

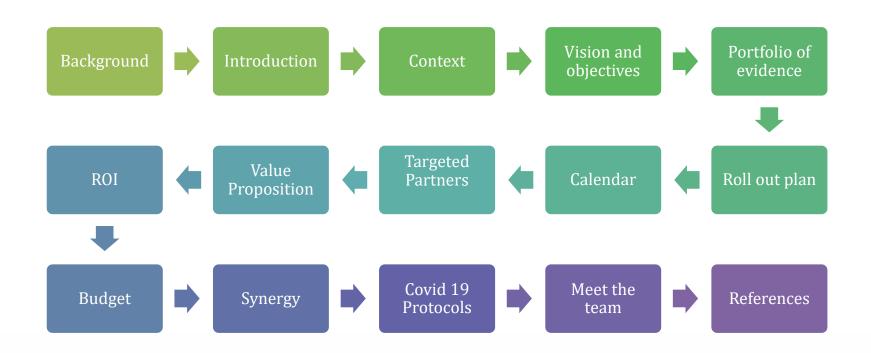


Proposal 2023

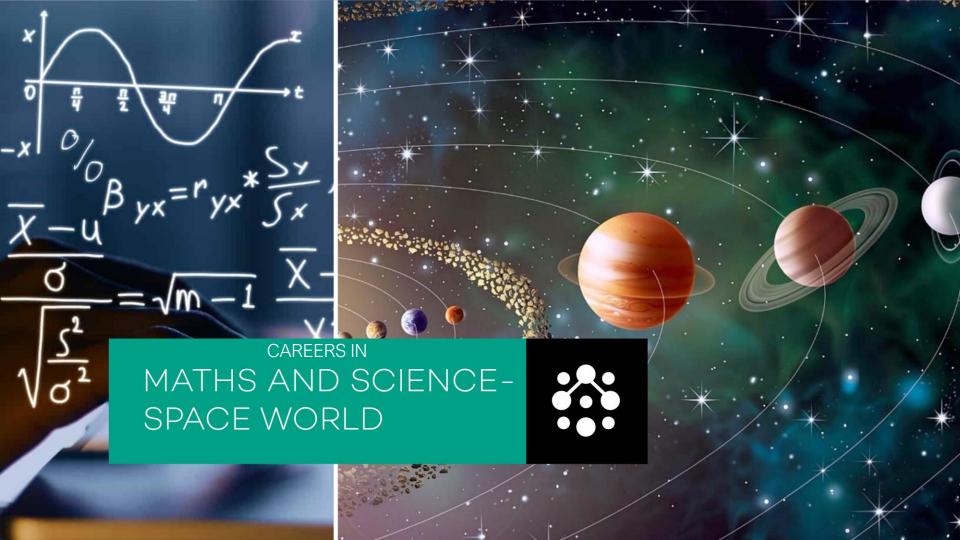
PREPARED BY: SIYAVUYA MBETE

SHAPE YOUR FUTURE TODAY

TABLE OF CONTENTS:







BACKGROUND:

Launched in April 2021, the National Career and Science Expo is an initiative by the Siyavuya Foundation, Non-Profit Company that was founded in 2016. The foundation aims to develop and empower disadvantaged communities in rural areas through entrepreneurships, skills development and improving the health care profile of the citizens. Amongst other aspects, the foundation has been involved with the food parcel programme, GBV activations, Covid-19 awareness campaigns, Road Safety education and responsible drinking campaigns

Following the successful execution of the first ever Career and Science Expo in Ngcobo in partnership with the Chris Hani East District of Education and the Provincial Department of Education in the Eastern Cape Province, reaching over 30 exhibitors and partners, a need was identified by the event organisers to implement the Career and Science Expo at a national level

In 2022 the National Career and Science Expo executed more than 15 expo's nationwide. These included Mpumlanga, Kwa Zulu - Natal, North West, Free State and the Eastern Cape Province.

The National Career and Science Expo will focus on Schools targeting learners from Grade 7 to Grade 12 for an indepth career and industry focused approach to expose scarce skills and help learners make wise career decisions

With the staggering unemployment rate in South Africa, the National Career and Science Expo will provide an opportunity for school leavers and unemployed youth to take back their future





INTRODUCTION:

The National Career and Science Expo aims to showcase careers in various sectors or industries - with a special focus on Mathematics, Science and Technology thereby achieving the objective to allow learners access to information

The National Career and Science Expo analyses the current socio-economic needs of the provinces reached and uses those findings as a starting point to determine and customise the locations, targeted reach, support and the deliverables from one Province to another

Key partners will be identified and a series of science festivals will be developed to reach broader communities nationwide

The National Career and Science Expo is committed to becoming the central point of contact where all the South African children can access information to make meaningful decisions about their career choices





CONTEXT:

At macro level, it has been established that some of the major socio-economic challenges facing South Africa relates to inequality, high levels of unemployment, over-supply of semi or unskilled workers, a shortage of specialists and skilled workers as well as large numbers of its population living in rural areas. South Africa is classified as an upper-middle-income developing country in terms of Gross Domestic Product (GDP) per capita. However, according to the United Nations Development Programme (UNDP; 2011), it is ranked as one of the most unequal economies in the world in terms of income distribution (South Africa's Gini-coefficient is 0.57).

An Environmental Scan of Career Advice Services in South Africa' (SAQA; 2012), asserts that it is evident that career development services are urgently needed in the country for youth, students, underemployed workers and unemployed citizens to help them navigate their career development paths through the complex array of opportunities and possibilities, increase sustainable economic growth in the country, and deliver high levels of employment for the benefit of all individuals.





VISION:

The National Career and Science Expo aims to avail information to learners in five spheres - psychological health, academic support, study, life skills and academic requirements for tertiary entrance.

Availing access to this information will equip learners with the mentorship and inspiration, thereby encouraging a career driven generation of visionaries to realise that their dreams are not out of reach. The National Career and Science expo aims to implement and sustain a momentum of planning and motivation which will in turn have a positive impact on the socio – economic factor nationwide.



OBJECTIVES:

- Availing access to information pertaining to career opportunities available to learners
- Promoting and providing Math, Science and Technology education support
- Identifying and nurturing potential young talent SA has to offer
- Providing learners with science, technology, engineering and mathematics (STEM) career development services
- The objective is to establish a self-sustainable organisation with programs under the guidance of key stakeholders and Partners participating in this initiative.
- To avail accurate and up to date information to the learners reached about study and career opportunities
- To encourage grant and bursary providers to avail more intensified career guidance programmes
- To enhance development in our Nations future leaders



PORTFOLIO OF EVIDENCE:























































































ROLL OUT PLAN:

The National Career and Science Expo will take an approach of combining access to information within psychological health, academic support, study, life skills and academic requirements for tertiary entrance thereby increasing the learners' chance of academic performance.

Through a team of experts made available by the partners and exhibitors of the National Career and Science Expo, an increased awareness of the career opportunities available to learners will be showcased.

Learners that attend the National Career and Science expo's have an opportunity to interact with various Universities and companies during the in-person exhibitions which have enhanced behavior change toward the culture of rural districts having a lower rate of exposure to career guidance.

In 2023 the National Career and Science Expo is targeting March to September to avail learners sufficient time to research their career paths and the options available to fund their tertiary studies, it also avails sufficient time for our working teams to plan, consult and engage each Province.



CALENDAR:

Grades:

7-12

7-12

7-12

Venue:

Ngocobo Sports Ground

Bergville Sports Centre

Willowville, Ngadu, Great Place

Target dates:

04 April 2023

26 April 2023

Province:

Factorn Cana

District:

Municipality

Municipality

Chris Hani District - Dr AB Xuma Local

uThukela District - Okhahlamba Local

Amathole District Municipality -

Eastern Cape	OR Tambo District – KSD Local Municipality	25,26 May 2023	7-12	Dans Place
	Joe Gcabi District – Senqu Local Municipality	20 July 2023	7-12	Bensonville College, Sterkspruit
Free State	Lejweleputswa District -Matjhabeng Local Municipality	02 August 2023	7-12	Pahamisami Primary School
	Illembe District – Gingindlovu Local Municipality	16 August 2023	7-12	Gingindlovu Stadium
KwaZulu- Natal	Ethekwini Metropolitan Municipality	11 May 2023	7-12	Isithhumba Village, Pinetown

27 July 2023

CALENDAR:

Grades:

7-12

7-12

7-12

7-12

Venue:

Vryburg

Colesburg

Thembalethu Township

KwaMhlanga

Target dates:

01 June 20223

District:

Nkangala District Municipality - Thembisile

Dr. Ruth Segomotsi Mompati District -

Pixley ka Seme District - Umsobomvu Local

Naledi Local Municipality

Garden Route District – George

Municipality

Province:

North West

Northern Cape

Western Cape

Maumalanga	Hani Local Municipality			
Mpumalanga	Ehlanzeni District Municipality, Bushbuckridge Local Municipality	30 August 2023	7-12	Bushbuckridge Sports Ground
	Vhembe District - Collins Chabane Local Municipality	15 June 2023	7 – 12	Matsila Village
Limpopo	Capricon District – Polokwane Local Municipality	21 September 2023	7-12	Moria
Gauteng	City of Tshwane	30 June 2023	7-12	Hammanskraal Sports Ground

29 May 2023

06 September 2023

13 September 2023



BRANDING & COLLATERAL:

















PREVIOUS EXHIBITORS & PARTNERS:





















PREVIOUS EXHIBITORS & PARTNERS:













environment, forestry & fisheries

Department: Environment, Forestry and Fisheries REPUBLIC OF SOUTH AFRICA







higher education & training

Department: Higher Education and Training REPUBLIC OF SOUTH AFRICA



TARGETED PARTNERS:





VALUE PROPOSITION:

- The National Career and Science Expo creates an alternate platform for a face to face interaction with the various sectors represented at this event, thereby enabling engagement with multiple key stakeholders and communities
- Guaranteed brand visibility through branding on site at the various event venues and the distribution of branded collateral. This in turn positions your brand visuals with the CSI initiative
- The National Career and Science Expo is a positive platform to profile the expertise offered by your organisation as a preferred career choice to the learners and youth that will be present
- Propelling the National Career and Science Expo forward is the commitment to the vision of the South African National Development Plan (NDP) 2030, that highlights and puts emphasis on the value of public private partnerships as a key cornerstone to achieving the envisioned country of our dreams. In support of the NDP and identified supporting initiatives, the expo is a platform that champions channelling of corporate social investment to bring about social justice to underprivileged communities.





RETURN ON INVESTMENT:

- Full branding rights at all affected areas reached with the National Career and Science Expo
- ❖ Brand recognition during all opening and closing billboard Ads developed for the event
- ❖ Digital branding rights on all platforms showcasing the National Career and Science Expo
- Creating an exclusive platform for your brand at all the areas reached with the National Career and Science Expo
- Guaranteed traction gain based on the following by influencers and celebrities in attendance across the social media platforms reached
- This activity will avail you a speaking opportunity to present careers within your organisation, thereby enabling a priority on all media coverage gained for the National Career and Science Expo
- By means of exhibition, your products and services will be shown to the country and create a platform to highlight your contribution toward the communities reached and the environment





SYNERGY:

- Endorsements by leading, and credible voices of the nation
- ❖ Nurture and evoke leadership skills from a young and/or youthful age
- Equality by the dissemination of equal opportunities to the country's lower LSM groups
- ❖ To help meet basic needs and expand opportunities for the youth to reach their full potential
- ❖ To encourage patriotism in our future leaders



SYNERGY CONT:

- ❖ To empower generations to be financially savvy, long-term thinkers
- To nurture and aid in economic activities that contribute to the country's growth by building on an existing skill set
- ❖ Assist youth by realising their integral role when it comes to an individual's financial journey that empowers them to achieve more
- Display a corporate social investment that empowers targeted audiences aim for a great contribution to society
- Recognise, unleash and expose talent that needs a platform to perform to the best of its abilities
- ❖ To create a new society that is able to make better life choices





COVID 19 PROTOCOL:

The National Career and Science Expo aims to showcase careers, Science and Technology with the objective to allow learners access to information

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Key partners will be identified and a series of science festivals will be developed to reach broader communities nationwide.

The National Career and Science Expo is committed to becoming the central point of information where all the South African children can access information to make meaningful decisions about their career choices



MEET THE TEAM:



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Sibu Matiso Eventing Support

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Sihle Gcinumzi Ntuli Logistics and Support

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REFERENCES:

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Mr. Evans Mmola	Career Guidance Specialist	Department of Higher Education	072 139 6342
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