company secretary is Ms. Jeannine van Straaten and was appointed by the board of directors.

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STATEMENT OF FINANCIAL POSITION

Figures in Rand	Note(s)	2025	2024
Assets			
Non-Current Assets			
Property, Plant and Equipment	2	1 285 002	1 389 613
Intangible Assets	3	588 344	928 344
Investment in Subsidiary	4	10 000	-
		1 883 346	2 317 957
Current Assets			
Inventories	5	74 723	77 998
Trade and other receivables	6	15 387 028	7 769 937
Cash and cash equivalents	7	1 936 744	9 691 476
		17 398 495	17 539 411
Total Assets		19 281 841	19 857 368
Equity and Liabilities			
Equity			
Retained Income		8 362 164	7 992 267
Liabilities			
Non-Current Liabilities			
Deferred Income	10	978 000	422 500
Current Liabilities			
Trade and other payables	9	7 741 380	9 646 727
Deferred Income	10	1 632 048	1 266 749
Provisions	8	568 249	529 125
		9 941 677	11 442 601
Total Equity and Liabilities		19 281 841	19 857 368

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STATEMENT OF FINANCIAL PERFORMANCE

Figures in Rand	Note(s)	2025	2024
Revenue	11	63 133 209	59 045 382
Cost of Sales	12	(1 931)	(3 118)
Gross Surplus		63 131 278	59 042 264
Operating expenses	24	(64 375 701)	(63 344 800)
Operating Deficit	13	(1 244 423)	(4 302 536)
Interest Income	14	1 614 320	1 852 791
Surplus/(deficit) for the year		369 897	(2 449 745)
Other Comprehensive income		-	-
Total Comprehensive surplus		369 897	(2 449 745)

07

STATEMENT OF CHANGES IN EQUITY

Figures in Rand	Accumulated Surplus	Total Equity
Balance at 01 April 2023	10 442 012	10 442 012
Changes in equity		
Total deficit for the year	(2 449 745)	(2 449 745)
Total changes	-	-
Balance at 31 March 2024	7 992 267	7 992 267
Changes in equity		
Total surplus for the year	369 897	369 897
Total changes	-	-
Balance at 31 March 2025	8 362 164	8 362 164

08

STATEMENT OF CASH FLOWS

Figures in Rand	Note(s)	2025	2024
Cash flows from operating activities			
Cash used in operating activities	16	(8 772 264)	(5 876 200)
Interest income	14	1 614 320	1 852 791
Net cash in operating activities		(7 157 944)	(4 023 409)
Cash flows in investing activities			
Purchase of property, plant and equipment	2	(586 788)	(290 621)
Purchase of investment	4	(10 000)	
Net cash in investing activities		(596 788)	(290 621)
Total cash movement for the year		(7 754 732)	(4 314 030)
Cash at the beginning of the year		9 691 476	14 005 506
Total cash at end of the year		1 936 744	9 691 476

09

ACCOUNTING POLICIES

1. Presentation of Annual Financial Statements

The Annual Financial Statements have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities, and the Companies Act 71 of 2008. The Annual Financial Statements have been prepared on the historical cost basis and incorporate the principal accounting policies set out below. They are presented in South African Rands. These accounting policies are consistent with the previous period.

1.1. Significant judgements and sources of estimation uncertainty

In preparing the Annual Financial Statements, Management is required to make judgements, estimates and assumptions that affect the amounts represented in the Annual Financial Statements and related disclosures. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results in the future could differ from these estimates which may be material to the annual financial statements.

Critical judgements in applying accounting policies

The following are the critical judgements, apart from those involving estimations, that Management has made in the process of applying the company accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

- **Impairment Testing**

The company reviews and tests the carrying value of assets when events or changes in circumstances suggest that the carrying amount may not be recoverable. When such indicators exist, Management determines the recoverable amount by performing value in use and fair value calculations. These calculations require the use of estimates and assumptions. When it is not possible to determine the recoverable amount for an individual asset, Management assesses the recoverable amount for the cash generating unit to which the asset belongs.

Expected future cash flows used to determine

the value in use of tangible assets are inherently uncertain and could materially change over time. They are significantly affected by a number of factors, together with economic factors.

- **Provisions**

Provisions are inherently based on assumptions and estimates using the best information available. Additional disclosure of these estimates of provisions are included in note 8 - Provisions.

1.2. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

- are held for use in the production or supply of goods or services, for rental to others or for administrative purposes; and
- are expected to be used during more than one period.

Property, plant and equipment is carried at cost less accumulated depreciation and accumulated impairment losses.

Cost includes all costs incurred to bring the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add to, replace part of, or service it. If a replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognized.

Depreciation is provided using the straight-line method to write down the cost, less estimated residual value over the useful life of the property, plant and equipment, which is as follows:

Item	Average useful life
Leasehold improvements 5 years	5 years
Furniture and fixtures	7 years
Office equipment	5 years
IT equipment	5 years
Sundry equipment	7 years

The residual value, depreciation method and useful life of each asset are reviewed at each annual reporting period if there are indicators present that there has been a significant change from the previous estimate. The residual values of Property, Plant & Equipment vary between 3% and 10% of the cost of the asset depending on the asset class.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in surplus or deficit in the period.

Property, Plant & Equipment are derecognised on disposal or when no future economic benefits are expected.

1.3. Intangible assets

An intangible asset is recognised when:

- it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity; and
- the cost of the asset can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

The amortisation period and the amortisation method for intangible assets are reviewed annually.

Intangible assets are derecognized on disposal or when no future economic benefits are expected.

Item	Average useful life
Computer Software	3

1.4. Financial instruments

Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

Financial instruments are initially measured at amortised cost.

Equity interests in other entities that qualify as financial instruments are recognised on the date the entity becomes a party to the contractual provisions of the instrument. At initial recognition, such equity interests are measured at fair value, which is the cost of the interest and includes any transaction costs directly attributable to the acquisition. The investment is measured at cost less impairment. Impairment losses are recognised in profit or loss when there is objective evidence of impairment.

Debt instruments, as defined in the standard, are subsequently measured at amortised cost using the effective interest method. Debt instruments which are classified as current assets or current liabilities are measured at the undiscounted amount of the cash expected to be received or paid unless the arrangement effectively constitutes a financing transaction.

At the end of each reporting date, the carrying amounts of assets held in this category are reviewed to determine whether there is any objective evidence of impairment. If so, an impairment loss is recognized.

1.5. Leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership to the lessee. A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incidental to ownership.

Operating leases - lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease term except in cases where another systematic basis is representative of the time pattern of the benefit from the leased asset, even if the receipt of payments is not on that basis, or where the payments are structured to increase in line with expected general inflation.

1.6. Inventories

Inventories are measured at the lower of cost and selling price less costs to complete and sell, on the first-in, first-out (FIFO) basis.

Inventories are derecognized on disposal or when no future economic benefits are expected.

1.7. Impairment of assets

The company assesses at each reporting date whether there is any indication that an asset may be impaired. If there is any indication that an asset may be impaired, the recoverable amount is estimated for the individual asset.

If it is not possible to estimate the recoverable amount of the individual asset, the recoverable amount of the cash-generating unit to which the asset belongs is determined.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (or group of assets) in prior years. A reversal of impairment is recognised immediately in profit or loss.

1.8. Employee benefits

Short-term employee benefits

The cost of short-term employee benefits, (those payable within 12 months after the service is rendered, such as paid vacation leave and sick leave, bonuses, and non-monetary benefits such as medical aid), are recognised in the period in which the service is rendered and are not discounted.

1.9. Provisions and contingencies

Provisions are initially measured at the present value of the best estimate of the amount required to settle the obligation.

Provisions are recognised when:

- the company has an obligation at the reporting date as a result of a past event;
- it is probable that the company will be required to transfer economic benefits in settlement; and
- the amount of the obligation can be estimated reliably.

Contingent assets and contingent liabilities are not recognised.

1.10. Government grants

Grants that do not impose specified future performance conditions are recognised in income when the grant proceeds are receivable.

Grants that impose specified future performance conditions are recognised in income only when the performance conditions are met.

Grants received before the revenue recognition criteria are satisfied are recognised as a liability. Grants are measured at the fair value of the asset received or receivable.

1.11. Revenue

Revenue from the sale of goods is recognised when all the following conditions have been satisfied:

- the company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective
- control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue for membership is recognised when the payment is received from the paying member, as at that point all the conditions for membership will have been satisfied and complied with by the paying member. Revenue for sponsorship is recognised when the sponsorship contract is concluded with the contracting sponsor, after the goods and services to be exchanged for sponsorship have been determined and the value of the sponsorship has been agreed to.

Revenue is measured at the fair value of the consideration received or receivable and represents the amounts receivable for goods and services provided in the normal course of business, net of trade discounts and volume rebates, and value added tax.

Interest is recognised, in profit or loss, using the effective interest rate method.

1.12. Trade exchanges.

Trade exchanges are valued at market value and recorded as income with the corresponding amount reflected as a receivable. The receivable is reduced as and when the exchanged service or goods are utilised.

1.13. Related Parties

The entity has processes and controls in place to aid in the identification of related parties. A related party is a person or an entity with the ability to control or jointly control the other party or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control. Related party relationships where control exists are disclosed regardless of whether any transactions took place between the parties during the reporting period.

Where transactions occurred between the entity and one or more related parties, and those transactions were not within:

- a) normal supplier and/or client/recipient relationships on terms and conditions no more or less favourable than those which it is reasonable to expect the entity to have adopted if dealing with that individual entity or person in the same circumstances; and
- b) terms and conditions within the normal operating parameters established by the reporting entity's legal mandate;

1.14. Deferred income

Deferred income relates to membership fees received when the companies join Proudly South African. The revenue will be recognised over the period of the membership. Any such revenue which overlaps to future financial years are deferred and recognised as deferred income.

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NOTES TO THE ANNUAL FINANCIAL STATEMENTS

Property, plant and equipment

	2025			2024		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	552 667	(456 663)	96 004	540 076	(445 686)	94 390
Office equipment	368 810	(138 243)	230 567	319 965	(77 084)	242 880
IT equipment	1 978 720	(1 342 192)	636 528	1 809 854	(1 172 764)	637 089
Leasehold improvements	1 092 306	(1 092 306)	-	1 092 306	(762 197)	330 109
Sundry equipment	198 432	(153 988)	44 444	196 259	(131 323)	64 936
Motor vehicle	384 202	(106 743)	277 459	84 202	(63 993)	20 209
Total	4 575 137	(3 290 135)	1 285 002	4 042 662	(2 653 048)	1 389 613

The Company did not pledge any item of Property, Plant and Equipment as security for borrowings during the year.
(2025: R -)

Reconciliation of property, plant and equipment – 2025

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	94 390	(1 577)	14 771	62 209	(73 789)	96 004
Office equipment	242 880	-	48 845	3 762	(64 920)	230 567
IT equipment	637 089	-	220 999	141 526	(363 086)	636 528
Leasehold improvements	330 109	-	-	-	(330 109)	-
Sundry equipment	64 936	-	2 173	4 020	(26 685)	44 444
Motor vehicle	20 209	-	300 000	15 998	(58 748)	277 459
Total	1 389 613	(1 577)	586 788	227 515	(917 337)	1 285 002

Reconciliation of property, plant & equipment – 2024

	Opening balance	Disposal	Additions	Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	94 542	(15 994)	11 584	62 856	(58 598)	94 390
Office equipment	296 921	(10 454)	-	3 762	(47 349)	242 880
IT equipment	648 335	(147 670)	272 952	133 274	(269 802)	637 089
Leasehold improvements	552 677	(-)	-	-	(222 568)	330 109
Sundry equipment	80 880	(-)	6 085	4 030	(26 059)	64 936
Motor vehicle	20 209	(-)	-	15 998	(15 998)	20 209
Total	1 693 564	(174 118)	290 621	219 920	(640 374)	1 389 613

*These amounts include the re-assessment of the useful lives of assets

3. Intangible Assets

	2025			2024		
	Cost	Accumulated amortization	Carrying value	Cost	Accumulated amortization	Carrying value
Computer software	1 977 000	(1 388 656)	588 344	1 977 000	(1 048 656)	928 344

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2025

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	928 344	-	92 333	(432 333)	588 344

Reconciliation of intangible assets – 2024

	Opening balance	Additions	Reassessment Adjustment	Amortization	Total
Computer software	1 268 344	-	92 333	(432 333)	928 344

4. Investment in Subsidiary

	2025	2024
Investment in Proudly SA Online	10 000	-

5. Inventories

	2025	2024
Promotional stock	74 723	77 998

None of the Promotional stock has been pledged as security.

6. Trade and other receivables

	2025	2024
Trade receivables	14 443 202	5 328 386
Deposits	456 808	305 950
VAT Refundable	-	1 769 347
Prepayments	463 551	310 501
Accrued Income	23 467	55 753
	15 387 028	7 769 937

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2025

7. Cash and cash equivalents	2025	2024
Cash and cash equivalents consist of:		
Cash on hand	3 250	(631)
Bank balances	1 933 494	9 692 107
	1 936 744	9 691 476

8. Provisions**Reconciliation of provisions - 2025**

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	529 125	604 961	(565 837)	568 249

Reconciliation of provisions - 2024

	Opening balance	Additions	Utilized during the year	Total
Provision for leave pay	484 538	529 818	(485 231)	529 125

Leave provision is calculated at current salary rate multiplied by number of available leave credits. There are no uncertainties envisaged that may affect the above provision.

9. Trade and other payables

	2025	2024
Trade payables	7 555 431	6 532 196
Accruals (Provision for expenses)	61 311	3 023 531
VAT Payable	45 233	-
Unallocated deposits	2 405	-
Deposits payable	77 000	91 000
	7 741 380	9 646 727

10. Deferred income

	2025	2024
Current Liabilities	1 632 048	1 266 749
Non-Current Liabilities	978 000	422 500
	2 610 048	1 689 249

Deferred income represents membership fees received from members which relates to fees for the following financial year(s).

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2025

16. Cash generated/(utilized) from Operations.

Surplus/(Deficit) before taxation	369 897	(2 449 745)
Adjustments for:		
Depreciation and amortisation	1 029 822	893 117
(Profit)/ Loss on disposal of assets	1 577	41 455
Interest received	(1 614 320)	(1 852 791)
Movements in provisions	39 124	44 587
Changes in working capital:		
Inventories	3 275	3 118
Trade and other receivables	(7 617 091)	(1 114 590)
Trade and other payables	(984 548)	(1 441 351)
	(8 772 264)	(5 876 200)

17. Commitments

Operating leases – as lessee (expense)

Minimum lease payments due		
- within one year	1 399 016	603 030
- in second to fifth year inclusive	2 069 789	195 924
	3 468 805	798 954

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises has an escalation of 6% in the final year of the lease. The lease agreements do not carry option to purchase the assets at the end of lease terms.

18. Related parties

Relationships

Proudly South African was a project initially launched through NEDLAC.

All related parties have been disclosed in note 19

Eustace Mashimbye	2 514 507	86 792	2 601 299
Mphume Llale	1 671 890	57 372	1 729 262
Happy Ngidi	1 933 155	66 844	1 999 999
Jeannine van Straaten	1 629 723	53 494	1 683 217

Total Executive Emoluments	7 749 275	264 502	8 013 777
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Non-Executive: Director's Fees

Howard Gabriels	415 517		415 517
Ashley Benjamin	62 766		62 766
Thulani Tshefuta	71 237		71 237
Michael Lawrence	76 434		76 434
Caroline Rakgotsoka	97 215		97 215
Lawrence Bale	77 049		77 049
Simon Eppel	98 210		98 210
Masonwabe Sokoyi	57 410		57 410
Karen Coetzee	54 399		54 399
Renai Moothlal	48 355		48 355
Hamilton Ntsinde	54 399		54 399

Total: Non-Executive Director's Fees	1 112 991		1 112 991
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Total Emoluments	8 862 266	264 502	9 126 768
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2024

Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 309 680	148 580	2 458 260
Mphume Llale	1 446 455	87 832	1 534 287
Happy Ngidi	1 718 086	107 900	1 825 986
Jeannine van Straaten	1 384 360	86 350	1 470 710
Total Executive Emoluments	6 858 581	430 662	7 289 243

Non-Executive: Director's Fees

Howard Gabriels	396 868		396 868
Ashley Benjamin	109 540		109 540
Adv. Pria Hassan	-		-
Thulani Tshefuta	111 465		111 465
Dr Stavros Nicolaou	-		-
Michael Lawrence	83 826		83 826
Caroline Rakgotsoka	80 928		80 928
Lawrence Bale	97 685		97 685
Simon Eppel	79 971		79 971
Masonwabe Sokoyi	46 272		46 272

Total: Non-Executive Director's Fees	1 006 555		1 006 555
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Total Emoluments	7 865 136	430 662	8 295 798
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The directors are not aware of any other material event which occurred after the reporting date and up to the date of this report.

21. Going Concern

The annual financial statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

22. Financial instruments

Categories of financial instruments

2025

Financial Assets

	At amortised cost	Total
Trade and other receivables	15 387 028	15 387 028
Cash and cash equivalents	1 936 744	1 936 744
	17 323 772	17 323 772

Financial liabilities

	At amortised cost	Total
Trade and other payables	7 741 380	7 741 380

2024

Financial assets

	At amortised cost	Total
Trade and other receivables	7 769 937	7 769 937
Cash and cash equivalents	9 691 476	9 691 476
	17 461 413	17 461 413

Financial liabilities

	At amortized cost	Total
Trade and other payables	9 646 727	9 646 727

23. Change in Accounting Estimates

Property, Plant and Equipment

Furniture and Fixtures

The useful life of Furniture and Fixtures was estimated to be up to 7 years. In the current financial year management revised their estimate on useful lives of some of the furniture and fixtures and have extended them by a maximum of one (1) year. The effects of these revisions have decreased the total depreciation charge by R 62 209 in the current financial year. The effect on future periods is an increase in the total depreciation expense by the same amount.

Office Equipment

The useful life of Office Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Office Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R 3 762 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

IT Equipment

The useful life of IT Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the IT Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 141 526 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

Motor Vehicles

The useful life of Motor vehicles was estimated to be up to 5 years. In the current financial year management revised their estimate on the useful lives of some of the motor vehicles and have extended them by a maximum of one year. The effects of these revisions have decreased the total depreciation charge by R 15 998 by a year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by the same amount.

Sundry Equipment

The useful life of Sundry Equipment was estimated to be up to 7 years. In the current financial year management revised their estimate on the useful lives of some of the Sundry Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 4 020 in the current financial year. The effect on future periods is an increase in the total depreciation by the same amount.

Intangible Assets

The useful life of Intangible Assets was estimated to be up to 3 years. In the current financial year management revised their estimate on the useful lives of some the Intangible Assets and have extended them by 1 year. The effects of these revisions have decreased the total amortisation by R 92 333 in the current financial year. The effect on future periods is an increase in total amortisation by the same amount.

DETAILED INCOME STATEMENT

24. Detailed Income Statement

Figures in Rand	Note(s)	2025	2024
Revenue			
Sale of goods		5 300	5 485
Government grant - The DTIC		43 169 000	44 323 000
Sundry Income		30 500	69 306
Sponsorship		16 141 304	9 063 044
Membership fees		3 787 105	5 584 547
	11	63 133 209	59 045 382
Opening stock		(77 998)	(81 116)
Purchases (adjustment)		1 344	-
Closing stock		74 723	77 998
Cost of Sales	12	(1 931)	(3 118)
Gross Surplus		63 131 278	59 042 264
Operating expenses			
Advertising posts and tenders		(116 253)	(79 268)
Auditors remuneration	15	(515 441)	(316 443)
Bad debts		(553)	(3 846)
Bank charges		(29 923)	(53 252)
Depreciation, amortisation and impairments		(1 349 671)*	(1 205 371)*
Assets Re-assessment Adjustment		319 849*	312 254*
Loss on disposal of fixed assets		(1 577)	(41 455)
Key management emoluments	19	(9 126 768)	(8 295 798)
Employee costs		(22 254 575)	(20 613 526)
IT expenses		(2 164 489)	(1 988 344)
Insurance		(254 952)	(239 668)
Lease rentals & Operating lease		(1 402 427)	(1 097 390)
Legal and professional services		(551 460)	(942 712)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(9 622 226)	(13 863 739)
Membership costs		(23 318)	(17 159)
Proudly SA Buy Local Summit and Expo		(15 006 084)	(12 101 652)
Photocopier costs		(46 539)	(168 432)
Postage		(6 534)	(30 132)
Printing and stationery		(135 000)	(153 857)
Proudly South African CSI activities		(59 100)	(64 352)
Repairs and maintenance		(139 753)	(122 734)
Staff training		(41 992)	(385 265)
Staff welfare		(428 717)	(475 740)
Subscriptions		(44 390)	(39 529)
Telephone and fax		(150 564)	(130 295)
Travel Local		(604 838)	(473 071)
Workshops and seminars		(58 643)	(143 734)
Workman's Compensation		(163 919)	(160 326)
Utilities		(395 844)	(449 964)
		(64 375 701)	(63 344 800)
Operating surplus/(deficit)	13	(1 244 423)	(4 302 536)
Interest Income	14	1 614 320	1 852 791
Surplus for the year		369 897	(2 449 745)

* The net effect of depreciation, amortization, and impairment with the effects of revised useful life of assets at the end of the financial year.

* The net effect of depreciation, amortization, and impairment with the effects of revised useful life of assets at the end of the financial year. Refer to Note.2 ^ Reclassification of expense line items to Staff Welfare and Workman's Compensation from Marketing Expenses.



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