



## **JOBS: PART 2**

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Shifting gears on South Africa's high rate of youth unemployment requires creative thinking about and action on creating and maximising opportunities in the labour market for you, as young people.

Jobs: Part 1 focused on leveraging and valuing work opportunities across the economy. Finding and keeping stable employment is not easy for many of you - especially if you do not have educational qualifications or work experience. Your employment journey might not be straightforward in that it might include different types of opportunities. You should be able to use the skills, experience, and networks you gain through these opportunities - whether formal or informal, full-time or part-time, paid or voluntary - as building blocks to other opportunities. You should be encouraged to pursue these different opportunities, and supported to access them; and employers should value the skills and experience you gain through these opportunities.

Jobs: Part 2 focuses on maximising existing institutions, programmes, and incentives that aim to provide you with work opportunities; as well as leveraging public employment programmes so that they are a stepping stone to other opportunities for you.

Many of you struggle to get your first job. To help make it easier for you, different institutions, programmes, and incentives have been established to create opportunities for you in the labour market. These initiatives aim to expose you to the workplace and/or develop your skills in order to enhance your future employability. Their purpose is to challenge, encourage, and support employers to hire and/or upskill you. Government initiatives like Sector Education and Training Authorities (SETAs), the Employment Tax Incentive (ETI), and Broad-Based Black Economic Empowerment (B-BBEE) have potential for greater impact for the benefit of young job-seekers and that potential should be unlocked.

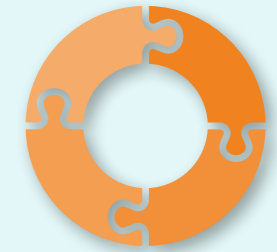
**SECTOR EDUCATION AND TRAINING AUTHORITIES**

In 1998, parliament passed the Skills Development Act. This Act formed the groundwork for SETAs, which were established to manage South Africa's skills development needs. South Africa's economy is divided into 21 sectors, and each sector has its own SETA.

**Each SETA identifies the skills needs of its sector, and then coordinates skills development and training to meet them.**



**They do this by managing and creating learnerships, internships, skills-based programmes, and apprenticeships that provide opportunities to gain hands-on workplace experience.**



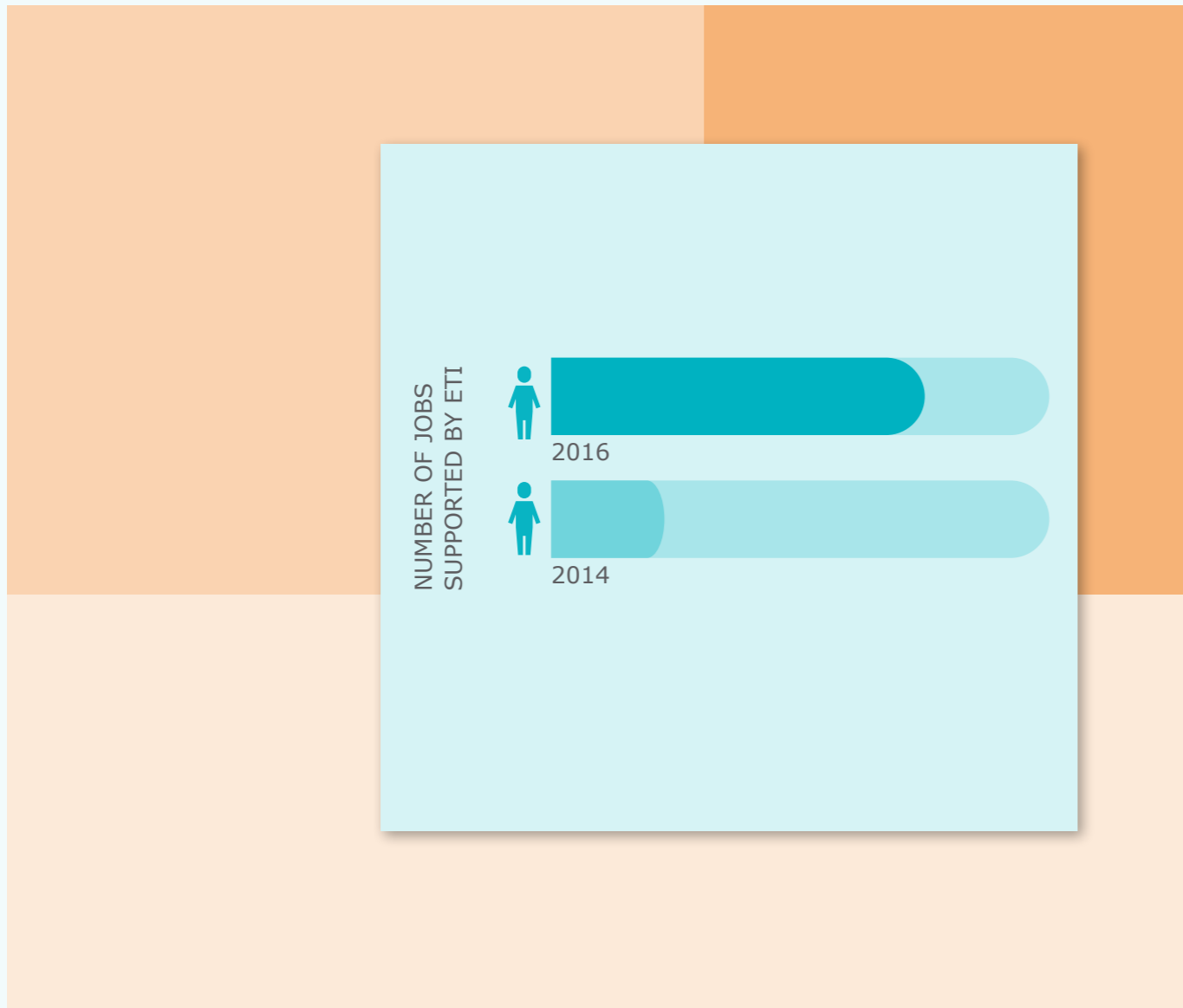
Accessing SETA funding often means that companies must meet strict criteria, and complete large amounts of complicated paperwork. Because of this, many businesses are locked out of this opportunity.

SETA funding must be unblocked by making it easier for businesses to apply and qualify for funding so that more businesses and young people can benefit.

## EMPLOYMENT TAX INCENTIVE

The ETI was launched in 2014. The ETI is a wage subsidy programme that encourages employers to hire young, less-experienced job-seekers by reducing the employer’s cost of hiring. Employers get tax relief for hiring workers who are between the ages of 16 and 29 and who earn between R2 000 and R6 000 per month.

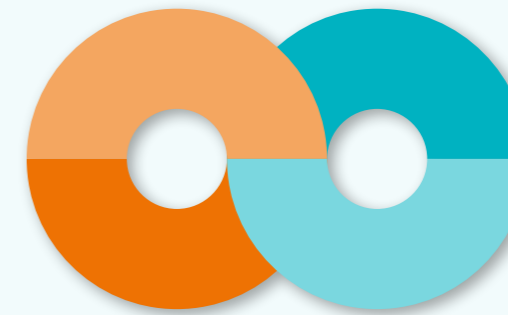
In 2016, the number of jobs supported by the ETI surpassed 1 million ([Development Policy Research Unit](#)); and in 2019, the ETI was extended until 2029. More can be done to ensure that more young people benefit from the ETI; especially through small, medium, and micro-sized enterprises (SMMEs), where the ETI has made a positive impact ([UNU-WIDER](#)).



## BROAD-BASED BLACK ECONOMIC EMPOWERMENT

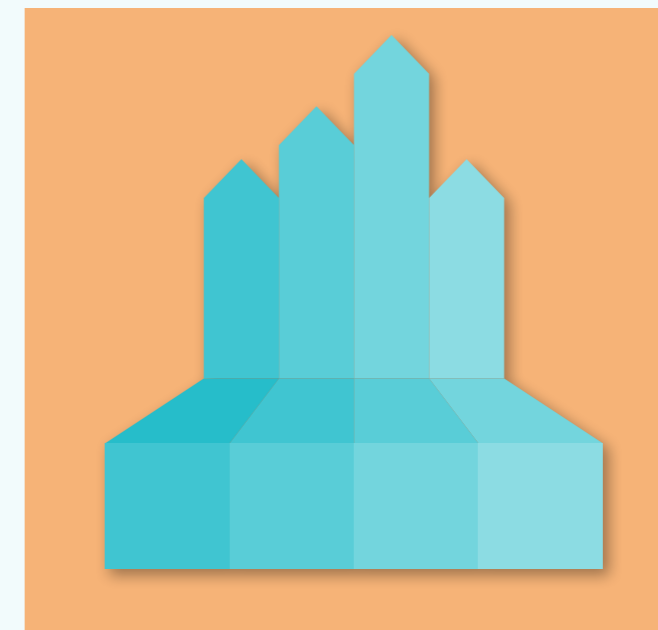
In 2003, the B-BBEE Act was passed to establish a legislative framework to advance the economic empowerment of black people (Africans, Coloureds, and Indians), and enhance their participation in the economy. Through the Youth Employment Service (YES), B-BBEE is being used to incentivise businesses to hire young people.

YES, established in 2018, is a business-led collaboration with government, labour, and civil society to create one-year, first-time work experiences for South Africa’s unemployed black youth. By participating in YES, businesses can improve their B-BBEE scorecard by up to two levels. To date, over 1 280 companies have signed-up, and over 46 500 work experiences have been created ([YES4Youth](#)). More needs to be done to achieve the impact envisioned by YES’s initial target of creating 1 million work experiences over three years.



More attention should be given to how these existing institutions, programmes, and incentives can be maximised to support you to be hired across large, medium, small, and micro enterprises. What could this look like?

- The process of applying for SETA funding is streamlined to make it more easily accessible for employers.
- The process of applying for ETI is streamlined to make it more easily accessible for SMMEs.
- The implementation of existing initiatives, and the design of new ones, are done with SMMEs in mind.



## PUBLIC EMPLOYMENT PROGRAMMES

There are, in addition to SETAs, the ETI, and YES, government initiatives that aim to directly create employment through employment programmes. These are called public employment programmes. Through public employment programmes, the government serves as an “employer of last resort” ([National Planning Commission](#)) - providing employment at a basic wage for those who might not otherwise find work ([International Labour Organization](#)).

The National Development Plan describes public employment programmes as “an essential element of any employment strategy”, because the work opportunities they provide allows people who are unemployed to “become a productive part of the economy while the structural changes required to create sustainable employment take effect” ([National Planning Commission](#)).

One of the government’s flagship public employment programmes is the Expanded Public Works Programme (EPWP). Government and State-Owned Enterprises use the EPWP to generate temporary labour intensive employment opportunities through the delivery of public infrastructure (schools, roads, clinics), as well as the provision of socially useful services such as home-based care, community security, and the cultivation of community gardens ([International Labour Organization](#)). In short, the EPWP provides poverty and income relief through temporary work opportunities for those who are unskilled, unemployed, poor, and vulnerable. The EPWP places emphasis on the participation of youth, women, and persons with disabilities. Since its inception, the EPWP has generated over 8 million work opportunities.



Hundreds of thousands of you are already engaged in work opportunities through public employment programmes like the EPWP. However, these opportunities are often not as meaningful as they could be. Few of you gain additional skills and qualifications that improve your employability; and the work itself does not always improve your communities the way you and your communities want. Usually, your time in a public employment programme does not put you on a path to further opportunities. If they were better thought-out and better run, public employment programmes could be an important way for you to build your skills, experience, and networks as well as contribute to your communities.

Public employment programmes should be a valuable opportunity that makes a positive difference to you and your communities. What could this look like?

- Government works with partners to make sure you are trained and prepared to take on meaningful work that fulfils you.
- SETAs work with public employment programmes to ensure you are learning new skills that put you on a path to your next opportunity.
- Public employment programmes are assessed against their community impact and their impact on you.



**DID YOU KNOW?**

In 2018, the South African government announced that they would scrap the prior work experience requirement for first-time job-seekers with respect to all entry-level posts in the public service; and called on the private sector to do the same.

[\(South African Government\)](#)



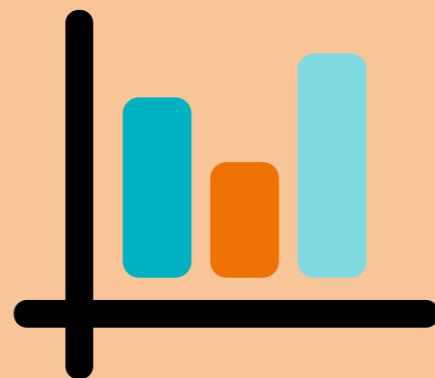
**Research suggests that the ETI is having a positive impact for micro, small, and medium-sized enterprises. Among these smaller and newer companies, those that used the ETI were more likely to hire youth than other firms.**

[\(Development Research Policy Unit\)](#)



To date, the EPWP has been implemented in four phases of five years: 2004-2009, 2009-2014, 2014-2019, and (the current phase) 2019-2024. EPWP Phase III, which created 4.5 million work opportunities, had an average youth participation rate of 46%. The target for the current phase is the creation of over 5 million work opportunities and over 2 million full-time equivalent opportunities. 55% of these opportunities are reserved for youth.

[\(Department of Public Works and Infrastructure\)](#)



**RESOURCES**

- > *Department of Public Works and Infrastructure*  
Expanded Public Works Programme (EPWP) Phase IV: Business Plan 2019-2024:  
[http://www.epwp.gov.za/documents/Cross\\_Cutting/Monitoring%20and%20Evaluation/EPWP\\_PhaseIV\\_Business\\_Plan\\_2019-2024.pdf](http://www.epwp.gov.za/documents/Cross_Cutting/Monitoring%20and%20Evaluation/EPWP_PhaseIV_Business_Plan_2019-2024.pdf)
  - > *Development Research Policy Unit*  
The Employment Tax Incentive Scheme in South Africa: An Impact Assessment:  
[https://media.africaportal.org/documents/The\\_employment\\_tax\\_incentive\\_scheme.pdf](https://media.africaportal.org/documents/The_employment_tax_incentive_scheme.pdf)
  - > *International Labour Organization*  
The Employer of Last Resort Programme: Could it Work for Developing Countries?:  
<http://www2.ilo.org/public/english/employment/download/elm/elm07-5.pdf>
- South Africa: Expanded Public Works Programme:  
[https://labordoc.ilo.org/discovery/delivery/41ILO\\_INST:41ILO\\_V2/1272309130002676](https://labordoc.ilo.org/discovery/delivery/41ILO_INST:41ILO_V2/1272309130002676)
- > *National Planning Commission*  
National Development Plan 2013: Our Future – Make It Work:  
[https://www.gov.za/sites/default/files/gcis\\_document/201409/ndp-2030-our-future-make-it-workr.pdf](https://www.gov.za/sites/default/files/gcis_document/201409/ndp-2030-our-future-make-it-workr.pdf)
- Youth Labour Market Transitions Report:  
<https://www.nationalplanningcommission.org.za/assets/Documents/NPC%20Youth%20Labour%20Market%20Transitions%20Report.pdf>
- > *UNU-WIDER*  
Employing young people in South Africa:  
<https://www.wider.unu.edu/publication/employing-young-people-south-africa>
  - > *YES4Youth*  
<https://yes4youth.co.za/>
  - > *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

- What are Sector Education and Training Authorities (SETAs)? What opportunities do they provide for young people in the labour market?
- What is the Employment Tax Incentive (ETI)? Who qualifies to be hired through the ETI?
- What is the Youth Employment Service (YES) and how does it relate to Broad-Based Black Economic Empowerment (B-BBEE)?
- What is the government's flagship public employment programme called? What opportunities can it offer young people?

### CHOOSE AN ANGLE

What is the government's flagship public employment programme called? What opportunities can it offer young people?

#### **WAYS TO TALK ABOUT:** WHAT IS THE GOVERNMENT'S FLAGSHIP PUBLIC EMPLOYMENT PROGRAMME CALLED? WHAT OPPORTUNITIES CAN IT OFFER YOUNG PEOPLE?

- What will participating in the Expanded Public Works Programme (EPWP) look like for young people?
- How many work opportunities has the EPWP generated since its inception?
- Who does the EPWP prioritise as its participants?
- How can public employment programmes be made more meaningful for young people?

## FORMATS



### AUDIO COMMENTARY



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



- Who do you talk to?
- A parent whose child received an internship or learnership through a SETA.
  - A community member who has thoughts on the work done in the community through an Expanded Public Works Programme (EPWP) project.
  - A young person who has worked for an Expanded Public Works Programme (EPWP) project.

#### Talking points:

- What are Sector Education and Training Authorities (SETAs)? What opportunities do they provide for young people in the labour market?
- What is the Employment Tax Incentive (ETI)?
- What is the Youth Employment Service (YES) and how does it relate to Broad-Based Black Economic Empowerment (B-BBEE)?
- What is the government's flagship public employment programme called? What opportunities can it offer young people?



### 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 received an internship or learnership through a SETA about their experience.
  - Speak to an NGO that has been part of implementing the Expanded Public Works Programme (EPWP) about their work.
  - Speak to an employee of an organisation that participates in the Employment Tax Incentive (ETI) about how it is to work with young people who are at the organisation because of the initiative.
  - Ask a young person who has worked for an Expanded Public Works Programme (EPWP) project about the type of soft and hard skills they gained during that time.

**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 maximising existing institutions, programmes, and incentives that aim to provide young people with work opportunities.



**Nandi:** Hey Lerato. I am so glad that we are finally hanging out. Unjani?

**Lerato:** I am glad too, friend. I am really good. How have you been? How is work?

**Nandi:** I am getting by and work is okay, wethu.

**Lerato:** Shem, you do not sound very enthusiastic about it. Is everything okay?

**Nandi:** It's not the worst thing working for a public employment programme. I am getting paid a not-so-bad wage, and I enjoy working with my colleagues. I also feel good about doing work that is uplifting my community.

**Lerato:** Then why the long face, chom?

**Nandi:** I just feel like these programmes could be better run to be more beneficial for us, you know?

**Lerato:** In what ways, chom?

**Nandi:** I feel like they need to do more to train and upskill us for other work. I really want this experience to help me get a better job in the future. They also need to be held accountable to ensure that they are having the community impact they are intended to have.

**Lerato:** That makes sense to me!

**Nandi:** Yesss, my colleagues seem to think so too. Anyway, friend, thanks for letting me vent a little. Now I want to hear all about you! What's new in your life?

**Slogan:** Public employment programmes should provide valuable opportunities that make a positive difference to young people and their communities. We need to come together, as a community, to advocate for these programmes to be better thought-out and better run so that can be an effective way for young people to gain skills, experience, and networks.



VOX POP



Vox pop aim  
To get many opinions on one topic.



Who do you talk to?  
Anybody in the community.



Question  
What are some of the government programmes and incentives that you know of that aim to provide young people with work opportunities?



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 some of the different institutions, programmes, and incentives that have been established to create opportunities for us, young people, in the labour market.

**Host 1:** Are you referring to government initiatives like SETAs, the ETI, and B-BBEE?

**Host 2:** Wow, you are right on the money! Sector Education and Training Authorities, the Employment Tax Incentive, and Broad-Based Black Economic Empowerment are all government initiatives that have been established to create opportunities for us in the labour market.

**Host 1:** Awesome! I know that SETAs were established to manage South Africa's skills development needs. There are 21 SETAs for each of the sectors in South Africa's economy. Each SETA identifies the skills needs of its sector, and then coordinates skills development and training to meet them.

**Host 2:** All very correct! They offer learnerships, internships, skills-based programmes, and apprenticeships that provide opportunities for young people to gain hands-on workplace experience.

**Host 1:** True! True! There is also the Employment Tax Incentive which is a wage subsidy programme that encourages employers to hire young, less-experienced job-seekers by reducing the employer's cost of hiring.

**Host 2:** These programmes are so needed amid the country's high rate of youth unemployment. They challenge, encourage, and support employers to hire and/or upskill us!

**Host 1:** They are definitely needed. But do you know that sometimes companies have a challenging time accessing these programmes due to the strict criteria, and large amounts of complicated paperwork they need to complete? Because of this, many businesses are locked out of these opportunities.

**Host 2:** That's a massive shame. Wondering what the community thinks of this? What needs to be done to ensure this does not continue to happen? We would love to hear from you.

[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:]

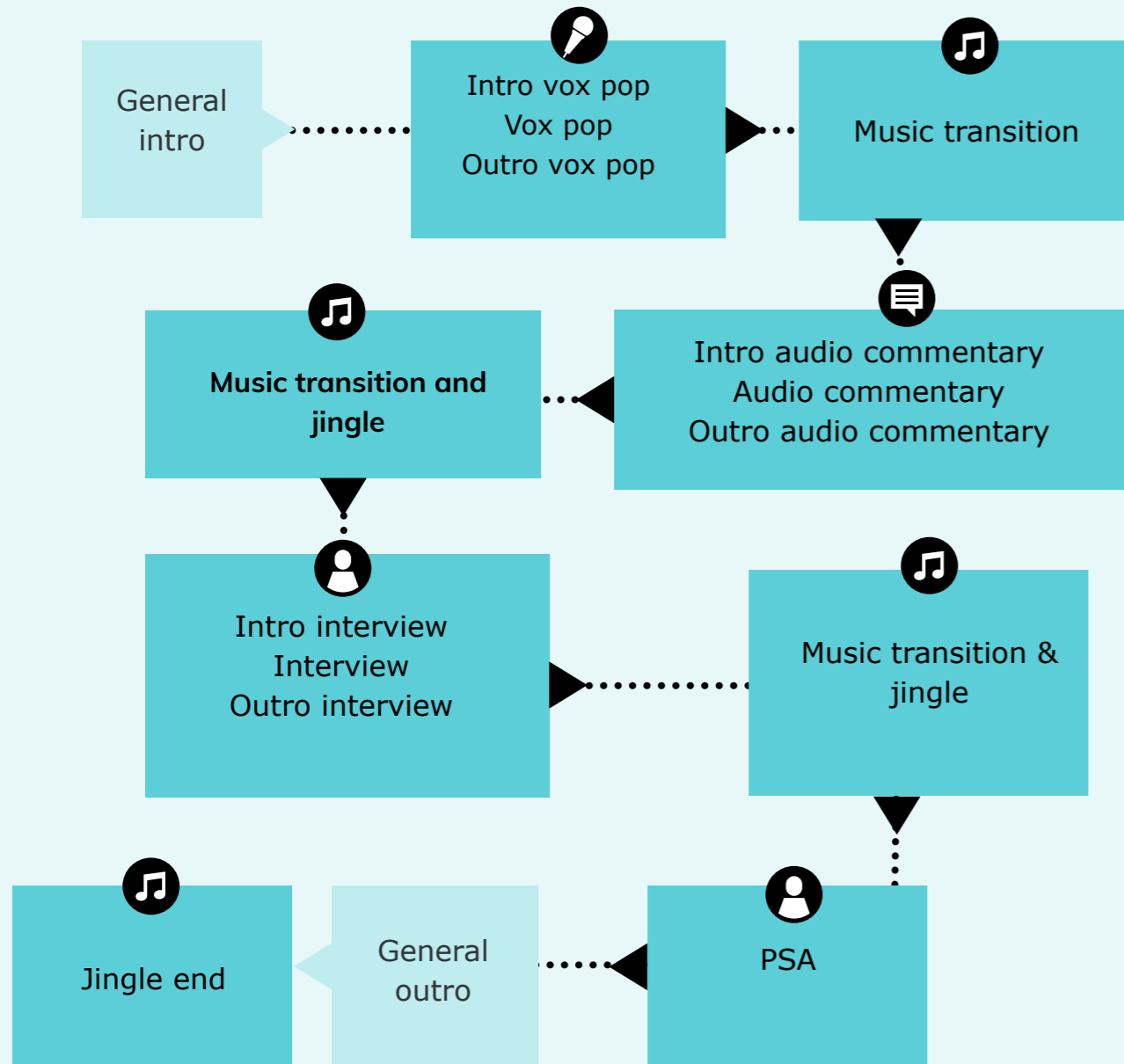
**Host 1:** We hear you loud and clear people, and we are definitely in agreement!

**Host 2:** Yes! The process of applying and accessing funding for these programmes needs to be streamlined to make it more easily accessible for employers, so more opportunities can be created for us in the labour market. Finish and klaar!

**Host 1:** Yhoooo, today's conversation has been really informative and riveting! Join us 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 2' (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.

## YOUTH CAPITAL JOBS: PART 2 OUTREACH GUIDE



### PREPARING FOR THE SHOW

#### ANGLES

DIFFERENT WAYS TO TALK ABOUT JOBS

- What are Sector Education and Training Authorities (SETAs)? What opportunities do they provide for young people in the labour market?
- What is the Employment Tax Incentive (ETI)? Who qualifies to be hired through the ETI?
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#### CHOOSE AN ANGLE


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- What will participating in the Expanded Public Works Programme (EPWP) look like for young people?
- How many work opportunities has the EPWP generated since its inception?
- Who does the EPWP prioritise as its participants?
- How can public employment programmes be made more meaningful for young people?





**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

- What are Sector Education and Training Authorities (SETAs)? What opportunities do they provide for young people in the labour market?
- What is the Employment Tax Incentive (ETI)?
- What is the Youth Employment Service (YES) and how does it relate to Broad-Based Black Economic Empowerment (B-BBEE)?
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 **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  
Miles, Davi

Scenario  
Miles and Davis discuss what they know about Broad-Based Black Economic Empowerment (B-BBEE).

 **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:**
- A parent whose child received an internship or learnership through a SETA.
  - A community member who has thoughts on the work done in the community through the Expanded Public Works Programme (EPWP).
  - A young person who has worked for an Expanded Public Works Programme (EPWP) project.

-  **Examples of opening questions for the panel:**
- What are Sector Education and Training Authorities (SETAs)? What opportunities do they provide for young people in the labour market?
  - What is the Employment Tax Incentive (ETI)?
  - What is the Youth Employment Service (YES) and how does it relate to Broad-Based Black Economic Empowerment (B-BBEE)?
  - What is the government's flagship public employment programme called? What opportunities can it offer young people?


## 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:**

B-BBEE stands for...

- A. Big-Based Black Economic Empowerment
- B. Broad-Based Black Economic Endeavour
- C. Broad-Based Black Economic Empowerment

**Correct answer is C**

**Quiz 2:**

The Skills Development Act formed the groundwork for SETAs, which were established to manage South Africa's skills development needs. When did parliament pass this Act?

- A. 2008
- B. 1998
- C. 1990

**Correct answer is B**

## 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]. On today's show we will be talking about some of the different institutions, programmes, and incentives that have been established to create opportunities for us, young people, in the labour market.

**Host 1:** Are you referring to government initiatives like SETAs, the ETI, and B-BBEE?

**Host 2:** Wow, you are right on the money! Sector Education and Training Authorities, the Employment Tax Incentive, and Broad-Based Black Economic Empowerment are all government initiatives that have been established to create opportunities for us in the labour market.

**Host 1:** Awesome! I know that SETAs were established to manage South Africa's skills development needs. There are 21 SETAs for each of the sectors in South Africa's economy. Each SETA identifies the skills needs of its sector, and then coordinates skills development and training to meet them.

**Host 2:** All very correct! They offer learnerships, internships, skills-based programmes, and apprenticeships that provide opportunities for young people to gain hands-on workplace experience.

**Host 1:** True! True! There is also the Employment Tax Incentive which is a wage subsidy programme that encourages employers to hire young, less-experienced job-seekers by reducing the employer's cost of hiring.

**Host 2:** These programmes are so needed amid the country's high rate of youth unemployment. They challenge, encourage, and support employers to hire and/or upskill us!

**Host 1:** They are definitely needed. But do you know that sometimes companies have a challenging time accessing these programmes due to the strict criteria, and large amounts of complicated paperwork they need to complete? Because of this, many businesses are locked out of these opportunities.

**Host 2:** That's a massive shame. Wondering what the community thinks of this? What needs to be done to ensure this does not continue to happen? We would love to hear from you.

[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:** We hear you loud and clear people, and we are definitely in agreement!

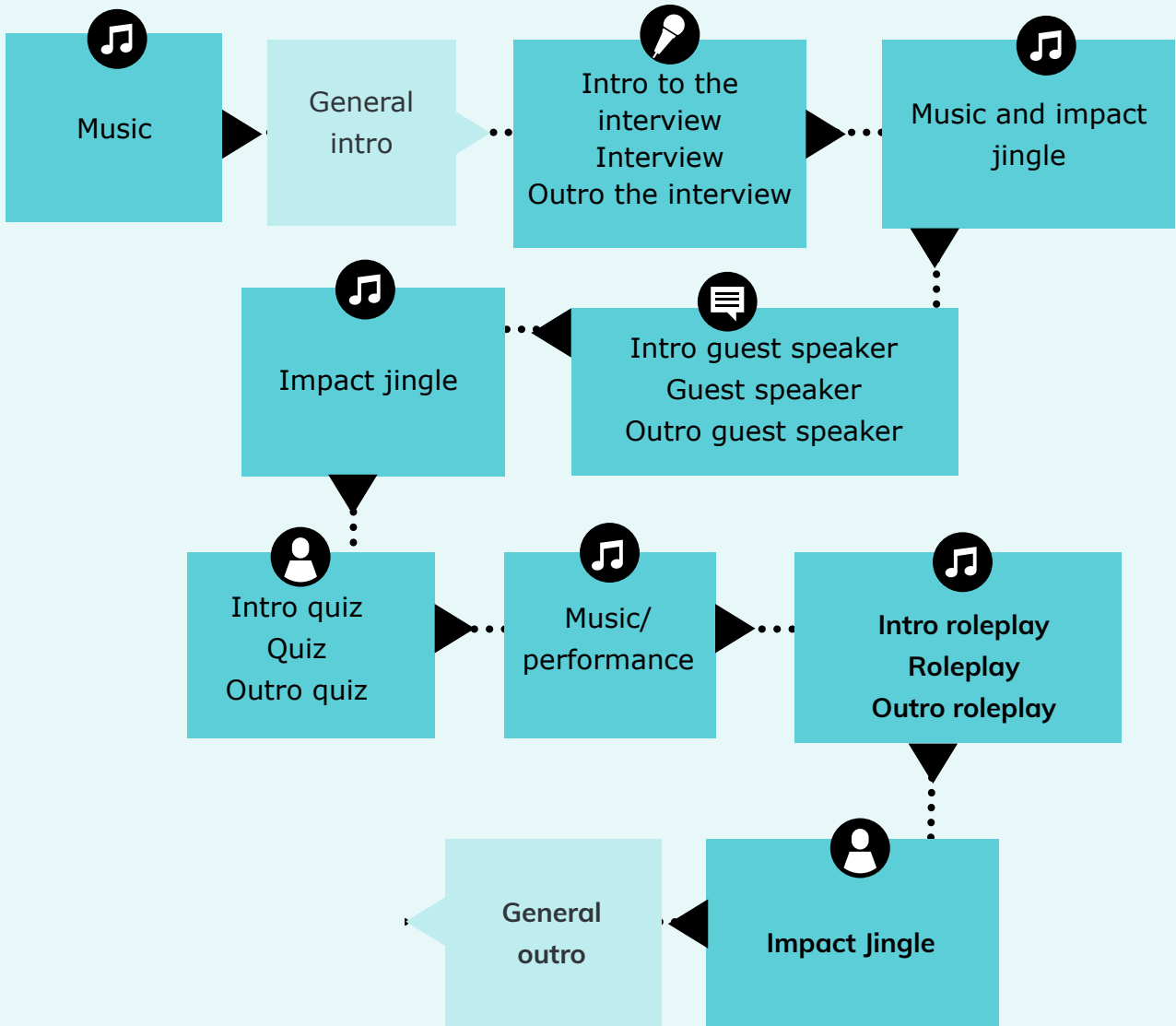
**Host 2:** Yes! The process of applying and accessing funding for these programmes needs to be streamlined to make it more easily accessible for employers, so more opportunities can be created for us in the labour market. Finish and klaar!

**Host 1:** Yhoooo, today's conversation has been really informative and riveting! 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!