



NYDA Strategy 2009-2012



PRESENTATION OUTLINE

- NYDA at a glance
- NYDA mandate
- NYDA Development Philosophy
- Key Deliverables
- Our Business Approach
- Service Delivery Channel
- Proposed Budget



NYDA AT A GLANCE

- Launched on Youth Day June 16 2009
- Established through merger of Umsobomvu Youth Fund and National Youth Commission

FOUNDING DOCUMENTS

- Integrated Youth Development Strategy
- National Youth Policy
- Created through NYDA Act 54 of 2008



Vision

Integrated and mainstreamed youth development in all organs of state, private sector and civil society for sustainable livelihoods

Purpose

To mainstream and integrate youth development for sustainable livelihoods

Nature of Business

To initiate, facilitate, implement, coordinate and monitor youth development interventions aimed at reducing youth unemployment and promoting social cohesion



NYDA Objectives

- ❑ Develop an Integrated Youth Development Plan and Strategy for South Africa;
- ❑ Develop guidelines for the implementation of an integrated national youth development policy and make recommendations to the President;
- ❑ Initiate, design, co-ordinate, evaluate and monitor all programmes aimed at integrating the youth into the economy and society in general;
- ❑ Guide efforts and facilitate economic participation and empowerment, and achievement of education and training;
- ❑ Partner and assist organs of state, the private sector and non-governmental organisations and community based organisations on initiatives directed at attainment of employment and skills development;



NYDA Objectives continued..

- Initiate programmes directed at poverty alleviation, urban and rural development and the combating of crime, substance abuse and social decay amongst youth;
- Establish annual national priority programmes in respect of youth development;
- Promote a uniform approach by all organs of state, the private sector and non-governmental organisations. To matters relating to or involving youth development; and
- Endeavour to promote the interest generally of the youth, particularly young people with disabilities.



Development Philosophy

OUR WORK WILL BE AIMED TO:

- i. redress the previous imbalances,
- ii. create equal opportunities, and
- iii. promote accessibility, transparency and accountability of youth development programmes.

Our Development Philosophy will be defined by the following Characteristics:

- We serve young people aged between 14 and 35 years
- Major beneficiaries will be from low income households.
- Our programmes will be structured according to key priorities while others will be unstructured and supported on merit and ad-hoc basis
- Develop partnerships with stakeholders in government, civil society and private sector
- Adoption and application of standards of effective practice when making investments in youth development projects



Continued

Standard of Effective Practice will include:

- **Clear and measurable organisational goals** – Are project goals congruent with NYDA objectives and national equity goals?
- **Effective management** – Does the management structure clearly define roles, authority and responsibilities of all staff as well as governing bodies? This also encompasses management experience, knowledge and capacity.
- **Preparation for livelihoods** - How will youth get opportunities for livelihoods? Projects must expose youth to opportunities that will enable them to make informed choices.
- **Youth Transformation** – How will the project promote relationships between youth and peer, family and other adults, community, etc? Youth must be allowed to take leadership and responsibility in certain aspects of the project. There must be a peer support mechanism, such as group counselling and team building. Youth should develop relationships with competent mentors. Projects should tailor services to the age and stage of development of each individual.
- **Measurable Impact** – Are the project outcomes measurable, realistic and achievable?
- **Youth Partnerships** - Youth will be seen and treated as subjects of change and not just objects of change. The involvement of youth through partnerships is important.



NYDA Key Performance Areas

1. Economic Participation	This represents a cluster of activities aimed at enhancing the participation of young people in the economy through targeted and integrated programmes. The NYDA will also support social enterprises (both for profit and not for profit) that focus on job development and placement, and other programmes that support youth development, including income generating activities.
2. Education and Skills Development	Activities emanating out of this KPA will focus on various interventions aimed at promoting access to quality education and skills to both in-school and out of school youth
3. National Youth Service	Young people will be engaged in meaningful activities that benefit their communities while developing their abilities and various other facets of their lives through learning and service. The programmes will also focus on job creation activities and foster patriotism
4. Social Cohesion	Young people will engage in activities that build their social capital, networks and strengthen the relationships that bind people and communities together. These activities will propel young people to reach their personal goals and develop their full capacity. Furthermore, young people will be aware of themselves and their rights and responsibilities
5. Information and Communications	Young people will access information about various interventions aimed at improving the living conditions of young people. Through this area of work, the NYDA will be able to provide information and career guidance services to young people.



Key Performance Areas continued

6. Policy, Lobby and Advocacy	Platforms and other social dialogue forums will be created to engage the state, civil society and other social partners to develop, lobby and advocate for policies and interventions aimed at supporting youth development efforts and integrating and mainstreaming youth development.
7. Research, monitoring and evaluation	It is through this area that a body of research knowledge and best practice in the youth development sector will be generated. It will inform various ways through which government, business and other social partners can contribute towards youth development
8. Effective and Efficient Management Resources	The NYDA aims to set efficient and effective management processes that will ensure that resources are managed optimally. This will be done through effective financial management process, risk management, legal, improved business processes and the development of controls.



KPA: Economic Participation

- ❑ 59 800 jobs will be created –
 - 12 800 out of Business Development Services
 - 2 000 out of SME lending
 - 40 000 Micro finance
 - 5 000 out of co-operatives

- ❑ 7 200 new business will be created
- ❑ 30 000 Micro Loans issued
- ❑ 450 loans will be issued to co-operatives
- ❑ 160 SME loans issues
- ❑ 60 % loans to young women
- ❑ 65% in Peri- urban, semi rural and rural areas



KPA: Education and Skills Development

- ❑ 35 000, Grade 8 - 12 learners will participate in entrepreneurship programmes nationally
- ❑ 546 000 young people making more informed choices about careers as a result of targeted information



KPA: National Youth Service

- ❑ 120 000 of youth to serve their communities and gain skills for exit opportunities
- ❑ 5 briefing workshops to increased volunteers for service
- ❑ 1000 of business mentors recruited to provide free mentoring services



KPA: Social Cohesion

- ❑ 3000 youth from minority groups and classes participating in NYS and skills programmes
- ❑ 15 000 South African citizens contribute to World Cup success through volunteer efforts
- ❑ 5000 Youth with the capacity to lead and govern
- ❑ 99 Community Projects: 1 per municipality-



KPA: Information and Communication

- 298 NYDA information dissemination and access points in all municipalities:
 - 71** Full Service YACs
 - 212** YAC Points
 - 15** YAC Mobiles
- Raise the profile of NYS and skills development programmes
- Marketing of programmes – radio, website, television programmes, brochures



KPA: Lobby and Advocacy

- ❑ Lobby government and the private sector to provide economic opportunities to young entrepreneurs
- ❑ Lobby for the professionalization of youth work



KPA: Research, Monitoring and Evaluation

- Inform current and future programming
- Programme design and implementation is strengthened
- New knowledge developed for new programme
- Monitor the role played by all organs of state, private sector and civil society in youth development



KPA: EFFECTIVE AND EFFICIENT RESOURCE MANAGEMENT

- 90% customer service
- Efficient infrastructure operational
- Operations Manual implemented
- YAC's certified



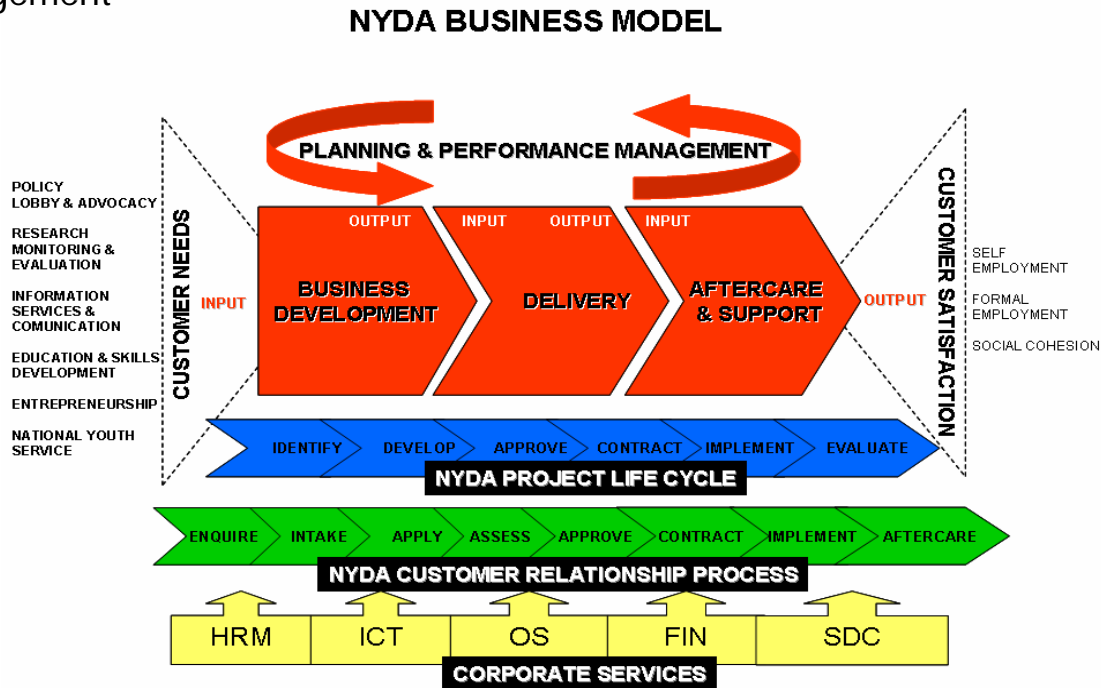
Key Deliverables Continued

- ❑ Introduce a fund to support social enterprises, out of which 50 social enterprises will be supported
- ❑ Explore and develop recommendations on the best method to implement the regulation of youth development initiatives by all organs of state, private sector and business
- ❑ The NYDA will lobby for the professionalization of youth work
- ❑ The NYDA website is completed and launched to the public
- ❑ All NYDA related information is provided in 11 official languages
- ❑ Merger between the former NYC and UYF is completed and finalise HR matters

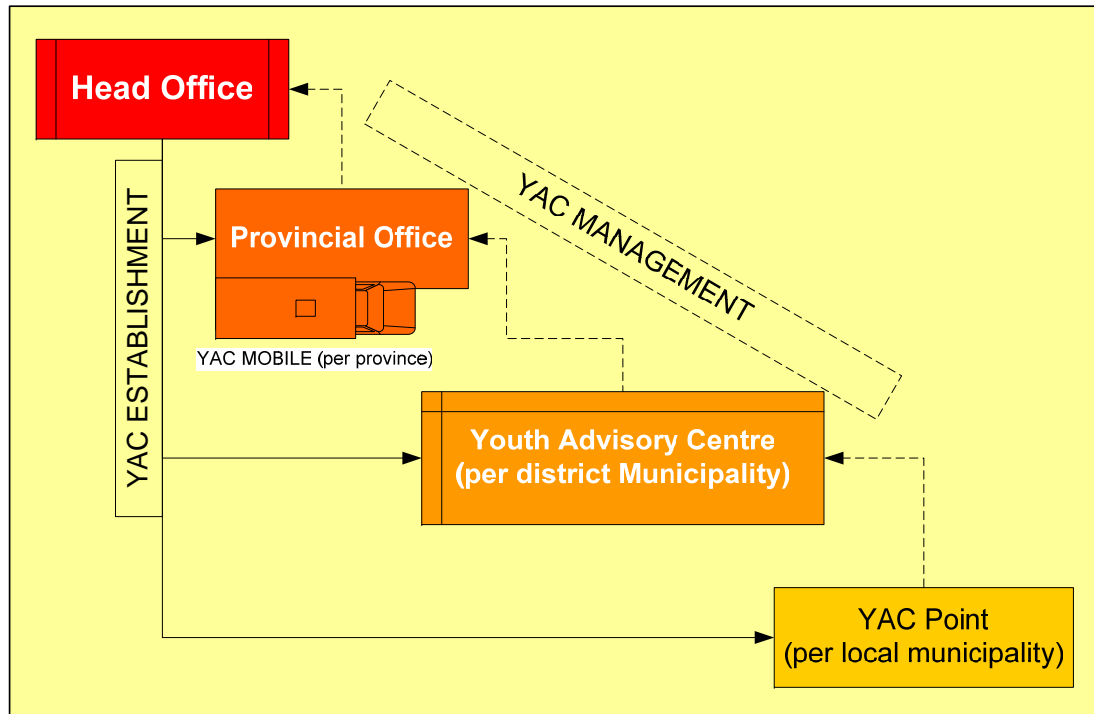


OUR BUSINESS APPROACH

- ❑ Planning and Performance
- ❑ Project Cycle Management
- ❑ Customer Engagement



Service Delivery Channel



Budget for next three years

NYDA Proposed budget	2009-2010	2010-2011	2011-2012
	R930 mil	R935 mil	R940mil



THANK YOU!!!!

