

BRAND SOUTH AFRICA
ANNUAL REPORT
2020/21

Resilience in the face of adversity



Inspiring new ways

Surviving under the new normal

Brand South Africa applauds the private sector for playing their part in the fight against COVID-19.

The success of the vaccine rollout can only be gained through this type of collaboration where all stakeholders work together as one.





ABOUT BRAND SOUTH AFRICA

- The Brand South Africa Trust was established in 2002 as the International Marketing Council for South Africa.
- Brand South is strategically positioned as South Africa's Nation Brand Management Agency
- The primary objective of the Trust is to *develop and implement pro-active and coordinated marketing, communication and reputation management* for South Africa.
- The aim is to contribute towards economic growth, job creation, poverty alleviation and social cohesion by encouraging local and foreign investment, tourism and trade through the promotion of Brand South Africa.
- Through its programmes Brand South Africa supports the national priorities and outcomes detailed in the National Development Plan (NDP), Vision 2030 and the aligned Medium-Term Strategic Framework (MTSF)



VISION

A Nation Brand that inspires its people and is admired globally.



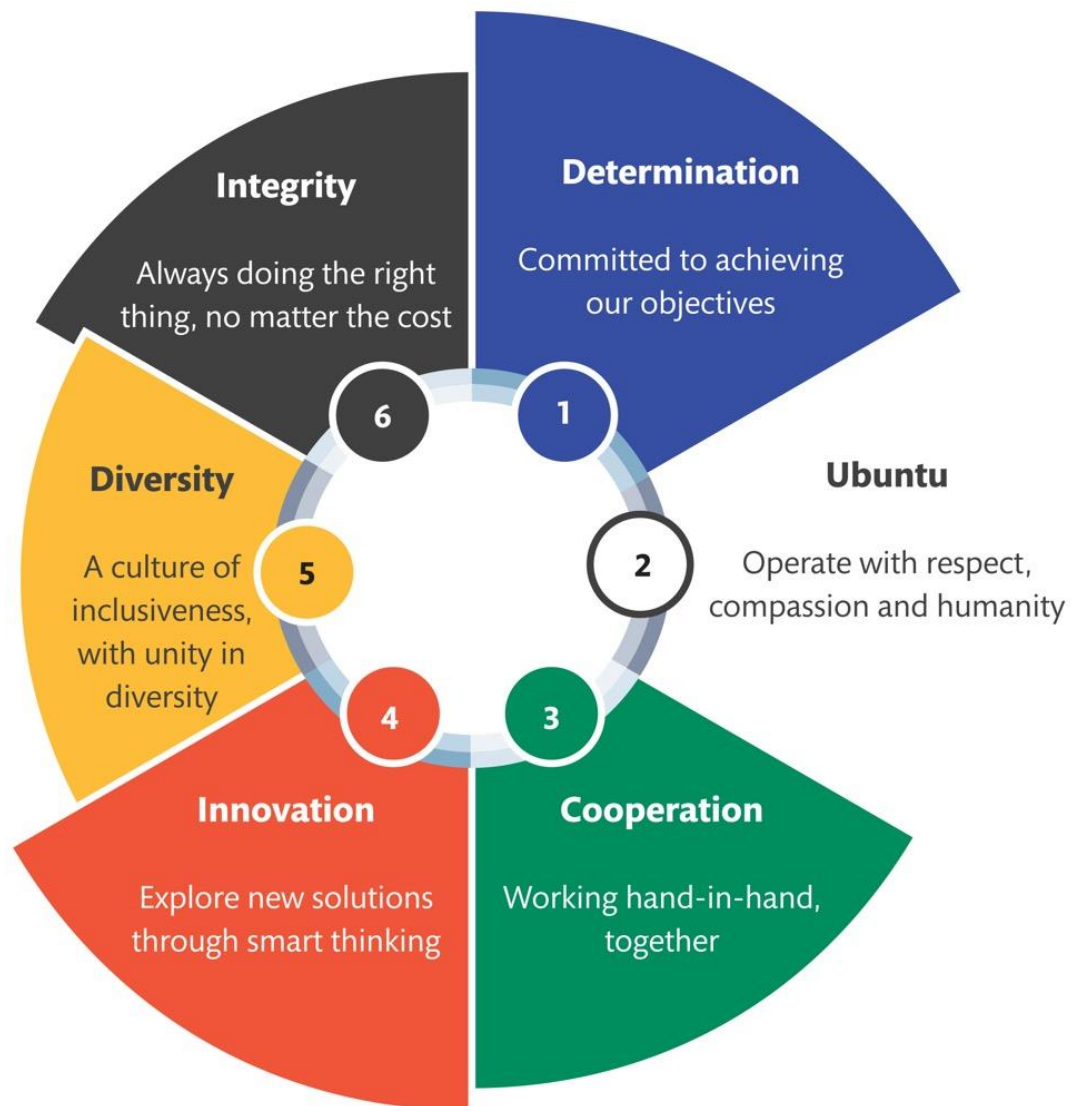
MISSION

To be the authority on the Nation Brand and develop and implement proactive and coordinated marketing, communication, and reputation management strategies, by:

- Developing and articulating a South African Nation Brand identity that will advance South Africa's long-term positive reputation and global competitiveness.
- Seeking the involvement and cooperation of various stakeholders in building awareness and the image of the Nation Brand domestically and internationally.
- Seeking to build individual alignment to the Nation Brand in South Africa, and pride and patriotism amongst South Africans.



VALUES



The Core Mandate





MANDATE

Brand South Africa exists to build South Africa's Nation Brand in order to:

- Build investor confidence & contribute towards attracting global investors, tourists, and increasing consumers of South African goods and services;
- Enhance South Africa's international stature;
- Develop and disseminate key messages that effectively and positively tell the unique story of South Africa;
- Inspire pride, patriotism, social cohesion, nation building and positive change in South Africa;
- Inspire loyalty and advocacy in expatriate South Africans;
- Counter negative messages and impressions of South Africa;
- Showcase achievements of the NDP;
- Assist government and the private sector in aligning their country communication strategies; and
- Leverage on strategic global events and engagements to bring the Brand story to life

Key Achievements



Inspiring new ways



Programme 1: Administration

Outcome	Output	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
1.Improved Reputation of Brand South Africa as an entity	1.1. Develop a distinctive Brand South Africa corporate identity	1.1.1. Approved organisational corporate identity	No baseline - New indicator	Approved Organisational corporate identity	Target not met: The target not met in this fiscal due to funds being re-channelled to COVID-19 initiatives.	The target was not achieved in quarter 1 of the 2020/2021 financial year. The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.	
	1.2. Sound corporate governance	1.2.1. Number of Board meetings in compliance with corporate governance principles	No baseline - New indicator	4x quorate Board meetings	Target met: 4x quorate Board meetings held	No variance	
		1.2.2. Approved policy governance checklist	No baseline - New indicator	Approved Policy governance checklist	Target met: Approved Policy governance checklist	No variance	
		1.2.3. Number of Policy and Procedure awareness workshops conducted	No baseline - New indicator	8x organisational policies and procedures workshops	Target met (exceeded): 9x organisational policies and procedures workshops	An opportunity arose for the Human Capital unit to conduct an additional workshop to the Governance, Legal & Board Secretariat department.	

Outcome	Output	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
	1.3. Sound financial and procurement environment	1.3.1. Unqualified audit opinion on financial information, with no other matters	Unqualified audit opinion on financial information	An unqualified audit opinion in financial statements and other matters	Target met: An unqualified audit opinion in financial statements and other matters	No variance	
		1.3.2. Percentage of valid payments made to suppliers within 30 days from the date of receipt of an invoice	No baseline - New indicator	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	Target met: 100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	No variance	
		1.3.3. Percentage spend on B-BBEE level 1 suppliers	No baseline - New indicator	30% spend on B-BBEE level 1 suppliers	Target met (exceeded): 68% spend on B-BBEE level 1 suppliers	Brand Agencies had a significant contribution to the on B-BBEE level 1 suppliers spend.	
		1.3.4. Percentage achievement of Supply Chain Management compliance checklist	No baseline - New indicator	100% achievement of SCM compliance checklist	Target met: SCM Compliance achieved with administrative and procedural review report	SCM Compliance achieved with administrative and procedural review report in quarter 1 of the 2020/2021 financial year. The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.	

Outcome	Output	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
1. Improved Reputation of Brand South Africa as an entity	1.4. An employer of choice	1.4.1. Approved operating model	No baseline – New indicator	Approved operating model	Target not met: A service provider is still to be appointed through the SCM process. The target has been revised to cater for the delay in 2020/2021.	<p>The evaluation of the work-study tender was put on hold due to the lockdown restrictions put in place by government in Quarter 1. The files for the tender responses from the services providers were too large to be presented virtually.</p> <p>The Minister in the Presidency sent a letter to Brand South Africa on 02 December 2020 advising that the review of the structure should be put on hold pending the reconfiguration process. The Supply Chain Management Unit communicated the matter to National Treasury accordingly.</p> <p>The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.</p>	
		1.4.2. Approved retention strategy	No baseline – New indicator	Approved retention strategy	Target not met: The Retention Strategy was consulted at the Management Committee (MANCO) meeting and is currently on the Human Capital, Remuneration, Social and Ethics Committee (HCRSEC) agenda awaiting recommendation to the Board for approval	The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020 since the target was included in the Revised 2020/2021 Corporate Services Operational Plan approved on 28 July 2021.	

Outcome	Output	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
1. Improved Reputation of Brand South Africa as an entity		1.4.3. Vacancy Rate of less than 10%	No baseline – New indicator	Vacancy Rate of less than 10%	Target not met: The vacancy rate for the period under review is at 14,04%.	The target is not achieved due to the moratorium on the filling of permanent positions, imposed by the Executive Authority on 9 October 2020 in view of the reconfiguration process between Brand South Africa, SA Tourism and Invest SA.	
	1.5. Sound corporate planning	1.5.1. Approved Annual Performance Plan	No baseline – New indicator	Approved 2021/2022 Annual Performance Plan	Target met: The 2021/2022 Annual Performance Plan was approved by the Board of Trustees and submitted to the Executive Authority on 29 January 2021 for tabling in Parliament	No variance	
		1.5.2. Percentage overall organisational performance rating	72% overall organisational performance rating	91% overall organisational performance rating	Target not met: 86% overall organisational performance rating	The non-achievement of targets was impacted by various factors such as: <ul style="list-style-type: none"> • The moratorium on the filling of posts due to the reconfiguration process in progress; • Budget cut where the funds were redirected to COVID-19 initiatives; and • COVID-19 restrictions put in place by the government. 	
	1.6. Legal compliance	1.6.1. Compliance to applicable legislation	No baseline – New indicator	4x reports to the Board of Trustees on the applicable legislative framework	Target met: 4x reports to the Board of Trustees on the applicable legislative framework	No variance	
	1.7. An enabling IT environment	1.7.1. Approved IT Strategy	No baseline – New indicator	Approved IT Strategy	Target met: Approved IT Strategy	No variance	
	1.8. Sound risk management	1.8.1. Compliance to the risk management framework	No baseline – New indicator	3x quarterly risk management reports	Target met: 3x quarterly risk management reports	No variance	



Programme 2: Brand, Marketing and Reputation Management

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2019/2020	Variance Explanation	
2. Increased attractiveness and thereby competitiveness of the Nation Brand	2.1. Showcase the Nation Brand strengths domestically	2.1.1. Number of marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	No baseline – New indicator	4x marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	Target met (exceeded): 6x marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	Strategic collaborations utilised to further showcase the Nation Brand	
	2.2. Showcase the Nation Brand strengths internationally	2.2.1. Number of marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	No baseline – New indicator	4x marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	Target met (exceeded): 6x marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	The Place Brand Observer was a 2019 partnership that continued to profile the Nation Brand during 2020 as added value.	
	2.3. Integrated Nation Brand reputation programmes implemented for strategic platforms domestically	2.3.1. Number of integrated reputation & communication activities implemented for strategic platforms domestically	No baseline – New indicator	3x integrated reputation & communication activities implemented for strategic platforms domestically	Target met: 3x integrated reputation & communication activities implemented for strategic platforms domestically	No Variance	
	2.4. Integrated Nation Brand reputation programmes implemented for strategic platforms internationally	2.4.1. Number of integrated reputation & communication activities implemented for strategic platforms internationally	No baseline – New indicator	3x integrated reputation & communication activities implemented for strategic platforms internationally	Target met (exceeded): 4x integrated reputation & communication activities implemented for strategic platforms internationally	Due to the external dependencies of strategic platforms hosted internationally, the annual target was exceeded by one activity deemed strategic enough to support during Quarter 2, namely the Women4Africa Virtual Summit	
	2.5. Develop insights to inform Nation Brand strategy	2.5.1. Domestic perceptions research activities	4x quarterly domestic perceptions research conducted	1x domestic perceptions research study conducted	Target met: 1x domestic perceptions research study conducted	No Variance	

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2019/2020	Variance Explanation	
2. Increased attractiveness and thereby competitiveness of the Nation Brand		2.5.2. Nation brand performance monitoring activities	x12 Number of Nation Brand Performance activities	15x internal analysis pieces produced	Target not met: 13x internal analysis pieces produced	COVID-19 pandemic led to delays in the release of indices by external/3rd parties.	
		2.5.3. South African global reputation study activities	No baseline – New indicator	Initiate development, and procurement of SAGP study	Target met: Initiate development, and procurement of SAGP study	No Variance	
		2.5.4. Number of research reference groups conducted	No baseline – New indicator	4x research reference groups	Target met: 4x research reference groups conducted	No Variance	
		2.5.5. Approved Reputation Management strategy implemented	No baseline – New indicator	Develop and implement Reputation Management strategy	Target met: Develop and implement Reputation Management strategy	No Variance	
	2.6. Enhanced Strategic Communications Programme internationally and domestically	2.6.1. Increase in positive tonality for BSA-generated coverage from previous 2-year average baseline	100x positive communication pieces published	<ul style="list-style-type: none"> 60x positive communication pieces 8x positive thought leadership pieces 4x positive webinars 	Target met: (exceeded) <ul style="list-style-type: none"> 68x positive communication pieces 10x positive thought leadership pieces 7x positive webinars 	Target Met and exceeded due to a need and opportunities to respond to COVID19 and the interventions required.	

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2019/2020	Variance Explanation	
		2.6.2. Number of articles produced from media relations tours and engagements	No baseline – New indicator	8x content pieces published emanating from media engagements	Target met (exceeded): 10x content pieces published emanating from media engagements	The target was met and exceeded due to the following tactical opportunities: <ul style="list-style-type: none"> The New Miss SA Brunch media engagement was a tactical opportunity initiated by the Office of the Deputy Minister. Additional support had to be provided for the Mpumalanga media tour activation led by the Stakeholder Relations Department. 	
		2.6.3. Reactive communication activities implemented	No baseline – New indicator	Review and respond to relevant issues impacting on the Nation Brand in line with the reputation management strategy	Target met: 4x Reputation management reports produced	No variance	
		2.6.4. Percentage of amplified Nation Brand messaging through increased user engagement on digital platforms	6.8% increase in users who engage with Brand SA content on its digital platforms	15% growth in user engagement on social media platforms	Target met: 15% growth in user engagement on social media platforms	No variance	
3. Increased Nation Brand advocacy and active citizenship	3.1. Domestic activities targeted at promoting nation brand pride and patriotism	3.1.1. Number of implemented Play Your Part activities in each province	10x PYP activities implemented	9x provincial PYP activities implemented	Target met (exceeded): 16x provincial PYP activities implemented	Target met and exceeded due to the #PPP (Prepare, Protect, Prosper) campaign PPP campaign and a virtual series that were created in response to the COVID-19 pandemic.	

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2019/2020	Variance Explanation	
3. Increased Nation Brand advocacy and active citizenship	3.2. Collaboration with civil society, government, business & PYP Ambassadors to achieve PYP awareness	3.2.1. Number of activities implemented with civil society, government, business & PYP Ambassadors	63x PYP ambassador engagements (online or offline) achieved in promoting the Nation Brand	60x PYP ambassador engagement activities implemented with civil society, government, business & PYP Ambassadors	Target met (exceeded): 80x PYP ambassador engagement activities implemented with civil society, government, business & PYP Ambassadors	Target met and exceeded due the Ambassadors that were active in supporting the PYP programme during the Covid19 pandemic	
	3.3. Promote Constitutional Awareness	3.3.1. Number of constitutional awareness campaigns	17x marketing platforms utilised for the constitutional awareness campaign	4x constitutional awareness campaigns	Target not met: 3x constitutional awareness campaigns	A campaign was not implemented due to re-channelling of funds to COVID-19 interventions as requested by the National Treasury	
		3.3.2. Number of constitutional awareness activations	13x activations utilised to promote constitutional awareness	10x constitutional awareness activations	Target met: 10x constitutional awareness activations	No variance	
	3.4. International activities targeted at promoting Nation Brand pride and patriotism	3.4.1. Number of Global South Africans activities implemented in key markets	15x Brand SA-led GSA activations	17 x Global South Africans activations implemented	Target met (exceeded): 19 x Global South Africans activations implemented	During the course of the 2020/21 financial year, two tactical opportunities were identified that were deemed strategic enough to support, particularly in the China market, where the continued vacancy of the Country Head position posed coupled with COVID-19 related travel restrictions affected the organisation's ability to maintain visibility in the market	



Programme 3: Stakeholder Relations

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
4. Aligned Nation Brand execution and experience domestically and internationally	4.1. Review and Implement stakeholder relations strategy	4.1.1. Approved Stakeholder Relations strategy	No baseline – New indicator	Reviewed and Implemented annual Stakeholder Relations Strategy	Target met: Reviewed and Implemented annual Stakeholder Relations Strategy	No variance	
	4.2. Strategic partnerships with public sector; business & civil society stakeholders in order to promote the South African Nation Brand domestically	4.2.1. Collaborative activities with public sector stakeholders domestically	17x coordinated activities implemented in partnership with state institution stakeholders in collaboration with Global Markets for international partner	14x collaborative activities implemented in partnerships with public sector stakeholders domestically	Target met: 14x collaborative activities implemented in partnerships with public sector stakeholders domestically	No Variance	
		4.2.2. Collaborative activities with civil society stakeholders domestically	15x coordinated activities implemented in partnership with civil society stakeholders	12x collaborative activities implemented in partnerships with civil society stakeholders domestically	Target met (exceeded) 14x collaborative activities implemented in partnerships with civil society stakeholders domestically	The annual target was exceeded due to the SACC activity strategically important as it was aimed at encouraging adherence to COVID-19 safety guidelines and the collaboration with Dumisani Chauke Netball Foundation that was in response to community needs	
		4.2.3. Collaborative activities with business stakeholders domestically	17x coordinated activities implemented in partnership with private sector stakeholders	12x collaborative activities implemented in partnerships with business stakeholders domestically	Target met (exceeded): 14x collaborative activities implemented in partnerships with business stakeholders domestically	Brand South Africa leveraged on the following opportunities: <ul style="list-style-type: none"> • Collaboration with Multichoice on anti GBV activity; and • The opportunity to encourage entrepreneurship during Global Entrepreneur Week 	

Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
4. Aligned Nation Brand execution and experience domestically and internationally		4.2.4. Number of Nation Brand Forums/SACF held	No baseline – New indicator	1x Nation Brand Forum / SACF held	Target not met: The project will not be implement during this fiscal due to funds being re-channelled to COVID-19 initiatives	The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.	
	4.3. Strategic partnerships with public sector; business and/or civil society stakeholders in order to promote the South African Nation Brand internationally	4.3.1. Collaborative activities with public sector, business and/or civil society stakeholders internationally	No baseline – New indicator	17x collaborative activities implemented in partnerships with public sector, business and/or civil society stakeholders internationally	Target met (exceeded): 20x collaborative activities implemented in partnerships with public sector, business and/or civil society stakeholders internationally	<p>The initial target - 20x activities – was revised to 17x activities early in the year due to uncertainty regarding the ability of the entity to implement activities amid the COVID-19 pandemic, particularly in Quarter 1.</p> <p>South Africa as well as the Country Offices in the UK and USA were faced with lockdowns that prohibited gatherings. During the course of the year, and having adapted to new ways of implementing activities using online/virtual platforms, the entity was able to catch up on targets not achieved in Q1 as per original APP.</p>	
	4.4. Conduct Nation Brand alignment training	4.4.1. Number of Nation Brand alignment trainings delivered	7x Nation Brand alignment training workshops implemented in provinces (1x per province)	4x provincial Nation Brand alignment trainings	Target met: 4x provincial Nation Brand alignment trainings conducted	No variance	



Outcome	Outputs	Output Indicators	Baseline 2019/2020	Target 2020/2021	Actual Annual Performance 2020/2021	Variance Explanation	
		4.4.2. Assessment of Nation Brand alignment training	No baseline – New indicator	4x stakeholder impact surveys	Target not met: 3x stakeholder impact surveys conducted	Quarter 2 target not met due to lack of response from participants. The survey was distributed electronically as there were no physical workshops during the year. The format of the survey was adjusted to include a desktop assessment, which resulted in a more comprehensive assessment.	
	5. Initiate the development of the Nation Brand alignment policy document	5.1.1. Status of discussion paper on Nation Brand alignment policy	No baseline – New indicator	Discussion paper approved by EXCO	Target met: Discussion paper submitted to and approved by EXCO	No variance	

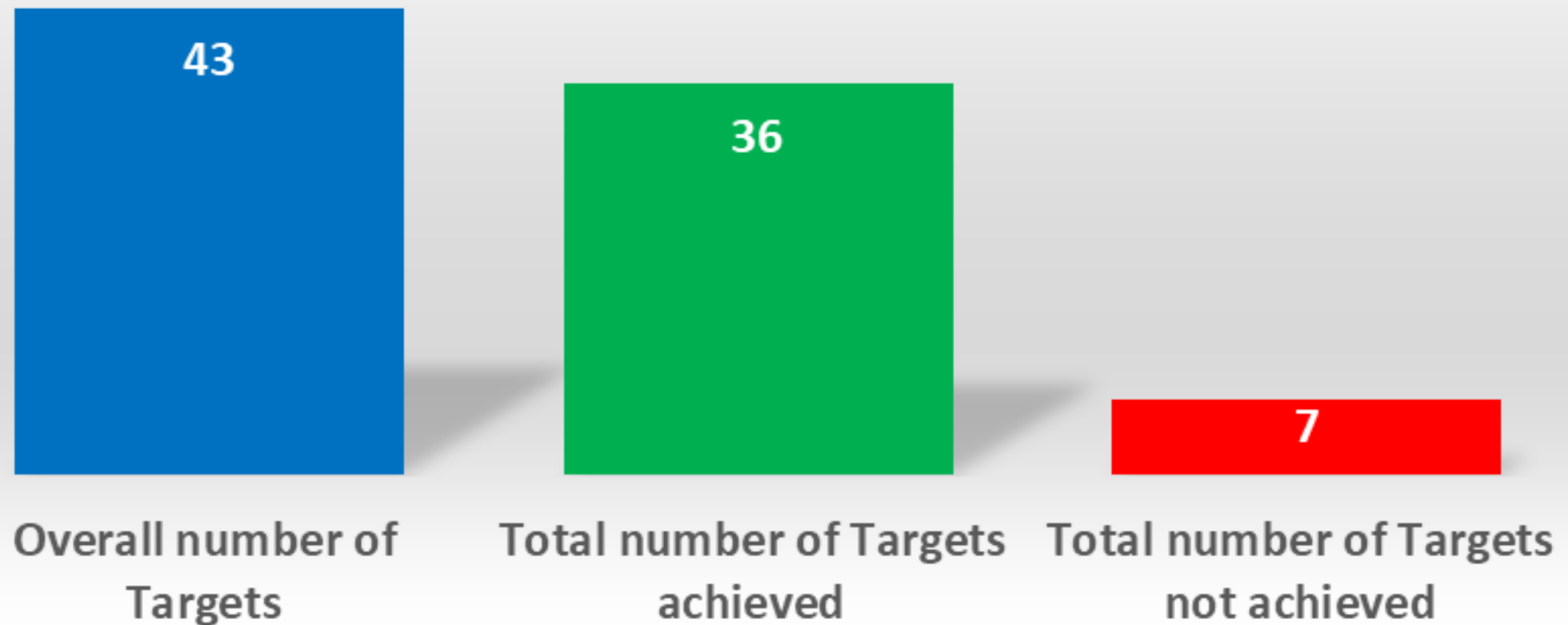
Legends

Target not met

Target met



2020/2021 OVERALL PERFORMANCE BREAKDOWN



Highlights





Brand South Africa COVID-19 Interventions

March 2020 – February 2021



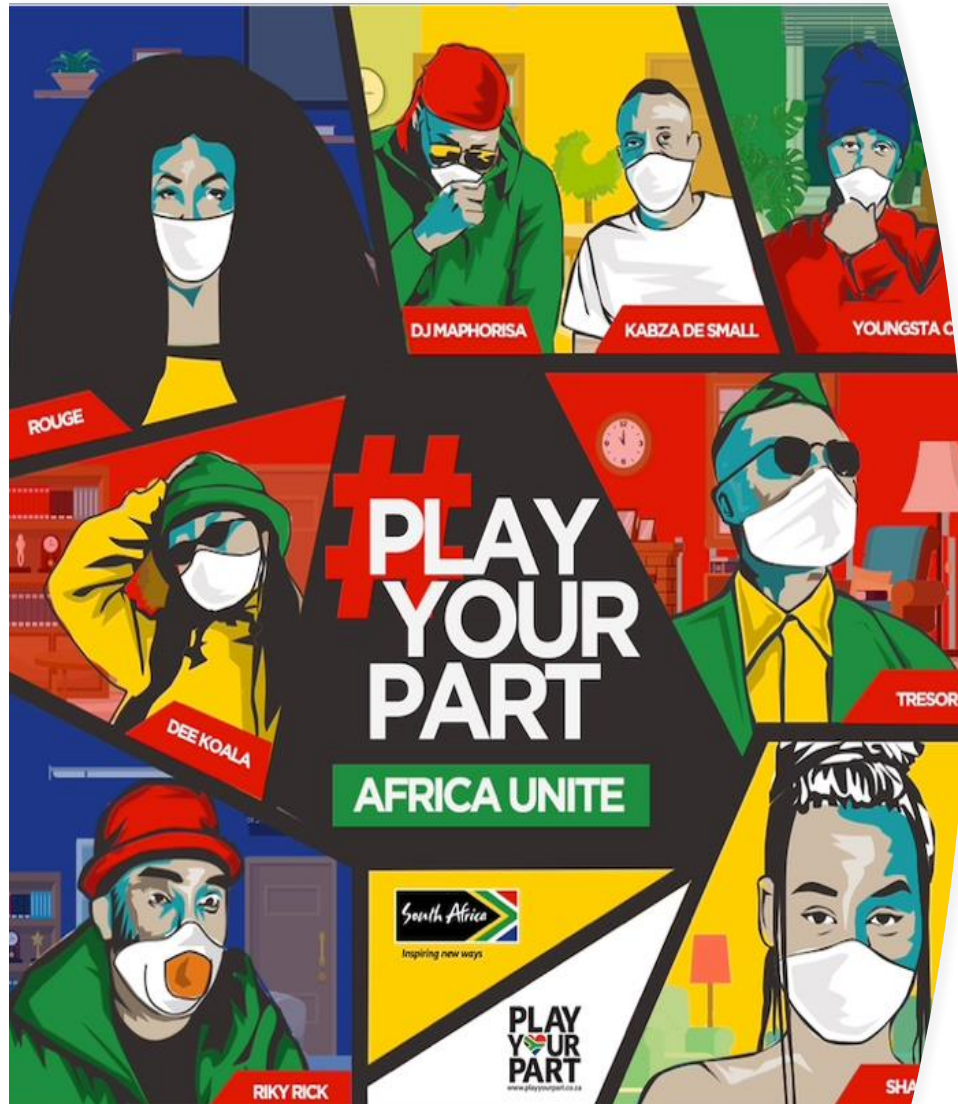
This is a difficult time for many South Africans. Be Kind, embrace your spirit of uBuntu and show compassion for others! We are stronger together!

PREPARE. PROTECT. PROSPER

#PPP #COVID19SA #PlayYourPartSA #FlattenTheCurve

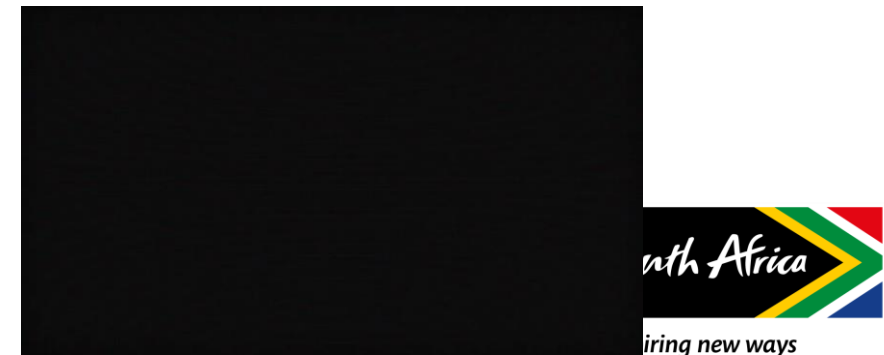
PREPARE, PROTECT, PROSPER - COVID-19 AWARENESS CAMPAIGN

- Awareness and educational Campaign ran March - August 2020 - both domestic & international (continent-wide)
- Objectives: To celebrate Africa's united approach to combat COVID-19
- AV ran in Zulu, English, Sepedi and Sesotho
- Campaign was also adopted by the Presidency's AU programme
- Reach: audience of 4m on radio & digital platforms during



PYP - AFRICA UNITE SONG 25 MAY - 6 JUNE 2020

- Objective: effort to lift citizens' spirits, penetrate global COVID-19 awareness and inspire hope through a musical edutainment approach
- Brand SA led a progressive campaign aligned to the AU values to drive patriotism and spread hope through the song.
- Reach: Total Advertising Value Equivalent (AVE) worth R 2 558 945,50 was earned As at June 06, the return on investment (ROI) on PR is valued at R 2 558 945,50 minus R 223 250,00 (AVE minus the PR budget)
- The total circulation for this period is 21 476 739.





Collaboration with Absa Bank and South African Red Cross

- In support of the COVID-19 awareness efforts, ABSA Bank contributed fabric toward the making of face masks, which were distributed within various communities.

Multichoice - Gender-Based Violence Conference

- A virtual event was hosted, with the message, don't be silent! This addressed the scourge of Gender Based Violence gripping South Africa in the face of the COVID-19 pandemic.

International Nelson Mandela Day - 'Each One Feed One'

- The 'Each One Feed One' programme calls on South Africans to assist in combating hunger during the time of COVID-19 pandemic. Food parcels were delivered to the families of Schoemansfontein, Oblate, Gemsbok Mogopeng, and Witfontein.

Reach

- ✓ The Foundation received significant donations, enabling it to impact the lives of over 36,000 people in eight provinces across South Africa. Through the NMF's social media pages, Brand South Africa's Play Your Part messaging reached over 237,000 followers on Facebook and 1,5 million followers on Twitter.

SA INVESTMENT CONFERENCE 2020

President Cyril Ramaphosa
delivers the Opening Address at
the 3rd South Africa Investment
Conference on Wednesday
18 Nov 2020 at 2PM.

#InvestSA
#SAIC2020



- SAIC 2020 hosted 17-18 Nov 2020 as hybrid physical-digital event
- Brand South Africa collaborated with The Presidency, the IDC, Invest SA, DIRCO and the GCIS :
 - Development & implementation of overall communications strategy
 - Development of branding framework and marketing material
 - Development & implementation of digital communication strategy (incl. management of the SAIC social media platforms)
 - Website design and content development
 - Audio visual content development
 - On-site support to ensure successful implementation of 18.11. event
 - Ongoing pandemic meant that large physical event was not viable in 2020.
- Conference focus: “Investment in a post-COVID environment - consolidation and reconstruction”, incl. new investment pledges, but concentrating on delivery of existing commitments and progress on implementation of policy to improve the investment environment.
- SAIC 2020 held on 18 Nov 2020 in virtual format, with small physical anchor event at Sandton Convention Centre.
- Plenary session was complemented by online-only sector focus panels which held on 17 Nov 2020

SAIC 2020 - COMMUNICATIONS ACTIVITIES

- Online platforms, eNCA, Reuters
- Proactive & reactive communication
- **Reach**
 - ✓ online with an AVE of over 9.9 M
 - ✓ broadcast media at over 8.2M
 - ✓ reached over 7 000 000 - Reuters



SAIC 2020 - COMMUNICATIONS ACTIVITIES

- SAIC and Brand South Africa's digital platforms
- Website and social media content
- Digital toolkit
- Real-time coverage
- Paid media and Livestreaming
- **Reach**
 - ✓ Organic social media impressions: 146 591
engagement: 4 736
 - ✓ **Facebook:** 62.2 million
 - ✓ **twitter:** 328 million
 - ✓ **Youtube:** 5 200



SAIC 2020 - BRANDING FRAMEWORK

- Brand South Africa was responsible for the development of the 2020 Branding Framework.
- The creative Look & Feel was anchored on the below icon which drew inspiration from the SA flag, and the chevron design on the flag.
- This was rolled out through various branding elements aligned with messaging that supported the SAIC objectives.



The icon of transforming South Africa uses the South African flag colours as part of the CI.



BRAND SOUTH AFRICA COLLABORATED WITH LOERIES



- Brand South Africa showcased its work on the Loeries online platform and also featured as one of the partners of the Loeries 2020 awards: the **Young Creatives** award category which recognises the top young (under 27yrs) creatives in the brand communications industry.
- Tshepo Tumahole (copywriter at Joe Public) and Jarryd Duthoit (finishing artist at Left Post Productions), were awarded the 2020 Loeries Brand South Africa Young Creatives Award.
- Reach: **+9500 members** of the creative community through Loeries emailers and social media platforms

NATION BRAND ON INTL PLATFORMS - INVESTMENT AV

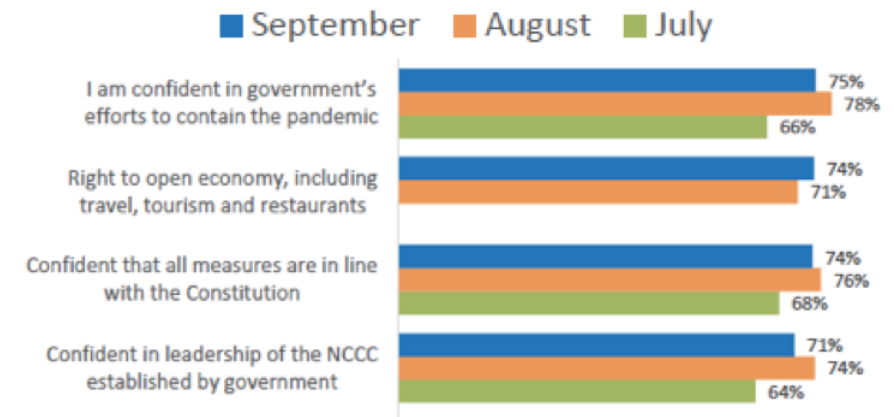
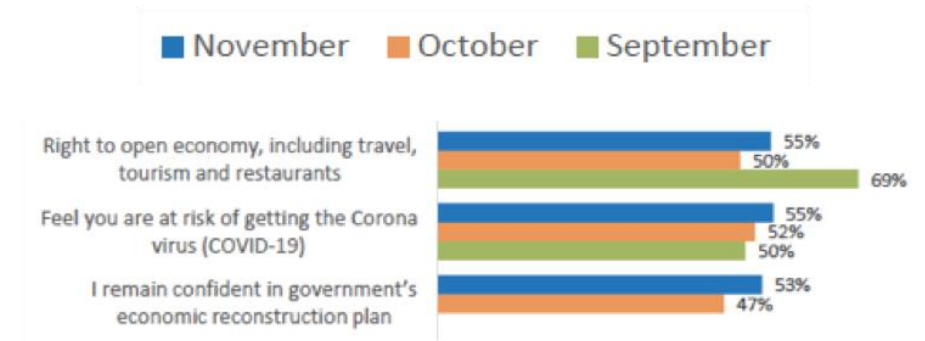


- Promoted new investment audio-visual (AV) with the objective to positively position Nation Brand by illustrating its attractiveness to intl audiences - specifically potential investors and tourists
- Flighted on Bloomberg and Reuters digital platforms
- Regions targeted: North America and Australia
- Reach:
 - 729 019 digital impressions on Reuters platform with 7,2 million viewership
 - 290 111 digital impressions on Bloomberg, and 4,8 million viewership
 - Markets: Australia and North America

DOMESTIC PERCEPTIONS RESEARCH

MONTHLY SURVEYS

- As South Africa and the rest of the world continues to grapple with the reality of the COVID-19 pandemic and the subsequent measures required to curb its spread, Brand South Africa's monthly online/mobile surveys have sought to measure perceptions specifically related to COVID-19, and the subsequent impact it has on livelihoods, government efforts and regulations.
- Data has been captured since April 2020 to date.



RESEARCH ANALYSIS NOTES

- Brand South Africa's ongoing monitoring of the domestic and international environment aims to understand current trends in order to support informed decision-making in times of turbulent change.
- Analysis pieces were published early on in the pandemic to consider the impact of the COVID-19 pandemic.
- "Collaboration as mitigating factor" considered the social, economic, political, geopolitical and global economic impact of COVID-19 and delved into how individuals, nations, regions, and global partners can forge new forms of collaboration to mitigate against the explosive risks haunting nations at this moment in world history.
- "FDI trends in 2020 and the SA Investment Conference" provides an environment analysis of South Africa's 5-year investment drive in the context of global- and local market upheaval brought about by the COVID-19 pandemic.

Brand South Africa

Research Update - Environment Analysis

Collaboration as mitigating factor?

*Nation Brand Reputation and Recovery
context notes*

It has become a moot point, to some extent, to say that the COVID-19 pandemic has brought about abrupt, deep, and lasting turbulence- and unpredictable patterns of change to all levels of human individual- and collective realities.

In some ways the changes forced upon the world, through current pandemic circumstance- and its attendant social, economic, political, geopolitical and global economic impacts, is a call to action for collective, cooperative efforts to engage with, understand, and map a way forward.

This Research Update provides contextual environment analysis notes, to serve as background for engagements aimed at unpacking, understanding the impact, and charting a path forward in turbulent times. The objective is to inform discussions aimed at asking the question - *Collaboration as mitigating factor?* Meaning, how can individuals, nations, regions, and global partners forge new and inspiring forms of collaboration, that could be a factor to help mitigate against the explosive risks haunting nations- and the globe, at this moment in world history.

Brand South Africa

Research Update - FDI trends in 2020 and
the South African Investment Conference

Environment Analysis - August 2020

This Research Update focuses on the South African 5-year investment drive and investment conference interventions in the context of global- and local market upheaval brought about by the COVID-19 pandemic. The core question addressed pertains to the contextual impact, or influence, current global economic- and more specifically, Foreign Direct Investment (FDI) trends stand to have on the South African five-year investment drive. It will consider current global market- and where relevant, related geopolitical dynamics, with the goal of identifying the fundamental pillars to utilise to continue- and where relevant, adapt the Nation Brand's investment attraction strategy.

DOMESTIC PERCEPTIONS RESEARCH:

NATIONAL OMNIBUS SURVEY

- In preparation for the Annual National Omnibus Survey, Brand South Africa partnered with the Department of Trade Industry & Competition's (DTIC) Social Economy unit to place questions in the survey that would assist in development of draft policy position on the Social Economy.
- Due to the economic impact of COVID-19, research into Social Economy can bring unique new insights on active citizenship, social cohesion and national pride
- Through this effort Brand South Africa is directly supporting a policy development process in the DTIC, and providing research data for evidence based policy decision making in government.
- Brand South Africa provides research support through both qualitative focus group platforms, as well as quantitative data through its annual national omnibus survey.
- The quantitative aspect of the Omnibus Survey will continue to measure themes & Qs directly related to tracking Social Cohesion, Active Citizenship and National Pride.

DOMESTIC PERCEPTIONS RESEARCH

SOCIAL ECONOMY FOCUS GROUPS



Categories	Supergroup		
	Breakaway Group 1	Breakaway Group 2	Breakaway Group 3
NPO Supergroup (Recruited from list)			
Race	Mixed race	Mixed race	Mixed race
Number of respondents (6 per group)	3 M/ 3 F	3 M/ 3 F	3 M/ 3 F
Owner's age	20 – 30 = 4 31 – 40 = 2	31 – 40 = 3 41 + = 3	20 – 30 = 2 31 – 40 = 2 41 + = 2
Enterprise category	NPO/Registered	NPO/Registered	NPO/Registered
Economic classification	1. Social Services 2. Development 3. Health	1. Education 2. Environmental 3. Advocacy	1. Cultural 2. Philanthropy 3. Voluntarism
Cities	Wherever based		
Social media	Must be active on social media		
Venue	MS Teams		

Source: Outlined target audience contained in the “Group Discussion Guide - Focus Group Discussion Session” formulated by Africa Response.

Categories	Supergroup		
	Breakaway Group 1	Breakaway Group 2	Breakaway Group 3
Social Economy Enterprises Supergroup			
Race	Black	Black	Mixed race
Number of respondents (6 per group)	6 Black (M/F)	6 Black (M/F)	2 White (M/F) 2 Indian (M) 2 Coloured (M/F)
Owner's age	20 – 30 = 4 31 – 40 = 2	31 – 40 = 3 41 + = 3	20 – 30 = 2 31 – 40 = 2 41 + = 2
Enterprise category	Informal	Informal/Registered	Registered/Sole proprietorship
Economic activities	Range of activities, no more than two of the same per group		
Cities	Gauteng, Cape Town and Durban – equal representation		
Social media	Must be active on social media		
Venue	MS Teams		

Source: Group Descriptions outlined in the “Group Discussion Guide: Social Economy - Focus Group Discussion Session,” formulated by Africa Response.

COVID19 INTERVENTIONS CERTIFIED DEAD CAMPAIGN



- Awareness Campaign ran Q2 2020/21
- As SA moved to Level 2, easing restrictions to increase economic activity, the need arose to intensify communication efforts to remind citizens to continue to adhere to all regulations.
- **Mechanics:** Message to citizens on the effects of the virus should they not adhere to the regulations to protect the livelihoods
- **Channels and Reach:**
 - SuperSport: 2,049,061 viewership
 - SABC News: 4,580,169 viewership



CRISIS COMMUNICATION INTERVENTIONS: MAR 2020

- The Coronavirus outbreak required the creation of unprecedented crisis communications strategies by all for the benefit of South African citizens and their access to reliable information. Brand South Africa implemented multiple proactive, reactive and coordinated marketing and communications interventions on multi-media platforms to give the messaging a broader reach.
- How
 - ✓ Press statements
 - ✓ Articles and Op-eds
 - ✓ Social Media posts/campaigns
 - ✓ Video Content
 - ✓ Real time coverage
 - ✓ Radio interview
 - ✓ Print media placements
- Reach: social media: over 4.8m





“ Akin to the butterfly effect, our actions impact efforts being made to protect us all - one might see their actions as small but let us support the President through small actions knowing that when we all do it, it will be done. ”

Asipheli mandla eMzansi. ”

Xolisile Sithole
English Language Trainer
Sichuan, CHINA

21 DAYS of SOLIDARITY

PLAY YOUR PART South Africa
Inspiring new ways
POWERED BY BRAND SOUTH AFRICA

#PlayYourPartSA



CRISIS COMMUNICATION INTERVENTIONS: MAR 2020

- The response included messaging in support of preventive measures and reinforcement of the lockdown regulations.
- Reach:
 - ✓ social media: over 4.8m





- Over 600 attendees, 61.58% show-up rate
- 4 966 056 website impressions, 139 749 social media impressions and 1 130 engagement rate



- 759 attendees
- 165 578 impressions
- 1 181 engagement rate



- 549 attendees
- 177 014 impressions
- 1 199 engagement rate



- 859 attendees, 1222 clicks & 1 885275 website impressions

MEDIA PARTNERSHIP: DAILY MAVERICK MAY - JUN 2020

- Brand South Africa partnered with Daily Maverick to host a series of four-webinars with an objective of driving the conversation on the impact of COVID-19 and the country's economic recovery strategies

AU CHAIRSHIP & COVID-19 - COMMUNICATION INTERVENTIONS

APR - JUN 2020 (CONT...)



- Content ensured that Nation Brand capitalised on visibility of COVID 19 efforts to ensure President's efforts as AU Chair remained top-of-mind to African citizens. Common message of continental unity
- **Mechanics:** Advertorial content placement both online & broadcast
- **Reach** - Key African regions targeted through:
 - EuroNews and Africa News Summary: 60 000 viewership; 727 impressions
 - Radio Summary: Total listenership: 109 403 813; Reach: 34.7%
 - CNBC Africa: Viewership 1 287 773; Impressions 200 004

AU CHAIRSHIP & COVID-19 - COMMUNICATION INTERVENTIONS

APR - JUN 2020 (CONT...)



- President Ramaphosa launched the ‘**Africa Medical Supplies Platform**’ as a single online marketplace to enable the supply of COVID-19 related critical medical equipment in Africa.
- Launch took place virtually on 17 June 2020
- Brand South Africa was responsible for the event concept development and media relations and successfully secured the participation of at least 38 senior journalists from across the continent.
- **Target:** domestic and international media
- **Reach:** More than 26 content pieces published emanating from the engagement

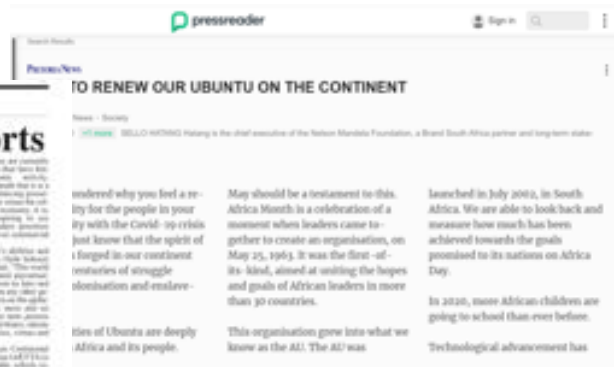
AU CHAIRSHIP & COVID-19 - COMMUNICATION INTERVENTIONS

APR - JUN 2020 (CONT...)

H.E the President of South Africa, Cyril Ramaphosa, shares his Easter message with our Nation and all people across the world. It is one in which he affirms that Easter is a time of hope, recovery and of triumph and rebirth. He reminds us that we are a People who are resilient and that "we are indeed together in mind, heart and spirit" 🇿🇦



African Union Chair H.E. Cyril Ramaphosa spreads hope as the continent marks Ramadan



- Several reactive and PR interventions were implemented in an effort to communicate prevention methods: Press statements, Articles and Op-eds, Digital interventions - Videos

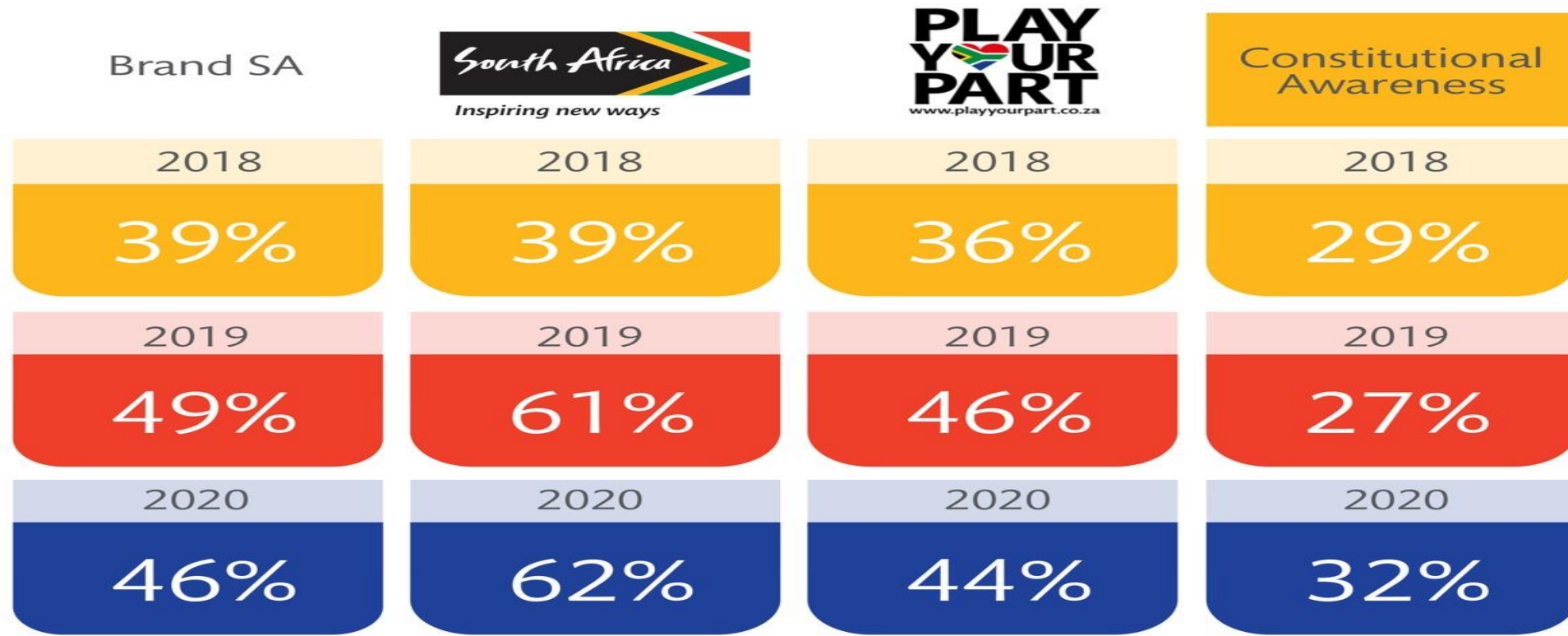
National Omnibus Survey

- The Omnibus Survey measures themes related to social cohesion, active citizenship, and national pride. Emerging from easily one of the most tumultuous years in living memory - both within our borders and across the world

National Pride, Social Cohesion, and Active Citizenship constructs measured through this study have been showing a steady decline since 2017, in 2020, the scores out of 100, for each of these constructs were:



The National Omnibus survey also provides Data Driven Insights on the Pulse of the Nation which is tracked through National Pride, Active Citizenship and Social Cohesion indices, which inform the operational direction of the campaigns within the organization. These insights are also influence and shape government policy at both Provincial and National level. Below is the latest Data on Brand South Africa's programmes:



Nation Brand Performance - 2020 Global Innovation Index (GII)

- In the period under review a total of 13 indicators were reviewed. However, for the purpose of this report, South Africa's best performing indicators will be showcased.

South Africa - Global Innovation Index rankings								
Year	Over-all	Institutions	Human capital & research	Infrastructure	Market sophistication	Business sophistication	Knowledge & technology outputs	Creative outputs
2020	60	55	70	79	15	50	62	70
2019	63	55	65	83	19	55	57	91

Nation Brand Performance - 2020 Ibrahim Index of African Governance (IIAG)

- The Ibrahim Index of African Governance (IIAG) compiled by the Mo Ibrahim Foundation, assesses governance performance in 54 African countries in the form of rankings, scores and trends.

	2017 Rank /54	2018 Rank /54	2019	2020
Overall Governance	6	7	7	6
Safety & Rule of Law	7	9	9	8
Participations& Human Rights	4	4	4	7
Foundations for Economic Opportunity (Formerly called: Sustainable Economic Opportunity)	4	4	4	8
Human Development	8	8	8	9

Green		Improvement
Red		Decline

Good Country Index

South Africa ranked 47 out of 153 countries included in the index. Version 1.4 of the index lists South Africa as 41 out of 153 nations.

South Africa in the Good Country Index					
	Version 1.0 (2014)	Version 1.1 (2016)	Version 1.2 (2017)	Version 1.3 (2018)	Version 1.4 (2019)
Overall ranking	44/125	51/163	47/163	47/153 →	41/153 ↑
Science & Technology	29/125	26/163	25/163	18/153 ↑	26/153 ↓
Culture	60/125	79/163	65/163	57/153 ↑	58/153 ↓
International Peace & Security	15/125	1/163	2/163	3/153 ↓	14/153 ↓
World Order	31/125	33/163	25/163	23/153 ↑	20/153 ↑
Planet & Climate	102/125	143/163	150/163	124/153 ↑	114/153 ↑
Prosperity & Equity	121/125	160/163	114/163	93/153 ↑	96/153 ↓
Health & Well-being	56/125	36/163	56/163	85/153 ↓	35/153 ↑

WEF Global Competitiveness Report 2020

A special edition of the Global Competitiveness report was released, ranking countries from 0 to 100.

- 11 indicators were used to measure the performance of each economy.
- South Africa's overall score was recorded at 50,4/100.
- South Africa was the only African country identified in the report.

Best and worse performing countries in each of the 11 priorities overall score [Presented Best ; Worst]		
Priorities [See table above for description of no.]	BEST	WORST
1. Ensure public institutions embed strong governance principles and a long-term vision and build trust by serving their citizens	Finland (78.47)	Russia (42.84)
2. Upgrade infrastructure to accelerate the energy transition and broaden access to electricity and ICT	Estonia (99.75)	Russia (57.21)
3. Shift to more progressive taxation, rethinking how corporations, wealth and labour are taxed, nationally and in an international cooperative framework	South Africa (65.16)	Hungary (30.72)
4. Update education curricula and expand investment in the skills needed for jobs and markets of tomorrow	Finland (75.26)	Greece (38.75)
5. Rethink labour Laws and social protection for the new economy and the new needs of the workforce	Denmark (76.98)	South Africa (42.90)
6. Expand eldercare, childcare and healthcare infrastructure, access and innovation for the benefit of people and the economy	Sweden (75.87)	Greece (24.73)
7. Increase incentives to direct financial resources towards long-term investments, strengthen stability and expand inclusion	Finland (95.42)	Argentina (32.81)
8. Rethink competition and anti-trust framework needed in the Fourth Industrial Revolution, ensuring market access, both locally and internationally	United States (77.61)	Russia Federation (42.81)
9. Facilitate the creation of markets of tomorrow, especially in areas that require public-private collaboration	Finland (59.51)	Argentina (34.25)
10. Incentivise and expand patient investments in research, innovation and invention that can create new markets of tomorrow	United States (57.32)	Greece (25.21)
11. Incentivise firms to embrace diversity, equity and inclusion to enhance creativity	China (79.20)	India (45.13)



) is a nationwide movement created to inspire, promote active citizenship in South Africa. The various efforts aim to uplift the spirit of the nation by inspiring citizens to actively contribute toward meaningful change.

Play Your Part School's Activations

- Brand South Africa was able to continue with the implementation of Play Your Part activations, targeting Grades 11 and 12 learners, through the successful partnerships with local radio stations and specific secondary schools.

Reach

- ✓ The radio activations reached a combined listenership of more than 3,3 million. Social media efforts yielded a combined reach of approximately 3 million, and print achieved a reach of 68,140.



Reach

- ✓ The videos featured well-known personalities and received more than 25,000 views across social media platforms.

Global South Africans Programme

As outlined in Brand South Africa's strategic plan it is important for the organisation to encourage South African in the domestic market and those living abroad to become Nation Brand advocates. Through the conviction that South Africans based abroad are a priceless resource for the country as it strives to position itself as global player in an increasingly competitive world, Brand South Africa has developed the Global South African's (GSA) programme.



**SOUTH AFRICANS
EVERYWHERE, UNITE.**

VISIT GLOALSOUTHAFRICANS.COM



#67 Nelson Mandela Day 2020, Washington DC, USA

- In order to mark Mandela Day 2020, Brand South Africa partnered with Weina Sports Arts and Entertainment USA, to host a Nelson Mandela Day commemoration focusing on women's empowerment, gender-based violence and social justice.
- The event provided Brand South Africa with an opportunity to demonstrate thought leadership on an issue that is gripping the globe. This positively positioned the Nation Brand and its attractiveness.



Corporate Services

Vacancy Rate

- The vacancy rate as at the end of the financial period is at 14.04%, the target of below 10% was not met during the period under review. The contributing factor to the non-achievement of the target, is due to the moratorium on filling of permanent appointments placed on Brand South Africa by the Minister in the Presidency.

Information Technology

- During the year under review, the IT management team has successfully upgraded the Enterprise Resource Planning (ERP) to be a cloud solution. The cloud services provides high availability of the ERP over secured channels.
- The organisation managed to ensure that operations continue during COVID -19 pandemic by providing employees with remote working capabilities. It also improved upon the Business Continuity and IT Security strategies to ensure the company data is always available and secured.



Schedule 3A Public Entity registered as
Trust Property Control Act, Act No 57 of
believes that good corporate
entity's success.

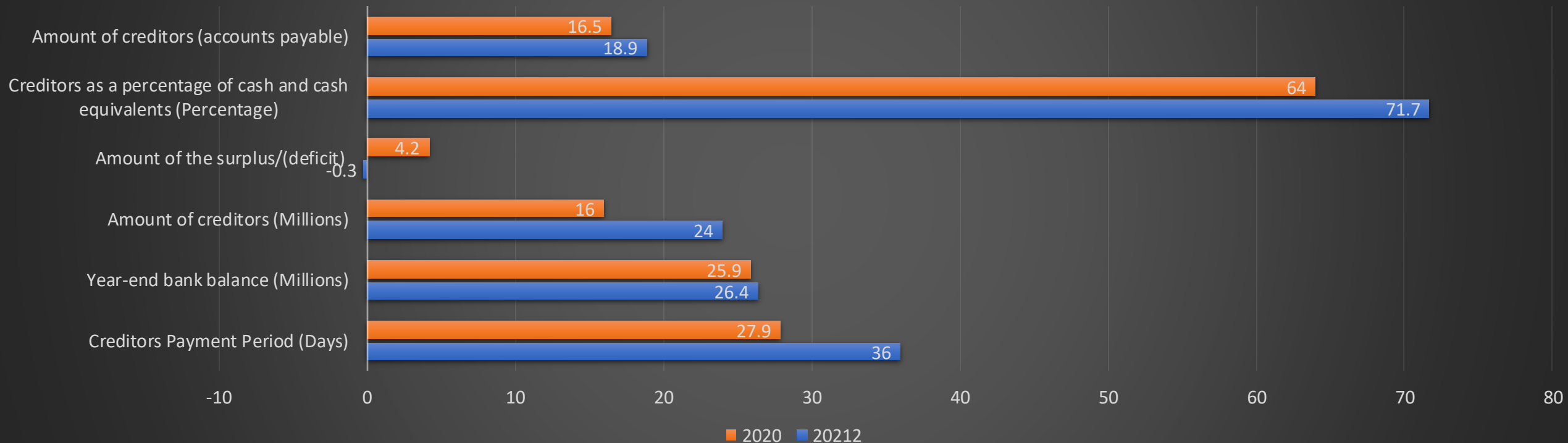
transitioned from King III to King IV
ons to “apply and explain” the
recommended practices enunciated in
Corporate Governance in South Africa, 2016

(King IV) in order to realise the following outcomes:

- ✓ Ethical Culture; Good Performance; Effective Control; and Legitimacy

Finance

Financial Viability Assessment



Finance

Audit Opinion 2020/2021

Unqualified opinion with other matters

Matters affecting the audit report related to misstatements in the financial statements

Performance Information - Programme 2 - Unqualified

Challenges

Targets not met during the 2020/2021 Financial Year

1.1.1. Approved Organisational corporate identity

X The target not met in this fiscal due to funds being re-channelled to COVID-19 initiatives

- The target was not achieved in quarter 1 of the 2020/2021 financial year. The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.

1.4.1. Approved operating model

X A service provider is still to be appointed through the SCM process. The target has been revised to cater for the delay in 2020/2021.

- The evaluation of the work-study tender was put on hold due to the lockdown restrictions put in place by government in Quarter 1. The Minister in the Presidency sent a letter to Brand South Africa on 02 December 2020 advising that the review of the structure should be put on hold pending the reconfiguration process. The target was not included in the revised Brand South Africa 2020/2021 Annual Performance Plan in response to COVID-19 which was implemented from 08 July 2020.

Challenges

Targets not met during the 2020/2021 Financial Year

1.4.3. Vacancy Rate of less than 10%

X The vacancy rate for the period under review is at 14,04%.

- The target is not achieved due to the moratorium on the filling of permanent positions, imposed by the Executive Authority on 9 October 2020 in view of the reconfiguration process between Brand South Africa, SA Tourism and Invest SA.

1.5.2. 91% overall organisational performance rating

X 86% overall organisational performance rating

- *The non-achievement of targets was impacted by various factors such as:*
 - *The moratorium on the filling of posts due to the reconfiguration process in progress;*
 - *Budget cut where the funds were redirected to COVID-19 initiatives; and*
 - *COVID-19 restrictions put in place by the government.*

Challenges

Targets not met during the 2020/2021 Financial Year

2.5.2. 15x internal analysis pieces produced

X 13x internal analysis pieces produced

- The target is not achieved due to the COVID-19 pandemic which led to delays in the release of indices by external/3rd parties

3.3.1. 4x constitutional awareness campaigns

X 3x constitutional awareness campaigns

- A campaign was not implemented due to re-channelling of funds to COVID-19 interventions as requested by the National Treasury

4.4.2. 4x stakeholder impact surveys

X 3x stakeholder impact surveys conducted

- Quarter 2 target not met due to lack of response from participants. The survey was distributed electronically as there were no physical workshops during the year. The format of the survey was adjusted to include a desktop assessment, which resulted in a more comprehensive assessment.



Thank You



Inspiring new ways

BRAND SOUTH AFRICA

103 Central Street
Houghton 2198
Johannesburg, Gauteng
South Africa
Tel: +27 11 712 5000
Fax: +27 11 483 0124
Email: info@brandsouthafrica.com

BRAND SOUTH AFRICA CHINA

15F Office 1503, China World Tower
1 Jianguomenwai Avenue
Chaoyang District, Beijing
100004, P.R. China
Tel and Fax: 86 10 5737 2431/2432
Cell: + 86 131 6107 3044

WEBSITES:

www.brandsouthafrica.com
www.southafrica.info
www.medioclubsouthafrica.com
www.playyourpart.co.za

BRAND SOUTH AFRICA UK

Millennium Bridge House,
2 Lambeth Hill, London
EC4V 4GG
Tel +44 (0)207 002 7114
Cell: +44 207 002 4095
RP153/2021
ISBN: 978-0-621-49446-4

