

SUMMARISED PROFILE OF:



- 1. Areas of development:** Youth entrepreneurship, career development and social development to youth in Khayelitsha and surrounding areas.
- 2. Current membership:** To date we have 320 members in Khayelitsha, Mitchell's Plain, Phillipi, Langa, Mfuleni and Kuilsriver and surrounding areas.
- 3. Partnerships:** LYDA has a strong partnership with **Cape Peninsula University of Technology** (outreach programme), **Nxele-Makana Subcouncil** (stakeholder support), **Department of Social Development** (stakeholder support and capacity building), **Khayelitsha Development Forum, Khayelitsha Youth Development Council and Khayelitsha Business Forum** (community support), **City of Cape Town**; namely Economic and Human Development and Department of Social Facilitation (outreach programmes and capacity building), **Learning Cape Festival** (careers exhibition), **Cape Regional Chamber of Commerce and Industry** (SMME development), **Enablis South Africa** (SMME development), **Radio Zibonele, Bush Radio, Radio 2000 and Umhlobo Wenene FM** (community outreach programme to listeners)
- 4. Organisational achievement:** The organisation was awarded in December 2003 by Ikhwezi Lomso Project as the best service provider in previously disadvantaged communities on economic development in the Cape Flats. The competition was entered by **forty two** youth organisations from Khayelitsha, Mfuleni, Phillipi, Langa, Nyanga and Gugulethu. The Executive Director of the organization **was selected as one of the five community builders in Western Cape by Graduate School of Business in UCT** to do a consulting (MBA Selective), Supporting Emerging Enterprise programme to further assist entrepreneurs from disadvantaged backgrounds in 2004.
- 5. Programme achievements:**

Entrepreneurship: LYDA has managed to place **thirty nine** (2003) participants through subsidised training on entrepreneurship under Wholesale and Retail Seta, **nine participants** (2004) in Leap Project focusing on leadership, entrepreneurship and social development funded by City of Cape Town, **eighteen participants** (2005) on entrepreneurship course funded also by City of Cape Town (Swiss Contact Voucher Programme). As of 2006 to date, it has been assisting young entrepreneurs to market themselves on major initiatives organized by the Cape Regional Chamber of Commerce and Industry

Youth Placement: LYDA has managed to place **thirty four** youth in private companies in 2005 and 2006. It also organized capacity building in partnership with the Department of Labour to develop the youth in job search skills. **Six members** were selected to attend computer training under the City of Cape Town through DLK Training (2006) and one of those came on top and has been chosen to undergo "train the trainee" course which will also result in her becoming economically independent.

- **African Hub Careers Exhibition (2006-2013):** LYDA has developed a brand, African Hub Careers Exhibition in partnership with Independent News, Khayelitsha Youth Development Forum and Khayelitsha Education Forum from 2006 to 2013 (seven editions) that has attracted **143 exhibitors** from Eastern Cape, Gauteng and Western Cape, **116 schools** from Khayelitsha, Mitchell's Plain and surrounding areas, **26602 learners, 2346** unemployed youth focusing on career choices, bursaries and learnership opportunities.

6. Quality Circles Forum

The QCF is an ongoing motivational tool that encourages leadership, communication and responsibility to LYDA members through presentation by various role players in Western Cape economy and networking after presentation. **To date, the Quality Circles Forum has managed to organize presentations that provided direction to young people in terms of their careers such as:**

- **Youth Entrepreneurial Support Workshop, May 2013**

Laphumilanga assisted in positioning of youth in Khayelitsha through development of own business focusing on market analysis, innovation, customer services and accountability. A total of 28 youth attended the above from Khayelitsha area.

- **Financial management workshop, June 2011**

A partnership was held with Khayelitsha Youth in Business and Old Mutual in hosting a financial management workshop to 34 youth interested in business at Khayelitsha Training Centre.

- **Entrepreneurship and Youth Innovation Workshop, February 2011**

The workshop was focusing on untapped opportunities in Mitchells Plain and Khayelitsha, advising youth on accessing these. A total of 42 emerging youth entrepreneurs attended from both townships.

- **SEDA, Standard Bank and Youth Aids Biz Workshops, July and August 2010**

201 members participated at SEDA workshops on how to do business as well as Youth Aids Biz Workshop organized for 3 days

- **Workplace readiness workshops, April, May and June 2009**

Workplace readiness workshops were conducted at Chris Hani Senior Secondary school where more than 125 youth benefitted in understanding how markets work

- **Welcoming of the Netherlands Delegation, 11 May 2009**

History was made in Khayelitsha when a contingent of 17 Netherlands officials visited the Khayelitsha Training Centre made of two Netherlands Ministers, Mr Bert Koenders and Mr Frank Heemskerk to endorse support on youth learnership programmes that will see more than 500 youth benefitting in the youth placement initiatives for a three-year programme in partnership with Job Realisation South Africa and the private sector.

- **“Metro Youth Entrepreneurship Workshop”**, Bellville Civic Centre, **18 June 2008**. A Metro Youth Entrepreneurship Workshop, sponsored by the City of Cape Town was organized by LYDA in partnership with Cape Regional Chamber of Commerce and Industry, Cape Peninsula University of Technology, Cape Information Technology Initiative, Raymond Ackerman Academy School of Entrepreneurial Development, UCT Centre for Innovative Entrepreneurship and Billionaire Club. The workshop focused on positioning of youth SMES in the Metro area with emphasis on current and future major projects within the City of Cape Town
- **“Strategic positioning on 2010 opportunities”**, **20 February 2008**, Oliver Tambo Hall, 19:00 – 21:00. LYDA organized a practical workshop on strategies to access 2010 opportunities. The workshop was funded by the City of Cape Town, UFD Star Patrols, Vatis Sound Systems, Mukhtar Hiring, Coca-Cola and SAB Miller. Key presenters included Directors from the City of Cape Town, Department of Sports and Arts and Culture – The 2010 Unit. The workshop attracted SMEs that came from Somerset, Khayelitsha, Phillipi, Nyanga, Langa, Mfuleni and Gugulethu.
- **Gateway to Social and Economic Development, 14 September 2007 at Oliver Tambo Hall presented by Department of Economic Development and Tourism, Umsobomvu Youth Fund, Department of Transport and Public Works, Western Cape Youth Commission and Department of Labour**. The workshop was attended by one hundred and forty-seven delegates from Khayelitsha, Phillipi, Langa, Nyanga, Kuils River, Mfuleni and Gugulethu. Delegates also requested that the workshops be held in their areas as well such as Langa, Phillipi and Nyanga. Overall, a lot of people are taking about positive outcomes of this workshop, not only in Khayelitsha but other areas as well. **Delegates showed more interest in understanding requirements for registering as legal entities (as most of them are still informal), key questions rose again about access to finance as well as tendering**. The workshop also proposed models of sustainability such as the introduction of co-operatives and the Red Door availed itself to do workshops with partners such as DTI and Laphumilanga. The workshop also served as preparations for the 2008 Metro Youth Entrepreneurship Workshop, which was organized by Laphumilanga, in partnership with public and private stakeholders. It became evident that people still want more information to enter into the small business sector and it is recommended that workshops of this nature should continue and as well provide key markets that are still untapped.
- **“Skills development in the Public Service Sector”**, Mr Rampote Chauke - Public Relations and Marketing Coordinator, Public Services Seta, **March 2007**. This has been the first QCF in Khayelitsha history and other township: to involve an external service provider as PSETA came from Pretoria to present to youth in Khayelitsha and surrounding areas. Amongst the guests were Ms Vathiswa Mafana from the Presidency Office, Mr Vuyo Zithc from Department of Trade and Industry, Ms Vuyiseka Sikunana from South African Revenue Services, Ms Luleka Mack and Ms Bhekatiina Luthuli from Absa.
- **“Significance of organisational involvement”**, Presented by Mr Rudy Buys, Education Officer – Western Cape Youth Commission, **September 2006** (Focussing on leadership skills).
- **“Bookworm generation”**, Key note speaker Mr Malinge Gqeba, Head - Student Housing Department, Cape Peninsula University of Technology, **August 2006** (Focussing on leadership skills).
- **“Assertiveness in the Workplace”**, Mr Zolile Siswana, Director - Economic and Human Development Directorate City of Cape Town and Ms Nokuthula Hani, former Office Manager – School for International Training, **July 2006**

The above programmes have shaken economic and social developers such that positive comment: continuously appeared in Vukani Newspaper, (150 000 readership), City Vision (350 000 readership), Umhlobo Wenene FM (3.2 million listenership), Radio Zibonele FM (150 000 listenership) Radio Tygerberg (346 000 listenership), Radio 2000 (4 million listenership). **The QCF programme has increasingly become a brand that motivates, develop and innovate youth not only in Khayelitsha, but other surrounding areas such as Phillipi, Kuils River, Nyanga, Langa and Gugulethu and has a potential of bring youth from various backgrounds.**

COUNCIL AND BOARD MEMBERS OF LYDA

I. Executive Council Members of LYDA

Surname: January First Name: Mthobeli Clarence Title: Mr
Work Details: Laphumilanga Youth Development Association
Designation: Executive Director, Laphumilanga Youth Development Association

Surname: Harper First Name: Lionel Seymour Title: Advocate
Work Details: Former Advisor to Vice-Chancellor and **Head of Legal Unit**, Cape Peninsula University of Technology

Surname: Mvalo First Name: Makhwenkwe Title: Mr
Work Details: **Transformation and Cohesion**, Cape Peninsula University of Technology, Cape Town

Surname: Mahlanyana First Name: Nosipho Title: Ms
Work Details: **Consultant & Owner**, Umsonto CSI, Cape Town

Surname: Zilani First Name: Msokoli Title: Mr
Work Details: **Warehousing Manager**, Ackermans, Kuils River

Surname: Mtimde First Name: Nondyebo Title: Ms
Work Details: A respected self-employed author studying at UWC

2. Board Members

Surname: Magoqwana First Name: Akhona Title: Mr
Designation: Chairperson, Laphumilanga Youth Development
Currently studying Business Management at Tsiba College)

Surname: Biyana First Name: Sibusisiwe Title: Mrs
Work Details: Operations Manager, Khayelitsha Digital Centre
Designation: Deputy Chairperson, Laphumilanga Youth Development Association

Surname: Nhose First Name: Zameka Title: Ms
Work Details: Employed as an assistant in the hospitality industry
Designation: Secretary, Laphumilanga Youth Development

Surname: Nditha First Name: Wanele Title: Mr
Work Details: IT Support, Foschini Group, Tygervalley
Designation: Deputy Secretary, Laphumilanga Youth Development

Surname: Mnyantsa First Name: Athenkosi Title: Mr
Work Details: Member: Youth Printing services, Khayelitsha
Designation: Treasurer, Laphumilanga Youth Development

Surname: Mtimde First Name: Nondyebo Title: Ms
Work Details: A respected self-employed author studying at UWC
Designation: Secretary, Laphumilanga Youth Development