

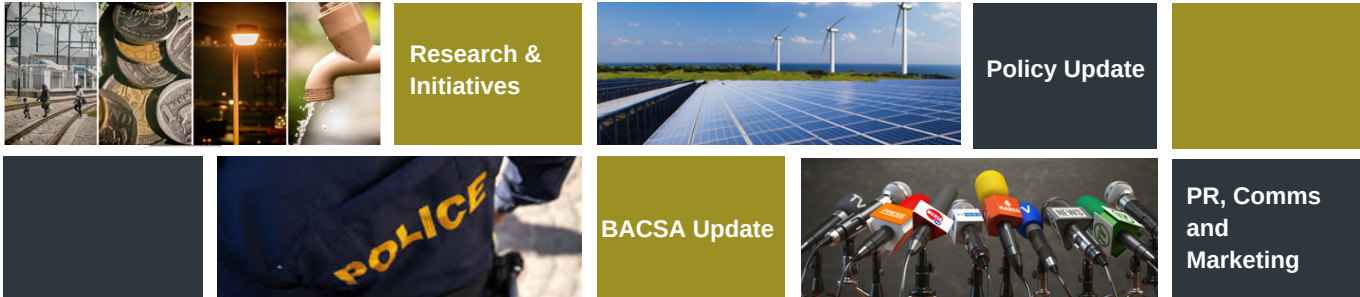


**BUSINESS
LEADERSHIP
SOUTH AFRICA**

**6TH
EDITION**

BLSA BULLETIN

Q3 2022



**Research &
Initiatives**

Policy Update

BACSA Update

**PR, Comms
and
Marketing**

Foreword by the CEO

The preservation order secured recently by the South African Revenue Service (SARS) against Gold Leaf Tobacco and its directors is a massive breakthrough in the fight against the illicit tobacco trade – but also illustrates the progress made by SARS in rebuilding its capacity.

Two years ago, SARS commissioner Edward Kieswetter told BLSA members during an online webcast that the job of rebuilding SARS was an immensely difficult task because of the extent of the damage done during the state capture era. His description of how the damage went beyond what was described in the Nugent report following the Commission of Inquiry into Tax Administration and Governance by SARS was powerful: “Only when one engages day to day with the people, when you hear their stories and look into their eyes and see the trauma, only then do you start realising how traumatised the organisation had been,” Kieswetter said. “You cannot believe the actual reality, particularly the erosion of governance, integrity and capabilities.”

One of Judge Robert Nugent’s findings was that then SARS commissioner Tom Moyane had “destroyed key oversight bodies and systems at SARS”. These included the capacity to monitor the illicit trade of cigarettes, as well as the large business unit, which used to handle tax administration for high net-worth individuals and companies.

Part of Kieswetter’s aims in rebuilding SARS is to ensure a greater focus on corruption and the breakthrough by SARS is encouraging in that it signifies that we can rebuild the institutions that were damaged by state capture.

It’s important to keep these successes in mind when assessing the hard work that still needs to be done at SARS itself and in other areas where we’re still fighting to free the country from the ravages of that repugnant period in our history.

On a less positive note, the plight of the small business sector, struggling to overcome the devastating effects of loadshedding, is alarming. A recently released survey of mostly small businesses by business chamber Sakeliga estimates that power cuts cost our economy over R600bn annually while the direct costs of severe loadshedding amount to a very substantial 5% of turnover for the median business. In the survey – conducted in June to early July – respondents were asked to estimate the direct damage or losses due to power surges resulting from loadshedding over the preceding 12 months. More than 85% reported such damage or direct losses that came to around R15,000 over the 12 months for the median business. The severe stage 5 and 6 loadshedding bouts in August and September would have worsened their situation.

One positive note is the move by Trade, Industry and Competition Minister Ebrahim Patel in easing anti-collusion rules for small businesses. A new block exemption from the anti-collusion provisions of SA’s competition legislation will allow small business to work together to negotiate collective purchasing deals with

larger suppliers, and to collaborate on pricing and production agreements. The move is intended to help small businesses to grow faster and to make up for their lack of scale when dealing with their bigger competitors.

BLSA has been supporting SARS in rebuilding its capacity and we salute all those involved in bringing non-compliant taxpayers to book. We are also committed to prioritising small business. We have long been campaigning for an environment that is more friendly to small business as it is this sector that holds arguably the greatest potential to drive inclusive economic growth and create jobs.

Yours sincerely,

Busiswe Mavuso



01

Research and initiatives

1.1 Support to OV on general and critical skills visa reform

Operation Vulindlela (OV) is a unit within the Presidency that works with the National Treasury (NT) to accelerate reforms, particularly by identifying and overcoming obstacles to ensure execution on policy commitments.

As stated in the previous Bulletin, BLSA partnered with the OV team to assist with the general and critical skills visas initiative that will enable skilled professionals to move to the country to work, thereby benefiting the economy. The project has been completed and a report compiled by Deloitte has been submitted to OV.

1.2 A comprehensive business “response” to the Zondo Commission reports

BLSA has 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's report entailing recommendations on how big business should publicly respond to the Zondo Commission reports has recently been finalised and BLSA is assessing its findings.

1.3 Civilian Commission on the Professionalisation of the Public Service

The Governance and Public Policy Think Tank (GAPP-TT) project to develop a civilian commission that will examine national and international benchmarks on what constitutes a professional public service, consult a wide range of stakeholders, and publicly release a set of recommendations is still ongoing.

BLSA believes that the professionalisation and depoliticisation of the recruitment and promotion of senior management within the public service will contribute towards the development of a capable state through capacitating the state with civil servants selected purely on merit and beholden to the public good rather than narrow interests.

1.4 Defend our Democracy campaign

The Defend our Democracy (DoD) campaign aims to curb the corruption plaguing South Africa and reinstate the democratic constitutional rights of its citizens through democratic deliberation.

DoD was formed to counter state capture destabilisation in the country and promote participatory democracy. The campaign has accomplished some of what it set out to do through various public activations and cross-sectoral coalition building in its first year of existence.

1.5 Support the Department of Water and Sanitation (DWS)

BLSA is providing support to OV and the Department of Water and Sanitation to improve its water use licence application (WULA) processes in efforts to unlock growth through a streamlined WULA process for industry.

The immediate work includes the costing of the proposed WULA organisational structure, refinement of the WULA training manual, development of training modules and methods, as well as the finalisation of the WULA templates revision. In terms of progress, Stellenbosch professors have completed their technical work and submitted their reports to OV. The next stage includes optimising WULA utilization..

1.6 Presidential SOE Council 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 (PSEC) is to advance the SOE reform process with a view to ultimately improving government's service delivery and South Africa's fiscal (macroeconomic) position.

There is still a general challenge of the contracted professionals not being able to effortlessly access personnel and information from the 21 SOEs, but the project is nearing completion.

1.7 Support 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.

Business Unity South Africa (BUSA) met with the head of the red tape task team in the Presidency, Sipho Nkosi, to discuss high-level red tape identified by BUSA members. BLSA contributed extensively to the BUSA input. The setting up of an office was discussed with BLSA and broader business support to maximise the impact of the office. A follow-up meeting has been scheduled.

1.8 Financial Action Task Force (FATF) potential greylisting of SA advocacy campaign

South Africa is at risk of being greylisted by the international Financial Action Task Force (FATF), the international watchdog that combats money laundering and terrorism financing activities. BLSA has commissioned a research report that will estimate the likely cost to the SA economy of greylisting, explain how business can mitigate the impact, explain what options exist to avoid greylisting and how to minimise the period of greylisting.

The report will be used to influence relevant stakeholders to urgently implement FATF recommendations as well as prepare – as far as possible – the South African business sector, public and government, for the deleterious consequences of greylisting.

1.9 A definitive business position on BIG and available fiscal options

As the debate on the feasibility of a basic income grant (BIG) advances, BUSA together with BLSA on 22 July 2022 launched a research report authored by Intellidex that focuses on the funding options for a BIG. The in-depth research shows that there are only three options to fund a BIG: cutting other expenditure, issuing more debt or raising taxes.

1.10 Review of public / private partnerships regulation

A review of the Public / Private Partnerships (PPP) framework has been included as an "ask" by Business for South Africa (B4SA) in its social compacting bilateral process with government.

The purpose is to revise the PPP framework in a manner conducive to greater private sector involvement in infrastructure development. NT has positively responded to the request for an engagement on PPP reform and a meeting date is currently being pursued.

1.11 TAMDEV support for capacity building in the Eastern Cape government

The project aims to strengthen the capacity of the project management office and local municipalities in the planning of catalytic infrastructure projects to drive infrastructure investment and ignite economic growth. The support will run until 31 March 2023.

1.12 Position business as a national asset

BLSA has contracted Quantec to produce a rigorous study on the positive contribution of South African big business to the country's economy and society.

1.13 BLSA helps clear visa backlog

Following public pressure initiated by, among others, BLSA on the dysfunctional state of processing work visas, the Presidency requested BLSA to provide it with details of outstanding, unduly delayed work visas. Following this and the reversal of the centralised system of adjudicating work visas, many work visas have been granted.

BLSA has been specifically thanked by regional CEOs of major multinationals who have in the past fortnight received intra-company transfer visas to work in South Africa – following extended (sometimes months-long) waiting periods to the detriment of individuals, their families, companies, and investor sentiment. BLSA is pleased that the work visa backlog is being cleared and welcomes the resolve shown by government in this regard.

1.14 Beyond Advocacy Fund (BAF)

BLSA and the United States Agency for International Development (USAID), through the Beyond Advocacy Fund (BAF), have partnered with four projects to help tackle a range of key initiatives outlined in the National Development Plan (NDP).

The four project partners are: National Business Initiative's TAMDEV programme, Afrika Tikun Services, 22 on Sloane Capacity Building Programme and the Enterpriseroom Enterprisefund Township SMME Development Programme.

1.14.1 National Business Initiative (NBI) – Nelson Mandela Bay Municipality Drought Mitigation Project

The goal of the project is to strengthen interventions designed to ensure water use efficiency as stipulated in the drought mitigation plan of the Nelson Mandela Bay Municipality. The support is meant to contribute to the creation of effective water conservation strategies and the development of technical skills for the maintenance of water infrastructure including water treatment plants. This is done by providing mentoring and technical advisory and hands-on support, anchored on skills transfer and action learning. The NBI currently hosts stakeholder engagement, helps with leak reductions at 72 schools, assists with the repair and maintenance of pump stations and public awareness campaigns.

1.14.2 Afrika Tikun Services – Career Development Programme

Afrika Tikun Services (ATS) seeks to empower youth by means of implementing a training and skills programme for targeted youth linked to in-demand ICT jobs through its various partners. ATS also ensures sustainable economic empowerment by encouraging job placements and entrepreneurship.

A total of 364 candidates were onboarded for the programme, 21 students dropped out, and the remaining 343 students received and completed training. The training was for in-demand ICT roles such as software developers, data analysts, cloud and cybersecurity specialists, etc.

To date 302 students have been placed where they will be exposed to six to 12 months work experience and on the job training, earning an average of R5,000 which is above the current minimum wage.

1.14.3 22 On Sloane – Capacity Building Programme

22 On Sloane's Capacity Building Programme's key offering is the accelerator model which is delivered through tailored programmes. It aims to support start-up businesses and help integrate them into the mainstream economy of the country by creating opportunities for them to access markets, and access funding.

In partnership with the Small Enterprise Development Agency (SEDA), the 22 On Sloane team identified and targeted ten hubs around Gauteng, with a minimum participation of ten entrepreneurs per hub to be able to impact 100 entrepreneurs.

1.14.4 Enterpriseroom Township SMME Development Programme

Enterpriseroom is a transformation and business growth consultancy. It is dedicated to achieving socioeconomic transformation by starting, sustaining, growing, and developing small and medium businesses. Through BAF, Enterpriseroom's Township SMME Development Programme aims to source finance from different partners to provide a blended financing product to SMMEs that is affordable and focuses on driving growth and sustainability.

The consultancy has rolled out an SME communication and selection process whereby SMEs were sent information on the fund, inviting them for virtual interviews, collecting all funding viability documents, analysing the information, and conducting diagnostic assessments on suitable SMEs. Once this is completed, shortlisted SMEs will be required to undergo a comprehensive diagnostic assessment and will be further selected for the Funding Readiness Programme.

1.15 Near-term strategic outlook

1.15.1 What's next?

The Presidency and NT released a progress report on the work of the Operation Vulindlela initiative for the second quarter of 2022 (see [here](#)). The next progress report, for the third quarter, is expected to be released in December.



2.1 BLSA-BUSA engagement with the National Energy Regulator of South Africa (Nersa) on the licensing procedure:

On the 5 July, the National Economic Development and Labour Council (Nedlac) held the Energy Security Work Stream (ESWS) roundtable engagement. The roundtable provided social partners with the opportunity to engage on critical challenges and solutions within energy self-generation. The challenges include the lengthy process of reviewing and updating the Integrated Resource Plan (IRP), the onerous and ambiguous regulations and authorisations required for new generation projects and issues faced by municipalities in procuring electricity generation.

BUSA presented the challenges surrounding self-generation and provided solutions to accelerate generation capacity as follows:

- The addition of more than 5,000MW on the grid to augment Eskom's supply, which will allow for energy security and cost reduction with regards to the cost of electricity;
- The reduction of red tape through simplifying the regulatory procedure and allowing a parallel process to take place to reduce the time for its completion;
- Establishment of a task team within the presidency that will urgently address the energy crisis;
- The removal of the 100MW limit for self-generation projects.

The social partners committed to act towards these solutions within certain time frames as recorded in the ESWS summary report which was circulated to members. On 2 August, the solutions were further discussed in detail at the Nedlac Energy Security Workstream meeting. The final report will be made available to members upon the resolution of the time frames and the commitments by the various social partners.

On 12 July, BLSA, BUSA and the Minerals Council held a briefing meeting with Nersa. The purpose of this engagement was for business to engage on key issues with regards to 100MW projects and for Nersa to share its views on how business can effectively participate in the self-generation projects. Business obtained clarity regarding the self-generation project procedure. The regulator confirmed that Power Purchase Agreements (PPAs) are no longer a legal requirement for the registration procedure. In addition, Nersa confirmed that the application process flow chart provided to business remains applicable. Nersa welcomed BUSA's willingness for further stakeholder collaboration to address red tape and grid constraint issues.

Further, the regulator confirmed that it has established an ongoing advocacy programme which aims to unlock the barriers of entry for additional self-generation capacity. Business will engage in the upcoming advocacy programme.

On the 25 July President Cyril Ramaphosa addressed the national energy crisis and announced the lifting of the threshold for embedded generation completely with the objective of obtaining higher private investment in electricity generation.

In order to reduce red tape and procedural delays government will therefore table special legislation in parliament on an expedited basis to address the legal and regulatory obstacles for new generation capacity. In addition, the President announced that going forward:

- Government will accelerate the procurement of new capacity from renewables, gas and battery storage. The relevant departments are working together to ensure that projects from Bid Window Five of the renewable energy programme will commence construction on schedule;
- The IRP is being reviewed to reflect the need for additional generation capacity and climate change commitments;
- Streamlining certain regulatory requirements where it is possible to do so within existing legislation; this includes reducing the regulatory requirements for solar projects in areas of low and medium environmental sensitivity;
- The establishment of the National Energy Crisis Committee chaired by the Director General in the Presidency, which brings together all the relevant departments and entities involved in the provision of electricity;
- Over the next 12 months the power utility will increase the budget allocated for critical maintenance to escalate the reliability of energy generation.

In conclusion government aims to add capacity to the grid and diversify the country's energy supply.

As a result of the president's pronouncement business continuously engages on various workstreams to ensure the implementation of the declarations.

Accordingly, BUSA and BLSA will proactively engage with Nersa to:

- Get a clear understanding of the regulator's legal requirements in conjunction with the proclamations made by the President;
- Simplify and streamline these requirements and set the minimum requirements that will allow project development work to continue given the lifting of the threshold for embedded generation and the time frames for the approval of the projects that will enhance private investment.

A follow up engagement with Nersa was held on 17 August, as a result of the president's announcement. On 13 September, BLSA together with BUSA engaged with the National Energy Crisis Committee (NECOM) to discuss the progress on the President's electricity crisis plan.

2.2 Electricity Amendment Bill 2022

BLSA in partnership with BUSA engaged with the Electricity Amendment Bill (ERA) task team at Nedlac. Business previously raised concerns on the uncertainty created by certain provisions of the Bill. As a result, on 25 July BUSA held a bilateral engagement with the Department of Mineral Resources and Energy (DMRE). During the Nedlac consultation process, the DMRE issued an updated version of the ERA Bill due to some of the concerns that were raised by business about the initial version of the Bill. The version that was deliberated on by the Nedlac ERA Bill Task Team is the updated version. BUSA with the assistance of law firm Webber Wentzel presented the business inputs with regards to the updated version. The draft BUSA presentation as well as the updated version of the Bill was shared with members.

In the BUSA and DMRE meeting, business aimed to obtain clarity on the provisions of the updated version and provided additional inputs for the department's consideration. BUSA presented on the substantive issues with regards to the ERA Bill to ascertain its interpretation of the amended provisions. BUSA and the DMRE discussed the inputs, which were subsequently deliberated on at Nedlac. Business is still waiting to receive the final copy of the ERA Bill, which will form the basis of the Nedlac report. Based on the final wording of the Bill, business will be able to indicate its position. The ERA Bill Task Team concluded the consultation process in August 2022.

2.3 National Health Insurance

On 4 August, BLSA participated in a meeting held to institutionalise the Health Working Group into a formal BUSA structure as approved by the BUSA board. The Health Policy Committee will operate as an official subsidiary structure reporting to BUSA's standing committee on Social Policy. The draft terms of reference were formulated and circulated to members for input and BLSA will continue to participate in the Health Working Group until it is formally established.

The National Health Insurance (NHI) will form part of BUSA's Health Policy Committee scope of work. Despite government's uncertainty on the funding and cost implications of the NHI, the Portfolio Committee on Health has approved the NHI Bill. This approval is of extreme concern to business considering the lack of clarity around the critical factors of cost and funding. The committee will continue with stakeholder engagements regarding the Bill.

2.4 Government Incentive Schemes - NEDLAC Trade and Industry Chamber

Nedlac's Trade and Industry Chamber (TIC) has appointed a task team to examine the efficacy and impact of government incentive schemes which seek to support the development, growth and substantiality of businesses within various sectors. Government's objective is to improve the design of these incentive schemes and improve business uptake. On 5 August, members were given approximately three weeks to provide input regarding the government incentives schemes.

2.5 The Draft Companies Amendment Bill 2021

As reported in the previous Bulletin, Cabinet has still not approved the Draft Companies Amendment Bill 2021 (CAB). BUSA has subsequently escalated the delay in the parliamentary process as a matter of urgency to the Presidency. On 9 June, a Trade and Industry Chamber (TIC) meeting was held at Nedlac. The Nedlac TIC strategy meeting where Minister of Trade and Industry, Ebrahim Patel will provide an update regarding the status of the CAB has been scheduled for 6 October.

2.6 Draft Public Procurement Bill

As reported in the previous Bulletin the draft Public Procurement Bill, which consolidates numerous laws and supply chain management instructions from National Treasury, is government's response to dealing with procurement irregularities and poor compliance. It seeks to create a strong oversight mechanism to deter corruption and fraud associated with procurement. It is critical that a single, transparent online public procurement system be established for the entire state, including SOEs and municipalities. This is key to reducing corruption, wasteful expenditure and boosting public procurement.

BLSA received the following feedback from its members after circulating the Bill:

- The bill is unclear on what the reasonable steps would be to prevent non-compliance;
- The constitutionality of certain provisions;
- The establishment and the extent of powers provided to independent tribunals and the impact these tribunals will have on the bid process.

National Treasury has since processed submissions received on the draft bill.

2.7 Draft National Labour Migration Policy and Employment Services Amendment Bill

As reported in the previous Bulletin, the department of Employment and Labour invited public comments on the draft National Labour Migration Policy (NLMP), the first comprehensive national policy on labour migration in South Africa which covers the management of labour migration into and from South Africa, and the Employment Services Amendment Bill (ESAB), which aims to facilitate the employment of foreign nationals in a manner that is consistent with the objects of this act and the Immigration Act.

The Draft NLMP was circulated to members for input, and a substantial amount of feedback was received. The NLMP is an ongoing process and BLSA will continue to monitor its progress.



03

BACSA update

3.1 NPA Support

The NPA is ramping up its efforts to respond to the Zondo Commission report and will need specialised skills to support complex corruption cases, such as forensic accountants and data analysts.

With the aim of capacitating prosecutorial and law enforcement authorities to address the scourge of corruption and the legacy of state capture, BLSA and the NPA signed a memorandum of understanding (MoU) on 5 August.

The MoU enables the prosecuting authority to implement one category of Judge Raymond Zondo's recommendations in his state capture reports – the prosecution of those implicated in corruption.

At the request of the NPA, BLSA will mobilise the best available people in the private sector to work for the prosecuting authority to investigate and build cases for successful prosecutions.

The MoU also ensures that the NPA's legal processes are fully impartial and independent.

3.2 Rural Safety Summit

On 28 June, at the end of the Rural Safety Summit that was held in Parys in the Free State, the Minister of Police, in consultation with the National Commissioner, established a ministerial task team for rural safety. The executive programme manager at BLSA, Mr Fouche Burgers, together with 17 other individuals, were appointed to the task team by the minister.

The aim of the task team is to find amicable solutions for long-standing challenges that affect South Africa's rural communities.

From the issues that were presented at the summit, the task team had to identify between six and nine priority areas that it would focus on to enhance rural safety. Some of the priority areas that were identified include tackling stock theft, infrastructure crime, farm murders and gender-based violence (GBV), to name a few.

At the Rural Safety Summit, BLSA together with the SAPS presented the E2 Initiative. E2 was then identified as one of the key interventions that will help tackle the priority area of crime in rural South Africa.

3.3 Gender-based violence (GBV) and victim empowerment and support

BLSA is committed to helping fight the scourge of GBV. The organisation is doing its part by partnering on the three initiatives below:

3.3.1 Relaunching of Langa Victim Friendly Room on Woman's Day, 9 August 2022

On 9 August, through funding provided by BLSA, Business Against Crime Western Cape (BACWC), upgraded and relaunched the Victim Friendly Room (VFR) at the Langa police station in Cape Town. The upgraded VFR will give victims of GBV and general crime the privacy, and safe space they need when making their statements.

The relaunch was attended by numerous Western Cape SAPS management members, which included the deputy provincial commissioner Maj Gen Mpumelelo Manci, Cape Town's mayoral committee member for safety and security Alderman JP Smith, the clergy of Langa, the community policing forum and the neighbourhood watch.

Maj Gen Manci and the Langa community thanked and commended BACWC and BLSA for the support given in upgrading the VFR. Major General Manci said he is committed to ensuring the correct utilisation of the VFR. He called upon SAPS members to treat victims with fairness and respect, and urged all police officers to inform victims of their rights, which include, but are not limited to:

- the right to be treated with respect and dignity;
- the right to offer information;
- the right to receive information;
- the right to protection;
- the right to assistance; and
- the right to compensation.

Since the launch at the Langa police station five more VFRs around the Western Cape were launched. The remainder of the funding provided by BLSA will be used to improve more VFRs that are in dire need of an upgrade.

3.3.2 Ukululama Project

BLSA, together with the Gauteng Provincial Police and Gauteng Department of Basic Education, are currently discussing the implementation of the Ukululama Project. The Ukululama Project will focus on live theatre performances that aim to educate and inform pupils on GBV.

The key messages of the performances are to raise awareness of GBV at scholar level, analyse the causes of GBV, highlight the rights and responsibility of victims, reduce the risks and support GBV victims.

The performances will be conducted by well-known artists.

3.3.3 Matla a Bana

On 1 July 2022, BLSA and its subdivision BACSA together with Matla a Bana – an NGO that fights GBV and creates child-friendly reporting facilities – launched a child-friendly reporting facility at the Protea Glen Police Station in Soweto.

The facility, a shipping container with state-of-the-art audio and visual recording equipment, will assist forensic social workers from the Moroka SAPS Family Violence, Child Protection and Sexual Offences Unit to collect evidence from victims.

Click [here](#) to watch the launch of the child-friendly reporting facility.

3.4 Minister of Police, SAPS senior management and business meeting

As reported in the previous BLSA Bulletin, BACSA together with other organised business entities and civil society, had a meeting with the Minister of Police and senior SAPS officials regarding problems experienced by business and possible solutions.

The concerns BACSA listed included but were not limited to SAPS's lack of adequate capacity to respond to crimes and to carry out proper investigations, the high levels of fraud, corruption and commercial crimes, high levels of violence in South Africa which include hijackings, extortion, gang violence, taxi violence, assault, murder, looting, cash-in-transit heists and taxi violence.

The SAPS took note of the concerns raised by BACSA and indicated that a subsequent meeting would be held.

3.5 Extortion businesses (construction mafia/business forums)

Extortion is a nationally prioritised crime and as a result, the Justice Crime Prevention and Security (JCPS) cluster in government has implemented a joint strategy to address this crime. A national priority committee governs implementation of all activities and structures included in the strategy. The strategy includes collaboration with the private sector as one of the stakeholders. BACSA has continued to act as convenor of the National Priority Committee's monthly meeting, since July 2021.

At the national meeting held in July 2022, it was reported that:

- Extortion has been included in the work of the 18 district-level economic infrastructure task teams (EITTs) that the president spoke about at this year's State of the Nation Address;

- A representative from the NPA was formally introduced to the committee's operations and will provide assistance to improve case management;
- Cases in Gauteng and Mpumalanga were withdrawn, either by the complainant or due to the lack of evidence. This again elevates the need for victims to secure evidence;
- The guidelines for businesses were also distributed.

Currently several stakeholders are in process of reviewing the standard operating procedures and drafting and implementing the communication plan which will include a joint press statement.

3.6 Infrastructure crime

BACSA is a founding member of the National Non-Ferrous Metal Crime Combating Committee (NFMCCC) formed by the JCPS cluster and administered by the SAPS Component Firearms, Liquor and Second-hand Goods Control (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 specialised multi-disciplinary EITTs were finally established in the Western Cape and KwaZulu-Natal, as they have the highest level of infrastructure crime and extortion of economic sites.

The task teams will run for 18 months before being assessed and decided if specialised units will be created. The national launch of the EITTs was planned for the end of August 2022 on the kind of innovative thinking that is needed to address the proliferation of infrastructure crime facilitated by Covid and loadshedding.

3.7 Eyes and Ears (E2) Programme

The Eyes and Ears (E2) Initiative is a joint venture between BACSA, the SAPS and willing private security companies. It provides a coherent communication platform and formal framework for these three partners to work together in the fight against crime.

Currently E2 receives approximately 14 million automated vehicle queries per day. This number also includes alerts regarding unrest, looting, cash-in-transit robberies, business robberies, vehicles thefts and hijackings, which leads to the generation of more than 2,300 unverified alerts per day. After verification, more than 800 live alerts or incidents are shared with the SAPS daily.

E2 has also 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 the fight against construction mafia, stock theft, cable theft, etc.

To date, the initiative has successfully been implemented in Gauteng, the Western Cape, KwaZulu-Natal, Limpopo, the Eastern Cape, Free State, Mpumalanga and the Northern Cape.

E2 has also been rolled out as a pilot project for implementation at the District Operational Command Centre (DOCC) Waterberg district in the Limpopo province, and Buffalo City district in the Eastern Cape province.

3.8 Illicit trade

As reported in the previous Bulletin, BLSA has submitted a draft MoU to SARS that establishes the specific projects the two organisations will partner on. The MoU has been positively received by the revenue collection provider, and BLSA is currently awaiting feedback.

BLSA asked if the Illicit Trade Committee could meet while awaiting feedback regarding the MoU, but SARS advised that the memorandum should be in place first.

The Consumer Goods Council of South Africa also confirmed that it will participate in the relevant projects which may arise as a result of the collaboration with SARS.



4.1 BLSA Hub

At least three articles are posted on the BLSA Hub every week. To track the impact, the Hub is filtered on a weekly basis. It had a total of 8,036 pageviews during June and July, with an average time of 2:34 minutes spent on each page and an 84.07 bounce rate.

The week of 4–10 July 2022, was the top-performing week with 2,260 pageviews. This stemmed from the weekly CEO's newsletter on stage 6 loadshedding.

This was followed by the week of 6–12 June 2022, with 1,043 pageviews, driven by the News24 Business article on greylisting and the CEO weekly newsletter on crime. The week of 11-17 July 2022 had 808 pageviews based on proposals to address the energy crisis article that was in Business Day and the greylisting column that was placed in News24 Business.

The trendline oscillates throughout the quarter but remains above 610 pageviews per week.

In terms of content, the CEO Weekly newsletter on loadshedding published on 4 July was the best performing piece with 1,315 pageviews. The homepage came in second with 804 pageviews.

The News24 Business article of 10 June on South Africa possibly being greylisted was the third-most visited page with 332 pageviews.

Other pages on the Hub get reasonable traffic flows, making up 51.3% of the overall traffic on the site.

The acquisition trend largely shows a positive relationship between social media and Hub users. Of the 4,985 users, 2,935 were directly due to social media and 1,539 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 BLSA uses for the CEO's newsletter. This is followed by organic searches (392 users), which is supported by the search engine optimisation component.

4.2 BLSA CEO's weekly letter

The CEO weekly newsletter recipients grew by 104 new subscribers, from 1,387 on 6 June to 1,491 on 26 July.

The top-performing pieces disseminated via Mailchimp were the CEO's newsletter of 25 July on the basic income grant report researched by Intellidex, which had 813 total opens, the CEO's newsletter of 6 June on crime in South Africa and BLSA's efforts in fighting crime with 795 total opens.

The media statement of 26 July which welcomed President Ramaphosa's energy plan with 776 total opens came in third.

A quote from the CEO's weekly newsletter of 4 July regarding the diversification of electricity was featured in the Washington Post [article on loadshedding](#) in South Africa.

4.3 BLSA social media overview (12 April 2022 – 31 May 2022)

BLSA's digital marketing strategy relies mainly on social media and search engine optimisation (SEO). Social media has been a key driver in the acquisition of Hub visitors since the last quarter (12 April – 31 May 2022). This quarter has seen the same acquisition patterns; however there has been a drop in numbers. Social media in the last quarter accounted for 6,338 users while in this quarter it has only accounted for 2,938. This is a decline of 3,400 users; it must be noted that most of the users in the previous quarter were due to the increased interest in Ms Mavuso's personal Twitter page in May 2022.

Direct media came in second in both the previous and current quarter. Direct media has seen an increase from 1,452 users in the previous quarter to 1,539 in this quarter.

The number of followers on BLSA social media platforms has also climbed consistently. Twitter followers are a combination of BLSA's corporate account as well as Ms Mavuso's Twitter account. Her personal Twitter account has 17,526 followers, up from last quarter's 16,717. The BLSA corporate account has 14,397 followers, up from last quarter's 13,921. These two social media accounts complement each other, thus generating stronger traction. The top-performing tweet in the past two months is from Ms Mavuso's personal Twitter account. The tweet was from the CEO weekly newsletter of 4 July, which highlighted the devastating effects of stage 6 loadshedding. It had 190 retweets, 63 quote tweets, 487 likes, 174 replies and 109,438 impressions. The performance of this tweet suggests that the BLSA audience is interested in business' opinion on the energy crisis and its impact on South Africa's economy.

LinkedIn followers are on a steady increase, and currently are at 3,800 from last quarter's 3,674. There has been an increase in the number of BLSA Facebook and Instagram fans. Currently Facebook has 31,974 fans and Instagram has 2674 fans.

4.4 Beyond Advocacy Fund marketing campaign

To publicise the great work of the four projects that are being funded by the Beyond Advocacy Fund (BAF), BLSA's strategy and comms and PR teams generated a marketing campaign that kicked off on 1 June and ended on 24 July.

Over those few weeks content (videos, and images) regarding the BAF and the four projects were created and shared on BLSA's social media pages, Facebook, Twitter, Instagram and LinkedIn.

The campaign was well received on the digital platforms, 4,969 posts were made by 466 users. Online users engaged with our content 7,055 times, the campaign reached over 3,617,000 people on the social media platforms and obtained a total of 106,718,343 impressions.

The BAF campaign trended for well over five weeks in a row. The conversation around the BAF initiative was responsible for over 80% of the positive sentiment for this period.

4.4.1 Social media force

The marketing campaign had a social media force, a group of paid people who use their digital platforms to share our messages driving the trends over the duration of the campaign. The social media force drove engagements through sharing the BAF content, running polls, and asking questions to their audience to see if it was following the message. They posted three times a week and successfully influenced SA topic trends and digital conversation over the campaign period.

4.4.2 Four influencers

The campaign also included four main influencers whose job was to amplify the BAF campaign messages and drive engagement on social media. The influencers also shared some of the content BLSA created on their digital platforms and scheduled posts which the social media force engaged with. BLSA used social media influencers Mohau Sam, Tumi Sole, Tebello Motshwane, and Catherine Constantinides for the campaign.

4.4.3 Press releases and media publicity

A press release regarding each of the four partners was also written, shared with the media and placed on BLSA social media platforms. Here are the links to the press releases:

- **TAMDEV:**
- **22 on Sloane:**
- **Afrika Tikkun:**
- **Enterpriseroom:**

OFM, a regional radio station that operates in the North-West and Free State provinces, conducted an interview with TAMDEV and Enterpriseroom regarding their projects.

Umbele, and Isizulu online business publication interviewed two organisations that were assisted by 22 on Sloane.

5 GBV and child-friendly reporting facility launch

The PR and comms team assisted BACSA with the planning and marketing of the GBV and child-friendly reporting facility launch. Members of the media were invited to attend the launch that was held on 1 July. A press release was sent out to BLSA members and the media, social media content was curated and shared across all the BLSA social media platforms, and pictures of everyone who attended the event were taken by the PR and comms team.

The launch of the facility was covered by both print and online publications; the Rising Sun Lenasia, Soweto Urban Protea, The South African, Crush Live and Servamus Community-based Safety and Security magazine