



NEMISA ACHIEVEMENTS AND CHALLENGES

SELECT COMMITTEE

2024/03/13

NEMISA'S MANDATE

The National Electronic Media Institute of South Africa (NEMISA) was established as a non-profit institute for education in terms of the Companies Act (1973) and is listed as a schedule 3A public entity in terms of the Public Finance Management Act (1999).

NEMISA's mandate is to develop creative media and digital skills for South Africans. The institute's programmes are structured to enhance the market readiness of beneficiaries in creative media and digital technologies.

Targeted people: The youth, women, people with disabilities SMMEs, and Government. Rural and Township areas are particularly prioritised.



VISION AND IMPACT STATEMENT



VISION

A digitally transformed society.

IMPACT STATEMENT:

Accelerated use of digital technologies to improve quality of life

VALUES



STRATEGIC FOCUS AREAS

01

Human capital capacity: NEMISA will prioritise the filling of vacant positions, upskilling the current staff and maintaining employee wellness.

02

Advancing NEMISA as an institution: Marketing NEMISA brand and its offerings, reviewing of the value proposition, Digitalisation of NEMISA, strengthen research and development, the establishment of new revenue generation sources and improving organisation's performance management system and the Monitoring and Evaluation system

03

Organisational change: Efficiently manage organisational change and Implement organisation culture change project.

04

Partnerships: Considering its limited resources NEMISA will forge strategic partnerships that will enable the advancement of its mandate

05

Basic Education and Post schooling sector: To realise its mandate NEMISA believes that the Basic Education and Post schooling sectors will yield the desired results in creating an information society.

07

SMME Digital Entrepreneurship: Noting that the SMMEs are key to the economic recovery of South Africa NEMISA will focus on empowering small businesses to participate in the digital economy.

08

Creative Media and Broadcasting: NEMISA will improve its focus on the Creative Media and Broadcasting industry noting that this is the original mandate of NEMISA and the need to renew NEMISA's contribution to the industry.

ELECTRONIC MEDIA AND TECHNOLOGICAL TRANSFORMATION

Electronic Media Context

- **Audio and visual mediums of communication remain to be key drivers of the industry and what has rapidly changed is the improvement in the quality, speed and access to content produced by the industry and the democratisation of content development itself.**
- **increasing social diversity have played a major role in advancing the industry.**
- **Accelerated use of digital platforms and social networking sites as a means to broadcast or to share information.**
- **Streaming services have also increased and create opportunities for consumers or information users to access productions anytime and anywhere.**
- **Massive increase in podcasting creating many opportunities for people who can produce content at a personal/organisational level.**
- **User generated content has also turned upside down the traditional ways of producing content.**
- **The end of analogue transmission is to have a huge impact on broadcasters including community radio and television stations**

NEMISA Offerings

Accreditation of full certificate qualifications through MICT SETA in

- Radio Production
- Television and Film Production
- 2D and 3D Animation
- Interactive Media
- Graphic Design

Introduction of Short Courses in

- Podcasting
- Story telling using a mobile device
- Live Streaming
- Digital Photography
- Newsroom Skills
- Future Proofing Community Media Workshops

ACHIEVEMENTS: ADMINISTRATION

ACHIEVEMENT

OUTCOME

TARGETED OUTCOME
Transformed Organisation

01

Clean Audit for 2022/23 Financial year.

Improved organisational reputation and enhanced culture of compliance with policies.

02

Reduced irregular expenditure (Irregular lease agreement ended and write off of other irregular expenditure completed following National Treasury submissions).

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03

Annual Performance against APP targets has been 90% since 2021/22 financial year.

Improved organisational performance and meeting the set mandate.

04

Established risk management system and controls (Monthly risk monitoring and quarterly reporting).

Improved risk management culture and efficiency in order to successfully deliver on the set mandate.

05

Approved revised organisational structure (Implementation of the revised structure is underway).

Improved organizational capacity employee morale and job security.

06

Implemented the Transformation and Change Strategy.

Improved IT systems, curriculum and human resources capacity.

07

Introduced employee wellness service and employees skills development.

Improved staff morale and satisfaction.

CHALLENGES: ADMINISTRATION

CHALLENGE

01

Organisational culture improvement (Define the desired culture, Reduce siloed work execution among business units, Team effectiveness, internal communication and improve management practices).

02

Suitability of the current NEMISA campus (NEMISA moved to SABC Campus in 2022. The current space does not meet the desired work setting)

03

The need to create job stability for fixed term contract employees

04

Inability to attract and retain employees due to the non competitiveness of salaries

MITIGATING ACTIONS

01

Organisation culture change journey is being implemented :
Staff engagements on culture matters
Team building sessions
Staff information sessions
Management and staff training interventions.

02

A refurbishment plan has been put in place.

03

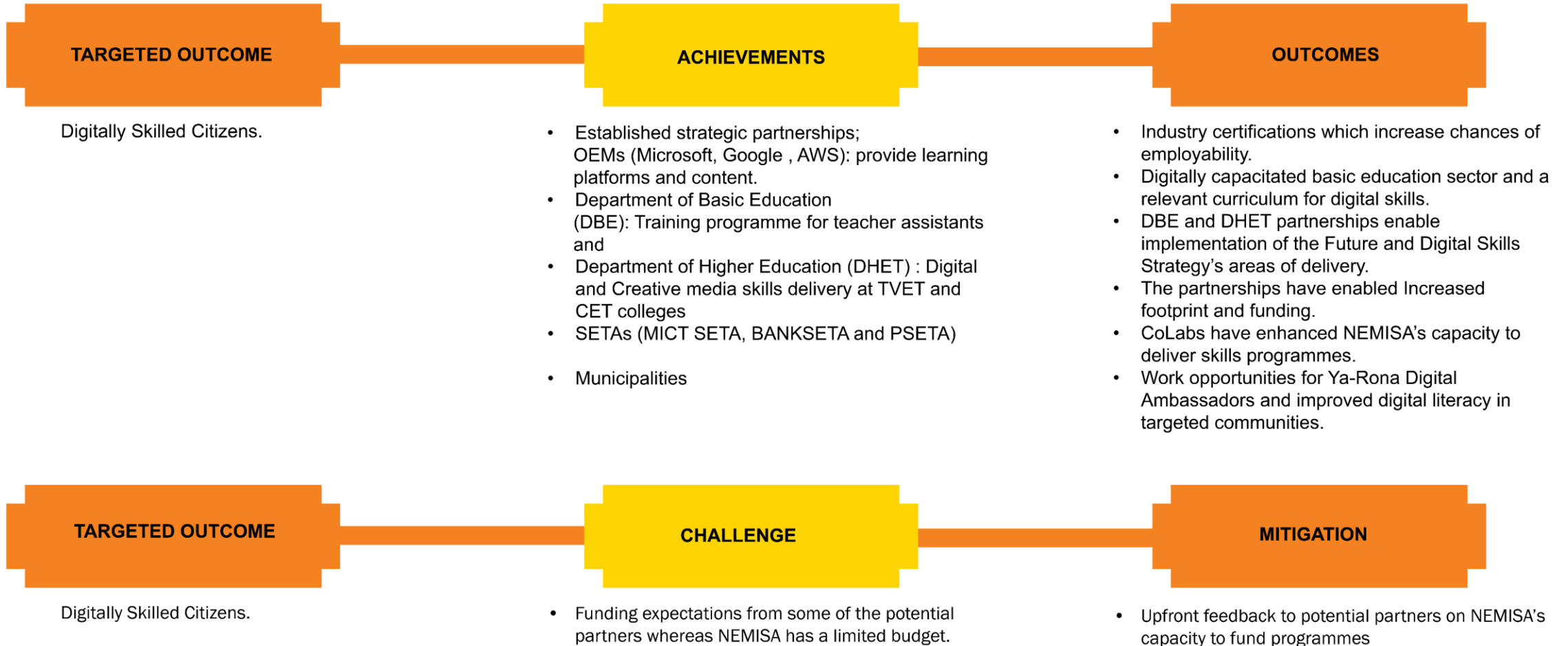
Implementation of the revised organisation structure is underway. Fixed term contract employees will be required to apply for available positions.

04

Salary benchmarking with other similar entities has been completed and being processed.

TARGETED OUTCOME
Transformed Organisation

ACHIEVEMENTS & CHALLENGES: PARTNERSHIPS



NEMISA PARTNERSHIPS



NEMISA COLABS



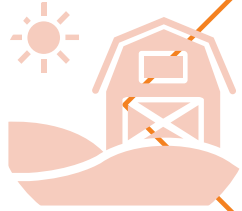
ACHIEVEMENTS: SKILLS DEVELOPMENT

TARGETED OUTCOME	ACHIEVEMENTS	OUTCOME
Digitally Skilled Citizens	Learners trained over the past two years 2021/ 22 and 2022/23: <ul style="list-style-type: none"> • Basic Digital literacy : 137 880 • SMME's : 10 973 • Emerging Technologies : 6579 • Creative media short courses and learnerships : 700 • Cell phone repairs : 200 	Beneficiaries have gained knowledge and the ability to use mobile devices to access employment opportunities, manage resumés, conduct business activities, and do money related transactions.
	Introduced the Learning Management System (LMS) for delivery of online learning. The LMS has been successfully Zero-rated.	Increased access to learning and improved reporting.
	Introduction of technical skills courses with a focus on cell phone repairs, Broadband installations and maintenance, Wireless Internet Service Provision and Digital and Terrestrial Television Installations and maintenance.	Increase in SMMEs in the telecoms, broadcasting services and internet service provision.
	Introduced Digital entrepreneurship training for SMMEs.	Increase in beneficiary SMMEs adopting e-commerce tools and increased market.
	Re-accreditation for creative media courses through MICTSETA.	NEMISA training meets national/Industry quality standards.
	Expansion of the Ya-Rona digital literacy programme.	Work opportunities for digital ambassadors and reduced digital illiteracy in the targeted communities.
	Development of a NEMISA over-the-top (OTT) platform for streamed content.	Video on demand capabilities for digital technologies edutainment content and partnerships with public and emerging creatives to develop channels on the platform.

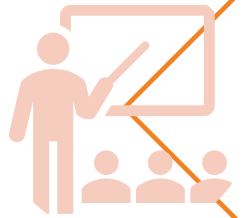
CHALLENGES: SKILLS DEVELOPMENT

TARGETED OUTCOMES
Digitally skilled citizens

CHALLENGE



Inadequate infrastructure for outbound delivery of training programmes. (Connectivity challenges and lack of devices to enable training delivery especially in rural areas).



Limited budget to massify/expand training delivery (funding for increased number of trainers, catering, training toolkits and other incidentals).

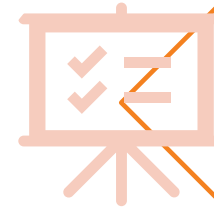


NEMISA has achieved an average of 20% online learning completion rate in non-zero-rated platforms such as Microsoft Community Training however a significant number of online learners do not complete training due to lack of resources in particular data and online learner support.

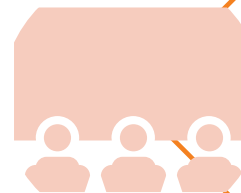
MITIGATING ACTIONS



Partnerships with entities that have connectivity and sponsorships for resources. Trainers get equipped with data to connect their learners.



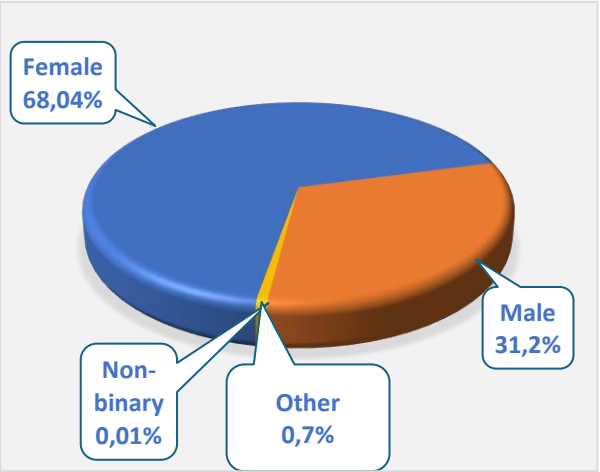
Delivery of revenue generating training services and project funding through partnerships.



An initiative is underway to create offline versions of the learning material.
NEMISA is piloting the use of part time e-tutors to support online learners.

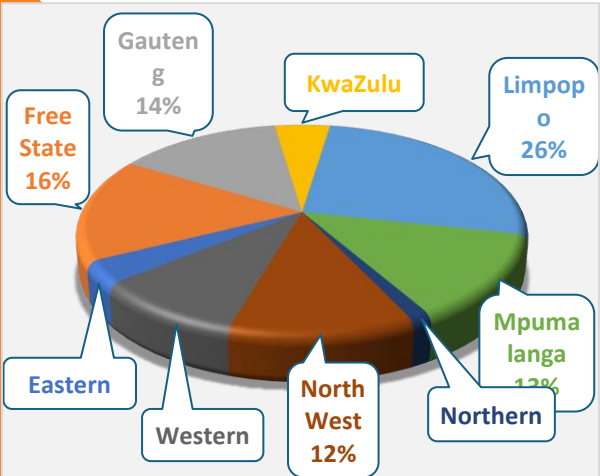
DIGITAL LITERACY DEMOGRAPHICS

TRAINING PER GENDER (22/23)



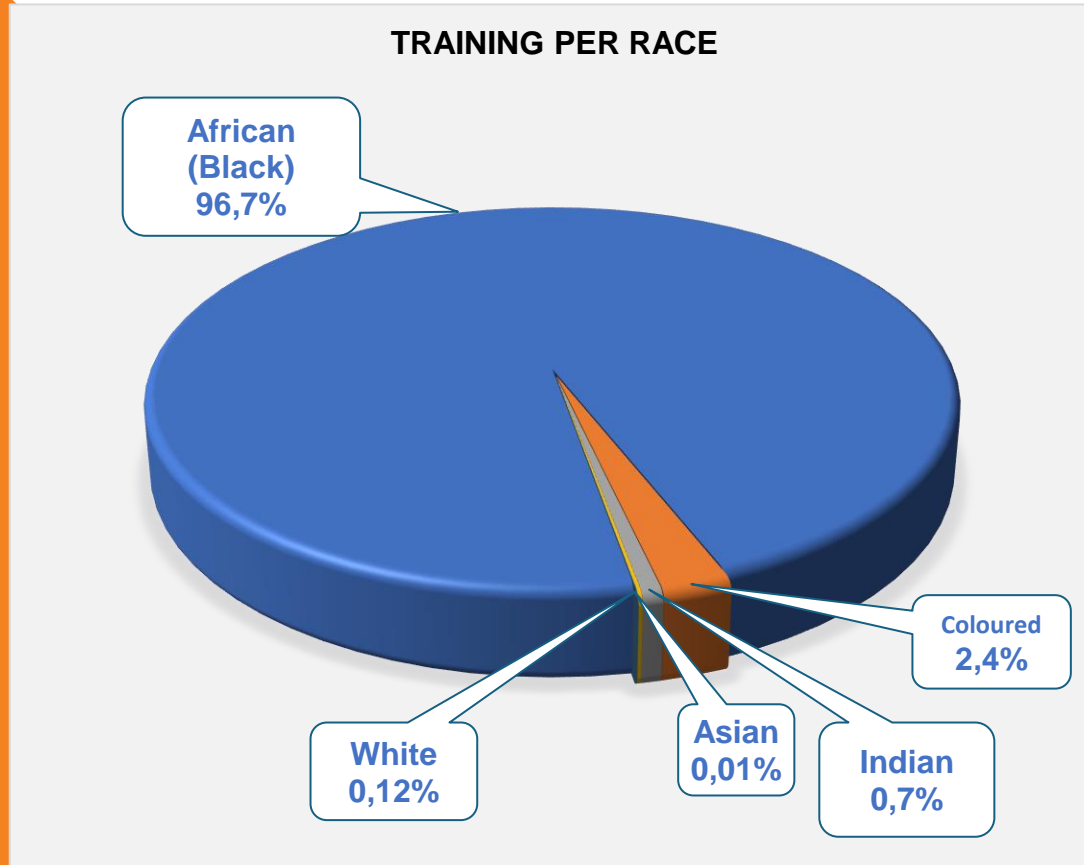
GENDER	TOTAL
Female	43 165
Male	19 800
Non-binary	8
Other	464

TRAINING PER PROVINCE (22/23)



PROVINCES	TOTAL
Eastern Cape	876
Free State	1040
Guateng	4 369
KwaZulu Natal	390
Limpopo	3214
Mpumalanga	515
Northern Cape	122
North West	336
Western Cape	111

DIGITAL ENTREPRENEURSHIP



- The training impacts SMMEs leading to increased adoption of e-commerce business models thus increasing the reach and expanding potential customer base.
- The training also increases online presence of SMMEs including increased safe online transactions.

RACE	TOTAL
African (Black)	#####
Coloured	266
Indian	78
White	14
Asian	2

CREATIVE MEDIA TRAINING IMPACT



Beneficiaries contribute high quality content production in the social media spaces, and this enables monetisation of the content.

The training also leads to increased development of creative media SMMEs and participation in the media industry and other relevant spaces

Beneficiaries also participate in the gig economy through Freelancing and earn income on projects they get from time to time.

DIGITAL LITERACY TRAINING IMPACT



1. Reduced digital divide as more people use digital tools to improve their lives.
2. The training enables the use a mobile device for more work and personal purposes because of the training.
3. 91% of the sampled responses either agreed or strongly agreed that the training had made them more interested in exploring the internet and other digital devices.
4. 97% of the sampled respondents indicated that they were interested in doing more advanced or specialist digital skills courses
5. The training had helped them become more productive or efficient in their work. They used their devices to scan, create and manage documents.
6. They had started using a mobile device to search and apply for job vacancies.
7. 65% of the sampled respondents. They were for example, using mobile banking applications to transact.
8. Respondents had started using a mobile device to facilitate new ways of communicating and interacting with people.

EMERGING TECHNOLOGIES TRAINING



- Respondents' level of confidence increased, particularly in applying for jobs in the IT industry. They felt upskilled enough to enter the world of work.
- Female participants of the course who are often faced with perceptions that IT is a male-dominated space, gained confidence and motivation to enter and participate in that space.

TRAINING DELIVERY CHANNELS

ONLINE

- NEMISA LMS
- NEMISA OTT
- Platform
- Microsoft Courses
- Coursera Courses

BLENDED

- NEMISA OTT
Platform live
classes
- Webinars
(Zoom/Microsoft
Teams)

FACE TO FACE

- NEMISA Campus
- Colabs
- Ya-Rona Project
- NEMISA
Facilitators
- TVET Colleges

LEARNER SUPPORT:

Zero rating of sites, Partnerships on access to devices, Reverse billing, Pop-up labs

MMPH

(Multimedia Production House)

The Multi-Media Production House (MMPH) was established as an income-generating unit of NEMISA, with a vision to use animation, video, audio, podcasts, and online platforms to advance the “massifying of digital skills” to all South Africans. The products of the MMPH complement the current face-to-face skills training.

SERVICES:

With its own production equipment and a team of interns, MMPH will service a client base both in the public and private sector, enabling content services for SMMEs, SOEs, and departments as well as corporates.

MMPH OPERATING STRUCTURE:

Interns who are part of the internship programme come from different backgrounds and bring to the production house different skills which collectively assist to build a catalogue of products, manage the OTT platform and market content and services.



YA RONA DIGITAL LITERACY PROJECT

PROVINCES OF SOUTH AFRICA



PROVINCIAL EXPANSION

(2020-2021) Financial Year

1. KZN -57 Employment Opportunities

(2022-2023) Financial Year

1. Limpopo: 58 Employment Opportunities

(2022-2023) Financial Year

1. NW: 76 Employment Opportunities

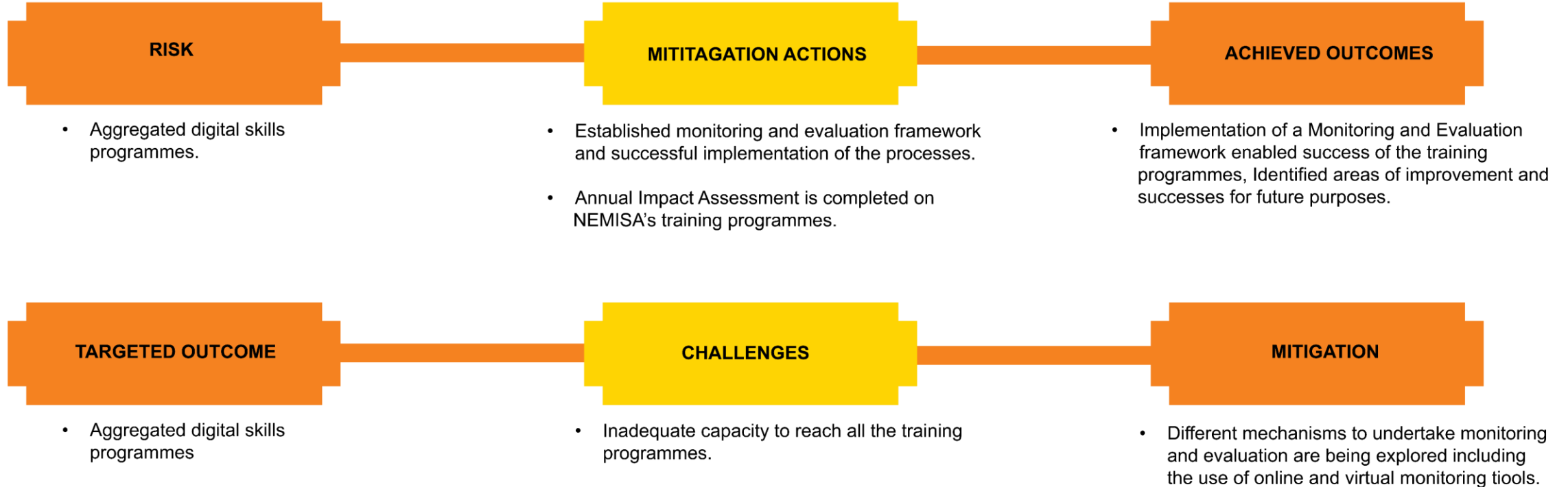
(2023-2024) Financial Year

1. EC: 50 Employment Opportunities
2. NC: 35 Employment Opportunities

ACHIEVEMENTS & CHALLENGES: RESEARCH & INNOVATION

TARGETED OUTCOME	ACHIEVEMENTS	IMPACT
Improved applied research & innovation outcomes	Hosted the Digital Skills Summit, Colloquium and Datathon.	Research papers with recommendations.
	<p>2020: 11 Full Papers; 5 Short Papers and 7 Posters</p> <p>2021: 8 Full papers, 2 short papers, and 7 posters</p> <p>2022: 12 Full papers, 6 short papers, and Draft DSF 1</p> <p>2023: 30 full papers; 11 abstracts and 15 posters</p> <p>.....</p> <p>.....</p> <p>2021 – 45 innovation solutions</p> <p>2022 - 42 innovation Solutions</p> <p>2023 – 17 Innovation solutions</p> <ul style="list-style-type: none"> • Research published in scholarly Journals • International keynote speakers 	<p>Digital Skills Summit & Colloquium</p> <p>Digital Skills Colloquium 2020 Proceedings-Final.pdf</p> <p>DigitalSkill2022Proceedings.pdf</p> <p>Proceedings of preprints - NEMISADigitalSkills2023.pdf</p> <p>2024 - not published yet</p> <p>The delivery of the Summits and the Datathons lead to production of knowledge that contribute to policy analysis and identification of new opportunities and eventually in South Africa’s competitiveness</p>
TARGETED OUTCOME	CHALLENGE	MITIGATION ACTIONS
	Support for the commercialisation of solutions is limited due to inadequate budget	Establishment of strategic partnerships that can support the innovations further

ACHIEVEMENTS & CHALLENGES: M & E AND IMPACT ASSESSMENT



STRATEGIC RISKS

STRATEGIC RISKS	MITIGATING ACTIONS
Widening gap between creative media & digital skills developments and NEMISA's ability to keep-up.	Research new developments and trends to position and keep NEMISA abreast with the latest creative media, digital skills, and ICT Technology trends.
Cyber Security incidents/ IT infrastructure vulnerabilities & data breaches.	Develop Cyber Security Strategy and associated plans to implement and monitor the strategy.
Inadequate internal research capabilities to provide leadership with respect to technological developments.	Implement the approved Research Agenda and submit a bi-annual research agenda report.
Inadequate Brand awareness and brand positioning and recognition.	Implement Marketing and Communication Strategy and action plan.
The organisational culture that does not support organisational strategy.	<p>Conduct new employee induction programmes on organisational norms, values, beliefs and code of conduct.</p> <p>Define and communicate the expected/desired organisational culture.</p>
Low employee morale, job dissatisfaction and reduced organisational performance.	Structure Review, job profiling and flexible job scheduling.
Inadequate and proper digital transformation change management to align and enable the organisation's employees to achieve organisational goals with the aid of technology.	Develop a change management plan (Transformation and Change Strategy and implementation plan)



THANK YOU

**11 Mar
2024**