

DECEMBER 2024

“Perpetual optimism is a force multiplier.”

— Colin Powell

DEAR JOHN

REFLECTING ON THE YEAR

2024 has been a year of cautious optimism for business in South Africa. The formation of a coalition government and the national energy system stabilising were positive signals. Both developments contributed to the rand strengthening and a reduction in inflation and interest rates. However, these changes were not enough to shift GDP growth performance from its 0,8% average since 2012¹.

The future looks bright as we see productive collaboration and engagement such as phase 2 of the Business and Government Partnership², that was announced in October. This initiative aims to elevate growth to 3% from next year by pursuing key stretch targets in the areas of electricity, freight logistics and crime and corruption³.

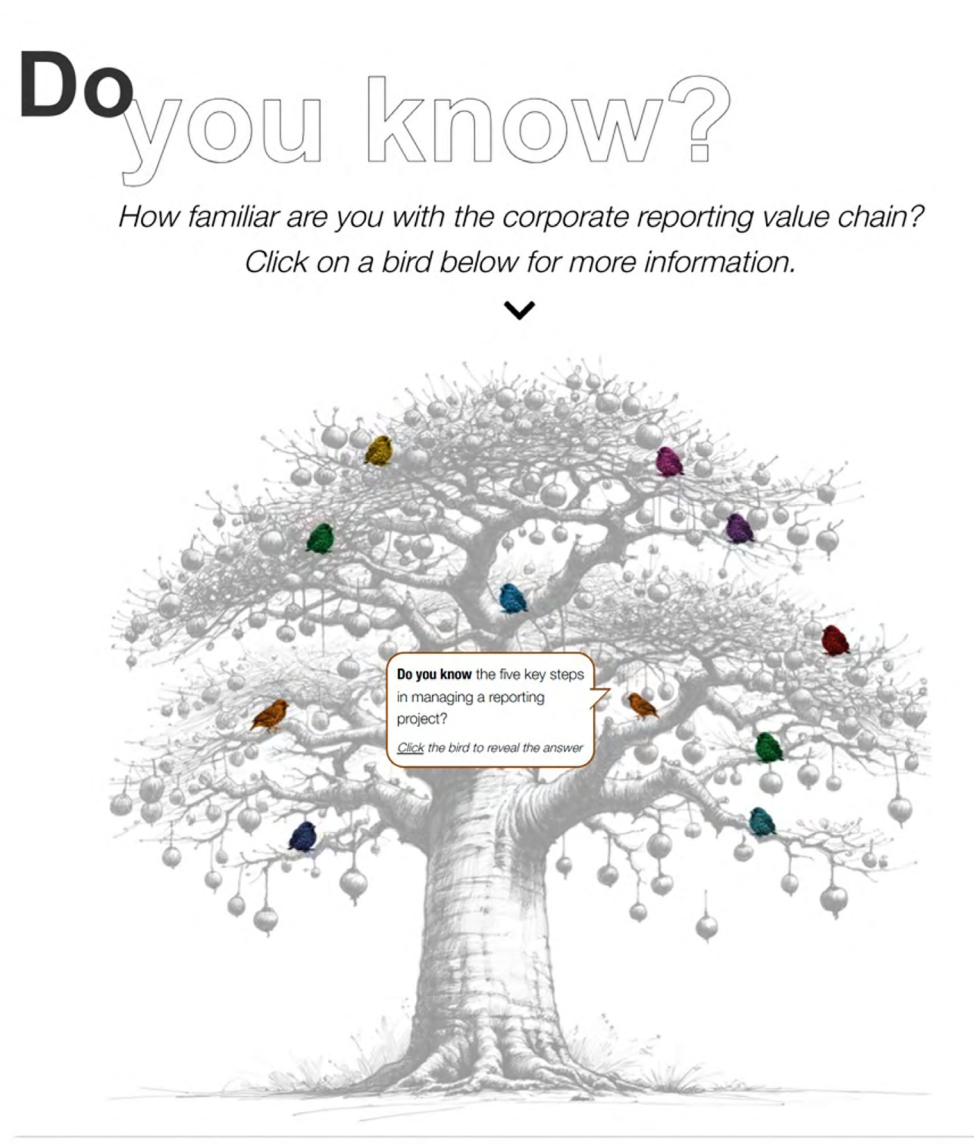
South African companies will have to continue to play a key role in unlocking growth for the country through their organisations and the influence they have on the economy and in the communities they operate.

COMMUNICATING YOUR CONTRIBUTION

Effectively communicating your value creation story demonstrates your contribution to driving economic progress and social impact. **Articulating how you contribute to society builds trust with stakeholders, attracts investment, and strengthens brand reputation.** GreymatterFinch (GMF) is a one-stop reporting hub and it is our role to amplify your value-creation story.

DO YOU KNOW THE REPORTING VALUE CHAIN?

If you follow us on [LinkedIn](#), you might have noticed our **Do you know posts** throughout the year. This series gives an overview of the corporate reporting value chain in easy-to-understand, bite-size chunks. You can also read all the posts on our [website](#).

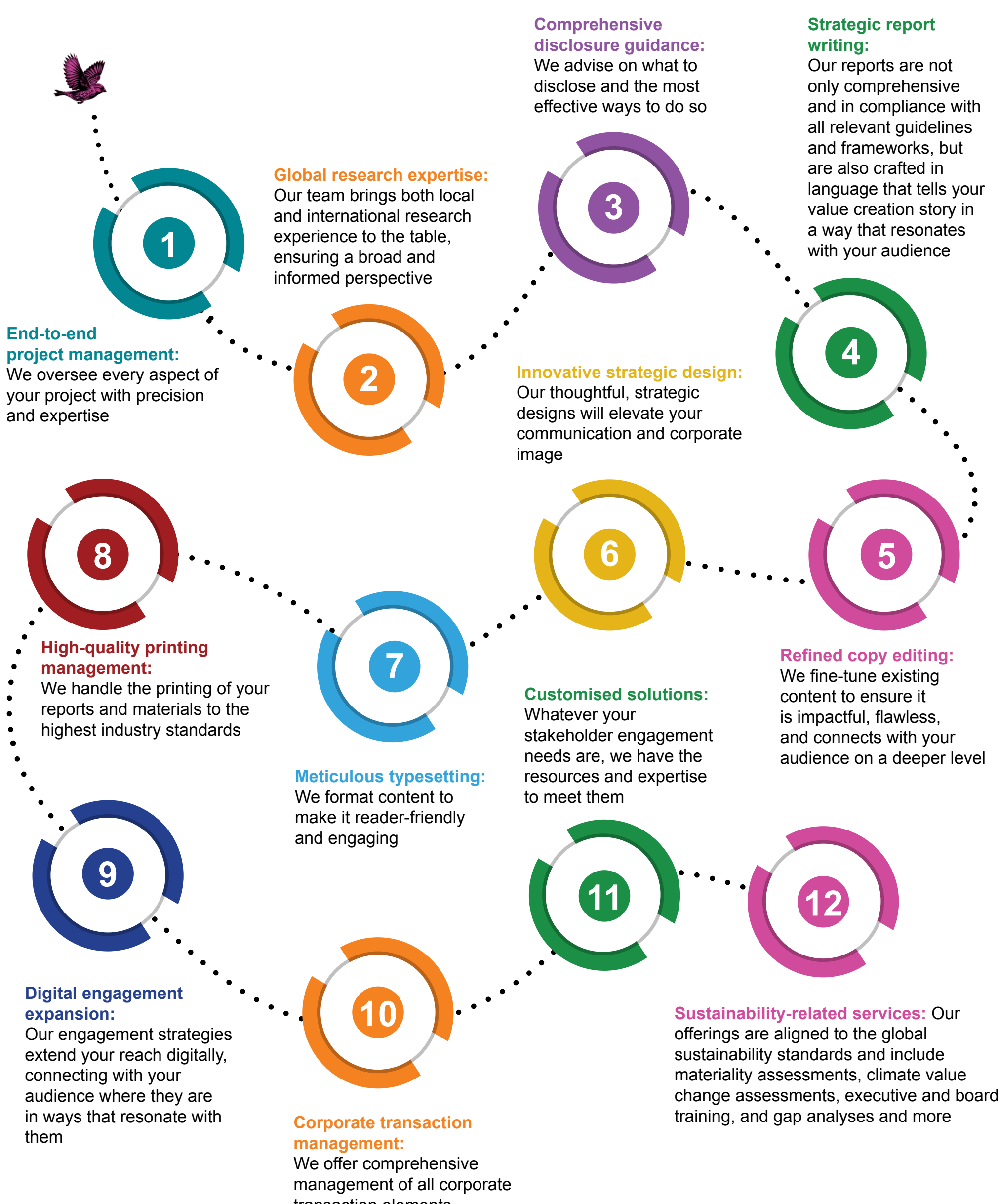


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“Whatever words we articulate ought to be picked with care for individuals will hear them and be affected by them for good or sick.”

– Buddha

We can help amplify your reach during each stage of the corporate reporting value chain through our comprehensive offering:



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“Purposeful storytelling isn’t show business, it’s good business.”

— Peter Guber

FORWARD TO FRIEND

HAPPY HOLIDAYS!

As we approach the festive season, we extend our warmest wishes to you and your loved ones. May this time bring joy, rest, and renewed energy for the year ahead. Thank you for your continued partnership and trust in us. We look forward to working together to create an even brighter 2025.

GMF OFFICE CLOSURE

GMF will be closed from 23 December 2024 to 3 January 2025. We will reopen on 6 January 2025. Should you require urgent assistance during this period, [email us](#).

¹<https://www.treasury.gov.za/documents/National%20Budget/2024/review/Chapter%202.pdf>

²<https://www.gov.za/news/speeches/president-cyril-ramaphosa-launch-phase-2-business-and-government-partnership-01-oct>

³<https://www.businesslive.co.za/bd/economy/2024-10-02-government-and-business-partners-in-renewed-drive-to-hit-3-growth-by-2025/>

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