

BRAND *South Africa*

2022 | 23
ANNUAL REPORT



**A NATION BRAND
THAT INSPIRES ITS
PEOPLE AND IS
ADMIRED GLOBALLY**

#PlayYourPart

**A NATION BRAND THAT INSPIRES ITS
PEOPLE AND IS ADMIRERD GLOBALLY**

ABOUT BRAND SOUTH AFRICA

Brand South Africa was established in 2002, as the International Marketing Council in terms of the Trust Property Control Act No. 57 of 1988 (as amended). Brand South Africa is a Schedule 3A Public Entity in terms of the Public Finance Management Act No.1 of 1999 (PFMA), which reports to the Presidency as its Executive Authority. Brand South Africa is strategically positioned as the official marketing agency of South Africa.

PURPOSE AND PRIMARY OBJECTIVE

The primary objective of the Trust is to develop and implement proactive and coordinated marketing, communication and reputation management for South Africa. The aim is to contribute toward 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.

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, as well as pride and patriotism amongst South Africans.

Brand South Africa Values



The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, green, blue, white, and yellow—are visible in diagonal bands. The texture of the fabric is apparent.

Highlights

“Clean Audit Outcome”

What does it mean?

- ✓ Exceeded APP targets with less resources
- ✓ No significant deficiencies in internal financial controls
- ✓ No irregular, fruitless and wasteful expenditure
- ✓ Financial statements, Supply chain management and Performance information all fairly presented by the organization

How was it achieved?

- ✓ Decisive leadership and dedicated workforce
- ✓ Implementation of audit action plans
- ✓ Improved and sound internal controls implemented



“30 Day payments”

What does it mean?

- ✓ Efficient and effective supplier payment turnaround times
- ✓ Support of small business cash flows
- ✓ Improved reputation of the government institution

How was it achieved?

- ✓ Invoice tracking registers implemented and reviewed timeously
- ✓ Regular follow ups and effective invoice dispute resolution
- ✓ Decisive leadership and dedicated workforce



The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, green, blue, white, and yellow—are visible in wavy, overlapping bands. The text "Key Achievements" is centered in white, bold font.

Key Achievements

Programme 1: Administration

Outcome	Output	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
1.Improved Reputation of Brand South Africa as an entity	1.1.1. Unqualified audit opinion outcome obtained	1.1.1.1. An unqualified audit outcome obtained annually	An unqualified audit outcome	An unqualified audit outcome, with no other matters	Target met: (exceeded): An unqualified audit outcome, with no other matters	A clean audit outcome was achieved.	<ul style="list-style-type: none"> • Appropriate and thorough reviews of financial information. • Improved internal controls • Implementation of audit action plans
	1.2.1. Payments made to suppliers within 30 days	1.2.1.1. Percentage of valid payments made to suppliers within 30 days from the date of receipt of an invoice	91% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	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 deviation	No deviation
	1.3.1. B-BBEE scorecard rating	1.3.1.1. B-BBEE scorecard rating level	56% spend on B-BBEE level 1 suppliers	Level 6 B-BBEE score card rating level	Target not met: The BBBEE rating level for the period under review is non-compliant.	Level 2 BBBEE score card rating	Reason for Deviation: <ul style="list-style-type: none"> • The organization did not accumulate points for organizational control, supplier, enterprise, and socio-economic development.
	1.4.1. Vacancy rate	1.4.1.1. Percentage of vacancy rate	25% vacancy rate	10% vacancy rate	Target not met: The vacancy rate for the period under review is at 26%	16% vacancy rate	Reason for Deviation: <ul style="list-style-type: none"> • The organisational target was not met due to the moratorium that was placed on Brand South Africa by the Minister in the Presidency on the filling of permanent positions. Action Plan <ul style="list-style-type: none"> • Interventions were made in appointing people to act in vacant positions as well as appointing people fixed contract positions.

Outcome	Output	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
1.Improved Reputation of Brand South Africa as an entity	1.5.1. Organisational performance	1.5.1.1 Overall percentage rating on organisational performance	91% overall organisational performance rating	90% overall organisational performance rating	Target met. (exceeded): 93% overall organisational performance rating	3% overall organisational performance rating	Reasons for Deviation: • Catch up plans were implemented to ensure that the Annual Targets are met.
	1.6.1 IT systems availability	1.6.1.1. Percentage availability of all IT systems	99% system availability at the DR Site, with planned downtime	98% availability of all IT systems	Target met: 98% availability of all IT systems	No deviation	No deviation

Programme 2: Brand, Marketing and Reputation Management

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.1. Increased attractiveness and competitiveness of the Nation Brand	2.1.1. Marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	2.1.1.1. Number of marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	7x marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic audiences	4x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	Target met. (exceeded): 5x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	1x marketing campaign aimed at positioning SA as a preferred destination to domestic audiences	Reasons for Deviation: - Brand South Africa leveraged on the Loeries Awards through a campaign to influence a broad community of Creatives in order for them to carry Nation Brand messaging in their creative.
	2.1.2. Marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	2.1.2.1. Number of marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	5x marketing campaigns that illustrate the attractiveness of the Nation Brand to international audiences	4x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	Target met. (exceeded): 5x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	1x marketing campaign aimed at positioning SA as a preferred investment destination to international audiences	Reasons for Deviation: - Brand South Africa strategically selected markets aligned to Presidency State visit to position the Nation Brand through a campaign. Tactical Opportunities - Exporting South Africa to South Korea Campaign
	2.1.3. Integrated Nation Brand reputation programmes implemented for strategic platforms domestically.	2.1.3.1. Number of integrated reputation & communication activities implemented for strategic platforms domestically	3x integrated reputation & communication activities implemented for strategic platforms domestically	2x integrated reputation & communication activities implemented for strategic platforms domestically	Target met. (exceeded): 3x integrated reputation & communication activities implemented for strategic platforms domestically	1x integrated reputation & communication activities implemented for strategic platforms domestically	Reasons for Deviation: - Mining Indaba was held twice this financial year, as the February 2022 event was postponed to May 2022 due COVID.

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.1. Increased attractiveness and thereby competitiveness of the Nation Brand	2.1.4. Integrated Nation Brand reputation programmes implemented for strategic platforms internationally.	2.1.4.1. Number of integrated reputation & communication activities implemented for strategic platforms internationally	9x integrated reputation & communication activities implemented for strategic platforms internationally	8x integrated reputation & communication activities implemented for strategic platforms internationally	Target met. (exceeded): 13x integrated reputation & communication activities implemented for strategic platforms internationally	5x integrated reputation & communication activities implemented for strategic platforms internationally	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> - The organisation received a request from the Department of Human Settlements to assist with South Africa's participation at the World Urban Forum - Brand South Africa was part of the ongoing BRICS programme, as part of the build-up for SA hosting the summit. - The UK State Visit was an important platform for the organisation to support as it was the King's first hosting of a Head of State. - The organisation leveraged on an opportunity to position the Nation Brand through the Global Soft Power Summit. - Brand SA supported the JSE SA Tomorrow conference in the USA, which is aligned to the Investment Drive. <p>Tactical opportunities:</p> <ol style="list-style-type: none"> 1. BRICS Collaboration op-ed 2. MaXhosa Africa Activation - Stakeholder Relations 3. Africa Leaders' Summit - US -Trade and Investment Forum on the margins of the US Africa Leaders' Summit 4. Africa-Thai Economic Summit
	2.1.5. Nation Brand performance monitoring	2.1.5.1. Number global reputation and competitiveness indices analysed for Nation Brand performance monitoring	15x Nation brand performance monitoring analysis pieces	15x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	Target met. (exceeded): 16x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	1x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> - Target was exceeded due to increased interest in indicators linked to Nation Brand Hexagon. <p>Tactical opportunities:</p> <ol style="list-style-type: none"> 1. 2022 Brand Finance -Nation Brands Report Analysis



Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.1. Increased attractiveness and thereby competitiveness of the Nation Brand	2.1.6. South African global reputation study conducted	2.1.6.1. Number of reports that track South Africa's global reputation and brand familiarity	4x South African global reputation study reports produced	4x reports that track South Africa's global reputation and brand familiarity	Target met: 4x reports that track South Africa's global reputation and brand familiarity	No deviation	No deviation
	2.1.7. Research reference groups conducted	2.1.7.1. Number of research reference groups conducted	3x research reference groups conducted	4x research reference groups conducted	Target met: 4x research reference groups conducted	No deviation	No deviation
	2.1.8. Communication pieces	2.1.8.1. Number of communication pieces that position the country positively globally	60x Communication pieces	60x communication pieces that position the country positively globally	Target met: 60x communication pieces that position the country positively globally	No deviation	No deviation
	2.1.9. Thought leadership pieces	2.1.9.1. Number of thought leadership pieces that position the country positively published	8x Thought leadership pieces	8x thought leadership pieces that position the country positively published	Target met: 8x thought leadership pieces that position the country positively published	No deviation	No deviation

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.1. Increased attractiveness and thereby competitiveness of the Nation Brand	2.1.10. Content pieces emanating from media engagements published	2.1.10.1. Number of content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	10x content pieces published emanating from media engagements	11x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	Target met. (exceeded): 12x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	1x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	Reasons for Deviation: - The media partnership with Newzroom Afrika presented more opportunities for Team SA to be interviewed on the ground in Davos.
	2.1.11. Nation Brand messaging on Brand South Africa's digital platforms	2.1.11.1. Number of content pieces published on Brand South Africa's digital platforms	15% growth in user engagement on social media platforms	<ul style="list-style-type: none"> 120x content pieces published on Brand South Africa website. 250x content pieces published on PYP social media platforms 	Target met. (exceeded): <ul style="list-style-type: none"> 121x content pieces published on Brand South Africa website. 250x content pieces published on PYP social media platforms. 	1x content piece published on Brand South Africa website.	Reasons for Deviation: Website: - High volume of activities were implemented which allowed for additional content to be published on the website

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.2. Increased Nation Brand advocacy and active citizenship	2.2.1. Activities that promote active citizenry and advocacy through the Play Your Part programme	2.2.1.1. Number of activities that promote active citizenry and advocacy through the Play Your Part programme	16x Play Your Part activities implemented	9x activities that promote active citizenry and advocacy through the Play Your Part programme	Target met. (exceeded): 14x activities that promote active citizenry and advocacy through the Play Your Part programme	5x activities that promote active citizenry and advocacy through the Play Your Part programme	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> - Miss South Africa, for the first time in 2 years (due to the relaxation of COVID regulations) was able to host the top 10 announcement event live with the media. Therefore, as a partner, Brand South Africa was featured in the event. - Sunday times Generation Next added value as a build up to the main event, and Brand South Africa was a headline partner. - The organisation leveraged on an opportunity to facilitate activations through Gen Next Awards & Gsports Awards which are long standing partners. - In line with the recommendation by the Executive Authority for Brand South Africa to increase its focus on international markets, the PYP Advocacy campaign was implemented. - There was also a continuation of the GSport activity. <p>Tactical opportunities:</p> <ol style="list-style-type: none"> 1. Africa day cookout 2. Screen excellence awards targeting youth in the TV & film industry

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.2. Increased Nation Brand advocacy and active citizenship	2.2.2. PYP ambassador engagements to amplify national priority pillars	2.2.2.1. Number of national priority pillars amplified through PYP ambassador engagements implemented	83x PYP ambassador engagements supported	16x national priority pillars amplified through PYP ambassador engagements implemented	Target met. (exceeded): 20x national priority pillars amplified through PYP ambassador engagements implemented.	4x national priority pillars amplified through PYP ambassador engagements implemented.	Reasons for Deviation: <ul style="list-style-type: none"> - The responsive uptake in Quarter 1 from stakeholders who proactively aligned to issues in their communities was a positive win for Brand South Africa - In Quarter 2, the PYP ambassadors were proactive on issues that are affecting society.
	2.2.3. Constitutional awareness campaigns aimed at promoting constitutional values	2.2.3.1. Number of constitutional awareness campaigns aimed at promoting constitutional values	4x constitutional awareness campaigns	4x constitutional awareness campaigns aimed at promoting constitutional values	Target met: 4x constitutional awareness campaigns aimed at promoting constitutional values	No deviation	No deviation
	2.2.4. Constitutional awareness activations	2.2.4.1. Number of constitutional awareness activations to promote constitutional values	10x constitutional awareness activations	10x constitutional awareness activations to promote constitutional values	Target met. (exceeded): 12x constitutional awareness activations to promote constitutional values	2x constitutional awareness activations to promote constitutional values	Reasons for Deviation: <ul style="list-style-type: none"> - Brand South Africa leveraged the following opportunities in Quarter 3: <ol style="list-style-type: none"> 1. GBV focused activity in Venda in commemoration of 16 days of activism campaign 2. Mental Health focused activity in KZN

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
2.2. Increased Nation Brand advocacy and active citizenship	2.2.5. Implementation of Global South Africans activities	2.2.5.1. Number of GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	19x Global South Africans activities implemented in key markets	17x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	Target met. (exceeded): 18x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	1x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	Reasons for Deviation: - GSA Friends of South Africa activity was implemented during the Presidential State Visit in the UK. The state visit was an unplanned activity; however Brand South Africa supported the Presidential programmes, including state visits as and when required. Tactical opportunities: 1. Caleb Payne Digital GSA Activation
	2.2.6. Domestic perceptions research study	2.2.6.1. Number of domestic perceptions research study	4x domestic perceptions research reports	4x domestic perceptions research reports	Target met: 4x domestic perceptions research reports	No deviation	No deviation

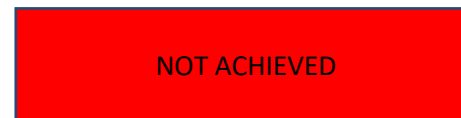
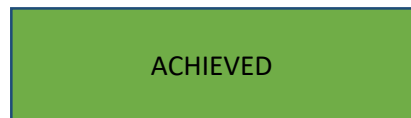
Programme 3: Stakeholder Relations

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
3.1. Aligned Nation Brand execution and experience domestically and internationally	3.1.1. Collaborative activities implemented with local and/or foreign public sector stakeholders domestically	3.1.1.1. Number of collaborative activities implemented with local and/or foreign public sector stakeholders domestically.	15x collaborative activities with public sector stakeholders domestically	14x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	Target met. (exceeded): 16x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	2x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> - Brand South Africa collaborated with GCIS on the Culture and Heritage activity. This allowed the organisation to build awareness on the SA Global reputation Study. - A collaboration with GCIS, DIRCO and the IDC on the SADC Awards allowed the organisation to showcase how responsible journalism plays its part in a vibrant constitutional democracy. <p>Tactical opportunities:</p> <ol style="list-style-type: none"> 1. SA/Uganda State Visit 2. SA/Tanzania State Visit 3. SA/Belgium State Visit
	3.1.2. Collaborative activities implemented with local and/or foreign civil society stakeholders domestically	3.1.2.1. Number of collaborative activities with local and/or foreign civil society stakeholders domestically	15x collaborative activities with civil society stakeholders domestically	14x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	Target met. (exceeded): 16x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	2x collaborative activities implemented with local and/or foreign civil society stakeholders domestically.	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> - Brand South Africa leveraged on an opportunity to partner with the KZN Flood Relief programme aimed at supporting those affected by the floods in the region. - The Nelson Mandela Annual Lecture, which was postponed in Quarter 2 was finally hosted in Quarter 3 of the year under review. <p>Tactical opportunity:</p> <p>What About The Boys project launch</p>

Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
3.1. Aligned Nation Brand execution and experience domestically and internationally	3.1.3. Collaborative activities implemented with local and/or foreign business stakeholders domestically	3.1.3.1. Number of collaborative activities implemented with local and/or foreign business stakeholders domestically	12x collaborative activities with business stakeholders domestically	14x collaborative activities implemented with local and/or foreign business stakeholders domestically	Target met: 14x collaborative activities implemented with local and/or foreign business stakeholders domestically	No deviation	No deviation
	3.1.4. Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented.	3.1.4.1. Number of Nation Brand Forums aimed at positioning the country positively targeting domestic and international audiences implemented	1x Nation Brand Forums held	1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented	Target met: 1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented.	No deviation	No deviation

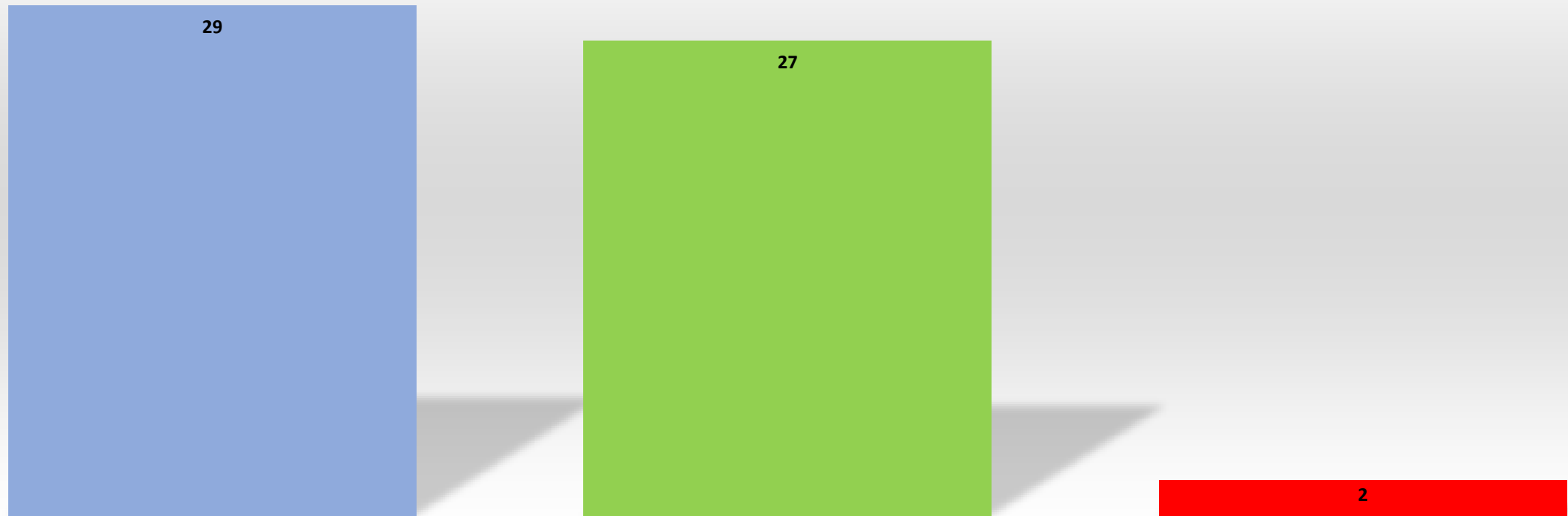
Outcome	Outputs	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
3.1. Aligned Nation Brand execution and experience domestically and internationally	3.1.5. Collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally	3.1.5.1. Number of collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally	23x collaborative activities with public sector, business, and/or civil society stakeholders internationally	20x collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally	Target met. (exceeded): 22x collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally.	2x collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally.	<p>Reasons for Deviation:</p> <ul style="list-style-type: none"> The Organisation leveraged opportunities to further amplify the Nation Brand positioning through a showcase of African Music and an activity focused on Women empowerment in the USA. <p>Tactical opportunities:</p> <ol style="list-style-type: none"> Canon Collin education trust. A collaboration that provided post graduate scholarships to Southern African citizens (South Africa, Botswana Namibia) Brand South Africa NASCAR Marketing Program Dawn Ultra 150 ARCA Series Race, Mid-Ohio Sports Car Club, 9th July 2022, USA Brand South Africa NASCAR Marketing Program Wawa 250 NASCAR Xfinity Series Race and Coke Zero Sugar 400 NASCAR Cup Series Race, Daytona International Speedway: 26th to 27th August 2022 NASCAR Xfinity Series Race
	3.1.6. Nation Brand alignment training workshops delivered	3.1.6.1. Number of Nation Brand alignment training workshops delivered	4x Nation Brand alignment trainings delivered	4x Nation Brand alignment training workshops delivered	Target met: 4x Nation Brand alignment training workshops delivered	No deviation	<p>Tactical opportunities:</p> <ol style="list-style-type: none"> KZN COGTA Training

LEGENDS



2022/2023 Overall Performance Breakdown

2022/2023 OVERALL PERFORMANCE BREAKDOWN



Total number of Targets

Number of Targets achieved

Number of targets not achieved

The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, green, blue, white, and yellow—are visible in diagonal bands. The word "Challenges" is centered in white text.

Challenges

Targets not met during the 2022/2023 Financial Year

Outcome	Output	Output Indicators	Audited Actual Performance 2021/2022	Planned Annual Target 2022/2023	Actual Achievement 2022/2023	Deviation from Planned Targets to Actual Achievement	Variance Explanation
1.Improved Reputation of Brand South Africa as an entity	1.3.1. B-BBEE scorecard rating	1.3.1.1. B-BBEE scorecard rating level	56% spend on B-BBEE level 1 suppliers	Level 6 B-BBEE score card rating level	Target not met: The BBBEE rating level for the period under review is non-compliant.	Level 2 BBBEE score card rating	Reason for Deviation: <ul style="list-style-type: none"> The organization did not accumulate points for organizational control, supplier, enterprise, and socio-economic development.
	1.4.1. Vacancy rate	1.4.1.1. Percentage of vacancy rate	25% vacancy rate	10% vacancy rate	Target not met: The vacancy rate for the period under review is at 26%	16% vacancy rate	Reason for Deviation: <ul style="list-style-type: none"> The organisational target was not met due to the moratorium that was placed on Brand South Africa by the Minister in the Presidency on the filling of permanent positions. Action Plan <ul style="list-style-type: none"> Interventions were made in appointing people to act in vacant positions as well as appointing people fixed contract positions.

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Highlights

“This Is Who We Are” Campaign on Digital, Print and Radio Platforms

Objectives: The “This is Who We Are” campaign aimed to ensure that citizens are reminded of who we are as South Africans and reconcile by returning to who we are at the core. The campaign focused on the following themes: sacrifice, respect, creativity, gender-based violence, as well as leveraging Reconciliation Day and believing in South Africa. The campaign was implemented in the form of digital banners, audiovisual ad, radio advert and print.

Reach: The campaign was promoted on Brand South Africa’s social media platforms (Facebook, Instagram, Twitter and LinkedIn), print and radio platforms during the 2022/3 fiscal and achieved 21 027 735 impressions, achieving an audience reach in excess of 8 893 668.



Loeries Awards

Objectives: Brand South Africa leveraged on the Loeries Awards through a campaign to influence a broad community of creatives in order for them to carry Nation Brand messaging in their creative. Brand South Africa had the privilege of presenting the Loeries Young Creative Award, won by Raphael Janan Kuppasamy. This award recognised talented young minds in the industry on a trajectory of sustained creative excellence. As a partner, Brand South Africa hosted the judges' wrap on the 5 October 2022 at the Desmond & Leah Tutu foundation that was attended by more than 150 people locally and from abroad.

Reach: The finale was attended by over 1000 people. Over 7000 impressions were made, reaching over 15 000 people on social media platforms.

'#GrowWithSouthAfrica' Campaign

Objectives: '#GrowWithSouthAfrica' Campaign leveraged on significant investments from global players which reaffirm their confidence in our country. The strategic aim of the campaign is to leverage the 'endorsement' of these blue-chip investors to demonstrate South Africa's proven pedigree as an attractive and sustainable investment destination for investors who are seeking growth opportunities in Africa.

Reach: The international campaign achieved an audience reach in excess of 62 065 682 on Facebook, Twitter and LinkedIn.



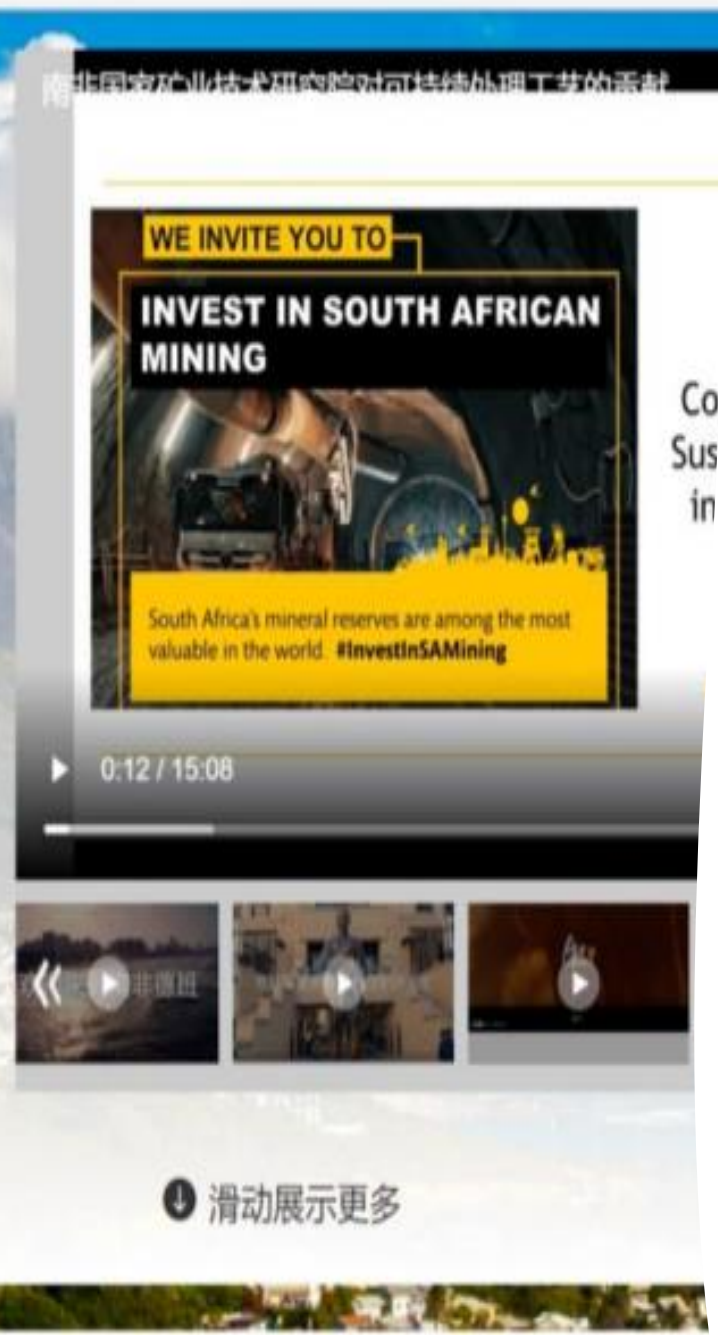
Exporting South Africa to South Korea Campaign

Objectives: Brand South Africa focused on Creative Exports as a strategic hub that is charged with the aim of bringing the South African creative industry together and collaborating to export South Africa to the world. The strategy was to leverage influential springboards within South Korean bloggers and influencers for the best amplification, in order to generate awareness of the Nation Brand proposition.

A website and a social media Instagram account, called FashionZar was created to create awareness on South Africa's culture, innovation, and heritage through fashion.

FashionZar is where local South African innovation becomes bold global influence. With Creativity at its core, Black Coffee, David Tlale and Maxhosa were chosen to use Fashion as vehicle to export the South African brand to Asia, namely South Korea.

Reach: The campaign was promoted on social media and YouTube. It reached 470 050 people and 76 776 engaged with the content.



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Objectives: Through the Play Your Part Advocacy platform, Brand South Africa targeted international audiences/communities, especially international communities investing in South Africa such as Asia, America, UAE and Europe: because of their leadership role as well as some investments made into South Africa from those regions.

Play Your Part Advocacy

Brand South Africa also supported the Presidential State Visits and as part of an integrated programme of the strategic platforms, and targeted the State Visit markets to create awareness on the country profile and to enhance the awareness of the Nation Brand, image and reputation through the placement on Digital Media in pre, during and post State visits.

The Advocacy AV focusing on South African exports was flighted in key markets, such as Japan, India, Malaysia, Uganda, Egypt, Nigeria, as well as Saudi Arabia, United Arab Emirates and United Kingdom.

Reach: The total reach achieved was 2,8 million impressions across digital platforms.

MINED OUT: OUTCOMES OF THE MINING INDABA 2023

LIVE



RICHARD POPLAK
Daily Maverick Editor-at-Large



ED STODDARD
Business Maverick Journalist and
Mining Correspondent

THURSDAY, 16TH MARCH 2023 📅
6PM - 7PM 🕒
DAILY MAVERICK / BRAND SOUTH AFRICA 🌐



Mining Indaba

Objectives: Brand South Africa collaborated with the Department of Mineral Resources and Energy, the Department of Trade, Industry and Competition and its partners in the execution of the Team South Africa Investing in Africa Mining Indaba Conference. The organisation’s main objectives were to execute an integrated marketing and communications strategy for the engagement as well as to elevate the efforts of South Africa’s mining industry to position it as a destination of choice for international investments

Reach: All Team South Africa activities were flighted on the organisation’s Twitter platform of 158 000 followers.



Joburg International Film Festival

Objective: Brand South Africa partnered with the Joburg International Film Festival as a means to promote South Africa not only as a preferred filming destination, but also as the home to diverse and vibrant cultures and stories. The partnership helped shine a light on South Africa and the continent's rich cultural heritage through compelling storytelling.

The partnership with the Joburg Film Festival launched at the end of January 2023 to show unwavering support for and raise the profile of the country's strengths in the industry to local and international audiences.

The festival seeks to grow cultural tourism not only for the city of Joburg and the Gauteng province, but for the country as a whole.

WORLD ECONOMIC FORUM 2023 DAVOS, SWITZERLAND

COOPERATION IN A FRAGMENTED WORLD

#GrowWithSouthAfrica
#SAinDavos2023



World Economic Forum Annual Meeting in Davos 2023

Brand South Africa participated at the 2023 WEF Davos meeting that brought together over 4,000 leaders and experts from around the world. The organisation implemented a stakeholder and communications programme at WEF Davos 2023 to position the Nation Brand.

The objective of 2023 Annual Meeting (according to WEF) was aimed at finding ways to reinstitute a collective sense of agency and to turn defensive measures into proactive, vision-driven policies and business strategies.

Grand Pavois La Rochelle International Boat Show

Objective: This fiscal marked 50 years of the Grand Pavois that has evolved and progressed from a regional event to the major boat show that we know today. Over 80 000 visitors of which more than 5000 people were international visitors attended the exhibition and festivities, in addition to the exhibition by team South Africa which consisted of Brand South Africa, SA Tourism, South African Boat Builders Export Council (SABBEX) and the South African Embassy in Paris.

South Africa also hosted a networking reception where the country was announced as the guest country of honour for the upcoming 2023 instalment of the boat show. Brand South Africa issued a media statement to invite media to attend the reception, and over 20 media houses attended, with two publications publishing the press statement and the announcement i.e., ParFigaronautisme.com and 24presse.com.

United Nation General Assembly Meeting

Brand South Africa collaborated with Thatcher and Co. and the South African Mission to the United Nations to provide support by leveraging the presence of the South African delegation to build and manage the reputation of the Nation Brand in the USA and lead on coordinating media engagements on the ground during the 77th UN General Assembly.





UK State Visit

- The UK Royal Communications under Buckingham Palace issued a Press Statement during October 2022 announcing the planned State Visit by the President of the Republic of South Africa. The communication indicated that the President of the Republic of South Africa, President Cyril Ramaphosa, had accepted an invitation from His Majesty The King to pay a State Visit to the United Kingdom from Tuesday, 22 November, to Thursday, 24 November 2022. Furthermore, The King and The Queen Consort would host the State Visit at Buckingham Palace.
- There were different business engagements and roundtables for UK Business Community and South African Businesses. Brand South Africa as the custodian of the South Africa Nation Brand provided support to Team South Africa during the UK official visit by the President of the Republic of South Africa

State Of The Nation Brand Report Launch



- Brand South Africa launched the initial State of the Nation Report which was the culmination of the organisation's domestic and global research.
- Primarily, the State of the Nation Brand Report is derived from Brand South Africa's Domestic Perceptions Research
- The report reflects on the highlights of South Africa's journey towards its Nation Brand development

Banyana Banyana's Victory at the Women's Africa Cup of Nations (WAFCON) 2022

- Banyana Banyana's victory at WAFCON 2022 presented an opportunity to profile and showcase the country's prowess in sport.
- Brand South Africa disseminated a press release titled 'Banyana Banyana win - an exceptional performance gives the nation yet another boost towards increased social cohesion', which was shared with various media houses and published on Brand South Africa's website. The organisation also provided extensive digital coverage at the homecoming engagement that took place at OR Tambo International Airport in partnership with the South African Football Association (SAFA) and the Department of Sports, Arts and Culture.



Brand South Africa Podcast in China



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Objective: Brand South Africa continued to develop and publish Nation

Brand building content on its Chinese platforms during the period under review.

Aligned to the identified topics and focus pillars from the international Nation Brand marketing campaign, the content that was developed for the China market on Brand SA's WeChat platform included articles published in Mandarin Content.

Reach: 387,3 million page views

Thought Leadership Pieces

- Objective: As part of efforts to position the organisation as a thought leader in matters of Nation Branding, opinion editorials that address issues in the environment that potentially impact the country's reputation are developed and published on reputable platforms externally to maintain a captivate audience.
- A target of eight thought leadership pieces was achieved with content that positioned the country positively on topics such as Security, Stability and Supply at Mining Indaba, South Africa's participation at WEF, Public-Private Partnership Investment and promotion of the country's investment drive.

Nation Brand Forum Media Programme

An integrated PR and media programme was executed to create and maintain awareness of the organisation's flagship programme, the Nation Brand Forum.

Reach: A partnership with Newzroom Afrika was secured for the three-day forum, which allowed for increased visibility with real time live crossings. Newzroom Afrika is a premier Pan-African 24-hour TV news channel with continental footprint has a daily reach of 1,381,564 viewership.



Youth Day - Broadcast and Digital Campaign

- Brand South Africa leveraged youth month to deliver messaging that encourages young citizens to contribute to positive change in society, as well as celebrate those who are already involved in making a positive change in their communities.
- **Reach:** The campaign was executed through a partnership with the radio station, YFM, whose primary target is youth between the ages of 18 - 35 years in Gauteng. Campaign elements included: live reads, recorded generics and digital amplification across the station's digital and social media platforms over a 2-week period and reached 527 000 listeners. The advertisements were heard at least 6 times by listeners in this target market.

Miss South Africa Digital Activation

- Brand South Africa relaunched its on-going partnership with the Miss South Africa pageant and provided live coverage of the finale, as well as the Meet & Greet with the Deputy Minister in the Presidency, followed by the official on boarding brunch of the new PYP ambassadors.
- Brand South Africa hosted a ticket give-away on its digital platforms, giving two followers the opportunity to attend the Miss South Africa pageant with their partners. In total, 443 entries were received.

Investing In African Mining Indaba 2022

- Brand South Africa led with the digital strategy and implementation, including distribution to the broader Team SA working group for pre-promotion, during and post Mining Indaba coverage.
- The digital and communications programme covered key events and lead interviews with stakeholders and messengers. Brand South Africa provided onsite coverage, creative design, and content development.
- Reach: The share of voice of Team SA's participation at the Indaba under the hashtags #BelieveInSA and #InvestInSAMining generated 299 mentions, a reach of 2,5 million, 21 million impressions and 102 unique authors.

Digital Profiling of the Play Your Part Programme

- Brand South Africa also continued the roll-out of its Cool to Be Kind initiative which promotes active citizenship and showcases acts of kindness/acts of giving/selflessness. Content curated by social media influencers focused on a Back-to-School drive, and offering support to Small Business, with the hope to inspire other citizens to do the same.
- The initiative garnered a reach of 302 868, 322 181 impressions and 4617 engagements.

Play Your Part Academy

- Brand South Africa's initiative, the Play Your Part (PYP) Academy launched in January 2022 which offered local existing and aspiring entrepreneurs the crucial knowledge to help start a business or boost their current businesses.
- The Play Your Part Academy has registered almost 1000 small businesses in South Africa and has been awarded The Certificate of SME Support Excellence, in recognition of their hard work, dedication and commitment to supporting the growth of small and medium sized enterprises in South Africa by World Cities.

FREE
14 DAY COURSE

DID YOU COMPLETE YOUR PLAY YOUR PART ACADEMY BUSINESS COURSE?

PLAY YOUR PART
www.playyourpart.co.za

South Africa
Inspiring new ways

LEARN MORE >

www.thestartuptribe.org/pages/PYP

Play Your Part Ignite



- Play Your Part continued its commitment to nurturing the economic growth in the country through the programme and introduced the Play Your Part Ignite Masterclasses, which were designed to inspire budding entrepreneurs from across the country, by providing them with a mentorship class, led by industry professionals and the platform to pitch their business ideas to a panel of judges who could also become mentors to some of the entrepreneurs for 6 months post the pitching
- A total reach of just over 500 students who participated in the PYP Ignite Masterclasses. Social media and digital presence for the PYP Ignite Masterclasses achieved over 2 150 000 reach.

#MakeltHappen



Entrepreneurship Promotion Activity with Dr Brett Lyndall

- Dr Brett Lyndall was on the cover of Forbes Africa magazine for being selected as one of the top 30 under 30 candidates in Africa for being an upcoming industry leader in his field of work.
- Brand South Africa featured Dr Brett Lyndall on online platforms and authored an article on his selection for Forbes 30 under 30.

Constitutional Education Activity

- Brand South Africa collaborated with Constitution Hill on the execution of a constitutional education activity which was held in Avon Village, in Lephalale, Limpopo.
- The objective of the activation was to create awareness and understanding of the provisions of the constitution amongst the youth in the community, encouraging affinity thereto and inspiring pride and patriotism

Equality Focused Activity

- Brand South Africa worked with the Nthabi Foundation for the promotion of equality in the form of a “Women Arise Seminar”.
- Brand South Africa leveraged the platform to advance awareness of the constitution’s provisions as it pertains to the element of equality and extended the all-to-action elevating Play Your Part messaging



GSA Brand South Africa Indaba: Insights on South Africa Democracy

- Brand South Africa partnered with African Symposium to co-host a discussion led by South Africans about their experiences of democracy and politics in the country post-apartheid.
- More than 100 professionals and experts attended the panel discussion and participated in a lively Q&A.



A Panel Discussion

**Brand South Africa Indaba:
Insights on South African Democracy**

Moderator:


Yolanda Sangweni
Senior Director, NPR

Featuring:


Morris Mthombeni
Dean of Gordon Institute
of Business Science,
University of Pretoria


Isaac Moses
Global South
African


Lana Crowster
Singer/ Songwriter
& Producer

**6pm-10pm
June 24, 2022.**

35 East 21st Street, NY, NY
Live entertainment + Food & Drinks.

By RSVP Only.
SPACE IS LIMITED

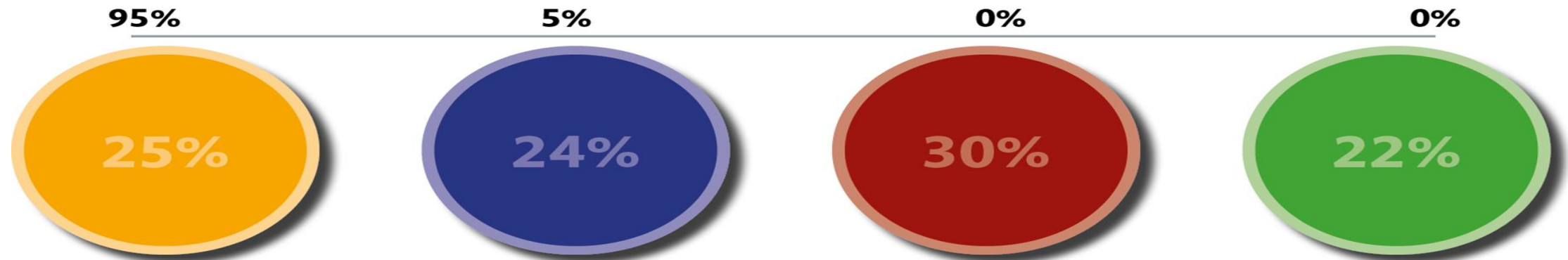
[Register Here](#)

Powered by
African Symposium



National Pride

- National pride plays a crucial role in shaping the perception of a country and its achievements. It encompasses attitudes towards the overall country, specific accomplishments, and one's national identity.
- This broad spectrum of national perception captures the qualities and emotions associated with a nation, ranging from feelings of achievement to a sense of national pride derived from one's identity.



Ubuntu, diversity, innovation, possibility, and a uniqueness that is unmatched (Yellow circle).

South Africa is recommended as a place to work, travel, study and invest. (Purple circle).

South Africa's achievements, socially, politically, and economically both locally and internationally as a diverse nation (Red circle).

South Africa is a place of great sport, arts, and science talent with beautiful natural spaces (Green circle)

Nation Brand Forum



The Nation Brand Forum is an annual engagement platform aimed at bringing various stakeholders to share their insights on how to collectively promote a cohesive approach when marketing South Africa internationally and advancing long-term reputation and image of the Nation Brand.

The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, green, blue, white, and yellow—are visible in diagonal bands. The central text is overlaid on the green and white sections.

Corporate Services

Corporate Services

Vacancy Rate

The overall staff vacancy rate is 26%.

The increase in the vacancy rate is due to a combination of factors such as resignations, dismissals and the moratorium that was placed on the organisation by the Minister in the Presidency on the filling of permanent positions.



The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, green, blue, white, and yellow—are visible in diagonal bands. The central text is overlaid on the green and white sections.

Corporate Governance

Corporate Governance

- Brand South Africa is a Schedule 3A Public Entity registered as a Trust in terms of the Trust Property Control Act, Act No 57 of 1988. The Board of Trustees believes that good corporate governance is key to the entity's success.
- The Board has already transitioned from King III to King IV which requires organisations to “apply and explain” the relevant principles and recommended practices enunciated in the King Report on Corporate Governance in South Africa, 2016 (King IV) in order to realise the following outcomes:
- Ethical Culture; Good Performance; Effective Control; and Legitimacy



The background of the slide is a close-up, slightly blurred image of the South African flag. The flag's colors—red, white, green, yellow, black, and blue—are arranged in a pattern that suggests the flag is waving or draped. The word "Finance" is centered in the middle of the image.

Finance

Financial Viability Assessment

- The entity has a total budget allocation of R219,5m for the 2023/24 financial year. Tranche allocations have been received as per below:

PROGRAMME	TRANCHE ALLOCATION	TRANCHE RECEIVED	VARIANCE	VARIANCE EXPLANATION
QUARTER 1	54,882,000	54,882,000	0.00	Received per allocation
QUARTER 2	54,882,000	54,882,000	0.00	Received per allocation
TOTAL	109 763 000	109 763 0600	0.00	All tranche requests received timeously throughout the financial year.

Progress on Audit Action Plans

The entity has improved its overall control environment on amongst others on the following areas:

- Fully functioning internal audit
- Quarterly Financial Statements prepared and submitted to EXCO
- Audit actions plans, registers (i.e., Risk/Irregular) digitalized

Audit Opinion 2022/2023

Achieved clean audit (Unqualified opinion with no material adjustments) on:

- Annual Financial Statements
- Performance information
- Supply Chain Management

No matters affecting the audit report related to misstatements in the financial statements

NO significant deficiencies in internal controls

BRAND *South Africa*

THANK YOU!