

BRAND *South Africa*



Inspiring new ways

**2019 – 2024 PERFORMANCE OVERVIEW
PRESENTATION TO THE PORTFOLIO
COMMITTEE**



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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

- In terms of the Trust Deed which was amended in November 2015. All Trustees constitute the Board, and 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 the 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



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NATION BRANDING

➤ ABOUT NATION BRAND MANAGEMENT

Nation Brand Management is the practice of highlighting, encouraging, reinforcing, communicating and aligning a nation's attributes in order to present the nation in a way that helps it reach defined strategic goals.



> WHY COUNTRIES COMPETE?

- *For share of voice* in a crowded global marketplace for:
 - Inward investment;
 - Trade;
 - Domestic investment;
 - Exports;
 - Tourism; and
 - Positive reputation and image.
- For reputation management and managing issues impacting on the Nation Brand reputation.
- To create a positive and compelling brand image for South Africa *domestically* and *internationally*.

> THE ROLE OF BRAND SOUTH AFRICA



Build confidence in South Africa



Enhance South Africa's international stature



Protect the Nation Brand Reputation



Assist government and the private sector in aligning their country communication strategies



Inspire pride, patriotism, advocacy, social cohesion



Analyse and develop insights



Leverage on strategic global events and engagements



Influence narrative and perceptions



A Nation Brand is the sum of people's perceptions of a country across six core areas:

1. Investment and immigration (Investment potential and attractiveness to outsiders)
2. Exports (Level of satisfaction with the country's products and services)
3. People (Skills and openness)
4. Culture and Heritage (Commercial and cultural products and sporting prowess)
5. Governance (Competency, fair governance, human rights and international contribution)
6. Tourism (Potential, attractiveness and economic contribution)

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Strategic Plan 2019/25



VISION

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



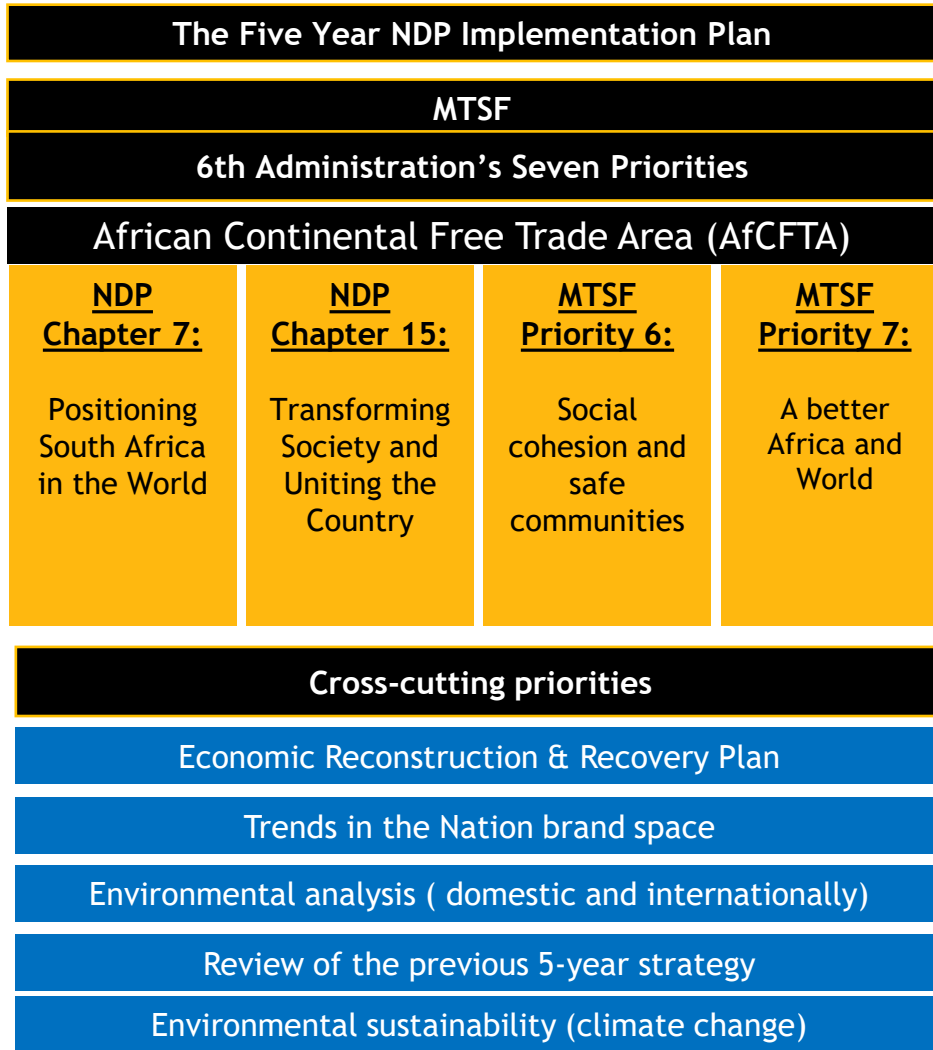
MISSION

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.

BRAND SA STRATEGIC ALIGNMENT THE NATIONAL PRIORITIES

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



STRATEGIC PLAN OUTCOME INDICATORS AND FIVE-YEAR TARGETS

IMPACT: A Prosperous Nation Brand / A Patriotic and Socially Cohesive Nation (Prior to the amendment the Strategic Plan)

| Outcome | Outcome Indicator | Baseline (2019/20) | Five-Year Target (To March 2025) |
|---|---|--------------------|----------------------------------|
| 1.1. Increased attractiveness and thereby competitiveness of the Nation Brand | 1. Percentage understanding of the Nation Brand | 37% | 47% |
| 1.2. Aligned Nation Brand execution and experience domestically and internationally | 1. Count the number of registrations for toolkit to improve consistency in Nation Brand messaging by different stakeholders | 500 | 800 |
| 1.3. Improved reputation of Brand South Africa as an entity | 1. Positive perception of Brand South Africa as an entity, internally and externally according to the stakeholder perception survey | TBE% | 60%+ |
| 2.1. Increased Nation Brand Advocacy and Active Citizenship | 1. Percentage levels of awareness of the Play Your Part Programme | 40% | 44% |
| | 2. Measurement of Active Citizenship Index | 60.6% | 65% |
| | 3. Percentage Awareness of the Global South Africans (GSA) programme | TBE% | TBE% |

AMENDMENTS TO OUTCOME INDICATORS AND FIVE-YEAR TARGETS

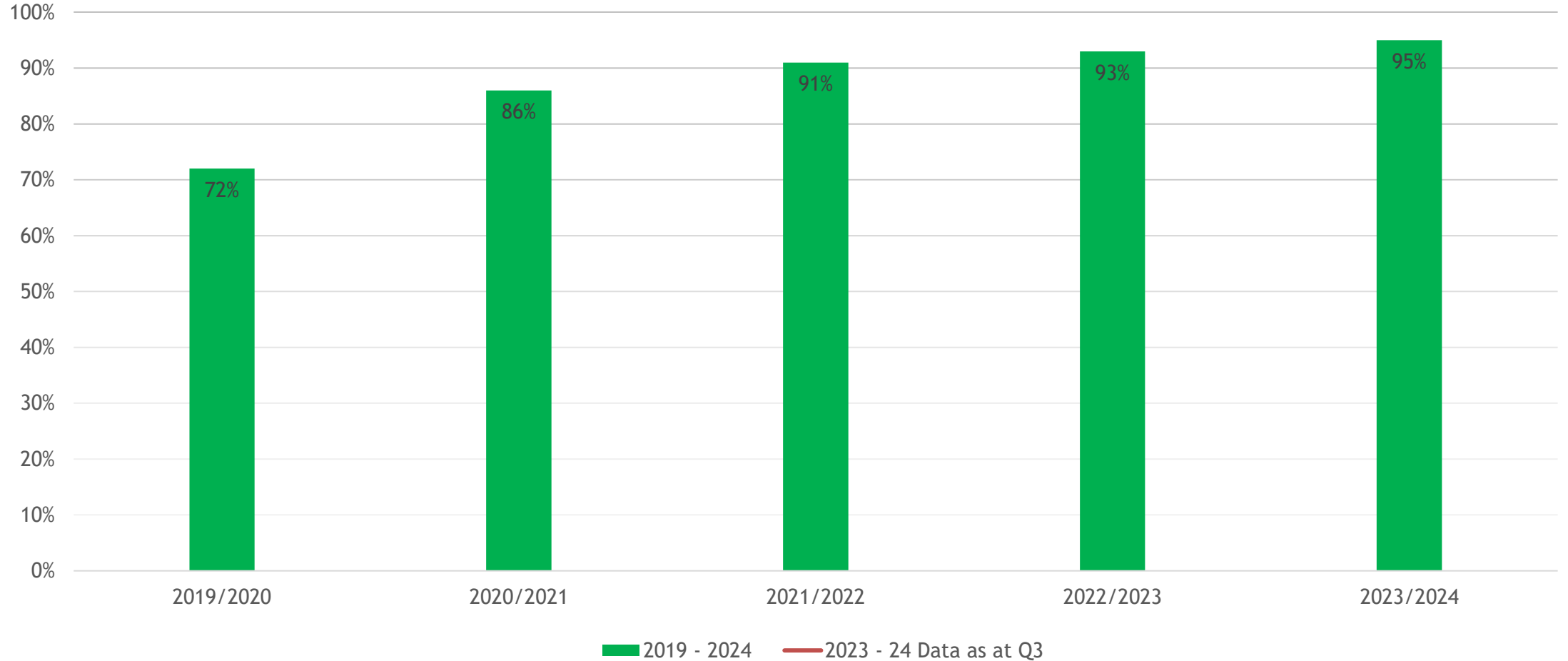
| OUTCOME | AMENDMENT TO OUTCOME INDICATORS AND FIVE-YEAR TARGETS | | | NOTE ON AMENDMENT | Status |
|---|---|-------------------------------------|----------------------------------|---|--|
| | Outcome Indicator | Baseline (2019/20) | Five-Year Target (By March 2025) | | |
| 1. Improved reputation of Brand South Africa as an entity | 1.1. Disposition towards Brand South Africa as an entity study score | Establish baseline score in 2022/23 | Increase from 2022/23 baseline | The indicator is reworded to better align with the study theme. <i>A baseline study will be conducted in 2022/23, with a target to increase from the baseline by 2025</i> | <i>To be established in the current financial year</i> |
| 2. Increased attractiveness and thereby competitiveness of the Nation Brand | 2.1. Percentage understanding of the Nation Brand | 37% | 47% | No change to outcome indicator. <i>Five-year target is adjusted upwards from 47% to 67% based on performance to date (exceeded)</i> | <i>On track</i> |
| 3. Increased Nation Brand advocacy and active citizenship | 3.1. Percentage levels of awareness of the Play Your Part Programme | 40% | 44% | No change to outcome indicator. | <i>Due to repriorised focus on international mandate PYP awareness has dropped to 20% to date.</i> |
| | 3.2. Active Citizenship Index | 60.6% | 65% | No amendment | <i>On track</i> |
| | 3.3. Number of Global South Africans (GSA) subscribed to the GSA Web-based Networking Platform per annum. | 699 | 2000 | The indicator is reworded to ensure the assessment of subscribed and committed GSA members. | <i>On track</i> |
| 4. Aligned Nation Brand execution and experience domestically and internationally | 4.1. Number of registrations for toolkit to improve consistency in Nation Brand messaging by different stakeholders | 7500 | 8500 | No change to outcome indicator. | <i>On track</i> |



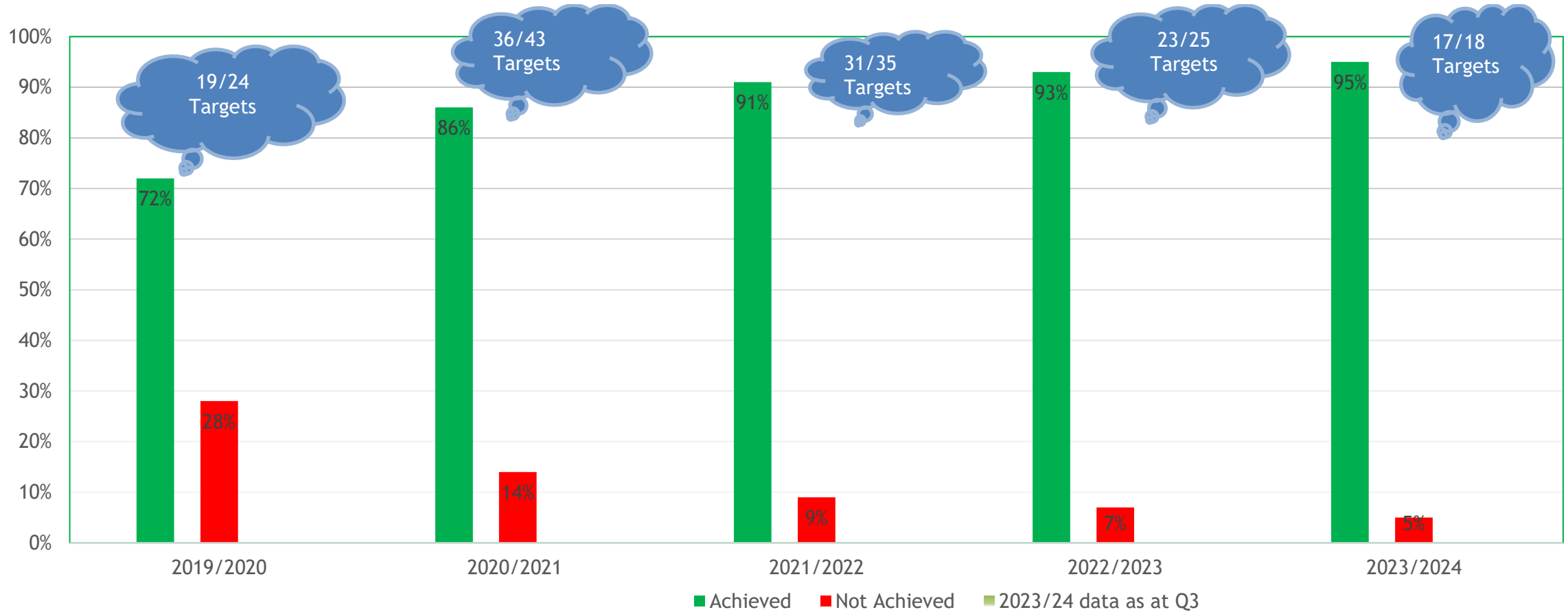
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PERFORMANCE SUMMARY

> BRAND SOUTH AFRICA 2019 TO 2024 PERFORMANCE OVERVIEW



PERFORMANCE OVERVIEW IN %





Please note that targets have been condensed during the period (NT & DPME).

TARGETS NOT MET - 1 YEAR TO GO

| Target | Status | Comments and interventions |
|--|---|---|
| Level 5 B-BBEE scorecard rating level (Programme 1) | The BBEE score is currently a challenge at level 8 (noncompliant) an adverse contributing factor to the challenge in meeting this target includes the delayed appointment of the Board. | The B - BBEE annual strategy is to be developed, approved and implemented by the end of 2024/25. (underway) Interventions pertaining to supplier development program, employees with disabilities, bursaries and the internship programme, are underway. |
| Vacancy rate of no more than 10% against the approved organisational structure maintained (Programme 1) | Recruitment drive is underway, following Executive Authority approval to recruit. | Vacancy rate of 10% is achievable by the end of 2024/25 |
| | | |

STRATEGIC PLAN OUTCOME INDICATORS AND FOUR-YEAR REVIEW

IMPACT: A Prosperous Nation Brand / A Patriotic and Socially Cohesive Nation (Prior to the amendment the Strategic Plan)

| Outcome | Outcome Indicator | Baseline (2019/20) | Five-Year Target (To March 2025) | Comments |
|---|---|--------------------|----------------------------------|--|
| 1.1. Increased attractiveness and thereby competitiveness of the Nation Brand | 1. Percentage understanding of the Nation Brand | 37% | 47% | On Track, target already met  |
| 1.2. Aligned Nation Brand execution and experience domestically and internationally | 1. Count the number of registrations for toolkit to improve consistency in Nation Brand messaging by different stakeholders | 500 | 800 | Target already met  |
| 1.3. Improved reputation of Brand South Africa as an entity | 1. Disposition towards Brand South Africa as an entity study score | TBE% | 60%+ | On Track |
| 2.1. Increased Nation Brand Advocacy and Active Citizenship | 1. Percentage levels of awareness of the Play Your Part Programme | 40% | 44% | 24% currently, decline due to international focus and covid 19. Results for 2023-2024 Domestic Perceptions Study, to be released in March 2024, which will indicate the improvements if any. The number of PYP Ambassadors have increased from XX |
| | 2. Measurement of Active Citizenship Index | 60.6% | 65% | 62.5 currently, next results anticipated in July 2024 |
| | 3. Number of Global South Africans (GSA) subscribed to the GSA Web-based Networking Platform per annum. | 699 | 2000 | On Track |

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FINANCE

BUDGET ALLOCATION PROGRAMME & AUDIT OUTCOMES

*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 91 909 | R 80 045 |
| Stakeholder Relationships | R18 204 | R 17 466 | R 17 800 | R 18 438 | R 18 850 | R 18 528 | R 16 136 |
| Administration | R 97 017 | R 102 668 | R 66 469 | R 103 451 | R 105 764 | R 103 955 | R 90 536 |
| TOTAL | R 200 430 | R 207 914 | R 179 501 | R 213 352 | R 218 122 | R 214 392 | R 186 717 |

Audit Outcomes **Qualified** **Qualified** **Unqualified** **Unqualified** **Unqualified** **Clean**

Brand SA budget split

- International: 70%
- Domestic: 30%



Highlights of Achievements & Challenges 2019 -23

-
- Outcome 1:
 - Outcome 2:
 - Outcome 3:
 - Outcome 4:



OUTCOME: IMPROVED REPUTATION OF BRAND SOUTH AFRICA AS AN ENTITY

DEFICIENCIES IDENTIFIED THROUGH AUDIT PROCESS ADDRESSED

Payment of Suppliers IT Infrastructure

- Brand South Africa has improved in the management of the process of payment of suppliers to meet the set target of payment of valid invoices within 30 days.
- This is due to the introduction of an efficient Enterprise resource planning system and the effective maintenance of efficient IT infrastructure and systems.



Clean Audit

- The organisation has addressed deficiencies identified through the audit process and achieved an unqualified audit in 2022/23 FY.
- This was done during a period of constrained resources internally and with the absence of a Board for a 5 months during that period.
- Performance: on track



Areas that need attention

- The organisation has a 29,82% vacancy rate. This can be attributed to the moratorium that was imposed on the entity in 2019. Recruitment drive is underway to ensure target is met by end of MTSF.
- The organisation needs to implement a structured BBBEE systems to ensure that it adequately reports on its 'investment' towards designated groups. Interventions underway.



Survey to assess reputation of the Brand SA amongst suppliers to be launched Q4

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

DEVELOPED STRATEGIC + RESPONSIVE MARKETING & COMMUNICATIONS STRATEGIES OVER THE YEARS

Addressing Domestic Priorities

Positioning South Africa as an attractive investment destination

Challenges

- Collaborative response to addressing the impact of COVID yielded positive results for the country.
- Targeted communications interventions addressing the July Unrest.
- Driving Social Cohesion through leveraging SA's participation in global sporting events (cricket, rugby, hockey, soccer, netball, AFCON etc)



- South Africa SA's strategic role in addressing global crises through COVID (A better Africa, better world.)
- Focus then moved to re-building confidence in South Africa as a preferred destination for growth and investment through marketing campaign targeting key markets.
- Current strategy tells a credible story to international investors, decision-makers and thought leaders



- Recent budget reductions to the tune of approximately 47 million places Brand SA in a dire financial position, while the work required has not been adjusted to new financial realities.
- Having to do more with less! The foreign exchange rate has not favoured SA - thus reducing our global footprint and visibility.
- Internal challenges (Energy, Visa's) that make it challenging to convince investors.
- Need to build on insights obtained for Global Reputation study - with speed



The process to develop a central idea for South Africa has been initiated & is in progress, in collaboration with GCIS

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

STRATEGIC PARTNERSHIPS & STRENGTHENED RELATIONS WITH KEY STAKEHOLDERS

Addressing Domestic Priorities

- Enhanced relations with Private sector and Civil Society Stakeholders.
- Private sector funding of & active participation in Brand SA initiatives:
 - WEF Davos
 - Nation Brand Forum



Positioning South Africa as an attractive destination

- Private sector partners have increased for WEF Davos and so has the adoption of messaging by Team SA
- Nation Brand Forum has grown to include participants from the continent (addressing the Brand Africa stereotypes)
- Private sector consistently supporting domestic activities (Old Mutual)
- Improved alignment to nation brand positioning by Government partners
- Brand SA strategic role in leading integrated communication and eg, JSOC, & supporting the development of Country Investment



Challenges

- On Boarding more corporate partners to support financially & in kind.
- Strategi Civil Society partners at international level.
- Top of mind awareness of Brand SA capabilities in playing a supportive role in positioning of South Africa, leveraging key international platforms.



SAB, NASPERS, ANGLO-AMERICAN, OLD MUTUAL, ABSA, STANDARD BANK, MULTICHOICE

OUTCOME 3: INCREASED NATION BRAND ADVOCACY AND ACTIVE CITIZENSHIP

PROMOTING ACTIVE CITIZENSHIP AND SOCIAL COHESION

Addressing Domestic Priorities and Promoting Active Citizenship

- Play Your Part (PYP) role in contributing towards NDP Targets.
- The PYP Ambassador programme has over 300 PYP Ambassadors.
- The Constitutional Awareness programme contributes to Priority 6.



South African Expats rallying behind the Nation Brand

- The PYP Advocacy programme has thus far promoted entrepreneurship, locally produced products, innovation in health and academic institutions.
- Global South Africans (GSA) community has grown over the years.



Challenges

- Awareness levels of the Play Your Part programme have dropped to 24 % due to reprioritization of mandate funding (70% international vs 30% domestic)
- Recovery from impact of COVID
- Revival & articulation of South African ideology has delayed.

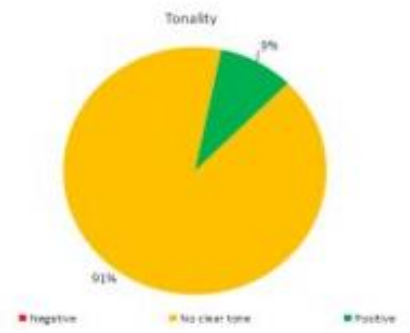


NEEDS IMPROVEMENT

Play Your Part strategy has been refined to address areas that will leave citizens inspired



Media monitoring showed that Minister Kubayi and Brand South Africa's ACEO emerged as the top drivers of conversation. It is notable that although 91% of coverage had no clear tone, 9% percent was positive, and there was 0% negative tone



Digital programme

Over 1million impressions through the digital programme with a 600k + reach.

Media Partnerships

Euronews reaches over 400 million homes in 160 countries.

Media interviews

Over 10 media interviews were secured for the Minister

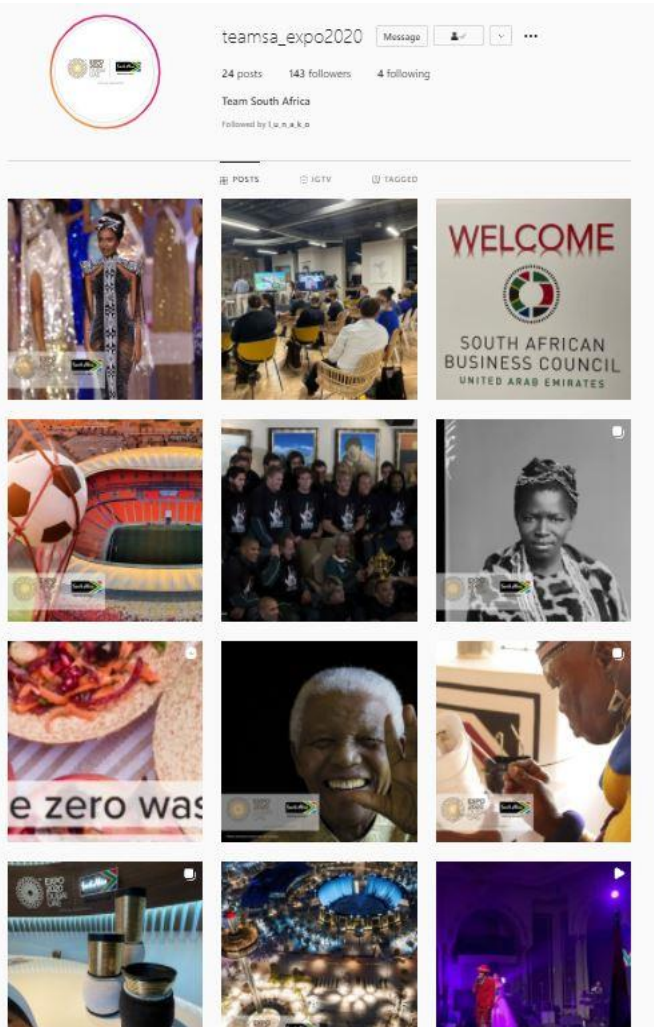
| | |
|---------------------------|-----------|
| Audience Reach | 2 008 174 |
| Engagement (Social Media) | 248 706 |
| Video Views | 99 913 |

tracked media performance of the WEF Davos engagement that were on television, radio and social media platforms (Facebook, Twitter, Instagram and YouTube).

Brand South Africa successfully implemented the series of activities in China, USA and the UK over the years. Key achievements include, the introduction of a Global South Africans programme in the China, Pop-Up Store promoting Wines of South Africa, **Business Seminars**, ongoing marketing & communications programme.



DIGITAL PLATFORMS & TARGETED MEDIA



Home COVID-19 Sections Analysis Magazine Events Newsletters ALM Scholars Program

Global Leaders Extol Late Nelson Mandela's Leadership Legacies



Current Edition



Birmingham 2022 Commonwealth Games Heritage: Enhancing the West Midlands – Africa Economic Relations

Erin Edwards August 23, 2022



The African Business Chamber (AfBC) hosted the annual Midlands – Africa Business Forum 2022 in Birmingham, coinciding with the Birmingham 2022 Commonwealth Games to "unlock economic, trade, investment, tourism and cultural ties and drive sustainable development," for "under the subject."



Recommended

Japan's general insurance market to reach \$133.1bn in 2026: GlobalData

Baron: Let's not be like Kansas

Teamsa_dubaexpo @TeamSA_Expo2020

Dr Esther Mahlangu is globally acclaimed for her bright and bold abstract paintings, inspired by Ndebele design. She is the first person to reimagine Ndebele design that is traditionally used for decorating houses on contemporary mediums.

Think South Africa, Think Opportunity.



5:25 PM · Oct 4, 2021 · Twitter Web App

Expo2020_TeamSA Super admin view

View as member

All Pages Content Analytics Activity Admin tools



Expo2020_TeamSA

The Official page of Team South Africa participating at Expo 2020 Dubai UAE. Public Relations & Communications - Johannesburg, Gauteng · 56 followers

Analytics Last 30 day activity

57 Unique visitors

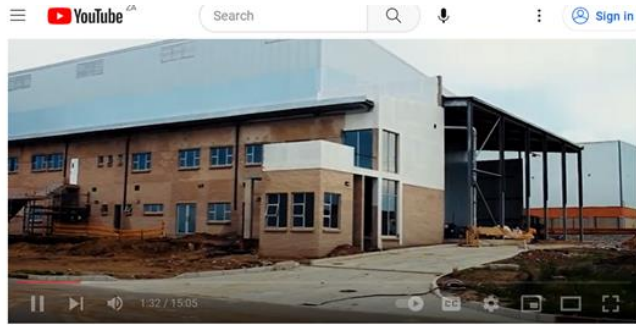
1,800%

Start a post Photo Video Poll Write article

Invite Connections To Follow

100/100 credits available

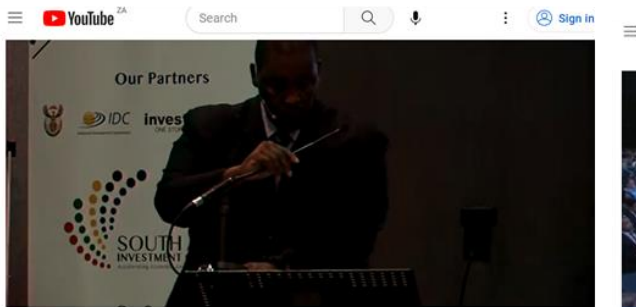
SUPPORT TO THE COUNTRY INVESTMENT DRIVE



South Africa Investment Conference 2023 Documentary

South Africa Investment C... 316 subscribers

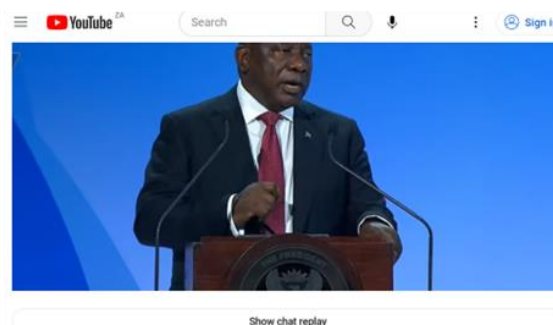
1 view 22 minutes ago #SAIC
A Recap on the past 5 years of #SAIC; achievements, progress and investment pledges. Show more



MINISTER PATEL TO ADDRESS THE SA INVESTMENT CONFERENCE BUSINESS BREAKFAST

South Africa Investment C... 316 subscribers

133 views Streamed 11 days ago
The Minister of Trade, Industry and Competition, Mr Ebrahim Patel address the 5th South African Investment Conference (SAIC) Business Breakfast that will take place in Johannesburg next week. Minister Patel will provide an update on the state of readiness for the conference. The breakfast session will offer an opportunity for the Show more



President Ramaphosa speaks at the 5th South Africa Investment Conference | Presidency

Tweets Tweets & replies Media Likes

SAInvestmentCon... · 2022/03/29 ...

It was as much about the numbers as the mood. Confidence in SA as an investment destination was on full display at the recent #SAIC2022. New investment pledges of R332 billion totals investments to R1.14 trillion – full details here: bit.ly/3IPSmSm



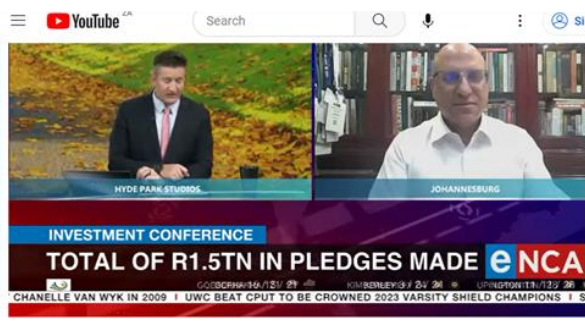
Our Partners IDC InvestSA



SA Investment Conference

eNCA 1.4M subscribers

1.1K views 2 days ago #dstv403
New pledges at this year's Investment Conference have seen President Cyril Ramaphosa surpass his target of R1.2 trillion set five years ago. Substantial pledges from corporate giants Vodacom, Anglo American, and Heineken, pushed the total value of investments since 2018 to a hefty R1.5 trillion Show more



SA investment conference attracts over R1.5 trillion

eNCA 1.4M subscribers

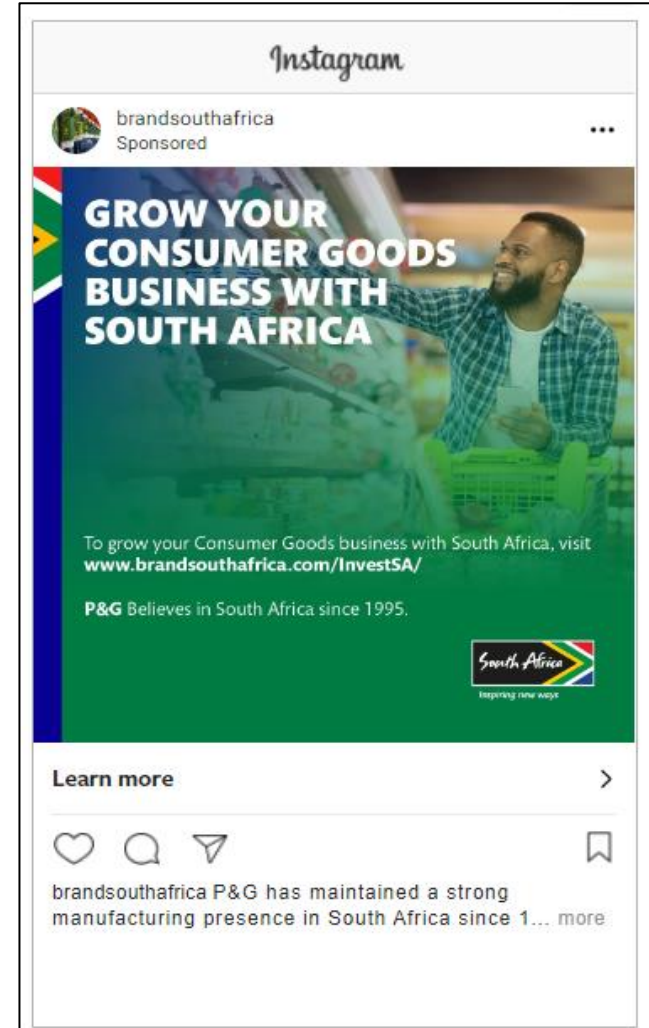
7.7K views 3 days ago #DStv403
Aspen Pharmacare Senior Executive Stavros Nicolaou joins us now to discuss South Africa as an investment destination. #DStv403 Show more



Media briefing on government's state of readiness for the SA Investment Conference


SABC News 1.89M subscribers

1.1K views Streamed 11 days ago #SABCNews
The Minister of Trade, Industry and Competition will address the media to provide an update on the government's state of readiness for the SA Investment Conference Show more





MOBILISING SOUTH AFRICANS TO RALLY BEHIND THE NATION BRAND

AUGUST 9 | RESPECT
THIS IS WHO WE ARE



We are a generation inspired by the thousands of brave women who stood against injustice and became an inspiration for young girls and women everywhere. An enduring reminder that 'wa thinta abazafi, wa thinta imbokodo - you strike a woman, you strike a rock.' **This is who we are. South African.**

brandsouthafrica.com
 #BelieveInSA

Official Brand South Africa
 Sponsored ·

We are ordinary people who have sacrificed their freedom and carved our names in history, by showing the world that anyone ...see more

JULY 18 | SACRIFICE
THIS IS WHO WE ARE



We are ordinary people who have sacrificed their freedom and carved our names in history, by showing the world that anyone can do what they can, with what they have, where they are to create a better world. **This is who we are. South African.**

brandsouthafrica.com #BelieveInSA



Official Brand South Africa
 Brand South Africa was established ...

Official Brand South Africa
 Sponsored ·

As a nation, we pride ourselves in our expansive creativity. Our talents are nurtured at home to shine on the global stage.see more

CREATIVE
THIS IS WHO WE ARE



brandsouthafrica.com
This is Who We Are
 Play Your PartPlay Your P... [Learn more](#)

Like Comment Share

- Building pride and articulate South African values.

AUGUST 9 | RESPECT
THIS IS WHO WE ARE



We are a generation inspired by the thousands of brave women who stood against injustice and became an inspiration for young girls and women everywhere. An enduring reminder that 'wa thinta abazafi, wa thinta imbokodo - you strike a woman, you strike a rock.' **This is who we are. South African.**

brandsouthafrica.com #BelieveInSA






CERTIFICATE OF SME SUPPORT EXCELLENCE

PRESENTED TO :

BrandSA
for the
Play Your Part Campaign

In recognition of your hard work, dedication and commitment to supporting the creation and growth of small and medium sized enterprises in South Africa.

This certificate is issued based on actual measurements of results and feedback by SMEs supported.

York Zucchi
Chairperson

Jayshree Naidoo
International Country Advisor



PLAY YOUR PART ATTRACTED OVER 300 AMBASSADORS

2021 PLAY YOUR PART AWARDS



NATION BRAND FORUM



Message from the Presidency

Ms Pinky Kekana - Deputy Minister in the Presidency

"South Africa's image over the years has evolved and has come of age. The apartheid era had left a negative image that was exacerbated by some of the problems inherited from that era: crime, unemployment, poverty and AIDS. Yet even then, there were plenty of positives which receive far less publicity: a progressive Constitution and Bill of Rights, a smooth transition to democracy, strong economic fundamentals, world-class investment destination, a well-developed infrastructure, a tourist wonder and a regional leader of considerable influence."

This forum is such a great opportunity for all of us to meet and collaborate in finding ways that help strengthen that image. Whilst South Africa has been proactively dealing with issues of inequality and an identity crisis since 1994, COVID-19 has further revealed major inequality, and the expanding gap between the rich and poor; exposing glaring issues that have challenged us to the extreme as a nation.

However, while the world came close to a complete standstill, due to COVID 19, South Africa remained hard at work on writing the country's new investment story and remains committed to President Ramaphosa's five-year investment target of over R1 trillion."

"There is an opportunity for collaboration between the public and private sector to find ways to rebuild South Africa's economy. South Africa unveiled its Reconstruction and Recovery Plan amidst the COVID-19 pandemic in October 2020. The plan contains many practical initiatives which together, should improve the underlying investment environment and unlock greater job creation and faster economic growth. South Africa is not defined by our worst moments. We are a resilient nation. We unite in moments of crises."

© Brand South Africa 2021

Nation Brand Forum 7



International Perspective: His Excellency, Wamkele Mene

Session Objectives

- Reflect on Africa's current progress in relation to the implementation of the AfCFTA and how countries such as South Africa can unlock the trade, investment and business possibilities presented by the AfCFTA for recovery and growth.
- Reflect on how African countries can capitalise on the tremendous trade and investment opportunities presented by the AfCFTA.
- Identify key challenges, opportunities, and priorities, by country such as South Africa, for delivering integration in the context of implementation of the AfCFTA.
- Integrate how leading African economies like South Africa can position themselves using the AfCFTA to lead in the rebuilding and recovery of African countries post the pandemic.

© Brand South Africa 2021

International Perspective: His Excellency Wamkele Mene 42



Official Brand South Africa
23 September at 04:31

NATION BRAND FORUM | Join Phuthi Mahanyele-Dabengwa, CEO of Naspers South Africa, at the 6th Nation Brand Forum, on the 26th of September 2021, and play your part to help rebuild South Africa and a new economy in a new global reality.

Join the conversation, register here: <https://fal.cn/3lmo>

#NBF21 #BelieveInSA



#BelieveInSA

Speaker
Phuthi Mahanyele - Dabengwa
CEO of Naspers South Africa

NATION BRAND FORUM
26 September 2021

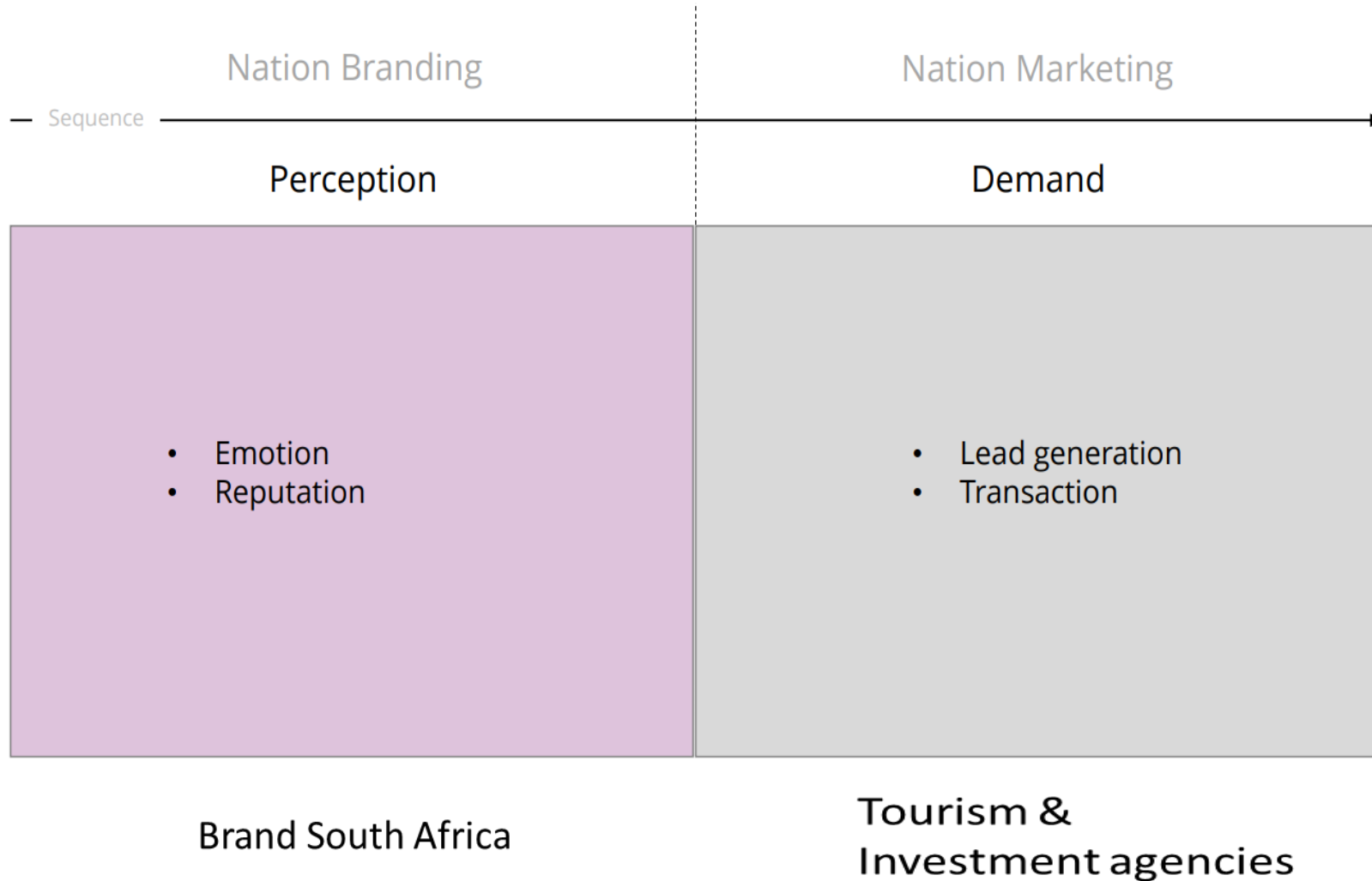




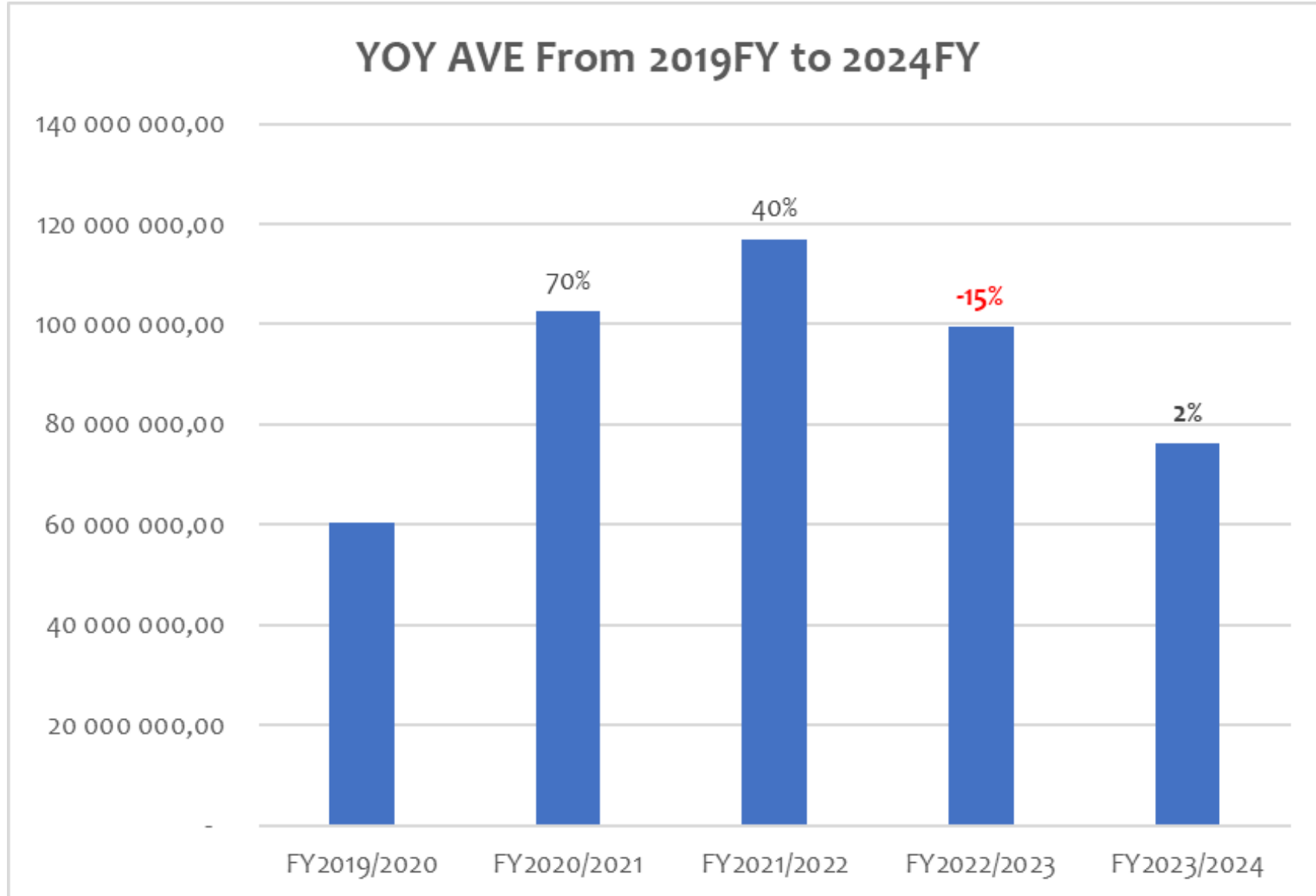
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IMPACT MEASURES

DISTINCT ROLE OF BRAND SOUTH AFRICA



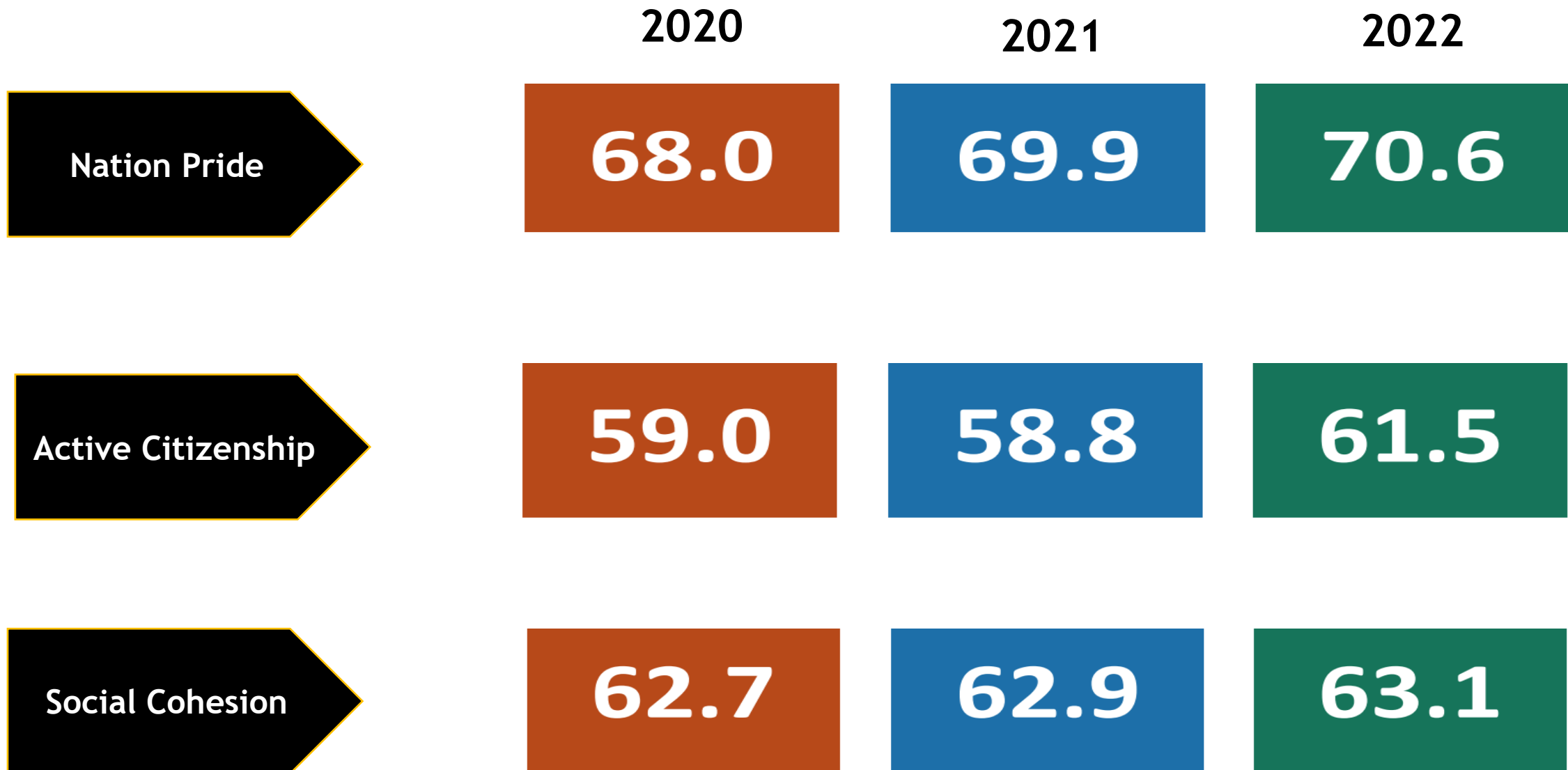
ADVERTISING VALUE EQUIVALENT (AVE)



AVE PER YEAR

| FY2019/2020 | FY2020/2021 | FY2021/2022 | FY2022/2023 | FY2023/2024 |
|---------------|----------------|----------------|---------------|---------------|
| 60 391 223,00 | 102 480 236,00 | 116 999 742,00 | 99 453 842,00 | 76 156 802,00 |

NATION BRAND DOMESTIC PERCEPTIONS INDICATORS



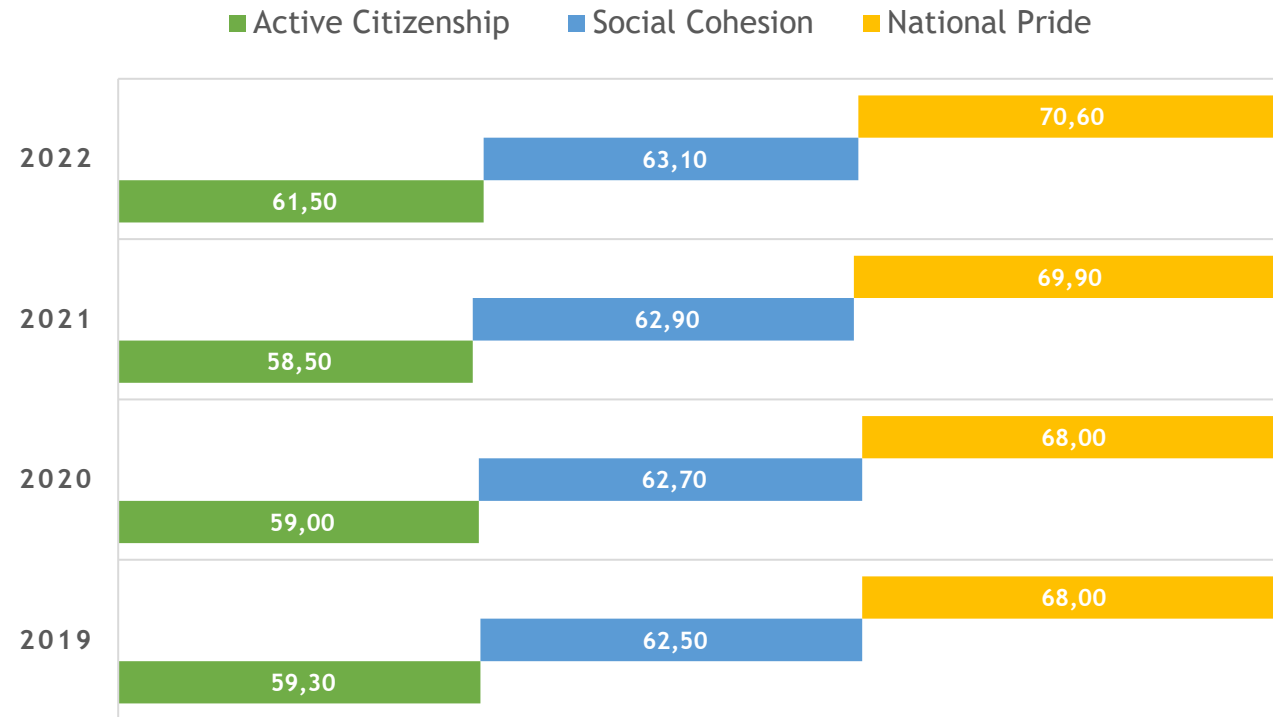
NATION BRAND DOMESTIC PERCEPTIONS INDICATORS

Social cohesion, characterized by horizontal unity among citizens, demonstrates a consistent upward trend year-on-year, particularly evident during challenging periods like the COVID-19 pandemic. Concurrently, vertical cohesion between the populace and the state is intensifying, driven by the government's sustained provision of essential services, social welfare programs, and income protection initiatives.

National Pride has been on an upward trajectory since emerging from the pandemic, resilient even amidst political, social, and economic uncertainties. This ascent is propelled by government-led international diplomacy, robust global human rights advocacy, structural reform programs, and notable achievements such as winning the Rugby World Cup, securing third place at the Africa Cup of Nations, and impressive performances in the Cricket World Cup.

Active Citizenship serves as a practical manifestation of caring, nurturing, and creating opportunities to enhance communal well-being. It involves proactively engaging in activities aimed at improving circumstances within communities or other social circles, leveraging available resources to bring about positive change. Since Covid-19 it has also been on an upward trend buoyed by people engaging in community upliftment projects and government community programmes,

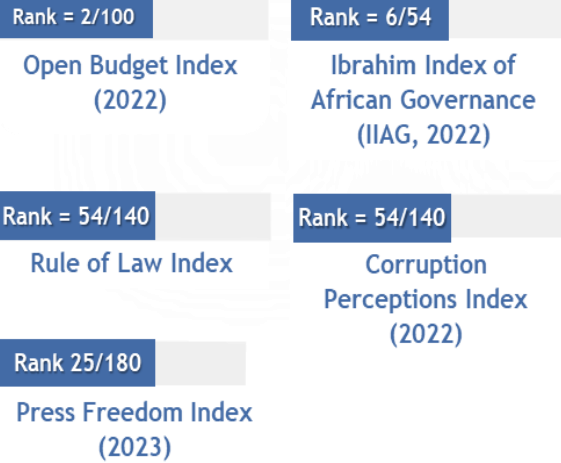
INCREASING IMPROVEMENT IN NATION BRAND SOCIAL CONSTRUCTS*



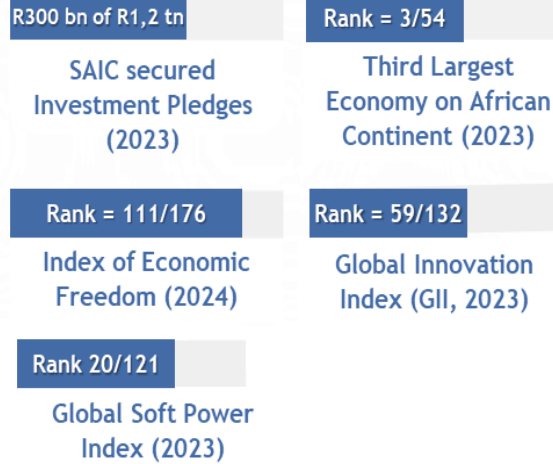
*2023/2024 Domestic Perceptions Performance Indicators results will only be available March 2024

NATION BRAND GLOBAL PERFORMANCE INDICATORS

Governance



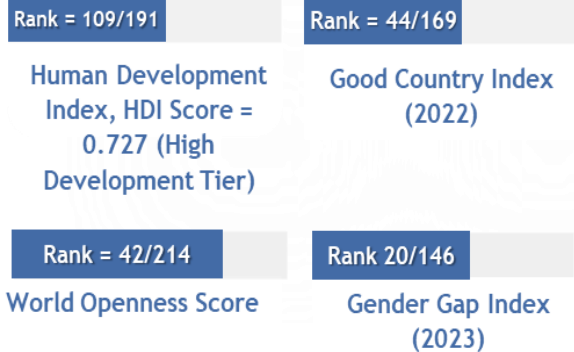
Investment & Immigration



Exports



People



Culture & Heritage



Tourism

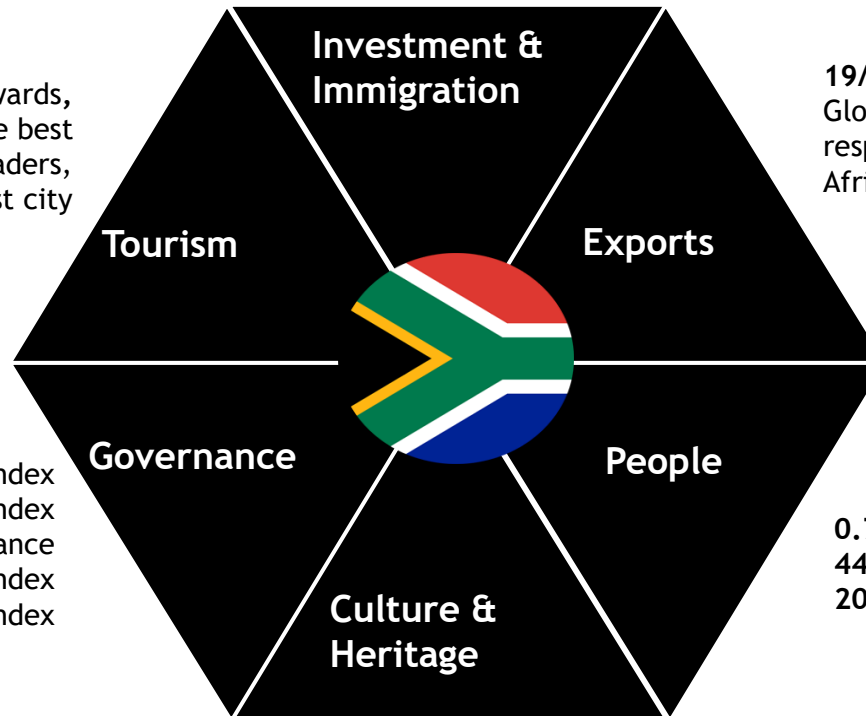


NATION BRAND GLOBAL PERFORMANCE INDICATORS

116/177 Index of Economic Freedom
 SAIC 300 billion pledges
 42/214 World Openness Score, ranked 3rd in Africa
 19/169 Science and Technology Index
 3rd largest Economy in Africa
 20/121 2023 Global Soft Power Index

2023 Telegraph Travel Awards,
 South Africa voted the best
 destination by 30 000 readers,
 Cape Town ranked #1 best city

19/138 2023 Logistics Performance Index
 Global Reputation Study - over 76% of
 respondents interest in purchasing South
 Africa's exports



2/120 2022 Open Budget Index
 25/180 2023 Press Freedom Index
 6/54 Ibrahim Index of African Governance
 72/180 2022 Corruption Perception Index
 54/140 2022 Rule of Law Index

0.727 score, 2022 Human Development Index
 44/169 2022 Good Country Index
 20/146 Gender Gap Index

Scored 3.54 above the 3.5 love mark (applied desirable rank of
 perception for familiar/non-familiar) - Global Reputation Study
 40/87 Cultural Influence, ranked 3rd in Africa
 36/87 International Influence
 21/121 Brand Finance Leaders in Sport



THANK YOU