



JumpStart

EXPLAINED

A programme by

 **mr price foundation**





Unlocking career potential



Young people accounted for 63,3% of the total number of unemployed persons in the first quarter of 2020 in South Africa with the unemployment rate in this group at 43,2%.

Youth face daunting challenges to find meaningful employment: shrinking employment opportunities, under-developed workplace skills and challenges inherited from a dysfunctional schooling system.



JumpStart unlocks career potential and fast-tracks careers for unemployed youth in the retail and manufacturing sectors.

Through life skills and work experience, the skills development programmes bridge the gap between school or tertiary education and the world of work. By working directly alongside industry leaders and employer partners, we connect upskilled and work-ready job seekers to career opportunities - a vital part of securing employment, as found by the Siyakha Youth Assets Study.² Starting with just one programme in 2007, JumpStart has expanded to include many programmes in the retail value chain progressing from entry level to management.

1. <http://www.statssa.gov.za/?p=13379>

2. <https://www.uj.ac.za/faculties/humanities/csda/Documents/Siyakha%20Report%20June%202019%20Web%20LowRes.pdf>

Our Programmes



Retail Frontline Programme

The programme, endorsed by the³African Union Development Agency, upskills unemployed matriculants to become workplace ready for retail entry level positions in stores and financial services.

Period	Youth Developed	Employed	Employment Rate
F2018	5666	2301	41%
F2019	5981	3265	55%
F2020	4246	2596	61%
F2021	1453	963	66%

3. <https://www.nepad.org/skillsportalfor youth/good-practice/what-work-readiness-entry-level>

Professional Retail Programme

The demand-driven, designed by industry, for industry programme, is an internship that exposes graduates to the retail value chain to develop their professional retail skills for careers in buying, planning, operations and store management.

Period	Youth Developed	Employed	Employment Rate
F2018	16	16	100%
F2019	28	23	82%
F2020	7	5	71%
F2021	9	6	66%

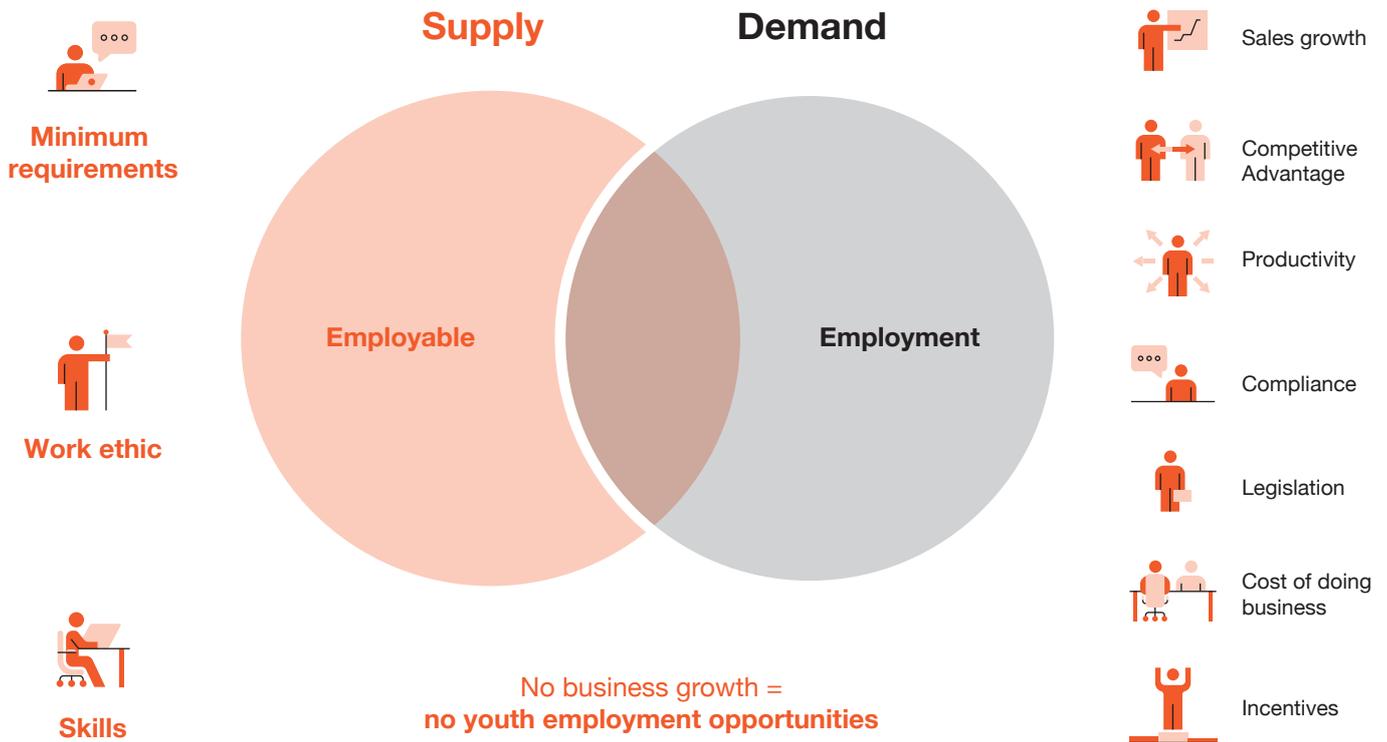
Production Programme

A five-month course training youth in basic production and manufacturing concepts for positions as multi-skilled seamstresses or footwear manufacturers.

Year	Youth Developed	Employed	Employment Rate
2014	191	181	95%
2015	273	165	60%
2016	253	202	80%
2017	162	121	75%
2018	76	75	99%
2020	18	14	78%
Total	973	758	78%



Our Approach



Benefits of Partnering with JumpStart

When establishing JumpStart in new areas, we engage with communities to build a mutual understanding. Once vacancies in the area are pinpointed, we engage with communities so that they understand the programme and are able to assist us with connecting to unemployed youth in their area. This important process ensures a fair opportunity to the youth in the respective areas.



Business

- Access to a talent pool of suitable candidates already screened and assessed based on business' needs limits exorbitant costs
- Candidates have relevant foundational and life skills enabling them to add value from day one of work
- Additional business development investment can be focused on business-specific needs, rather than foundational knowledge

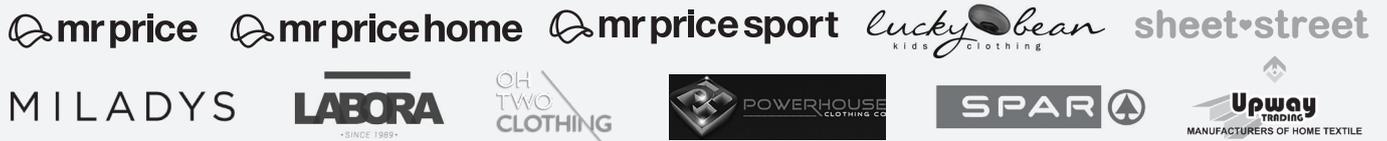


Candidate

- Better prepared for the world of work
- Understands potential career opportunities in the retail industry
- Understands industry's requirements before accepting employment opportunities



Our Partners



“Our relationship is an example of how two passionate South Africa retailers can actually partner to find a way to deal with major social issues such as unemployment.”

Thuli Tabudi, HR Executive, SPAR Group

“The candidates coming through are pushing boundaries and the way we traditionally do things, adding value onto that, and challenging the status quo.”

Matthew Morris, Senior Planner, Mr Price Home

Opportunities to Partner

More than ten years of industry and programme experience has enabled us to build and adapt programmes specifically based on industry’s changing demands, developing high-calibre capable candidates that can succeed in today’s ever-changing workplace.

Employer Partners

For over a decade we have been sourcing talent and creating a talent pipeline that employer partners can access to find talent suitable for their organisation. Through one-on-one partnerships with employer partners, we set suitable training and employment targets by both region and employment equity demographics.

Funding Opportunity

Opportunity also exists for SED funding, which will enable the development of and access to employment opportunities for thousands of youth.



Mr Price Foundation is a youth development organisation that empowers youth to reach their full potential through education and skills development. JumpStart address the United Nations Sustainable Development Goals:



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