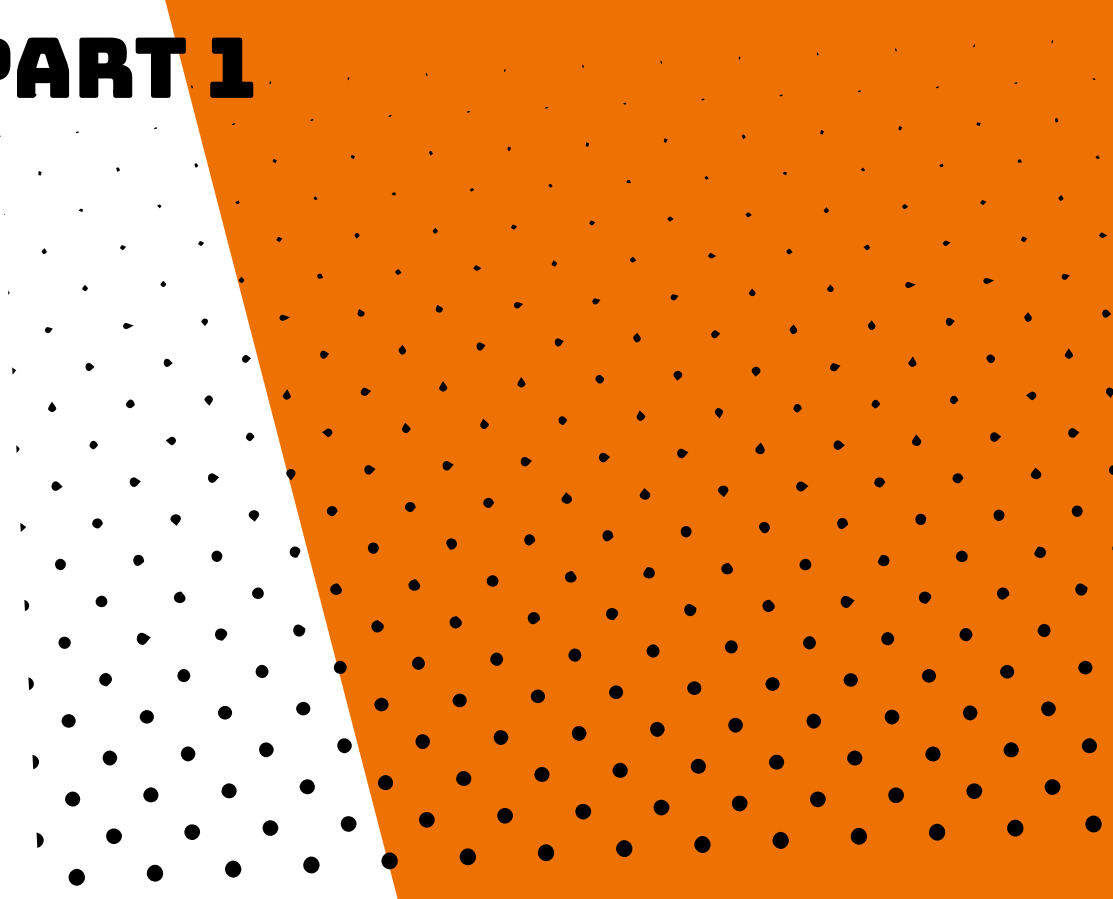




JOBS: PART 1



JOBS: PART 1

South Africa has a labour force of more than 25 million people. Even though nearly half of the labour forces is young people (15-34 years old), youth account for only 35% of the employed and 59% of the unemployed ([Statistics South Africa](#)).

When you, as a young person, join the labour market; you join an ever-growing labour force. Between 2008 and 2019, the number of young people joining the labour force increased by more than 500 per day. However, during the same period, the number of young people in employment decreased by more than 100 per day ([Centre for Development and Enterprise](#)).

Part of the reason for this is that South Africa's economy is not growing fast enough, and has not been growing quickly for years. Because of this lack of growth, not enough jobs are being created to absorb the young people who enter the labour market every year. An example of this is that, between 2000 and 2017, South Africa's economic growth averaged 2.8% per year, while total employment increased by only 1.6% per year ([Centre for Development and Enterprise](#)).

Once you are in the labour market, you face a lot of challenges in finding and keeping a job. Between 2008 and 2018, the number of young people looking for work for more than three years tripled ([Statistics South Africa](#)). This period of looking for work often has a negative impact on young people's mental and physical health.

To shift gears on youth unemployment, we must think creatively about how to maximise work opportunities for young people.

Jobs: Part 1 explores the topic of leveraging and valuing work opportunities across the economy. Jobs: Part 2 will explore maximising existing institutions and incentives to provide young people with work opportunities, as well as leveraging public employment programmes so that they are a stepping stone to other opportunities for young people.

Work opportunities in the economy exist across the public, private, and voluntary sectors; and include both the formal economy and the informal economy. There are also opportunities in the social economy.

The formal economy, which is overseen by the government, offers jobs that (generally) provide security, regular income, and benefits. These are the kinds of jobs that most people aspire to. However, the number of jobs available in the formal economy, which accounts for 71% of employment in South Africa, is currently not enough to absorb everyone who wants to work. It is also difficult to get a job in the formal economy if you do not have educational qualifications or prior work experience. Therefore, it is important to be open to looking for opportunities outside of the formal economy.

This might mean that your employment journey will not be straightforward. It might include temporary work, informal employment, volunteering, work in the social

economy, or public employment programmes. Do not let this get you down though, because it means that there are different ways for you to succeed and fulfil your aspirations. Use your determination, resilience, and resourcefulness to make the most of the different job and income-generating opportunities that are available. In order to do this, you need to have a good understanding of these opportunities.

In South Africa, more than 2 million people work informally, meaning that the work they do - whether they are self-employed or working for an employer - may not have legal protection (such as company registration or a contract), regular income, or benefits (such as leave, medical aid, or pension). They may be selling goods or services - such as fresh vegetables, home-made meals, building materials, clothes, crafts, electronics, auto repairs, or haircuts - in public spaces or from (or near) their home. Or they may be doing temporary or casual work in industries like agriculture, construction, retail, tourism, or hospitality. They are taking initiative, and finding creative ways to earn money to take care of themselves and their family. They are developing their experience and skills through this work, and making a valuable contribution to the economy while doing so.

People also find opportunities in community healthcare, early childhood development, education, and other social development projects. These jobs, which form part of the social economy, have powerful potential: they can build skills, experience, and networks; while also making a real difference in the community. Work in the social economy improves employability, and changes the odds for future generations.

You should be encouraged to pursue these opportunities, and supported to access them. Even though these opportunities are often short-term, you gain skills, experience, and networks through these opportunities that you should be able to use as a stepping stone to other opportunities. Employers, across sectors, must also be encouraged to recognise the value of the skills and experience you gain through these opportunities - whether full-time or part-time, paid or voluntary. What could this recognition look like?

- Your side hustles, volunteer work, and piece jobs are seen as valuable work experience by employers; and you are encouraged to reference these experiences in CVs, cover letters, and interviews.
- Investment into the social economy is focused on providing you with valuable skills, work experience, and social networks.
- Pathways between formal, informal, and public employment programme opportunities are clearly thought out and supported by businesses and government.

TERMS TO DEFINE

Economy: The system where goods and services are traded. This 'trading' is often represented by money/currency, and takes place amongst businesses, governments, education institutions, non-profit organisations, households, and individuals.

Public sector: The part of an economy that is operated by the government and exists to provide services to citizens. This includes national, provincial, and local government, as well as state-owned enterprises.

Private sector: The part of an economy that is operated by individuals and organisations seeking to make profit.

Voluntary sector: The part of an economy that consists of organisations whose primary purpose is to create social impact rather than make profit. This sector is also called the third sector, not-for-profit/non-profit sector, or civil society sector.

Formal economy: The part of an economy that is monitored, or regulated, by the government and pays direct taxes.

Informal economy: The part of an economy that represents all work by individuals or businesses that is not regulated or protected by the government. These enterprises are rarely registered, tend to be cash-based (and thus do not pay direct taxes), and usually do not have formal arrangements with employees.

Social economy: The part of an economy that adopts a people-centred approach to development. It is driven by people, organisations, and businesses that prioritise social objectives over economic performance. For example, someone who runs an early childhood centre, and charges low fees in order to be accessible to children from low-income households.

Labour market: The interaction between workers and employers in an economy. It brings together people looking for work (the supply of labour) and companies, government, or other organizations looking for the services that workers provide (the demand for labour).

Labour force: The total number of people, 15-64 years old, who are employed or unemployed.

DID YOU KNOW?

For **every 100 labour** market participants each year, only **43** are able to **find jobs** in the formal economy ([StatsSA](#)).



As **young people (age 15-34)**, you make up **60% of all discouraged job-seekers** in South Africa ([StatsSA](#)).

For every ten of you looking for work, **less than three** believe they will find a job in the next month ([StatsSA](#)).



IN 2019, THERE WERE ABOUT 3 MILLION PEOPLE WORKING IN THE INFORMAL ECONOMY.

([StatsSA](#))



YOUTH CAPITAL JOBS: PART 1 RADIO PRODUCTION GUIDE



RESOURCES

- *Centre for Development and Enterprise*
Ten Million and Rising: What it would take to address South Africa's jobs bloodbath:
<https://www.cde.org.za/wp-content/uploads/2020/01/Jobs-short-2020-Final.pdf>

- *Statistics South Africa*
Quarterly Labour Force Survey, Quarter 3: 2020:
<http://www.statssa.gov.za/publications/P0211/P02113rdQuarter2020.pdf>

- Quarterly Labour Force Survey, Quarter 2: 2018:*
http://www.statssa.gov.za/publications/P0211/Presentation_QLFS_Q2_2018.pdf

- *Youth Capital*
Shift 2020: An Action Plan to Tackle Youth Unemployment in South Africa:
<https://youthcapital.co.za/>

PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT JOBS

- Should employers recognise experience - whether full-time or part-time, paid or voluntary - gained in the informal or social economy? If so, why?
- What are some of the job opportunities that exist in the public and voluntary sectors for young job-seekers?
- What is the social economy? What type of work can you find in this economy?
- What are the differences between informal and formal work?
- What are the differences between the public and private sectors?


CHOOSE AN ANGLE


Should employers recognise experience - whether full-time, or part-time, paid or voluntary - gained in the informal or social economy?


WAYS TO TALK ABOUT: SHOULD EMPLOYERS RECOGNISE EXPERIENCE - WHETHER FULL-TIME, OR PART-TIME, PAID OR VOLUNTARY - GAINED IN THE INFORMAL OR SOCIAL ECONOMY?


- Why is this recognition important?
- How can work experience gained in other sectors be leveraged for the formal economy?


FORMATS


 VOX POP


 Vox pop aim
To get many opinions on one topic.

 Who do you talk to?
Anybody in the community.

 Question
What are the differences between informal and formal work?

 AUDIO COMMENTARY


 Audio commentary aim
To get people's opinion about a topic that they care deeply about.


 Who do you talk to?


- An individual who works for a company or organisation that values the experience gained in the informal or social economy.
- A young person who is currently working in the informal or social economy.
- A young person who is currently working in the formal economy.

Talking points:

- Should employers recognise experience - whether full-time, or part-time, paid or voluntary - gained in the informal or social economy?
- Why is this recognition important?
- How can the experience gained in other sectors and economies be leveraged for the formal economy?

 AUDIO PROFILE

 Audio profile aim
To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.


 Who do you talk to?

- Ask an individual who started off working in either the informal or social economy how they transitioned to the formal economy.
- Ask a young person who is currently working in the informal or social economy about the type of experience they are gaining.


Please see interview questions in "How to present your show".

FORMATS

 PUBLIC SERVICE ANNOUNCEMENT (PSA)

 The aim of a PSA
To create a public awareness message.

Create a PSA that raises awareness about the importance of employers recognising the work experience young people gain while working in the informal and social economies.

 **Neo:** Hey, Mark! I have not seen you in a while! How are you?

Mark: Heeeeey, Neo! It's been ages! I am great. How are you?

Neo: I am great, too. What are you doing on this side of town?

Mark: I am working with a really cool NGO; they are based on this side. I am volunteering.

Neo: Oh, cool! Why are you volunteering instead of looking for a job-job?

Mark: I am volunteering to gain experience while I look for other work, plus I really love what this NGO is doing for our community.

Neo: Oh, that's really smart. How's it going?

Mark: I am loving it. I do not get paid, but I am working directly with one of their project managers, and I am learning so much from her. I think this experience will come in handy for getting a job-job.

Neo: Yesss! It should definitely count. I am sure every day is a learning opportunity.

Mark: For sure, I hope that all the employers I am applying to see it that way too.


Neo: They really should. You will definitely be more experienced than someone who is not working at all. Your hustle needs to be awarded!

Mark: I am glad that you see my vision. Anyway, lovely catching up, but I must rush home now. Let's chat further on Whatsapp, and make arrangements for that long overdue hangout.

Neo: Shap!

Slogan: South African youth are exploring work opportunities in the informal and social economy while they await opportunities in the formal economy. They should be applauded for their efforts, and the experience they gain during this time should be recognised and valued by their future employers.

HOW TO PRESENT YOUR SHOW



Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

Host 1: It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: And my name is [NAME]. On today's show we will be talking about the social economy, and the type of work that we as young people can partake in in this economy.

Host 1: I have heard of the informal and formal economy, but never the social economy. What is it?

Host 2: So glad you asked. The social economy includes enterprises and organisations with a general interest in enhancing social and economic development – a substantial majority of them are not-for-profit.

Host 1: Oh, I see! Would work in community health work and early childhood development count as working in the social economy?

Host 2: Nailed it...that's correct! Guess what? This economy is actually growing and opening up opportunities for young people. Young people are turning to this economy for work while they look for a way into the formal economy.

Host 1: That's really cool that we are doing that. That is a great way of moving our careers forward. That is serious hustle right there!

Host 2: I hundred percent agree with you, but this work experience is not always recognised by employers.

Host 1: That's not okay, especially if young people are exploring this type of work because it is challenging for them to enter the formal economy. Their determination should be praised, and the experience gained should be recognised.

Host 2: I would love to hear from our community. Do you agree with us? Should employers recognise and reward our experience in the social economy?

[PRESENT WHO IS BEING INTERVIEWED]
[PLAY THE INTERVIEW]
[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

[OUTRO:]

Host 1: Today, we've learnt so much about the social economy, and the type of work it is affording young people.

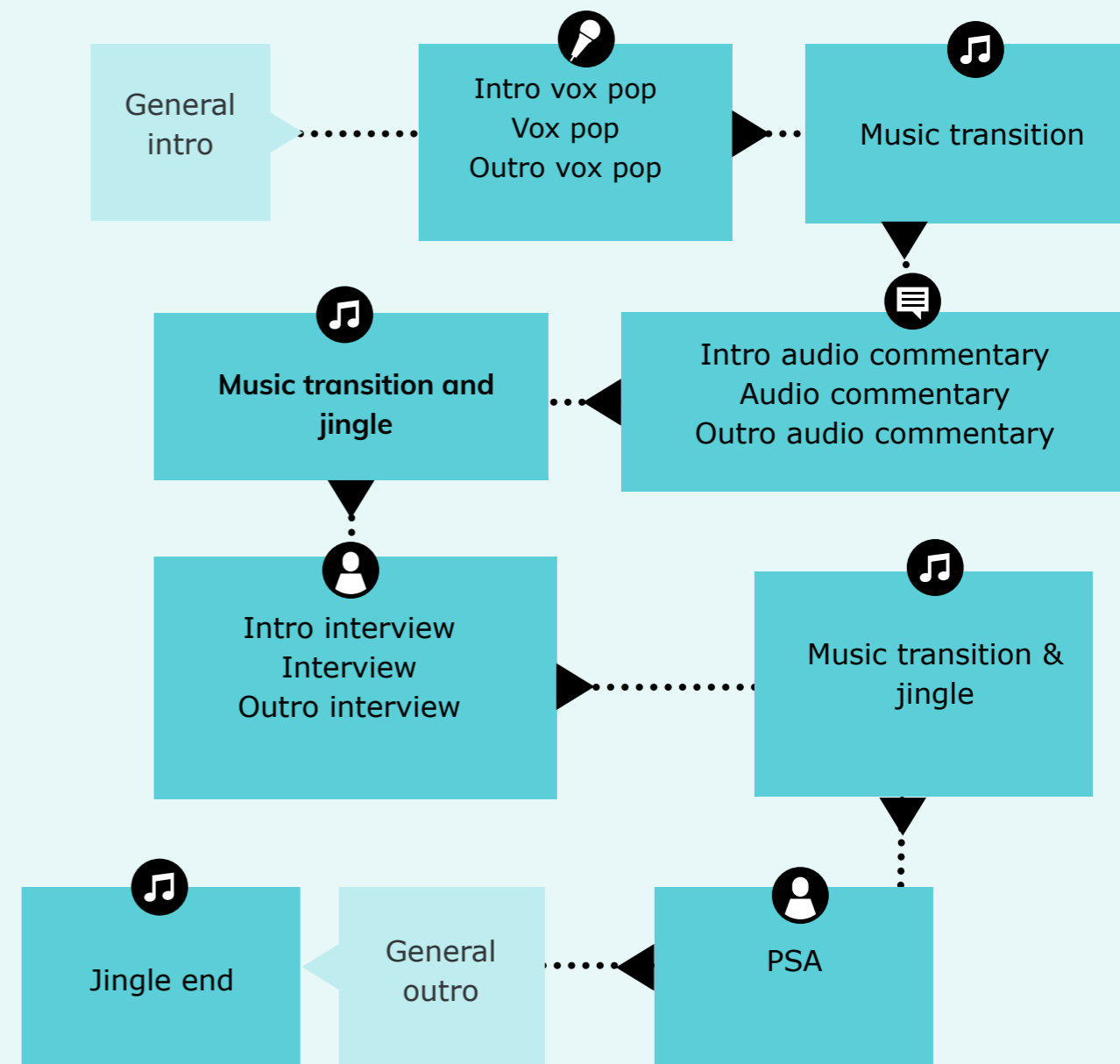
Host 2: Yes! For the most part, the community seemed to be in agreement with us when we expressed that the experience gained working in the social economy should be recognised and valued by all employers.

Host 1: True! True!

Host 2: Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

SHOW OUTLINE

Full show on 'Jobs: Part 1' (1 hour).



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.



PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT JOBS

- Should employers recognise experience - whether full-time or part-time, paid or voluntary - gained in the informal or social economy? If so, why?
- What are some of the job opportunities that exist in the public and voluntary sectors for young job-seekers?
- What is the social economy? What type of work can you find in this economy?
- What are the differences between informal and formal work?
- What are the differences between the public and private sectors?

CHOOSE AN ANGLE

Should employers recognise experience - whether full-time, or part-time, paid or voluntary - gained in the informal or social economy?

WAYS TO TALK ABOUT: SHOULD EMPLOYERS RECOGNISE EXPERIENCE - WHETHER FULL-TIME, OR PART-TIME, PAID OR VOLUNTARY - GAINED IN THE INFORMAL OR SOCIAL ECONOMY?

- Why is this recognition important?
- How can work experience gained in other sectors and economies be leveraged for the formal economy?

OUTREACH FORMATS

GUEST SPEAKER

- **Guest speaker aim**
A guest speaker is someone who can share expert knowledge about the impact statement or tell a personal story related to the impact statement.


Some questions for the guest speaker to think about ahead of time

- Should employers recognise experience - whether full-time or part-time, paid or voluntary - gained in the informal or social economy?
- Why is this recognition important?
- How can work experience gained in other sectors and economies be leveraged for the formal economy?

INTERVIEW


- **Interview aim**
An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.


Ask an individual who started off working in either the informal or social economy how they transitioned to the formal economy.

-  Should employers recognise experience - whether full-time or part-time, paid or voluntary - gained in the informal or social economy?
- Why is this recognition important?
- How can work experience gained in other sectors and economies be leveraged for the formal economy?
- Did you find the transition from the informal or social economy to the formal economy challenging? What were some of the challenges that you faced during this time?

IMPACT JINGLE

- **Impact jingle aim**
A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message.




OUTREACH FORMATS **ROLEPLAY**

-  **Roleplay aim**
To provide a scenario that allows the audience to “act out” a point about the impact statement. Decide how many characters are needed and set the scene for the “actors” to play out the statement. It is really an improvisation, and the audience “actors” make it up as they go along.


Characters
Noluthando, Julius

Scenario
Nolunthando and Julius discuss the differences between the informal, formal, and social economy.

 **PANEL DISCUSSION**


-  **Panel discussion aim**
A panel discussion involves a group of people discussing one topic in front of an audience. There is usually time for questions from the audience afterwards.
-  **Who is on the panel:**
- An individual who works for a company or organisation that values the experience gained in the informal or social economy.
 - A young person who is currently working in the informal or social economy.
 - A young person who is currently working in the formal economy.
-  **Examples of opening questions for the panel:**
- Should employers recognise experience - whether full-time or part-time, paid or voluntary - gained in the informal or social economy?
 - Why is this recognition important?
 - How can work experience gained in other sectors be leveraged for the formal economy?

OUTREACH FORMATS **QUIZ**

-  **The aim of a quiz**
To test and reward your audience’s knowledge on the topic.

Things you need for this activity:

- Prepared quiz questions and answers
- Small prizes

-  **Process**
Present some quiz questions, and hand out prizes to those who answer correctly.

From the fact-sheet, we have created the following two quizzes for you to ask during your outreach. Once you are done with these two, feel free to create more to put your listeners to the test!

Quiz 1:

For every 100 new labour market participants each year, only ... are able to find jobs in the formal economy.

- A. 43
- B. 70
- C. 33

Correct answer is A

Quiz 2:

For every ten young people looking for work, less than ... believe they will find a job in the next month.

- A. 7
- B. 5
- C. 3

Correct answer is C

HOW TO PRESENT YOUR OUTREACH



Use your outreach formats and your research to write your own script. Here is an example of part of a script. Use it as a guide to create your own script for your outreach activity.

[INTRO:]

Host 1: Hello and welcome to [NAME OF OUTREACH EVENT] at [NAME OF SCHOOL]. My name is [NAME] and I will be one of your hosts.

Host 2: And my name is [NAME]. Today we will be talking about the social economy, and the type of work that we as young people can partake in in this economy.

Host 1: I have heard of the informal and formal economy, but never the social economy. What is it?

Host 2: Let's hear from the community first! What are your thoughts?

[GET OPINIONS FROM THREE OR FOUR PEOPLE IN THE ROOM. THINK OF IT AS A "LIVE" VOX POP]

Host 2: Thank you for all of those answers! The social economy includes enterprises and organisations with a general interest in enhancing social and economic development – a substantial majority of them are not-for-profit.

Host 1: Oh, I see! Would work in community health work and early childhood development count as working in the social economy?

Host 2: Nailed it...that's correct! Guess what? This economy is actually growing and opening up opportunities for young people. Young people are turning to this economy for work while they look for a way into the formal economy.

Host 1: That's really cool that we are doing that. That is a great way of moving our careers forward. That is serious hustle right there!

Host 2: I hundred percent agree with you, but this work experience is not always recognised by employers.

Host 1: That's not okay, especially if young people are exploring this type of work because it is challenging for them to enter the formal economy. Their determination should be praised, and the experience gained should be recognised.

Host 2: I would love to hear from our community. Do you agree with us? Should employers recognise and reward our experience in the social economy?

[PLAY RE PRE-RECORDED AUDIO]
[PLAY THE INTERVIEW]
[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

[OUTRO:]

Host 1: Today, we've learnt so much about the social economy, and the type of work it is affording young people.

Host 2: Yes! For the most part, the community seemed to be in agreement with us when we expressed that the experience gained working in the social economy should be recognised and valued by all employers.

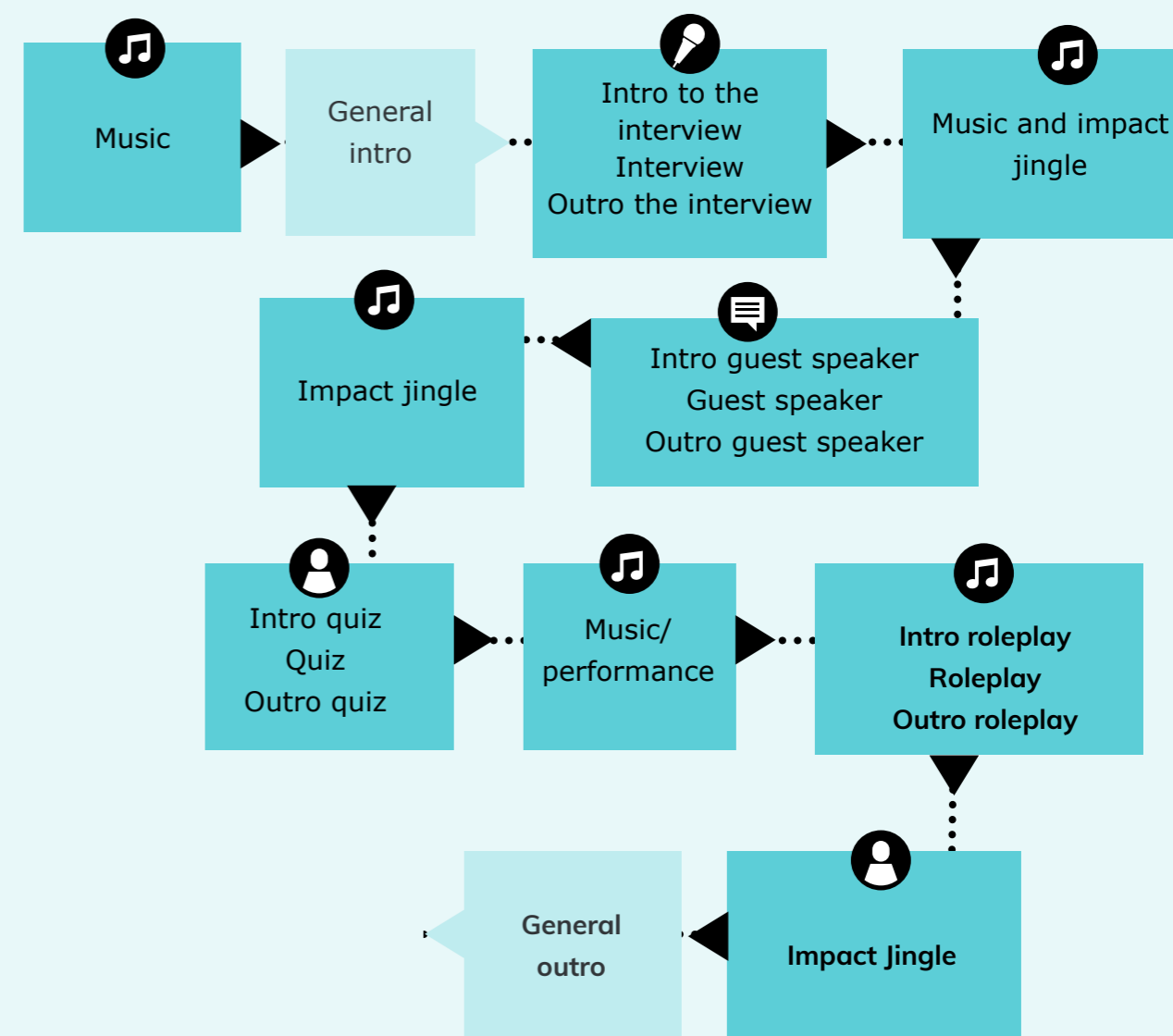
Host 1: True! True!

Host 2: Remember to catch us on the radio! Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC] on [NAME OF RADIO STATION]. Until then, it's bye from us!

OUTREACH OUTLINE

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event! Enjoy!