



BLSA BULLETIN

Strategic Projects

Policy Update

BACSA Update

PR, Comms and Marketing

Foreword by the CEO



The last quarter of 2022 was certainly an eventful one. Finance Minister Enoch Godongwana produced a credible medium-term budget policy which culminated in February's budget. SA's power crisis of course will be central as long as loadshedding remains a reality and Eskom's debt relief of R254bn is a major step in addressing the crisis. The quarter was signed off with the ANC elective conference in December and its outcomes flowed into the recent cabinet reshuffle.

Are we better off? The new leadership team's actions over the next weeks and months will be under close scrutiny. BLSA wishes them well in addressing the critical issues facing the country and stands ready to co-operate and provide support to the new cabinet.

In areas where we're already working closely with government to support reforms, there has been a milestone reached with Operation Vulindlela on the work to reform the general and critical skills visas initiative. The project has been completed and the Deloitte report has been submitted to OV. The project lead, Mavuso Msimang, has

submitted the final report and recommendations to the BLSA board following delivery of the report to the President.

There has also been an encouraging shift with the unit in the Presidency to cut red tape across all government entities. BLSA and BUSA met with its head, Siphon Nkosi, and presented examples of high-level red tape identified by BUSA members, with BLSA contributing extensively to the input. Unfortunately progress was initially slow in establishing the unit but we hope for better progress this year.

Through Business Against Crime SA, BLSA is also increasing its focus on the important work to combat rising incidences of extortion and sabotage.

The National Joint Operational and Intelligence Structure (Natjoints), which co-ordinates all security and law enforcement operations throughout the country, has implemented a joint strategy to address this scourge. A National Priority Committee governs implementation of all activities and structures included in the strategy and BACSA continues to act as convener of the committee's monthly meetings.

The SAPS representation was at provincial level but the national office was unfortunately absent, which led to the deferral of discussions of strategic importance. Work is under way on various issues including discussions to reduce the number of withdrawn cases due to inaccurate reporting by investigating officers. BACSA is also a founding

member of the National Non-Ferrous Metal Crime Combating Committee (NFMCCC) which works with government and the police to tackle all infrastructure crimes.

Separately the Infrastructure Crime Forum (members: Transnet, Eskom, PRASA, City Power, Gautrain, and telecommunication companies) have agreed to share crime data. The aim will be to protect infrastructure through operational awareness.

These initiatives are among the many that BLSA is involved in to address a range of issues facing the country. We provide more detail below and as ever, I extend my heartfelt gratitude to all those involved on the ground, who work everyday to improve conditions particularly for the underprivileged.

Yours sincerely

Basisiwe Mavuso

01

Strategic Projects

1.1 Support to OV on general and critical skills visa reform

As reported in the previous Bulletin, BLSA partnered with Operation Vulindlela (OV), a unit within the Presidency that works with the National Treasury (NT) to accelerate reforms, to assist with the general and critical skills visas initiative, the objective of which is to enable skilled professionals to move to the country to work, thereby benefiting the economy.

The project has been completed and the Deloitte report has been submitted to OV. The project lead, Mavuso Msimang, has submitted the final report and recommendations to the BLSA board following the delivery of report to the President.

1.2 PSEC support [resourcing Coordination Crisis Management (CCM) workstream]

The Technical Assistance Mentorship Development (TAMDEV) is conceptualised as giving institutional form to a collaboration between government and business. This collaboration aims to build on tested, workable practices and the deployment of appropriate retired expertise and technical skills from both the private and public sectors to strengthen vulnerable public institutions and address infrastructure provisioning and service delivery constraints. The objective of supporting the Presidential SOE Council is to advance the SOE reform process with a view to ultimately improving government's service delivery and South Africa's fiscal (macroeconomic) position.

BLSA's 2023 support envisages finalisation of reports on each SOE covered as well as the appointment of part-time strategic advisors on SOE restructuring.

The NBI has been contracted to proceed with phase 2 of the project.

1.3 Support for the Presidential Red Tape Reduction Team

As reported in the previous Bulletin, work is under way to cut red tape to enhance the business environment and create much needed jobs in South Africa. The reduction of red tape aims to increase the ease of doing business.

BUSA / BLSA met with Siphon Nkosi and presented examples of high-level red tape identified by BUSA members. BLSA contributed extensively to the BUSA input. Topics included setting up a joint office so that organised business could maximise the impact of the red tape unit. There was, however, no tangible project or support identified due to the lack of initial progress in the establishment of the Red Tape Reduction Team during the course of 2022. It is anticipated that some progress will be forthcoming in 2023.

1.4 TAMDEV support for capacity building in the Eastern Cape government

The project aims to strengthen the capacity of the project management office (PMO) and local municipalities in the planning of catalytic infrastructure projects to drive infrastructure investment and ignite economic growth. The project commenced on 1 April 2022 and will conclude on 31 March 2023.

A notable advancement during the period was the establishment of a team of qualified engineers to support the COGTA Infrastructure Directorate with the development of an intervention programme to reduce under-expenditure on infrastructure grants, with Amathole District Municipality, the most affected. The intervention will be dealt with in a collaborative manner with all mentors leading the intervention in the municipalities in which they are deployed, in support of the CFOs and the Municipal Managers. Projects worth R7.3bn that need to be unblocked have been identified and planning has already started in this regard.

A further development has been the introduction of the “Adopt a district” programme, which will go a long way in ensuring support to municipalities is provided in a coherent manner. The six district municipalities (Chris Hani, Sarah Baartman, OR Tambo, Amathole, Joe Gqabi and Alfred Nzo) were invited by COGTA to participate in the programme and all responded positively and encouraged their local municipalities (LMs) to participate and submit the required documents in order to qualify as per the pre-selection criteria set out by the Development Bank of Southern Africa (DBSA). The programme seeks to draw both public and private sector partners to support the district and its local authorities in a coherent manner. It is aligned to the district development model (DDM) approach and will further enhance the efforts to improve service delivery in the LMs.

- (i) The project aims to strengthen the capacity of the project management office (PMO) and local municipalities in the planning of catalytic infrastructure projects to drive infrastructure investment and ignite economic growth.

The PMO has established the following:

- At present, out of 51 projects submitted to the Project Management Unit (PMU) by various municipalities, 45 were submitted to the Development Bank of Southern Africa (DBSA). These were categorised under non-lending support and processed for approval.
 - An undertaking has been made by the DBSA to process all the project proposals by December 2022. This seems to be on track.
 - The introduction of “Adopt a District Approach” by the DBSA to deliver a focused and programmatic approach in supporting local government, was extended to municipalities.
 - A task team consisting of qualified engineers to support the COGTA Infrastructure Directorate to develop an intervention programme to reduce the almost R3.5bn returned to the National Fiscus due to underspending, has been established.
- (ii) TAMDEV has also assisted the Eastern Cape government with the electrification: meter project at Walter Sisulu Local Municipality Burgersdorp, Steynsburg, Venterstad, Oviston), spatial planning, finance, and local economic development support. The support will run until 31 March 2023.

1.5 A comprehensive business “response” to the Zondo Commission Report

BLSA partnered with the Gordon Institute of Business Science (GIBS) to develop a proactive business position for public consumption, and to position business to support the combating of corruption and state capture.

GIBS prepared a document entailing recommendations on how big business should publicly respond to the Zondo Commission report. The recommendations focused particularly on the key policy and governance issues such as cadre deployment, public procurement, etc. The report has been treated as an internal paper and is expected to sustain a long “shelf life”. Moreover, numerous opinion pieces in Business Day, News24 Business and Netwerk24 have been published, with insights and recommendations obtained from the report.

1.6 Supporting the Department of Water and Sanitation

BLSA provided support to OV and the Department of Water and Sanitation to improve its water use licence application (WULA) processes in an effort to unlock growth through a streamlined WULA process for industry. The project was completed and a report based on four workstreams: updating the WULA cost-benefit analysis model; developing e-learning training modules for WULA implementation; development of operational performance measures; and analysis of historical performance relative to the 90-day turnaround target, was submitted to the Presidency.

1.7 Financial Action Task Force grey-listing of SA Advocacy Campaign

South Africa was placed on Financial Action Task Forces' grey list in February. Prior to that, during the period under review, BLSA ran a strong advocacy campaign to avoid grey listing. BLSA worked with National Treasury, Intellidex, the South African Reserve Bank (SARB), Business Day and News24 Business on this campaign.

Using BLSA'S strong media presence, the campaign raised awareness for the public and business and government took major steps to address FATF's concerns, but it wasn't enough. BLSA hopes the advocacy campaign, which also helped prepare the South African business sector, public and government for the deleterious consequences of grey-listing, helps get SA off the grey list quickly,

A BLSA-commissioned grey-listing research report authored by Intellidex, estimating the likely cost of grey-listing to the SA economy, explaining how business can mitigate the impact and how to minimise the period of grey-listing, was released and it contributed to the progress made.

Letters were also dispatched to the relevant parliamentary portfolio committee urging an expediting of the "FATF Omnibus Bill" process while satisfying appropriate public consultation processes. While South Africa has regrettably officially been greylisted by the FATF, it is imperative that stakeholders work to minimise both the period of greylisting and its impact on the economy.

1.8 A definitive business position on BIG and available fiscal options

BLSA supported BUSA as the apex organised business representative to develop a definitive position on a basic income grant (BIG). BLSA released a research report authored by Intellidex that explores funding options for a BIG and significant advocacy through BLSA's media presence has taken place, receiving significant public attention. This followed the BLSA Council sessions that were held on 5 and 6 May 2022, as well as written inputs provided thereafter.

02

Policy update

2.1 National Energy Crisis Committee (NECOM)

2.1.1 The latest NECOM feedback meeting was held on 19 January 2023. The following progress update was provided:

- 2.1.1.1 The final amendment to Schedule 2 of the Electricity Regulation Act was published which lifted the threshold for embedded generation completely to enable higher investment in electricity generation.
- 2.1.1.2 Signed project agreements for 19 projects from Bid Window 5 representing 1,800 MW of new capacity and for six projects from Bid Window 6 representing 1,000 MW.
- 2.1.1.3 Gazetted embedded generation projects as Strategic Infrastructure Projects (SIPs), reducing the timeframe for environmental authorization to 57 days.

- 2.1.1.4 An additional 300 MW was procured from the Southern African Power Pool and a further potential 1,000 MW through bilateral agreements.
- 2.1.1.5 NERSA concurrence received for Ministerial determination was 14,771 MW of new generation capacity from wind, solar and battery storage.
- 2.1.1.6 The pipeline for private sector generation projects has increased to over 100 projects representing more than 9,000 MW of new capacity, which will begin to connect to the grid during 2023.
- 2.1.1.7 Detailed turnaround plans were implemented in six power stations to recover additional capacity with support from outside experts.
- 2.1.1.8 The Transmission Development Plan was updated which will create 2,890km of new high voltage lines and 60 transformers by 2027.

2.2 Electricity Regulation Amendment Bill (ERA)

- 2.2.1 On 21 October 2022 NEDLAC provided the final report on the ERA Bill task team engagements at NEDLAC. The final report on the ERA Bill concluded the NEDLAC consultation process. Subsequently, the NEDLAC report was submitted to the Portfolio Committee on Mineral Resources and Energy for consideration. BLSA is monitoring the parliamentary process which is expected to commence during the first quarter of 2023.
- 2.2.2 In addition, BLSA partnered with BUSA and submitted inputs into the amendment of schedule 2 of ERA which formed a part of the final business submission. On 15 December 2022 the final amendment to Schedule 2 of ERA was published by the DMRE.
- 2.2.3 On 25 January 2023 NEDLAC held an urgent energy security workstream engagement with all the social partners. The purpose of the meeting was for government to provide an update on its initiatives that addressed the issues of escalated loadshedding and the crippling energy crisis.
- 2.2.4 Government presented on the Energy Crisis Communication Plan, which aims to achieve energy security and end loadshedding. In the presentation, which was circulated to members, government indicated its deliverables to date. Business committed to collaborate with the social partners to ensure the implementation of the energy action plans.

2.3 National Health Insurance (NHI)

- 2.3.1 At a recent BUSA health policy meeting it was reported that BUSA had written a letter to the President on 6 December 2022 expressing concern over the impact of the NHI on the economy and business confidence, as well as seeking an engagement with the President directly on the matter. The letter was acknowledged by the Presidency, but no date has been provided for the meeting yet.
- 2.3.2 Internally it has been agreed that BUSA will develop a more strategic communication plan which will involve input from several business leaders, including the BLSA CEO, expressing their support for universal healthcare coverage as a concept while expressing concerns about the current formulation of the NHI. In addition, research will be conducted into the possibility of low-income medical schemes as an alternative to the NHI or other possible alternatives so that business has fact-based alternatives to the NHI to propose to government.

2.4 Country Investment Strategy ("CIS")

- 2.4.1 The inaugural Country Investment Strategy (CIS) was approved by Cabinet for public consultation in May 2022. This was followed by a public consultation process, where various comments and written submissions were received. The CIS has since been updated following the public consultation process and it is envisaged that this will be tabled at Cabinet in March 2023. The Presidency believes that it will be valuable to conduct further consultations with key stakeholders, given the importance of the CSI, prior to its finalisation.
- 2.4.2 The CSI aims to position South Africa as Africa's leading investment destination, by leveraging quality foreign direct investment to achieve South Africa's National Development Plan (NDP) transformation goals of driving economic growth, increasing employment, reducing inequality and decreasing poverty,

supporting just transition to a low-carbon economy; anchored by quality institutions and robust economic networks. It will advance the country's goal of achieving 30% of gross fixed capital formation (GFCF) to GDP by 2030, as per the NDP target.

03

BACSA update

3.1 Gauteng Police Provincial Operation O Kae Molao and Safer Festive Season Operations

BACSA participated in the launches of the SAPS National and Gauteng Safer Festive Season Operations. BLSA/BACSA pledged to support these operations to ensure a safe and secure festive season. In addition, continuous weekly support is provided to Gauteng operations by providing mobile ANPR camera capability and security company members to SAPS operations.

3.2 Extortion Businesses (Construction mafia/business forums)

Extortion is a nationally prioritised crime, thus the NATJOINTS has implemented a joint strategy to address the crime type. A National Priority Committee governs implementation of all activities and structures included in the strategy which includes collaboration with the private sector as one of the stakeholders. BACSA continues to act as convener of the National Priority Committee's monthly meetings.

At the national meeting held in January 2023, the following was reported:

- SAPS Provincial representative attendance has improved, but the national office did not participate reportedly due to deployment outside the office. This led to the deferral of discussions of strategic importance, for example, the status of deployment of the Essential Infrastructure Task Teams.
- Cases are still withdrawn due to shoddy police work such as identification of motor vehicles and suspects not being accurately reported.
- Site managers negotiating with perpetrators and making payments are increasing the threat level of extortion to the entire country.
- Operationally, incidents are successfully communicated to the SAPS POCC's via the E2 communication platforms. KwaZulu-Natal shows specific successes in the prevention of escalated violence.

The following tasks involving several stakeholders are still in progress:

- Reviewing of the standard operating procedures.
- Drafting and implementation of a communication plan which will include a joint press statement between SAPS and private stakeholders.
- Listing of legal references to be used in charge sheets.

It is noted that these tasks will continue with willing and capable participants even if not all the identified resources are available to participate.

3.3 Infrastructure crime

BACSA is a founding member in the National Non-Ferrous Metal Crime Combating Committee (NFMCCC) formed by the Justice, Crime Prevention and Security Cluster (JCPS) and administered by the SAPS Component Firearms, Liquor and Second-hand Goods (FLASH). The focus of this committee has broadened since the enactment of the Criminal Matters Amendment Act of 2015, to include all infrastructure crimes. The committee's name is retained.

The national launch of the Economic Infrastructure Task Teams (EITTs) was planned for 5 September 2022 at Unisa but was postponed and a new date has not been scheduled. This lack of a national launch leads to the notion that the task teams are not functional, although operational successes are ascribed to the EITT.

The national NFMCCC meeting was held on 10 November 2022. Members were frustrated by the lack of SAPS projects to address organised crime networks. The same challenges have been discussed for several years but no real progress has been made. In several instances, the appropriate processes were not followed.

The Infrastructure Crime Forum (members: Transnet, Eskom, PRASA, City Power, Gautrain, and telecommunication companies) agreed at a meeting on 25 November 2022 to share crime data. The aim will be to protect infrastructure through operational awareness.

3.4 Gender-Based Violence (GBV) and Victim Empowerment and Support Matla a Bana

BACSA in conjunction with Matla A Bana has identified Tembisa Police Station for the second BLSA GBV victim friendly reporting facility in a disadvantaged area. The supply chain and budgeting process is in process for this facility, with the aim of providing BLSA with a business plan for approval.

This child friendly reporting facility will be furnished with state-of the art audio and visual recording equipment that will assist forensic social workers to collect evidence from victims for the arrest and prosecution of GVB and sexual crimes perpetrators.

Matla a Bana, with support from BACSA, is planning “the Xtreme for Kids Cycle Tour 2023” that was scheduled to start in Gauteng on 1 March this year and finish in the Western Cape on 12 March. The purpose is to raise awareness on child abuse in South Africa, but also to reach out to rural communities by speaking at schools on route to Cape Town.

3.5 Relaunching of the Victim Friendly Rooms in the Western Cape

Gender-based violence has become a focus point for the SAPS and government. To this end, BLSA has made funding available for Business Against Crime Western Cape to upgrade some of the Victim Friendly Rooms (VFRs) in the Western Cape. The relaunching of the upgraded VFRs will ensure a dedicated space for GBV victims and crime in general to make their statements in private in a non-threatening environment.

The relaunches of the VFRs were attended by the SAPS Head of Policing, the district commissioners, station commanders, chairpersons of the CPFs and other community-based organisations. The central message at all the relaunches was the importance of the fight against GBV and the role business can and must play to prevent it.

Since November to date, BACWC has upgraded 10 VFRs, which brings the total number funded by BLSA to 20.

3.6 Eyes and Ears (E2) Initiative

The E2 Initiative is a joint venture between BACSA, the South African Police Service (SAPS) and willing private security companies to coordinate operational crime fighting efforts. With extension of the mandate to also include the E2 in the Rural Safety Strategy, it is anticipated the above mandate will be extended to also include other structures that are recognised by the Rural Safety Strategy.

E2 has become a well-established conduit for most of BACSA's initiatives in collaboration with the SAPS and forms a pivotal part of most successes reported in initiatives such as fighting against business mafia, stock theft, cable theft, etc.

To improve general security in disadvantaged communities, including but not limited to Soweto, Tembisa, Atteridgeville and KwaThema, Vumacam has agreed to install 100 sites with CCTV and ANPR cameras. Site visits and equipment installation of the first 17 schools from the Department of Education were conducted. Already 10 schools are fully installed and operational.

These installations are done at problematic schools that were identified by Department of Education and they improve the general safety and security at the schools. Feeds from cameras lead directly into the BACSA Monitoring Centre. An additional 24 schools were identified, and these are being assessed for suitability.

Syntell installed five Gauteng traffic police vehicles with ANPR cameras and equipment. Feeds from these vehicles will feed directly into the BACSA Monitoring Centre.

In conjunction with our partner Vumacam, ANPR and overview cameras are now also installed at the Police Vehicle Safeguarding Section (VSS) Van Rhyn Deep to assist law enforcement in the prevention of thefts out of the safeguarding section.

Automatic number plate recognition service providers SNIPR and NAVIC have started to share their camera information with E2. Both are well established, with SNIPR predominantly active in KZN and NAVIC in the Western Cape.

A joint task team has been established in KZN through the initiatives started by BACSA in KZN during the latter part of 2022 and start of 2023. The task team comprises of SAPS members (tactical response, detectives and crime intelligence); eThekweni Metro Police and NPA specialised prosecutors. Resources are utilised through the E2 Programme (e.g., ANPR cameras, activation via KZN POCC). This has resulted in three arrests, and one firearm recovered since the start of January 2023. Further arrests and convictions are expected soon.

E2 is constantly growing and receives approximately 16-million automated vehicle queries per day and together with other information received (e.g., unrest, looting, CIT robberies, business robberies, vehicles thefts and hijackings), leads to the generation of more than 2,300 unverified alerts per day. After verification, more than 1,000 live alerts or incidents are shared with the SAPS daily.

To date, the initiative has successfully been implemented in all provinces.

The E2 initiative has also been rolled out as a pilot project in support of the SAPS Rural Safety Strategy in:

- Waterberg District, Limpopo
- West Coast District, Western Cape
- Impendle District, KwaZulu-Natal.

The E2 collaboration functions are used to support the Rural Safety Strategy.

3.6 The following are just a few of the planned initiatives.

- 3.6.1 Localisation of reporting of incidents to an area and focused groups, for example, to only provide the alerts of incidents reported in a specific SAPS station area to that station and, for example, to provide alerts of cloned vehicles to groups of SAPS members and specialised units that focus on identifying cloned vehicles. This is required to prevent information overload, leading to non-responsiveness.
- 3.6.2 Awareness campaigns: an ongoing initiative to build better relations with business, communities and the private security sector.
- 3.6.3 To market the E2 Project, roadshows with the SAPS are being planned.
- 3.6.4 District Operational Command Centres and Station Operational Command Centres are being implemented in all provinces.

3.7 NPA Support

The objective of BLSA's support is to capacitate prosecutorial and law enforcement authorities to address the scourge of corruption and legacy of state capture.

Several stakeholder engagements with the various divisions within the NPA were held during the period under review. This led to the appointment and deployment of two project managers at the NPA and the appointment of PwC to do a review of the State Capture (Zondo) Report. PwC has delivered the first draft report to the NPA and indicated that the final report should be completed by the end of January or during February 2023, depending on receiving the requested inputs and feedback from the NPA.

Engagements with the Investigating Directorate of the NPA started in December 2022 to identify its needs with the assistance of PwC. The needs assessment will be completed by the end of February 2023.

A needs assessment for a business intelligence and management tool started in December 2022 and was scheduled to be completed by end-February 2023 with the assistance of Vodacom.

4.1 BLSA Hub

At least three articles are posted on the BLSA Hub every week as well as occasional media statements. To track the impact, the Hub is filtered on a weekly view over three months. The BLSA Hub had a total of 10,875 pageviews in this quarter, with an average session duration of 34 seconds, slightly down from 35 seconds in the previous quarter. The stats for the pageviews are significantly lower than those of the previous quarter (1 August 2022–31 October 2022) which had 17,918 pageviews. This is likely due to the December holiday period.

The week of 1-5 November 2022 was the top-performing week with 1,642 pageviews, driven by high readership numbers from the 31 October CEO letter, the Business Day column titled *'Some high-ups must be sweating as they await that knock on the door'* and the News 24 Business titled *'BLSA calls on DMRE to urgently address power generation shortfall to prevent load-shedding beyond 2024'*. These articles, published on the BLSA Hub, received 413, 210 and 115 pageviews respectively.

The week of 27 November-3 December 2022 came in second with 1,552 pageviews, due partially to the media statement on the Phala Phala panel released on 1 December 2022 which received 363 pageviews.

The week of the 13-19 November is third with 1,329 pageviews due largely to the Business Day column titled *'Government's Zondo response leaves the door ajar for cadre deployment'*.

The media statement announcing BLSA's disappointment upon hearing of Eskom CEO André de Ruyter's resignation (15 December 2022) was the second-most viewed page with 517, making up 4.8% of the readership statistics.

The acquisition trend largely shows a positive relationship between social media and Hub users. Of the 7,315 users, 3,418 accessed the BLSA Hub through social media and 822 were through direct searches, which are visits that arrived on the Hub either by typing the website URL into a browser or through browser bookmarks. Direct links are also links from platforms such as Mailchimp which we use to distribute the weekly CEO letter. This is followed by organic searches (442 users), which is supported by the search engine optimisation component.

Gauteng was the region with the most users with 3,911 users, 3,971 sessions and an average time of 2 minutes 31 seconds. Interestingly the amount of time users spend on a page is up from 2 minutes 21 seconds, despite the low traffic. Most of the Gauteng audience (53.49%) accessed the Hub via social media.

4.2 BLSA CEOs weekly letter

The CEO newsletter continues to grow its readership. Newsletter recipients grew from 1,726 on 7 November 2022 to 1,812 on 23 January 2023, adding 86 new subscribers, though this is down from the previous quarter's 216 new subscribers. The subscriber base has grown from 1,237 in January 2022 to 1,812 in January 2023.

The top-performing piece disseminated via Mailchimp was the CEO Letter on 7 November 2022 which featured the investment plan for the Just Energy Transition Partnership at COP27. It had 644 opens. The second highest was the media statement on the Phala Phala panel (1 December) with 643 opens. Next was the media statement on De Ruyter's resignation (15 December) with 591 opens.

4.3 BLSA social media overview (1 November 2022-25 January 2023)

BLSA's digital marketing strategy relies mainly on social media and search engine optimisation (SEO). Social media was a key driver in the acquisition of Hub visitors in the first three quarters of 2022. Social media continues to be the main source of site visitors this quarter. The previous quarter (1 August-31 October 2022) saw an incline in numbers due to a change in the content strategy using a paid promotion, particularly on Facebook. Social media in this quarter accounted for 3,418 users, down significantly from 8,066 in the last quarter. The content strategy employed by the BLSA content team to lead the conversation rather than follow topical issues has worked well in this quarter but the quiet traffic during the festive season has had a huge impact.

Twitter followers are a combination of BLSA's corporate account as well as BLSA CEO Busisiwe Mavuso's Twitter account. Mavuso's personal Twitter account has 18,455 followers, up from last quarter's 18,358. The BLSA

corporate account has 14,943 followers, up from last quarter's 14,704. Despite the number of followers, the official BLSA Twitter account has not seen the same engagement as Busisiwe Mavuso's personal account. LinkedIn followers climbed to 4,145, from last quarter's 4,006. There are 32,464 fans on Facebook, up from 32,215 in the last quarter.

Over the past two months, the BLSA Official account and Busisiwe Mavuso's personal Twitter account has raked up 313,264 impressions, up significantly from last quarter's 472,685. This page had an engagement rate of 2.18%.

LinkedIn had a total of 8,148 impressions (previous quarter: 13,342) with an engagement rate of 2.21%. This is higher than the engagement rate for Twitter. We've seen a significant increase in both.

The top-performing tweet in this quarter was on Busisiwe Mavuso's personal Twitter account, with 66 retweets, three quote tweets, 213 likes, 19 replies and 2,540 impressions. This tweet was posted on 28 November and highlighted how organised crime was the biggest threat to South Africa's economy. Despite the low impressions compared to other top Twitter posts, this tweet had an engagement rate of 13.46%. The performance of this tweet suggests that the BLSA audience is extremely concerned about the prevalence of organised crime in South Africa.

BLSA Official's top post on LinkedIn was published on 16 December. It called for reconciliation and unity commemorating the Day of Reconciliation. This post had six reactions, zero shares and 164 impressions.

4.4 Eyes and Ears (E2) Festive Season Campaign

The PR and Communication team assisted BACSA with the E2 Festive Season Campaign's planning and marketing. The campaign ran from 27 November 2022 to 10 January 2023 and was well received on the digital platform. Over those few weeks content videos, and images regarding the E2 festive season campaign were shared on BLSA's social media page, Facebook, Twitter, Instagram and LinkedIn. The E2 festive season campaign trended for well over the weeks that it ran.

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