

BRAND *South Africa*



Inspiring new ways

**ANNUAL PERFORMANCE PLAN
PRESENTATION
2023/2024**



➤ OUR STORY

**SOUTH AFRICA IS A COUNTRY
PROUDLY FORGING AHEAD
BY BREAKING NEW GROUND
AND INSPIRING NEW WAYS.**



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BRAND *South Africa*



INSTITUTIONAL FRAMEWORK AND GOVERNANCE

➤ INSTITUTIONAL FRAMEWORK AND GOVERNANCE

- Brand South Africa is registered as a Trust in terms of the Trust Property Control Act No. 57 of 1988;
- The Founder (or Settlor) of the Trust is the President of the Republic of South Africa, and he/she appoints Trustees;
- Other governing legislation: The Public Finance Management Act No. 1 of 1999;
- To further strengthen governance and accountability, the Trust Deed enjoins the entity to apply provisions of the Companies Act No. 71 of 1988, as well as the King Code (i.e. King Report on Corporate Governance in South Africa, 2016); and
- The Protocol on Corporate Governance in the Public Sector (2002), although no longer up-to-date, also applies.

➤ INSTITUTIONAL FRAMEWORK AND GOVERNANCE

The Board of Trustees

- All Trustees constitute the Board. In terms of the Trust Deed which was amended in November 2015, the maximum number of Trustees should be 15 (fifteen) and the minimum 11 (eleven). This is a reduction from the maximum of 30 (thirty) trustees and a minimum 20 (twenty) stipulated in the previous Trust Deed;
- All Trustees are non-executive except the CEO who is an ex officio executive trustee.
- Brand South Africa is awaiting appointment of a New Board of Trustees.

> MANDATE OF BRAND SOUTH AFRICA

Establishment

- Brand South Africa was established in 2002 in terms of the Trust Property Control Act No. 57 of 1988 and is listed as a Schedule 3A Public Entity in terms of the Public Finance Management Act No. 1 of 1999.

Mandate

- To manage South Africa’s Nation Brand reputation in order to improve the country’s global attractiveness and competitiveness.
- To build individual alignment to the Nation Brand, encourage pride and patriotism amongst South Africans

Purpose

- To develop and implement proactive and coordinated marketing, communications and reputation management strategies for South Africa.



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 & coordinated marketing, communication, and reputation management strategies

THE ROLE OF BRAND SOUTH AFRICA

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

- Build** confidence in SA & contribute towards attracting investors, tourists, as well encourage increased consumption of South African goods & services;
- Enhance** South Africa's international stature;
- Protect the Nation Brand Reputation** through the delivery of counter messages to dispel unfounded negative rhetoric;
- Influence narrative & perceptions** of South Africa;
- Analyse & develop insights** that inform & empower through enhanced understanding of the Nation Brand Performance
- Develop & disseminate** key messages that effectively & positively tell the unique story of South Africa;
- Inspire** pride, patriotism, social cohesion, nation building & positive change in South Africa;
- Inspire** loyalty & advocacy in expatriate South Africans;
- Counter** negative messages & impressions of South Africa;
- Showcase** achievements of the NDP;
- Assist** government & the private sector in aligning their country communication strategies to the country brand; &
- Leverage** on strategic global events & engagements to bring the Brand story to life & to create lasting brand moments.

Policy and strategy mandate informing the strategic posture and intent of Brand South Africa are guided by the below considerations.

The Five Year NDP Implementation Plan

MTSF

6th Administration's Seven Priorities

African Continental Free Trade Area (AfCFTA)

<u>NDP Chapter 7:</u>	<u>NDP Chapter 15:</u>	<u>MTSF Priority 6:</u>	<u>MTSF Priority 7:</u>
Positioning South Africa in the World	Transforming Society and Uniting the Country	Social cohesion and safe communities	A better Africa and World

Cross-cutting priorities

- Economic Reconstruction & Recovery Plan
- Trends in the Nation brand space
- Environmental analysis (domestic and internationally)
- Review of the previous 5 year strategy
- Environmental sustainability (climate change)

SONA priorities

- Investment Attraction
- Accelerate economic recovery
- Fight corruption and strengthen the state
- Restore Energy Security
- Leverage the implementation of AfCFTA including access to markets

Impact that 2023/24 the APP should contribute towards



Impact Statement 1:
A Prosperous Nation Brand

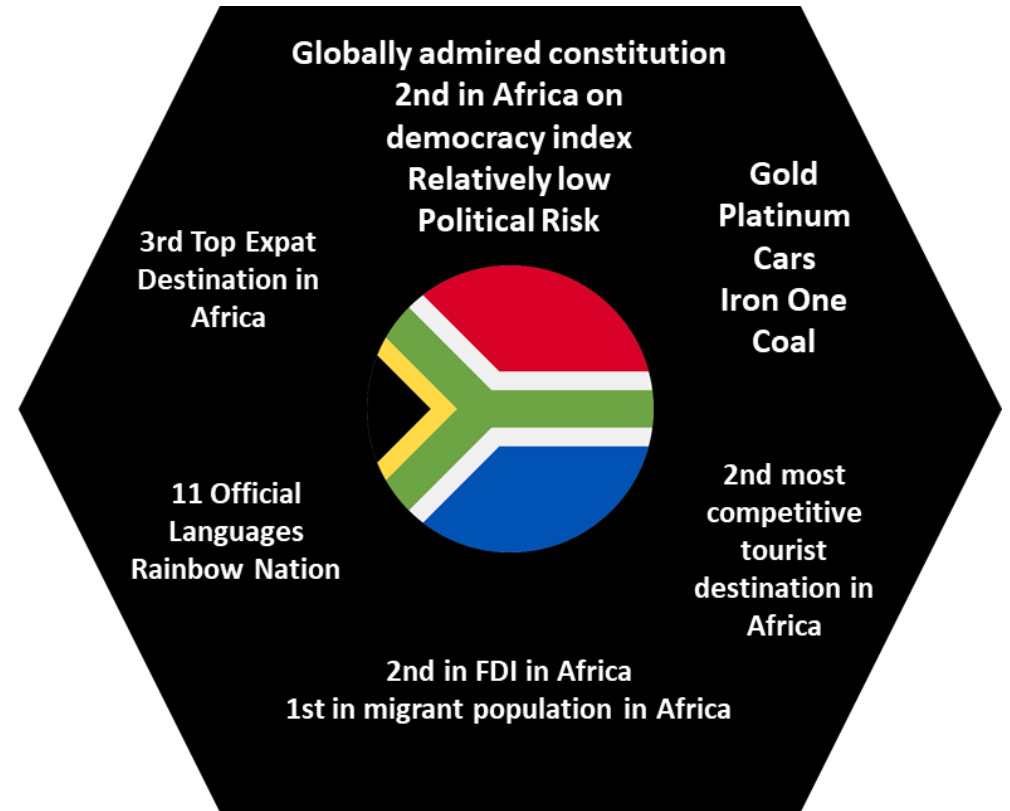
Impact Statement 2:
A patriotic and socially cohesive nation

BRAND *South Africa*



SOUTH AFRICA AT A GLANCE

NATION BRAND HEXAGON GUIDES "THE IMPLEMENTATION" OF BRAND SOUTH AFRICA ACTIVITIES



SOUTH AFRICA'S GLOBAL REPUTATION

- In 2022 Brand South Africa launched the findings of the Global Reputation Study which monitored the country's performance on a range of competitiveness, reputation, and governance related indicators.
- The Study used 3 approaches where South Africa was compared with 10 markets, across 4 continents, in relation to perceptions on exports, investments, talent, tourism, and general reputation.
- It provides a holistic broad map on perceptions and their nuances across 13 key markets.

The strategic target markets for South Africa Nation Brand




Tier 1

- 1  USA
- 2  India
- 3  UK

Tier 2

- 4  Germany
- 5  Australia
- 6  Japan
- 7  France
- 8  Canada
- 9  Netherlands

Tier 3

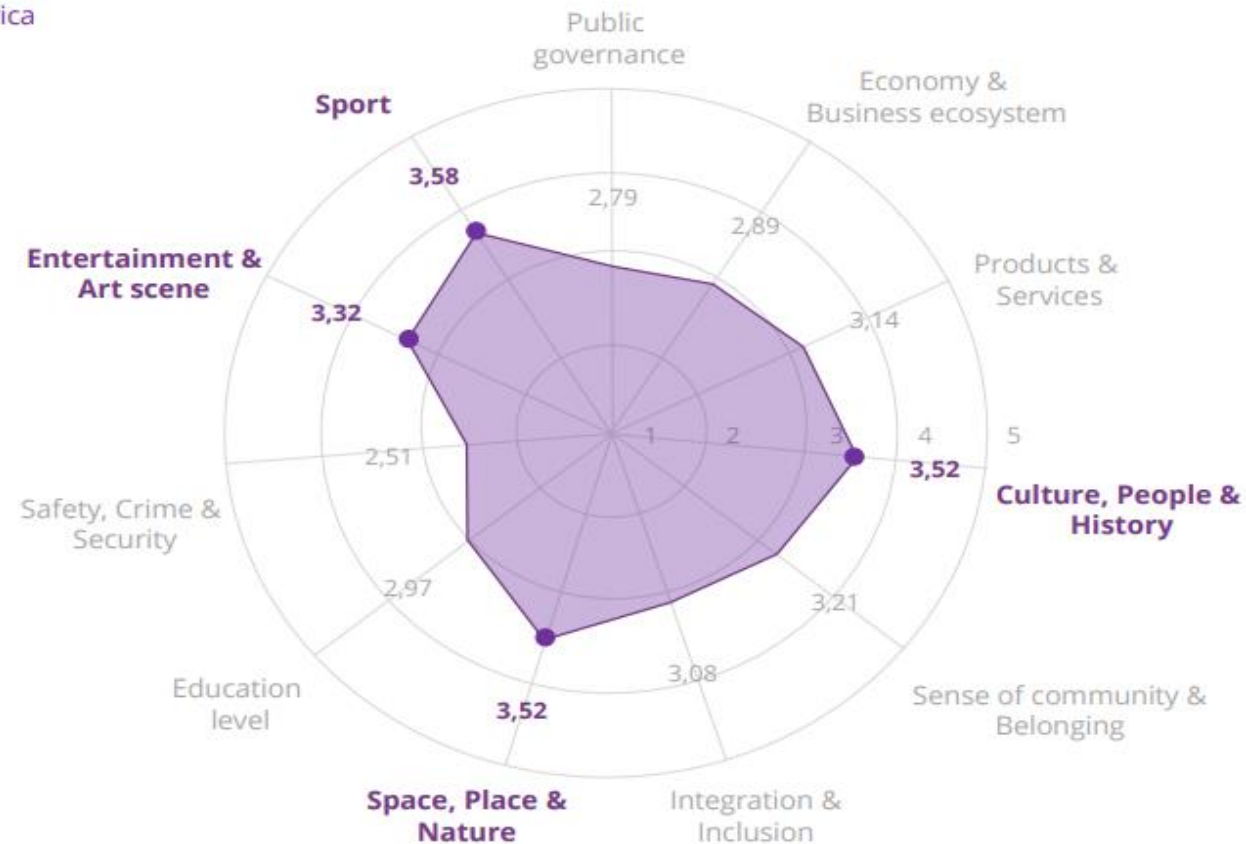
- 10  China
- 11  Switzerland
- 12  UAE
- 13  Saudi Arabia

Space, Place & Nature, Culture, People & History, Sport & Entertainment, and Art Scene are the main contributors to South Africa's positive perception

Figure: Specific types of perceptions of South Africa among **Not-familiars**

■ >3, 5
 ■ 3,5-3,25
 ■ 3,25-3
 ■ < 3
 — Not-familiar with South Africa

Perception	
I	E

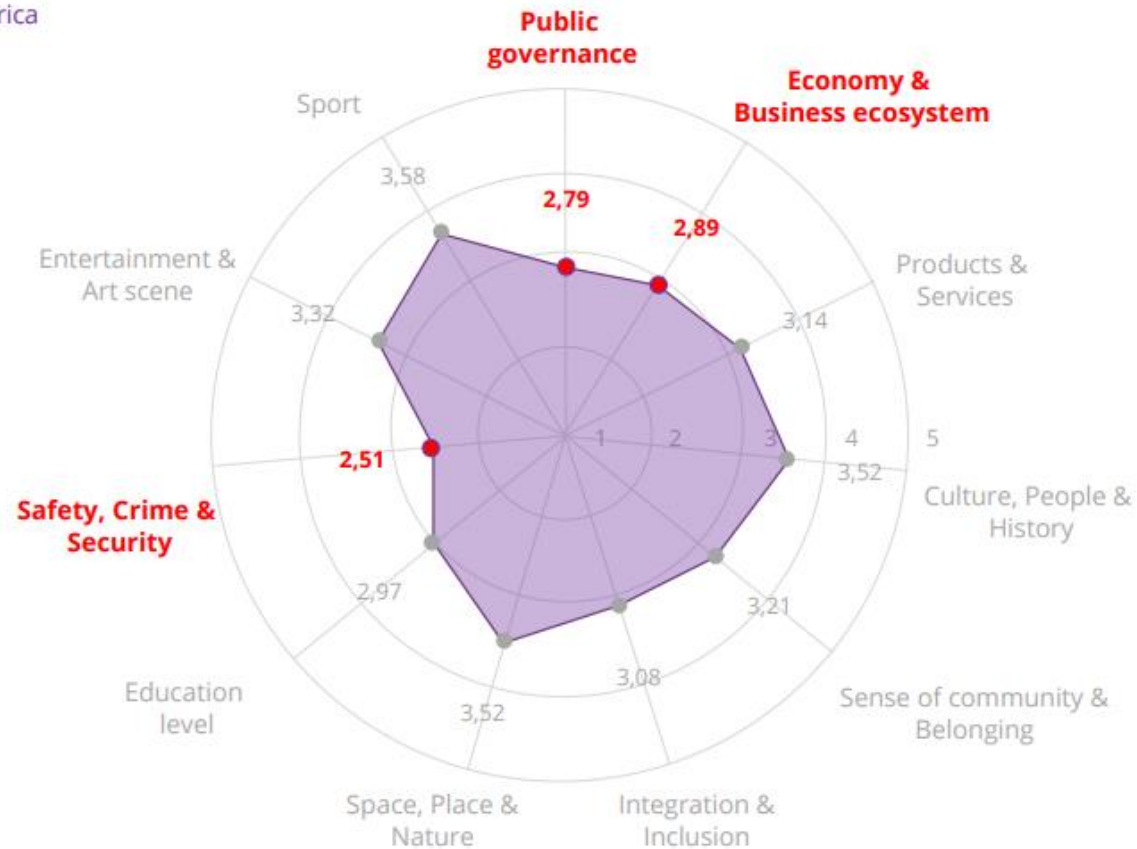


Public governance, Safety, Crime & Security, and Economy worsen the overall perception

Figure: Specific types of perceptions of South Africa among **Not-familiars**

■ >3,5
 ■ 3,5-3,25
 ■ 3,25-3
 ■ <3
 — Not-familiar with South Africa

Perception	
I	E



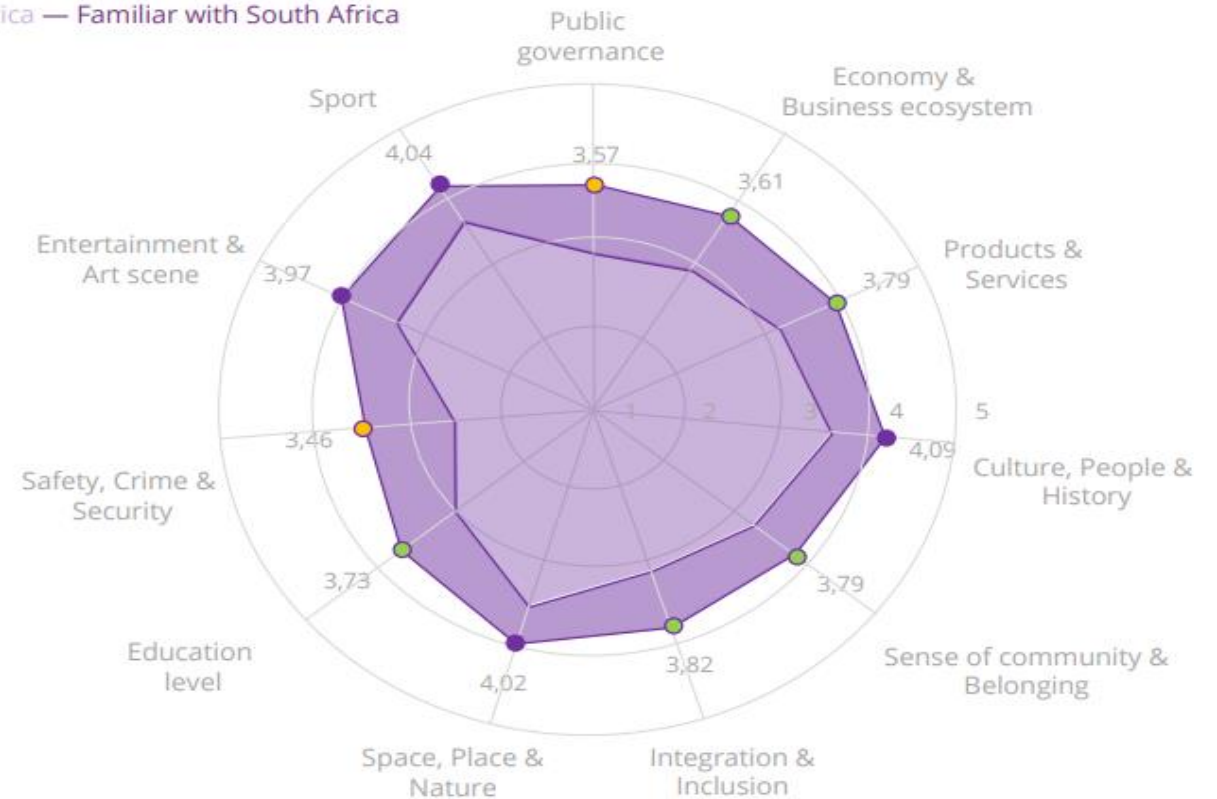
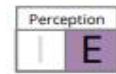
> Perception tend to improve when ‘experiencing’ the country

- Research has proven that perceptions tend to improve when “experiencing” the country
- Even the most problematic one – Safety, Crime & Security - has a moderately good perception once people have gotten to know South Africa.
- The perception of Public governance is also better among Familiars
- **Brand SA focus:**
 - Focus on the positives
 - Communicate interventions on issues negatively impacting the reputation of the country.

Figure: Specific types of perceptions of South Africa among **Familiars** and **Not-familiars**

■ >4 ■ 4-3,6 ■ 3,6-3 ■ < 3

— Not familiar with South Africa — Familiar with South Africa



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RESEARCH INDICES ANALYSED ON A CONTINUOUS BASIS

**Open
Budget
Survey**

**Human Development
Index: UNDP**

World Justice Project
Rule of Law Index®
2021



Brand Finance®
Global Soft Power Index



WORLD
ECONOMIC
FORUM



**CORRUPTION
PERCEPTIONS
INDEX 2021**

**GLOBAL
INNOVATION
INDEX 2020**

The
**Good
Country
Index**

> THE ENVIRONMENT

1.

The COVID-19 pandemic has had a severe impact on global economic outlook and the South Africa economy and society have not been spared. Many economies are dealing with high inflation, low growth, and high debt.

2.

The IMF predicts a slow-down in growth in 2023, with the Fund arguing that over a third of the globe will see recession this year. This the institute argues is caused by the Russia-Ukraine crisis, cost of living increases, and energy supply

3.

Addressing Climate Change has become an imperative for South Africa and the country is committed the implementation of sustainable energy and food security solutions.

4.

Energy security has become one of the greatest concerns for government, business and society at large.

5.

High levels of unemployment, inequality remain a challenge for South Africa.

6.

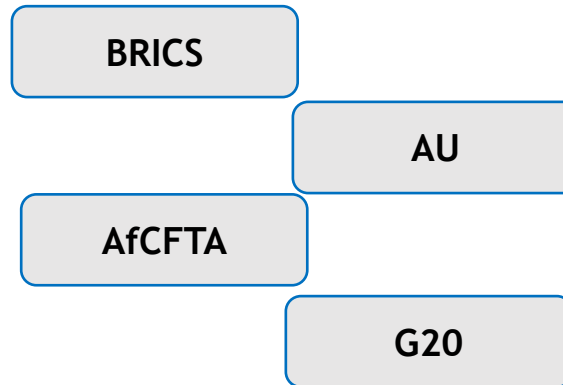
South Africa continues to prioritise economic recovery and the attraction of investments to stimulate economic growth.

> FACTORS INFLUENCING GLOBAL MARKET SELECTION

SA Inc. Research

 Senegal	 DR Congo
 Ghana	 Mozambique
 Nigeria	 Algeria
 Cote d'Ivoire	 Russia
 Angola	 South Korea
 Kenya	 Singapore

Strategic alliances



International reputation study

1  USA	4  Germany	10  China
2  India	5  Australia	11  Switzerland
3  UK	6  Japan	12  UAE
	7  France	13  Saudi Arabia
	8  Canada	
	9  Netherlands	

Additional considerations incl:

- Alignment with key stakeholders (e.g. the dtic's InvestSA & Trade Invest Africa, SAT, DIRCO & Missions abroad)
- Countries with low familiarity and awareness of South Africa as an investment destination and budget

BRAND SA STAKEHOLDERS AND TARGET AUDIENCES

Strategic Platforms	BRIC nations	dtic	Treasury	Economists	Tertiary institutions
G20 Nations	Foreign missions	Presidency	DIRCO	Trade Unions	Civil Society
Stakeholder		Government (Parliamentarians/Legislature/NCOP)		Influencers	



Media		Business		Africa	
Business	News and current affairs	Business chambers	Business lobbyists	SADC	African Union
Pan-African		Big business	International investors	Nepad	

SOUTH'S AFRICA MESSAGING PILLARS

- **Diversity**

South Africa has diverse industries, abundant resources and economic opportunities; a pool of experienced and skilled professionals, and a track record of creating value, economic growth and sustainable ROI for investors.

- **Creativity**

South Africa's rich diversity and history has positioned the country that inspires innovative solutions for resolving and overcoming challenges.

- **Competitiveness**

South Africa is an attractive and leading African investment destination and open economy, with credible and independent institutions, a resilient and competitive private sector, world-class infrastructure, an influential role in the region (BRICS, AfCFTA, etc.) and a clear, sustainable and achievable economic recovery and growth strategy (ERRP, Just Energy Transition, etc.).

> Key messages

1. Economic reform agenda

South Africa has made in implementing a reform agenda, that will grow the economy, process bottlenecks, create jobs, and ensure a more prosperous future. The suite of reforms – focused on energy security, infrastructure. development, food security, job creation and the green transition – are designed to create a sustainable, resilient, and inclusive economy.

4. Public finances

South Africa is restoring the health of its public finances and making progress in reducing and stabilizing its debt. Recent success in rebuilding fiscal buffers will better position the country to navigate a deteriorating global economic outlook.

2. Achieving energy security

South Africa is taking positive steps to address load shedding and make it a thing of the past by mobilising all resources at its disposal to achieve energy security. For South Africa, achieving energy security is the single most important objective to enable economic growth and job creation.

5. Strengthening money-laundering and counter-terrorist financing laws

South Africa is committed to fully implementing FATF recommendations and strengthening the country's ability to ensure safeguards in accordance with international standards for AML/CFT and combatting corruption.

3. Climate change and the environment

South Africa is committed to addressing climate change through the decarbonisation of the country's economy. Decarbonisation will help South Africa achieve its emission reduction goals, while promoting sustainable development and ensuring a just transition.

6. Deepening economic cooperation within the continent and stimulating trade

South Africa is committed to the success of the African Continental Free Trade Area (AfCFTA) and is performing an advocacy role on behalf of Africa in encouraging the International Financial Institutions especially the African Development Bank, the International Monetary Fund and the World Bank to assist with the implementation of the AfCFTA through financial support, policy advise and technical assistance.

PLANNING PROCESS

THE BRAND SA STRATEGIC PLANNING PROCESS WAS ITERATIVE AND INCLUDED A SERIES OF ENGAGEMENT SESSIONS

Staff Strategic Planning Session

- Held in August 2022 and the Draft Brand SA 2023/2024 APP was developed

1st draft

- Submission of 1st draft Brand SA 2023/2024 APP to The Presidency and GCIS

Management workshops review & align to Board and Executive Authority inputs

August 2022

September 2022

31 October 2022

31 January 2023

Board Strategic Planning Session

- Held on 14 September 2022
- Draft Brand SA 2023/2024 which included the inputs from the Executive Authority was developed

Management workshops review & align to Board , Executive Authority inputs and issues in the environment

APP Submission

- Submission of the Final Brand SA 2023/2024 APP to The Presidency and GCIS

2023/24 focus is to positively influence & enhance perceptions of the Nation Brand

Context

- Increasing competition amongst middle income countries for tourism, FDI and ODA
- Constrained domestic economic environment (GDP, Debt, Unemployment, etc.) compounded by **COVID-19**
- Reputation challenges emanating from various issues : energy crisis, high unemployment level, slow economic growth, crime etc
- A confused domestic perception and identity amongst South Africans

Response

- Aggressive and enhanced value proposition, targeted to strategic markets globally
- Segmented and targeted strategies showcasing unlimited investment opportunities
- Strategic collaboration with investment promotion agencies (national, provincial and city level)
- Quick turn around in responding to key reputation challenges.
- Ongoing monitoring of issues in in the environment (domestic and globally)
- Collaboration with like minded partners and departments
- Continue to articulate the Nation Brand identity
- Continue to inspire advocacy, pride and active citizenship

Levers for Success

- 1** Insights
- 2** Partners & Alliances
- 3** Marketing & Communication

Targeted interventions requires data driven insights on resource allocation, trends, opportunities, threats and required outcomes

Leverage stakeholders to maximise reach, gain consensus, drive credibility and support and optimise gov. resources

Campaigns based on sound insights, executed with partners for clear objectives and outcomes that enhances our Nation Brand. Underpinned by a strong reputation programme at strategic platforms

ANNUAL PERFORMANCE PLAN OUTPUTS 2023/24

PROGRAMME 1: ADMINISTRATION

The purpose of the programme is to provide strategic leadership, management, and support services to the core business functions of Brand South Africa and is overall responsible for ensuring sound governance, high performance and optimal utilisation of available capital and resources.

> KEY ACTIVITIES UNDER PROGRAMME 1

OUTCOME 1

Improved reputation of Brand South Africa as an entity

KEY ACTIVITIES

- Strategic leadership, management, and support services to the core business functions of Brand South Africa.
- Sound governance, high performance and optimal utilisation of available capital and resources.

Impact Statement 1:

A Prosperous Nation
Brand

OUTCOME 1: IMPROVED REPUTATION OF BRAND SOUTH AFRICA

OUTPUT	OUTPUT INDICATOR	2023/24 ANNUAL TARGET	QUARTERLY TARGETS			
			QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
1.1. Unqualified audit outcome obtained	1.1.1. An unqualified audit outcome	An unqualified audit outcome	Internal Audit satisfactory report on financial statements and performance information	An unqualified audit outcome for the 2022/23 financial year	Internal Audit satisfactory report on financial statements and performance information	Internal Audit satisfactory report on financial statements and performance information
1.2. Payments made to suppliers within 30 days	1.2.1. Percentage of payments made on valid supplier invoices within 30 days from the date of receipt of an invoice	100% payments made on valid supplier invoices within 30 days from the date of receipt of an invoice	100% payments made to valid supplier invoices within 30 days from the date of receipt of an invoice	100% payments made to valid supplier invoices within 30 days from the date of receipt of an invoice	100% payments made to valid supplier invoices within 30 days from the date of receipt of an invoice	100% payments made to valid supplier invoices within 30 days from the date of receipt of an invoice
1.3. B-BBEE scorecard rating	1.3.1. B-BBEE scorecard rating level	Level 5 B-BBEE scorecard rating level	B – BBEE annual strategy approved	-	-	Level 5 B-BBEE scorecard rating level report
1.4. Vacancy rate	1.4.1. Vacancy rate of no more than 10% against the approved organisational structure maintained	Vacancy rate of no more than 10% against the approved organisational structure maintained	-	-	-	Vacancy rate of no more than 10% against the approved organisational structure maintained
1.5. Organisational performance	1.5.1. Overall percentage rating on organisational performance	90% overall organisational performance rating	90% overall organisational performance rating	90% overall organisational performance rating	90% overall organisational performance rating	90% overall organisational performance rating
1.6. IT security and systems availability	1.6.1. Number of reports on IT security and systems availability	4x reports on IT security and systems availability	1x report on IT security and systems availability	1x report on IT security and systems availability	1x report on IT security and systems availability	1x report on IT security and systems availability

PROGRAMME 2: BRAND, MARKETING & REPUTATION MANAGEMENT

The purpose of this programme is to develop and articulate a Nation Brand identity that will advance South Africa's long-term positive reputation and global competitiveness. This includes using research, to monitor sentiment and the performance of the Nation Brand; analysing trends and providing insights that will inform decision making and communication strategies; to proactively and reactively communicate the country's value proposition, values and highlight progress being made.

> KEY ACTIVITIES UNDER PROGRAMME 2

OUTCOME 2

Increased attractiveness & thereby competitiveness of the Nation Brand.

KEY ACTIVITIES

- Marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic and international audiences
- Integrated Nation Brand reputation programmes implemented for strategic platforms domestically and internationally
- Nation Brand performance monitoring, global reputation study, and Research reference groups conducted
- Reputation Management strategy
- Communication interventions implemented towards shaping and influencing a positive narrative about South Africa through favourable media coverage
- Nation Brand messaging through increased content on Brand South Africa's digital platforms

Impact Statement 1:

A Prosperous Nation Brand

OUTCOME 2: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT	OUTPUT INDICATOR	2023/24 ANNUAL TARGET	QUARTERLY TARGETS			
			QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
2.1. Marketing campaigns aimed at positioning South Africa as a preferred destination	2.1.1. Number of Marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically	8x Marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically	2x marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically	2x marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically	2x marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically	2x marketing campaigns aimed at positioning South Africa as a preferred destination flighted internationally, regionally, and domestically
2.2. Global Strategic platforms leveraged	2.2.1. Number of global strategic platforms leveraged to position South Africa	15x global strategic platforms leveraged to position South Africa	4x global strategic platforms leveraged to position South Africa	4x global strategic platforms leveraged to position South Africa	3x global strategic platforms leveraged to position South Africa	4x global strategic platforms leveraged to position South Africa
2.3. South African Global Reputation Study conducted	2.3.1. Number of reports that track South Africa’s global reputation and brand familiarity.	19x reports that track South Africa’s global reputation and brand familiarity	3x reports that track South Africa’s global reputation and brand familiarity	5x reports that track South Africa’s global reputation and brand familiarity	5x reports that track South Africa’s global reputation and brand familiarity	6x reports that track South Africa’s global reputation and brand familiarity
2.4. Communication interventions	2.4.1 . Number of registers of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically	4x registers of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically	1x register of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically	1x register of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically	1x register of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically	1x registers of communication interventions produced as part of the Implementation of the reputation management strategy internationally, regionally and domestically.

OUTCOME 2: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT	OUTPUT INDICATOR	2023/24 ANNUAL TARGET	QUARTERLY TARGETS			
			QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
2.4. Communication interventions	2.4.2 Number of media monitoring analysis reports	12x Monthly (1 per month) media monitoring analysis reports	3x Monthly (1 per month) media monitoring analysis reports	3x Monthly (1 per month) media monitoring analysis reports	3x Monthly (1 per month) media monitoring analysis reports	3x Monthly (1 per month) media monitoring analysis reports
	2.4.3 Number of media engagements aimed at management of relations with international and domestic media	8x media engagements aimed at management of relations with international and domestic media	2x media engagements aimed at management of relations with international and domestic media	2x media engagements aimed at management of relations with international and domestic media	2x media engagements aimed at management of relations with international and domestic media	2x media engagements aimed at management of relations with international and domestic media
	2.4.4 Number of reports on implemented international and domestic media partnerships	8x reports on implemented international and domestic media partnerships	2x reports on implemented international and domestic media partnerships	2x reports on implemented international and domestic media partnerships	2x reports on implemented international and domestic media partnerships	2x reports on implemented international and domestic media partnerships
	2.4.5 Number of reports on the promotion of the Nation Brand through the Digital programme	4x reports on the promotion of the Nation Brand through the Digital programme	1x report on the promotion of the Nation Brand through the Digital programme	1x report on the promotion of the Nation Brand through the Digital programme	1x report on the promotion of the Nation Brand through the Digital programme	1x report on the promotion of the Nation Brand through the Digital programme

> KEY ACTIVITIES UNDER PROGRAMME 2

OUTCOME 3

Increased Nation Brand advocacy and active citizenship.

KEY ACTIVITIES

- Active citizenry and advocacy through the Play Your Part Programme
- PYP ambassador engagements supported
- Constitutional awareness activities
- Constitutional awareness activations
- Implementation of Global South Africans activities in key markets
- Content on Brand South Africa's digital platforms

Impact Statement 2:

A socially cohesive and patriotic nation

OUTCOME 3: INCREASED NATION BRAND ADVOCACY AND ACTIVE CITIZENSHIP

OUTPUT	OUTPUT INDICATOR	2023/24 ANNUAL TARGET	QUARTERLY TARGETS			
			QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
3.1. Promote active citizenry through the Play Your Part Programme	3.1.1. Number of activities that promote active citizenry and advocacy through the Play Your Part Programme	25x activities that promote active citizenry and advocacy through the Play Your Part Programme	6x activities that promote active citizenry and advocacy through the Play Your Part Programme	7x activities that promote active citizenry and advocacy through the Play Your Part Programme	6x activities that promote active citizenry and advocacy through the Play Your Part Programme	6x activities that promote active citizenry and advocacy through the Play Your Part Programme
3.2. Constitutional awareness activities aimed at promoting constitutional values and social cohesion	3.2. 1. Number of constitutional awareness activities aimed at promoting constitutional values and social cohesion	14x constitutional awareness activities aimed at promoting constitutional values and social cohesion	4x constitutional awareness activities aimed at promoting constitutional values and social cohesion	4x constitutional awareness activities aimed at promoting constitutional values and social cohesion	3x constitutional awareness activities aimed at promoting constitutional values and social cohesion	3x constitutional awareness activities aimed at promoting constitutional values and social cohesion
3.3. Implementation of Global South Africans activities	3.3.1. Number of GSA activities aimed at promoting active citizenry and advocacy to South Africans living abroad implemented in key markets	20x GSA activities aimed at promoting active citizenry and advocacy to South Africans living abroad implemented in key markets	4x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	7x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	4x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	5x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets
3.4. Domestic perceptions research study	3.4.1. Number of domestic perceptions research study conducted per year	8x domestic perceptions research study conducted	2x domestic perceptions research study conducted	2x domestic perceptions research study conducted	2x domestic perceptions research study conducted	2x domestic perceptions research study conducted

PROGRAMME 3: STAKEHOLDER RELATIONSHIPS

The purpose of the programme is to build and leverage collaborative partnerships, to integrate and coordinate efforts and approaches to market the Nation Brand identity, and promote the Nation's value proposition, to interface meaningfully with stakeholders who drive or influence perceptions on the Nation Brand and its reputation

> KEY ACTIVITIES UNDER PROGRAMME 3

OUTCOME 4

Aligned Nation Brand execution and experience domestically and internationally

KEY ACTIVITIES

- Collaborative activities with public sector, civil society and private stakeholders - domestically and internationally
- Nation Brand alignment masterclass
- Nation Brand Forums

Impact Statement 1:

A Prosperous Nation Brand

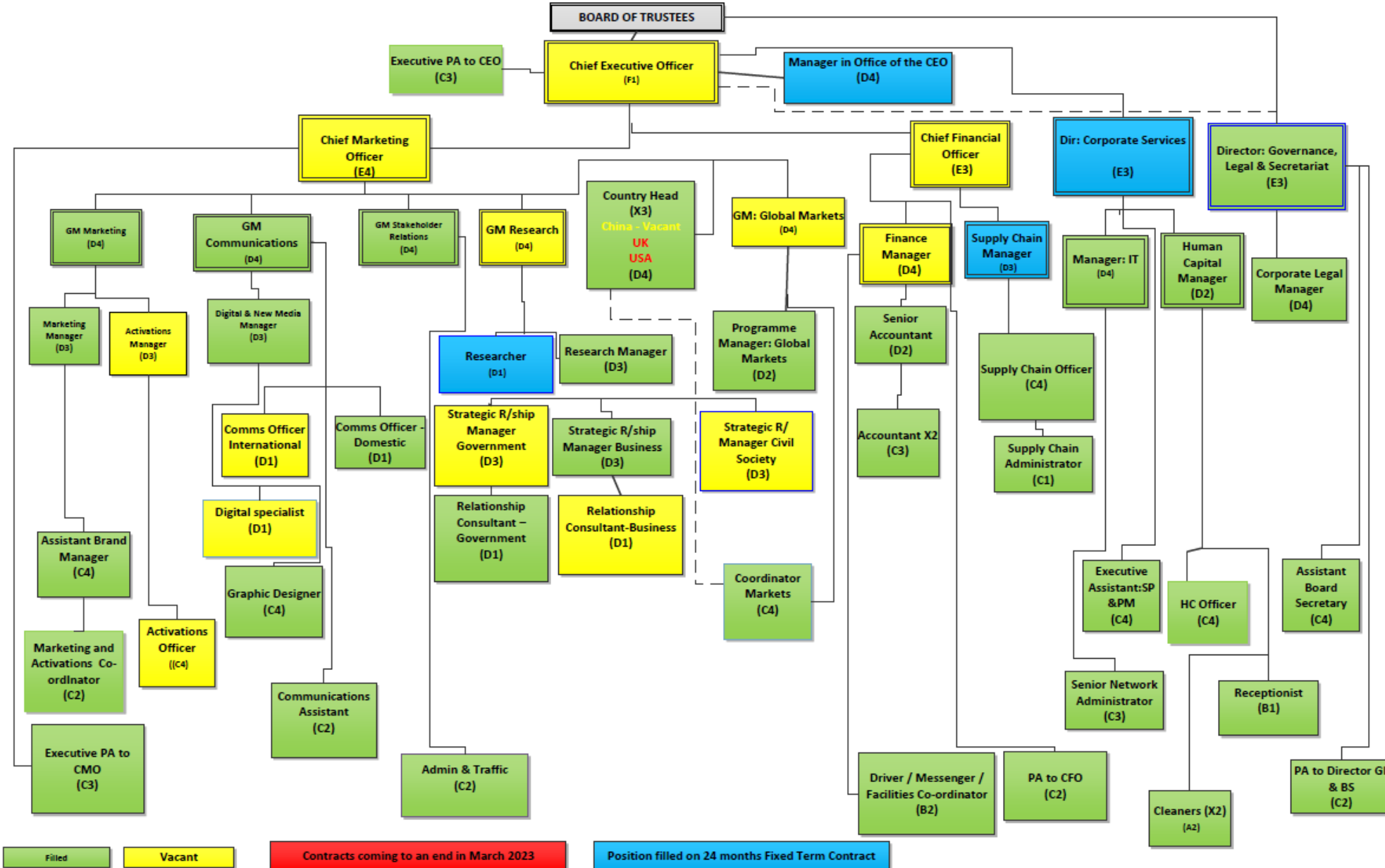
OUTCOME 4: ALIGNED NATION BRAND EXECUTION AND EXPERIENCE DOMESTICALLY AND INTERNATIONALLY

OUTPUT	OUTPUT INDICATOR	2023/24 ANNUAL TARGET	QUARTERLY TARGETS			
			QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
4.1. Nation Brand Forums aimed at positioning the country positively targeting domestic and international audiences	4.1.1. Number of Nation Brand Forums aimed at positioning the country positively targeting domestic and international audiences implemented	1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented	-	-	1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented	-
4.2. Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically	4.2.1. Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically	57x Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically.	15 x Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically.	15x Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically	13x Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically	14x Coordinated activities implemented with relevant stakeholders aimed at promoting an aligned Nation Brand execution and experience internationally and domestically



BRAND SOUTH AFRICA ORGANISATIONAL STRUCTURE

BRAND SOUTH AFRICA ORGANISATIONAL STRUCTURE



FINANCE

BUDGET ALLOCATION PROGRAMME

*R'000

BUDGET PER PROGRAMME	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Brand Marketing and Reputation Management	R 85 209	R 87 780	R 95 232	R 91 463	R 93 508	R 94 110	R 98 337
Stakeholder Relationships	R18 204	R 17 466	R 17 800	R 18 438	R 18 850	R 18 971	R 19 823
Administration	R 97 017	R 102 668	R 66 469	R 103 451	R 105 764	R 106 445	R 111 225
TOTAL	R 200 430	R 207 914	R 179 501	R 213 352	R 218 122	R 219 526	R 229 385

Brand SA budget split

- International: 70%
- Domestic: 30%



THANK YOU.