



AFRICA AEROSPACE & DEFENCE 2010

Youth Development Programme

Adopt a school / student campaign

Africa Aerospace and Defence (AAD), the largest exhibition of its kind in Africa once again showcase civil and military, maritime and land-based defence equipment and technologies.

AAD 2010 is committed to youth development. The acute shortage of engineers, technicians and pilots has compelled the AAD Youth Development Programme (YDP) to move beyond simply creating awareness in a drive to address these challenges facing South Africa's Aerospace and Defence sectors.

Our YDP vision is for South Africa's young people to consider a career in defence and commercial aviation. Mathematics and science as school subjects are important, especially for tertiary studies in the engineering and science disciplines.

We urge you to support Government initiatives by playing an active part in the economy and industry to empower young people at a critical stage in their lives.

The YDP Campaign, "Adopt a school" or "Adopt a graduate" is aimed at realizing government's priorities towards academic performance, filling the skills gap and employment.

The following are imperatives for initiating a medium to long term SED programme;

- **The MORAL imperative:** you do it because it is the right thing to do i.e. to empower people to be able to earn an income, to alleviate poverty and build a better life for all South Africans.
- **The BUSINESS / ORGANISATIONAL imperative:** to ensure graduates get the requisite skills for the workplace and to increase your business productivity by employing skilled workers.

The YDP encourages companies to share our vision and support the development of the youth of South Africa.

A range of **BENEFITS WILL ACCRUE TO ORGANISATIONS** that initiate Socio Economic Development and Skills development programmes;

- Companies will benefit in procuring NEW BUSINESS. Points gained on the Socio economic (Adopt a school) and Skills development (Adopt a student) component on the BBBEE scorecard will increase as a direct result of initiating medium to long term adoption programmes.
- Results of a recent brand survey confirm that the youth embrace brands that are active in programmes that benefit them. A good reputation goes a long way to influence young people's choice of a company to work for in future.

As part of this 2010 Campaign, AAD is planning a special publication on industry's commitment to adopt school/s and/or student/s in an effort to be part of the solution to develop and retain core capabilities within the Aerospace & Defence environment.

Please indicate your interest/commitment to be part of this campaign by completing the table herein;

Name of Organisation		
Contact Person		
Email		
Tel		
Fax		
Type of Organisation i.e. SMME, HDI, etc		
Commitment to initiate medium to Long term adoption of a school/s programme i.e. improve academic performance, provision of equipment, tutoring classes, books, bursaries, etc.	YES	NO (Reason)
Commitment to initiate medium to Long term adoption of a student/s programme within the organisation i.e. Apprenticeship, Learnership programmes	YES	NO (Reason)

In consultation with the Dept of Education, a list of priority schools have been identified as poor performing schools which require your support.

An adoption model is attached for companies that need guidance with adopting and process necessary to improve performance at selected school/s.

The Armscor BEE division will provide clarity on BBBEE scorecard issues as part of this campaign.

Thank you for participating in the YDP campaign to sustain the capabilities within the Aerospace and Defence environment.

Please submit your feedback by 31 May 2010;

Chairperson: AAD Youth Development Programme

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