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BEST YOUTH ENTREPRENEURSHIP PROJECT

Local Annual Career Expo

EXECUTIVE SUMMARY

Middelburg Chamber of Commerce and Industry (MCCI) were formally registered in 1903. Local businessmen met to form an association for the protection and advancement of business in Middelburg. A non-profit organization that exists to unite local business to beneficially influence our local environment, encourage members to active commitment, innovation and professional services for the protection and advancement of business and to generate and promote local support for our business community. Our members include all industry sectors and mostly corporate companies and many SMME's.

As the voice of business we strive ourselves to be a centre of excellence, and to positively influence and grow the environment in which business operates. The MCCI is affiliated to the South African Chamber of Commerce and Industry (SACCI).

Local Business and Investment Climate (LBIC) – done by the German Development Cooperation GIZ - is a crucial element and has become an important topic in the South African discourse on economic development of successful business growth, as the local level is an important implementation and feedback level for business climate reforms, and only in the context of a favourable LBIC can the local economy reach its full potential. With this study which was done in 2007 the Business Linkage Centre (BLC) was born. The BLC focuses on local economic development and supports SMME's. The BLC also addressed one of the main concerns from the LBIC in the Steve Tshwete municipal area – skills shortage.

MCCI and STLM decided to form a partnership for address the skills shortage in STLM area. We have the Department of Education (DOE) and Nkangala FET College on the partnership list as well, they completely support this event. The local demand and the supply on skills development are not balanced and awareness should be created amongst learners on what opportunities the area contains. This project focuses specifically on youth and the unemployed youth.

According to the global employment trends: May 2012 / International labour office – Geneva: Ilo, 2012
Globally, the youth unemployment rate was 12.6 per cent in 2011 and projected at 12.7 per cent in 2012, the global youth unemployment rate remains at least a full percentage point above its level in 2007. Nearly 75 million youth are unemployed around the world, an increase of more than 4 million since 2007.

South Africa's unemployment figures stood at 25% for the past year and were at 24.9% in the second quarter, according to the latest official statistics.

Youth unemployment in SA has reached the edge and everything possible should be done in order to assist our youth's future.....this is why we want to enter this project as the best youth entrepreneur project. We believe with projects like these we will be able to meet the skills shortage demand. Every nation in the world needs good leaders and good leaders come from the present youth generation. We are responsible for their education and we should do whatever is possible in our power and means to ensure that they get it!

Project Synopsis

Improving the Business and Investment Climate (BIC) has become an important topic in the South African discourse on economic development. This is based on the realisation that efforts to increase the global competitiveness can be offset by the negative effects of disadvantageous legal, political and institutional frameworks. Not all of the dimension of a favourable business climate – e.g. labour legislation - can be directly influenced by interventions at the local level. Nevertheless, improving the Local Business and Investment Climate (LBIC) is a crucial element of successful business growth, as the local level is an important implementation and feedback level for business climate reforms, and only in the context of a favourable LBIC can the local economy reach its full potential. Initiatives which pursue Local Economic Development (LED) will only show very limited and isolated effect on the local economy if they are designed within a disadvantageous or even hostile LBIC. Therefore, improving the LBIC should not only be a generic element of macro-level oriented BC programmes, but also of LED processes. The LBIC – and LED in general - is influenced by the private and public sector alike. While government is responsible for creating an enabling environment for economic development, it is the responsibility and interest of business to inform government on their requirements and to build its own competitiveness by a variety of measures.

The Middelburg Chamber of Commerce & Industry (MCCI), Department of Education (DOE) and Steve Tshwete Local Municipality (STLM) are in partnership for addressing the skills shortage in STLM area.

Our problem: we had huge numbers leaving the municipal area but limited numbers entering the area. One of the reasons was that school learners indicated there are no opportunities for them to stay here and that is why they leave for the city. However on the other side businesses commented that they have all these open vacancies but no one that meets the job requirements specifically in the technical side of business. The local demand and the supply on skills development are not balanced and awareness should be created amongst learners on what opportunities the area contains.

Our solution: It has become clear that the local industry requirements, with specific reference to technical skills are not being met. The purpose of the career expo is to expose the local youth to career opportunities in the Steve Tshwete Municipal area. The focus is on **Grade 9** (making subject choices) and **Grade 11/Grade 12** (ready to leave school).

It has become clear that the local industry requirements, with specific reference to technical skills are not being met. The purpose of the career expo is to expose the local youth to career opportunities in the Steve Tshwete Municipal area. The focus is on **Grade 9** (making subject choices) and **Grade 11/Grade 12** (ready to leave school).

The annual expo is scheduled in the beginning of the year in order to accommodate for bursary and learnership applications. The corporate companies closing date for bursaries and/or learnerships are usually in the first quarter of the year.

As one can see there is a great need for this career expo in our area to prevent skills shortage and to ensure the growth and expansion of the economy. The support and participation of the local career expo is very important and have a direct and positive influence in closing the skills gap.

Different corporate organisations exhibit their career opportunities in their business; discuss the opportunities of the different industries and how to get educated through the acceptable channels.

For the Grade 9 learner the expo is focused on explaining why math and science is so important and to motivate the learners to come to school and finish school – show casing all the possibilities out there. It is also a focus to show the learners which channels are available and how to access opportunities and how to earn a living. They are also assessed with an accredited assessment to give guidance and assistance with future

subject choices. School principles appreciated the assessments conducted, as it was a first for some learners, guiding them on the right path.

For the Grade 12 learner the expo is focused on vacancies, learnership and bursaries. The main focus for the Grade 12's are to meet with the corporate companies' and to hand out curriculum vitae's and to follow the process of learnership and/or bursary applications. They get invited to listen to corporate companies and also get a quick talk on job application tips, interview tips and curriculum vitae (CV) writing tips straight from the companies.

Career goodie bags are being given to the each participating school to take home. Corporate Companies also add their information to the bag. The 800 page career directory is also included for the schools to explain to learner's benefits and disadvantages of different careers. Included in the bag is a manual for tertiary institutions, job hunting skills (how to write a CV etc), and possible funding institutions. This career directory has received many compliments from the schools and also stated by the principals that at least they have a guidance book in order to assist learners now and to guide learners on the right path.

All high schools (27, average 5000 learners) are signed on to participate from the three circuits of Steve Tshwete Municipal area every year.

The exhibitors such as local businesses, government departments and training colleges are all invited to participate. All the exhibitors explained the opportunities to the learners that existed within their different industries. The industry career paths are also explained to the learners. Business receives the following for sponsorship: an exhibition stand; opportunity to promote industry; opportunity to communicate skill shortage in specific business; marketing and awareness and an opportunity to explain bursary application procedures.

SUCCESSES OF THE EXPO

- 27 schools attend
- SINCE 2009 – 2013 will be the 5th year
- An average of 2500 assessments were done in the 2 days for all career expos. (The teacher's were impressed and many said that it was the first time for them to actually professionally have their learners assessed. The learners never had such an opportunity before)
- On average, between 3500 and 5000 learners visit the career expo on both days.
- Informative talk sessions on how to prepare for a job interview, prepare a CV and what do corporate companies look for…
- Press releases – Opportunity Magazine, Mpumalanga Beeld, Middelburg Observer and Herald
- All participating schools received a career goodie bag. The career goodie bag included a 800 page career directory discussing each career in detail, tertiary institution call directory, job hunting skills directory as well as a financial aid directory. The schools can use this to assist learners at school with career guidance.
- Platform for corporate company and learner to interact
- Schools have one career expo to attend so the hours at school doesn't get interrupted with the tight schedule at the schools especially with the grade 12 learners
- Corporate companies do not need to individually visit schools they can participate in this event every year to reach learners
- No cost to school and learner
- Everything is funded by the municipality and the corporate companies
- Well supported by the community and business community
- Well supported by the tertiary institutions
- Growing annually with partners – recently Nkangala FET college also entered as partners
- The Nkangala District Municipality for the district also wants to partner with us.
- Department of Education (DOE) also a partner in this event
- Annual date booked in the schools calendar confirmed with Department of Education (DOE).
- Possible expansion is in the near future to neighboring towns as well as to the district

The other successes of this youth development project:

- Motivated learners
- Focus on the future
- Focus on what they can become if they learn at school
- Greater school attendance
- Learners realize there is hope. They can do something with their lives and earn a living not necessary to steal or fall pregnant to claim government grants
- They can have a career like any other person
- Learners acknowledge that they need to work hard as it is not going to fall out of sky
- Learners can study locally while supporting their families

Education is the key for the success of any future generation. Children today are exposed to social media that influence their mindset as it is. We, as their mentors, are responsible for guiding them in the right direction in terms of their education and future roles in our world.

Statistics
Global statistics - Global employment trends: May 2012 / International labour office – Geneva: Ilo, 2012
The economic crisis abruptly ended the gradual decline in global youth unemployment rates during the period 2002–07. Since 2007 the global youth unemployment rate has started rising again, and the increase between 2008 and the height of the economic crisis in 2009 effectively wiped out much of the gains made in previous years. Globally, the youth unemployment rate has remained close to its crisis peak in 2009. at 12.6 per cent in 2011 and projected at 12.7 per cent in 2012, the global youth unemployment rate remains at least a full percentage point above its level in 2007. Nearly 75 million youth are unemployed around the world, an increase of more than 4 million since 2007. Medium-term projections (2012–16) suggest little improvement in youth labour markets. By 2016, the youth unemployment rate is projected to remain at the same high level.

South African Statistics - South Africa's unemployment figures stood at 25% for the past year and were at 24.9% in the second quarter, according to the latest official statistics.

Youth unemployment in South Africa has reached boiling point and has spurred on heated political debates and mass protests ending in violence. Governments around the world have tried to react to the mass youth protests and the swelling problem by implementing labour market policies, such as subsidized wages, tax incentives and encouraging school-work transition through apprenticeships and training programmes.

However, the unemployment figures have continued to soar and have not shown signs of slowing down.

The rising levels of youth unemployment can be effectively curbed through the promotion of entrepreneurship as a viable career choice for young South Africans. However, it requires a committed change in South Africa's public perception and culture.

Bleak outlook for young South Africans - Sep 04 2012 20:26 Sapa-AFP

It is a successful way of exposing the learners in the municipal area to local career opportunities. The main outcome will be to address the local demand and the supply on skills development which are not balanced. Awareness needs to be created amongst learners on what opportunities this area contains and needs. The career expo is addressing the skill shortage locally.
The career expo creates a platform to learner to seek recruitment opportunities, bursaries and vacancies. And creates a platform for the corporate company to meet and interact with the learner.

For the corporate companies it provides a place where thousands of learners can be reached and corporate company's vacancies, bursaries and learnership can be accessed. Also the corporate company distributes information on what skills, subjects etc. is needed if you want to work with a certain company or certain career.

Letters of support:

or Cansa

anica du Plessis was the youngest supporter for the day at the Mica , where she opted to colour-spray r. Also pictured is Mrs Middelburg e Reynierse and Miss Nkangala e Potgieter.

or Life

Thousands visit Career Expo

The Middelburg Chamber of Commerce and Industry in conjunction with the Steve Tshwete Municipality held their annual career expo at the Eastdene Community Hall.

At least 22 schools from the entire Steve Tshwete area, including schools from Steelpoort, visited the expo, with more than 3 500 learners passing through.

According to Valerie Prenaar, co-ordinator of the expo, 2 000 learners were assessed.

Grade 11 and 12 learners altogether attended six seminar sessions, where they were advised on CV compilation and corporate company recruitment requirements.

Learnership and bursaries advice was also given.

19 exhibitors provided information desks for the learners. This included Anglo Coal, SAPS anti-drug campaign, Columbus Stainless, Samancor, Steve Tshwete Municipality, Department of Education, Kashbar Restaurant, Nkangala College, UJM, Exxstrata Coal, Northern Platinum Mines and National Youth Development.

The Steve Tshwete Municipality and the Middelburg Chamber host the event annually to address skills shortage and boost employment opportunities for the youth.

Middelburg Ferrochrome presented the students with samples of the products they produce. Visual material of available careers at Samancor, as well as the necessary subjects and experience to pursue these careers were presented to the students. Pictured is Francois Davel, Shavanie Moodley, Nadia Retief, Charita Ramjee and the students from Middelburg Combined School.

Tinsdale College made their presence felt. Pictured is Themba Mashego (seated), Front: Cecelia Mahase, Elaine Galanakis (Principal), Jennifer Bhana, Thuli Thabethe and Portia Jhamba. Back: Judy van Deventer (Director), Alric Theron, and Tanya Goossen.

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EASTER DEAL

9. Jan. 2012 12:29 ATT: Valeggie No. 2146 P. 1

STEVE TSHWETE LOCAL MUNICIPALITY

Your ref.

Our ref. (W D Fouche)

2011/12/22

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BHP Billiton

Attention : Mr Mzwakhe Skosana

CAREER EXPO SUPPORT LETTER

Steve Tshwete Local Municipality is hereby expressing its support to the 2012 Career Expo to be held within the municipality.

The Career Expo came as one of the recommendations after a study on skills shortages in our area was conducted.

This annual event has been taking place from the year 2010 and is co-ordinated by the Business Linkage Centre in partnership with the municipality and the Department of Education.

For the past two years there has been a number of organisations participating in this event that includes tertiary institutions, government institutions and private companies which also sponsored the event.

Yours faithfully

W D FOUCHE
MUNICIPAL MANAGER

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