

Youth Development Programme 2010



“Adopt a School” Campaign Socioeconomic Development Initiative

21-25 Sept., Air Force Base Ysterplaat, Cape Town, South Africa
The largest exhibition of Air, Sea and Land Capability on the African continent

Africa Aerospace and Defence (AAD), the largest exhibition of its kind in Africa, once again showcases civil and military aviation, maritime and land-based defence equipment and technologies. Moreover, AAD2010 is committed to youth development. The acute shortage of engineers, technicians and pilots has compelled the AAD Youth Development Programme (YDP) to go beyond the mere creating of awareness in a drive to address these challenges facing South Africa's aerospace and defence sector.

Our YDP vision is for South Africa's young people to seriously 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.

The AAD Youth Development Programme appeals to Industry to make a progressive change!

You can support the South African Government's socioeconomic development (SED) objectives by helping to empower young people at a critical stage of their lives.

Support government initiatives to get young people to play a more active part in the economy and industry. Assist the youth to obtain a technical qualification.

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

Your **SUPPORT** can take different forms, such as:

- Adopting a school with the aim of improving its performance in maths & science.
- Provision of resources e.g. laboratory equipment, books, resources etc.
- Sponsoring extra classes and/or study material.
- Learnership and Apprenticeship programmes within organisations.
- Offer bursaries in engineering and technical disciplines.

The YDP has formulated a **MODEL** that will provide guidance on the management of an adopted school. We work in consultation with the Department of Basic Education and will offer assistance to organisations in identification of schools as part of the adoption programme.

There are imperatives for initiating medium to long term SED programmes:

- 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 help ensure graduates get the requisite skills for the workplace and to increase your business productivity by employing such skilled workers.

It is the wish of the YDP that companies share our vision and support the development of the youth of South Africa.

A range of BENEFITS will accrue to organisations that initiate Socioeconomic Development (SED) 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 for which they would work.

As part of this campaign AAD will publish a report highlighting companies that adopted a school/graduate. The report will be circulated widely in government departments, Industry forums and at AAD2010, at which cabinet ministers and senior officials will be present. This will ensure awareness of your company's support whilst positively impacting your brand.

Importantly, you will benefit by procuring **NEW BUSINESS**. Points on the BBBEE scorecard will increase as a result of initiating medium to long-term programmes.

A maximum requirement of 1% of NPAT contribution towards SED programmes entitles companies to full points on this component of the BBBEE Scorecard.

The SED Scorecard			
Criteria	Weighting Points	Compliance Target	Raw Score
Average annual value of all Socio-Economic Development Contributions by the Measured Entity as a percentage of the target	5	1% of Net Profit after Tax	

THE BBBEE BALANCED SCORECARD for Qualifying Small Enterprises with a turnover between R5 million and R35 million			
Core components of BBBEE	% Raw score	% Weighting	% Score
Ownership		20	
Management Control		10	
Employment Equity		15	
Skills Development		15	
Preferential procurement		15	
Enterprise Development		20	
Socioeconomic		5	
Total Score		100	

AAD 2010 takes place at Air Force Base Ysterplaat in Cape Town from 21 to 25 September 2010. This allows for networking opportunities and face-to-face business interaction. AAD2010 affords exhibitors ample access to official delegations and decision-makers.

Building on the success of previous exhibitions, AAD 2010 is set to attract significant numbers of participants. Almost 80 officially invited foreign delegations attended AAD2008, including 20 defence ministers, many from African countries.

The South African government considers Africa Aerospace & Defence a national asset which it fully supports through the national departments of Trade and Industry, Defence, Transport and Science and Technology.

The Youth Development Programme is an integral component of AAD which supports government's socio-economic objectives.



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