



ITUMELENG ENJOYS THE SWEET SOUND OF SUCCESS

Itumeleng Nchabeleng, an emerging entrepreneur and alumnus of the JA South Africa Mini Enterprise Programme, is the co-owner and DJ at 101 Entertainment.

Growing up with four siblings in Apel Ga-Mankotsana in Limpopo, Itumeleng (22) was inspired by his mother's entrepreneurial spirit of running a fruit and vegetable business from home, at community events and door-to-door for extra profit. Wanting to do the same, Itumeleng turned a profit using the computer his brother bought for him to make and sell CDs at school and around town.



Itumeleng Nchabeleng

"I fell in love with the idea of becoming an entrepreneur and working to pay my own way from a young age," he says. "When I moved to Pretoria in 2013, I attended an event where the DJ didn't arrive for his gig so I took the opportunity and offered to play a set in his place, and that's really how 101 Entertainment was born."

Based in Pretoria, 101 Entertainment now offers a range of services, including event management, equipment and sound hire as well as brand promotion. To date, it has orchestrated and played at a number of big events, attracting major sponsors in the process. Itumeleng says that he learned a lot about the principles of running a business from participating in the JA South Africa Enterprise Programme while at Moloke Combined High School in 2009.

"I had no idea about keeping business books and financial records up to date, or why it was important. The Enterprise Programme taught me important business and development skills, which I still use to this day," says Itumeleng.

Having been interested in medical forensics since high school, Itumeleng is currently studying towards a Diploma in Biomedical Technology at the Tshwane University of Technology. He hopes that a career in the medical field will one day help him expand 101 Entertainment to include a private record label as well as a signature branded clothing range.

YOUNG SOUTH AFRICA ENTREPRENEURS RECOGNISED FOR COMMUNITY-DRIVEN BUSINESS IDEAS

A select group of 18 young entrepreneurs from across the country showcased their community-driven business ideas at the annual JA South Africa Company of the Year Competition, held at Citi Bank Plaza, Sandton in July 2016.

The Competition, which acknowledges the growing importance of entrepreneurship among young South Africans who have the potential to contribute towards the country's economic prosperity, was hosted in partnership with Citi. It highlighted business ideas conceptualised by grade 10 – 11 learners participating in JA South Africa's Enterprise- and Entrepreneurship Academy Programmes.

The winning team was Core Vortex from McAuley House that presented decorative jars made from recycled material. They were awarded with a cash prize for their school and flights for the team and a chaperone to Harare, Zimbabwe to compete in the JA Africa Regional Company of the Year Competition taking place in December 2016.

Second and third place were awarded to Glamorous Creations from Stanger Manor Secondary School, KwaZulu Natal for its Medical Alert Bracelet, which allows a person to carry vital medical information on them in style, and Flip To Fold from Malibu High School, Western Cape – a clothes- folding device made from recyclable material.

“Our experiential programmes run throughout the year and ignite a spark in young people to experience and realise the opportunities, realities and challenges of the working environment,” says Nelly Mofokeng, Acting Managing Director of JA South Africa. “The creative business ideas put forward at this year's Company of the Year Competition is testament to the success of our programmes.”

The learners, from nine different schools across South Africa, were selected to pitch their team business plans to a panel of external judges. All qualifying teams first attended a series of mentorship workshops leading up



Citi SSA Head of Trade and Treasury Solutions, Peter Crawley (left) and Nelly Mofokeng, Acting Managing Director of JA South Africa (right) award Sisanda Lukhuleni and Kamogelo Ramela of Core Vortex from McAuley House with the winning trophy.

to the competition to help improve their business ideas, problem-solving, leadership and presentation skills.

Judges' assessments were based on a number of criteria, including business idea clarity, the team's ability to think critically, understanding basic business principles and the sustainability and relevance of the product or service to embodying social responsibility.

"Citi has funded JA experiential in-school and out-of- school programmes through a global partnership spanning over 30 years. We are proud to partner with Citi SA on this momentous occasion for the second consecutive year," says Mofokeng.

"The Citi Foundation is focused on providing youth with the career readiness tools and opportunities needed to thrive in the 21st century economy. Together with JA South Africa, we are helping youth build an entrepreneurial mindset, acquire leadership, financial and workplace skills and begin to engage in the formal economy. The Company of the Year Competition has been nothing short of phenomenal. The teams showed real business acumen and presentation skills, which is rarely seen in entrepreneurs this young," said Citi SSA Head of Trade and Treasury Solutions, Peter Crawley.



Second place: Glamorous Creations from Stanger Manor Secondary School, KZN



Third place: Flip To Fold from Malibu High School, Western Cape

ENTERPRISE DYNAMICS FOCUSING ON WiSTEM2D

JA South Africa is excited to be part of a global partnership-driven initiative between JA Worldwide and Johnson & Johnson, which seeks to promote skills development, education and careers to Women in Science, Technology, Engineering, Mathematics, Manufacturing, and Design (WiSTEM2D). The South Africa pilot programme aims to reach 160 female learners in grade 7 from disadvantaged areas of Cape Town through phase 4 of the JA Enterprise Dynamics Programme.

Prior to facilitating the pilot roll out at Square Hill Primary School in Retreat, Cape Town, Johnson & Johnson staff members attended a volunteer training session facilitated by JA South Africa.

“We look forward to the outcome of this early intervention that nurtures a different way of doing things, with great anticipation and are truly grateful to Johnson & Johnson for making it possible,” says Nelly Mofokeng, acting managing director of JA South Africa.

DIGITAL ENTERPRISE PROGRAMME UPDATE

Following a two-year pilot, the Digital Enterprise Programme has officially kicked off and JA South Africa has launched three programmes across Gauteng since June 2016.

The Digital Enterprise Programme is being developed in HTML and can be run either online or offline, dependent on available internet infrastructure. The Raspberry Pi(Ed) solution, an external credit card size computer device that works like a server, is more cost effective, can be easily configured and allows for full programme implementation without internet access.

The Digital Enterprise Programme offers a dual learning environment of eLearning and the workspace. The eLearning component contains theory and content allowing the use of text, videos and voiceovers. The workspace element is highly interactive and it is here that learners enter data, write up their business plan, manage their sales and production targets, oversee both fixed and variable costs and draw up their final income statements.

The Programme also allows for remote administrative access to monitor student progress, analyse data and programme results, and provides an opportunity to take this programme to a global scale in a cost effective manner.



There programme focusing WiSTEM2D at Square Hill Primary School in Retreat, Cape Town facilitated by Johnson & Johnson employees



Digital Enterprise Programme roll-out at Ponelepele Secondary School



Educator and facilitator, Vincent Mahlaba during the Be Entrepreneurial session at Kaalfontein Secondary School, thanks to the funding from UPS.



Learners of Ridge College in KwaZulu Natal Park were recognised as the star learners of the Mini Enterprise Programme, sponsored by Mastercard.



Students at Lamula Jubilee Secondary School working on an innovative idea during an Enterprise Programme session funded by Investec.



Enterprise Programme learners from Clubview Secondary School engaged with entrepreneurs during their 'stepping into the entrepreneurship world' field trip, funded by Transnet.

JA SOUTH AFRICA BY THE NUMBERS:

Present in **9** provinces

131 Programmes completed

6 634 Learners have completed programmes to date

71 Facilitators trained

63 Facilitators engaged

31 Volunteers engaged

8 Full-time staff employed

STAFF UPDATES



FAREWELL...

JA South Africa bid farewell to National Programmes Manager, Lisa Sonnekus, who left us at the end of August to pursue other career opportunities in the UK. Lisa played a pivotal role in programme development, monitoring and evaluation, and contributed immensely towards growing the organisation during her tenure. We wish her well on her future endeavours.

WELCOME...

However, with change comes new opportunities and it is with great pleasure that we welcome Terence Modiba as the new National Programmes Manager.

He began his duties on 1 September 2016, but is no stranger to JA South Africa as he was appointed Programmes Co-ordinator in April 2015.

Terence has shown great commitment to his role, and always taking initiative when it comes to pursuing new projects.

During his time as Programmes Co-Ordinator, he successfully managed the final development of the Digital Enterprise Programme.

He also managed the Aspires Training of Trainers on Employability and Entrepreneurship, which is a special project that JA South Africa is implementing in partnership with Save the Children.



Prior to joining JA South Africa, Terence occupied various management and leadership roles for five years and a senior management advisory role for a further 18 months, bringing 10 years of experience in the community development space to his role. With a strong background in training and facilitation, he is currently at master trainer level and is studying towards a qualification in education and training. He is big-picture thinker and we believe he will continue to be a valuable asset to JA South Africa.

EMPLOYEE OF THE QUARTER

Fortunate Huma is the JA South Africa Employee of the Quarter in recognition of her commitment and willingness to assist at all times. She ensures that things run smoothly, meets deadlines, is always up for a challenge and lives the values of true professionalism.



1. What gets you up and out of bed in the morning?

I challenged myself to learn something new every day – so that’s what gets me out of bed in the morning. I look forward to coming in to work and experiencing new things, as well as learning from my colleagues. It’s exciting for me, because I have the opportunity to further myself and grow within my role at the company.

2. What do you love most about your role at JA South Africa?

I love that I get to be involved in every different aspect and department. As an office assistant, I work with everyone from finance and programme co-ordination to the materials and marketing departments. When I get the chance, I’m happy to assist wherever I can. I’m always focused on contributing value and being a team player.

3. Who is your biggest inspiration in life?

I’m inspired by my family, especially my mother. She has always shown unconditional love and has supported me in every decision I’ve made in life. She inspires me to live positively, to go out every day and do my best no matter how challenging a task might be.

4. How do you spend your spare time?

I like exploring, seeing new places and learning about different cultures. I recently travelled to Durban and tasted the amazing spicy foods – my favourite! If I am not venturing out to explore, I find ways to feed my curiosity in any way I can. For example, when my kettle broke, I built a kettle using just an element I had at home and a plastic ice cream tub, and it worked! I’m inquisitive and enjoy finding out how things work.

5. If you had a super power, what would it be?

I would want to be telepathic, so I could read people’s minds, but I would definitely use my powers for good! As inquisitive as I am, I would want this power more to better understand people’s perspectives and ‘walk in their shoes’. I also think it would be helpful in a work environment, to understand someone else’s role and be able to help out if that person is too busy to manage a certain task.

EMPLOYEE OF THE QUARTER

Nelly Mofokeng took on the role of Acting Managing Director at JA South Africa with enthusiasm, and is recognised for her commitment to making her transition as seamless as possible. Nelly takes her responsibilities as a leader seriously, setting a great example for her colleagues each day.



1. What gets you up and out of bed in the morning?

The fact that I have yet another opportunity to move towards my goals gets me up and excited every day. I always begin every activity with the end in mind, so embarking on a project and achieving the desired result motivates me to want to do more. I find working closely with a team that I share a common goal with to be particularly rewarding, even if our approach is sometimes different.

2. What do you love most about your role at JA South Africa?

That I am able to contribute towards moulding minds, encouraging progressive and out-of-the-box thinking from as early as primary school level. I have been involved in community development since high school, and the opportunity to observe young people transforming into amazing achievers through our programmes is something I find very fulfilling.

3. Who is your biggest inspiration in life?

I would have to say that my mother. Despite enduring a rather difficult upbringing, she is completely selfless and cares immensely for others. She is my friend, my educator, my therapist and my greatest supporter.

4. How do you spend your spare time?

I have recently decided to pursue my passion for interior decorating, so I am spending more time exploring ideas on interior decorating and improving living spaces. I also enjoy taking long walks, reading and spending time with my family.

5. If you had a super power, what would it be?

The power to heal. If I could help ease human suffering and prolong a person's life, or help fix broken hearts, shattered dreams and dreaded diseases, I would want to do that for others. That would make me happy.