



Why the SIT-UP! pathway?

Because youth unemployment, in South Africa, is the third highest in the world.

In current times, unemployment, particularly of our youth (ages 16-27) is of significant proportion. This situation significantly threatens our economy therefore it has become incumbent upon us all to examine ways in which various sectors may provide **pathways** towards employment using home-grown solutions. In this regard, business and government are the key roll-players in any solution planned, hence this proposal which provides insight into a pathway towards employment through **SIT-UP!**, located in the Education and Sports sectors.

What is the starting point for the SIT-UP! pathway?

Progressing ESSP candidates to the next step.

There is a very useful Programme known as ESSP (Extra School Support Programme), launched by Barbara Creecy, immediate past MEC for Education Gauteng, in November 2011. ESSP was conceptualised to support underperforming schools which targeted 960 primary schools in the Region. ESSP candidates offer Learners in these schools one hour of supervised homework and one hour of supervised play or physical education after school, every day. They also contribute to the security of the Learners in the school yard after school. These candidates are trained by the Department of Education (in partnership with the Extended Public Works Programme of the Department of Infrastructure Development) and are deployed into Districts to provide a service to schools located close to where they live. ESSP candidates receive a stipend per month and sign a year-long contract of engagement with the District. The ESSP Programme was planned to exist for a minimum of three years. It is limited to young unemployed South African citizens, with a valid ID, and at least Grade 10 school-leaving qualification.

The motivation for this noble initiative was based on the premise that parents in low-income households do not have the time to help their children do homework, resulting in poor Learner performance. Either these Learners are not supported with their academic work or they do not have the time to do their homework as they come from child-headed households. This Programme helps to ensure that Learners, located in these contexts, receive care and support beyond normal contact time at school.





The idea is to maximise Learner participation and increase access to and development in sporting codes which these schools were not previously exposed. The plan is to encourage Learners to remain within the school grounds under the custodianship of ESSP candidates after school and end until 4pm each day.

The commitment demonstrated by these candidates inspired the **SIT-UP!** initiative.

Prince Chauke, an ESSP candidate at Zola Primary School said; *“When school is out, what I try do is keep Learners busy to participate in sports activities in order to influence them to keep fit and stay away from engaging in illegal substances, because that’s what we are facing in our communities”*.

How do ESSP candidates progress through SIT-UP! to become Social Cohesion Ambassadors?

By invitation in recognition of for their stand-out interest and commitment to enable Learners in their charge.

A recruitment strategy is in place to access the **SIT-UP!** Programme which plays out in City Sport and Recreation Centres. This is where we come in. Iconage Holdings is a social enterprise which enables and manages corporate social investment in Education and Sport.

As part of our social justice efforts we have developed a Physical Education Programme called Move-It, Moving Matters™ and the Get Ahead Sports Programme (**GASP™**) which talent advances young Learners with motoric competence. These Programmes are systematically levelling the playing field in terms of access to and participation in quality physical activity. Currently these Programmes are in 130 schools reaching 32,000 learners every day. As part of this effort we have negotiated co-operation Agreements with Cities (Joburg, Nelson Mandela Port Elizabeth and Ekurhuleni) to assist in these initiatives because community development is such a critically important feature in the strategic management of these cities. As the development and management of schools and sport and recreation facilities falls into this space, we recognised that there is a massive opportunity to attract, recruit, train, sign-on and empower unemployed persons. Their role is crucial, particularly in underutilized sport and recreation spaces located in communities.





The idea is to create opportunities for the unemployed youth to stand-up in their communities as **social cohesion ambassadors** and **change agents** who enter onto a **pathway** to employment with a set of skills, qualifications and experience which includes the care for children, sport coaching and facility management.

What are the goals of the SIT-UP! initiative?

The goal of Sports Internship Training for Unemployed Persons is three-fold:

1. To ensure that Learners with talent are systematically progressed into organised sport opportunities in Communities, Districts and Regions.
2. To advance young, unemployed sport enthusiasts onto pathways which provide qualifications and experiences which lead to employment opportunities in the industry.
3. To make use of, manage, uplift and provide maintenance of existing City Sport and Recreation Centres located in communities.

Who is involved?

- Conceptual development and management of the **SIT-UP!** Initiative including the Work Integrated Learning experiences in schools and in Sport Centres: Iconage Holdings Pty Ltd;
- Fitness Training and Qualifying Authority: Health and Fitness Professional Academy (HFPA);
- Sport Agencies and Federations in Partnership with **SIT-UP!**: Tennis SA, SAFA, Gauteng Cricket Board, FDSA and CATHSSETA;
- City of Johannesburg Community Development Directorate: Dudu Maseko (ED);
- City of Johannesburg Sport and Recreation Directorate: Siyanda Mnu kwa
- Access to (Region D) Sport and Recreation Centres : Arthur Ashe , Molestane and Dobsonville, Soweto: Karabo Semenya
- Soweto Sports Council





How does it work?

An Intern co-ordinator is appointed to manage a group of 25 Interns who operate between allocated schools nearby and adjacent to Sport and Recreation Centres in communities.

Interns assist with the facilitation of the Move-It, Moving Matters™ Programme in selected Primary Schools on Monday, Tuesday, Wednesday and Thursday from 09h00 – 13h00 every school week. In the afternoons from 14h30 – 16h00, Interns make their way to the adjacent community centre located within an educational District Precinct drawing particularly the morotically gifted Learners identified from their respective schools. At these centres, Interns deliver quality Programmes for sport advancement as Trainee **GASP™** Coaches in the following codes: Soccer, Cricket, Flying Disc Association and Tennis. Weekly educational sessions take place on Friday mornings and during holidays at a selected Community Centre. These sessions are facilitated by our accredited provider, Health and Fitness Professionals Academy (HFPA), The Move-It, Moving Matters™ Training Team, Tennis South Africa, Cricket South Africa, Flying Disc Association of South Africa and the South African Football Association. At the end of the year, Interns qualify with a certificate in Fitness and 4 internationally accredited Level 1 Coaching Qualifications in Tennis, Cricket, Ultimate Frisbee and Soccer respectively.

What is needed?

Initial investment per Intern then, onward employment leverage in the sector.

An annual investment, per Intern which is sufficient to include:

- recruitment, reference check, police affidavit and clearance processes,
- training, coaching and mentoring,
- equipment and apparel,
- on-site integrated work-related experience with controls and management, and
- stipend per month for a year.

