

Printing SA Announces Successful Completion Of Its First Mentorship Programme For The Print Value Chain

The mentorship programme was conceptualised some three years ago, and 57 mentees have emerged after a one year long programme.

The National Mentorship Movement (NMM) is a renowned NPO, having worked successfully in changing the lives of over 1500 mentees across industries that have benefitted through their various initiatives. They facilitate the growth of others, allowing for prosperity to thrive once a mentor is connected to a mentee, allowing for both parties to reciprocate their knowledge, experience and wisdom. 'Their tag line is 'the Power of 2', and we have witnessed the effect of this phenomenal power of 2 when we hear the life-changing impact this project has had on our mentees,' said Dr Abdool Majid Mahomed, Chief Executive Officer, Printing SA.

'When we heard about the amazing programmes NMM have conducted, we saw a perfect fit for the efforts we as Printing SA were making in nurturing the broader skill sets of unemployed youth who have the drive and ambition to make print a career for themselves, and SMMEs in our sector wanting to move a gear higher — learning from senior and experienced stalwarts from our industry,' said Dr Mahomed.

'This programme had a mix of mentors from our industry and from the NMM's database. We acknowledge the role played by senior executives like Patrick Lacy, Barry Lynch, Geoff Warren and Richard Downes. A total of eight individual mentors and eight group mentors facilitated the various sessions. From the total of 57 mentees on this programme, 28 were directly from the printing sector, comprising of 20 from the unemployed youth category, and eight from the SMME sector.'

A further 29 were from the youth development organisation called Activate Change Drivers. These youth were recruited directly from a cohort trained in entrepreneurship, with an interest or investment in the printing industry, as per the mentorship programme requirements.

Due to the programme starting during the Covid-19 pandemic, the entire programme was conducted online. Mentors and mentees would meet in their

groups on Teams or Zoom once a month for about an hour and a half. Many of the mentees and mentors had a WhatsApp group where they would engage between their monthly meetings. The programme ran for 12 months, from August 2021 to August 2022.

Printing SA is also helping to kickstart the careers of young people in print with their Foundational

Learning and Introduction to the Printing and Packaging Industries programmes. Talented and screened learners who are eager to take up career opportunities are placed at member companies and the companies can claim the employment tax incentive grant for hiring youth under 35 years old. Printing SA has placed over 80% of their FLP students (from the 2021 intake of 80 learners) into companies.



You can watch an interview with a mentor and mentees who outline their journeys of going through Printing SA's mentorship programme, detailing what they have learned, and what the benefits are: <https://bit.ly/3NyReX0>

Upcoming training courses:

- Adobe Photoshop CC Intermediate, registration closes 27 January 2023.
- Adobe InDesign CC Intermediate, registration closes 24 February 2023.
- Adobe Illustrator CC Intermediate, registration closes 24 March 2023.

Visit www.printingsa.org/services/training for more information.

Printing SA Outlined Printing And Packaging Membership Benefits

Printing SA educated visitors about their member benefits and services at the Graphics, Print and Sign Expo, which took place from 14-16 September at the Gallagher Convention Centre.

Printing SA represent the interests of the printing, packaging, branding, creative design, marketing and communications industries. They ensure the industry is sustainable and that all stakeholders and, in particular, its members prosper. Visitors had the opportunity to speak to representatives to find out about their member benefits, such as: human resources consultancy services; industrial relations consultancy services; B-BBEE advisory and consultancy services; commercial, technical

and legal expertise; industry representation and training.

The new Printing SA member benefits include:

2. Productivity SA:

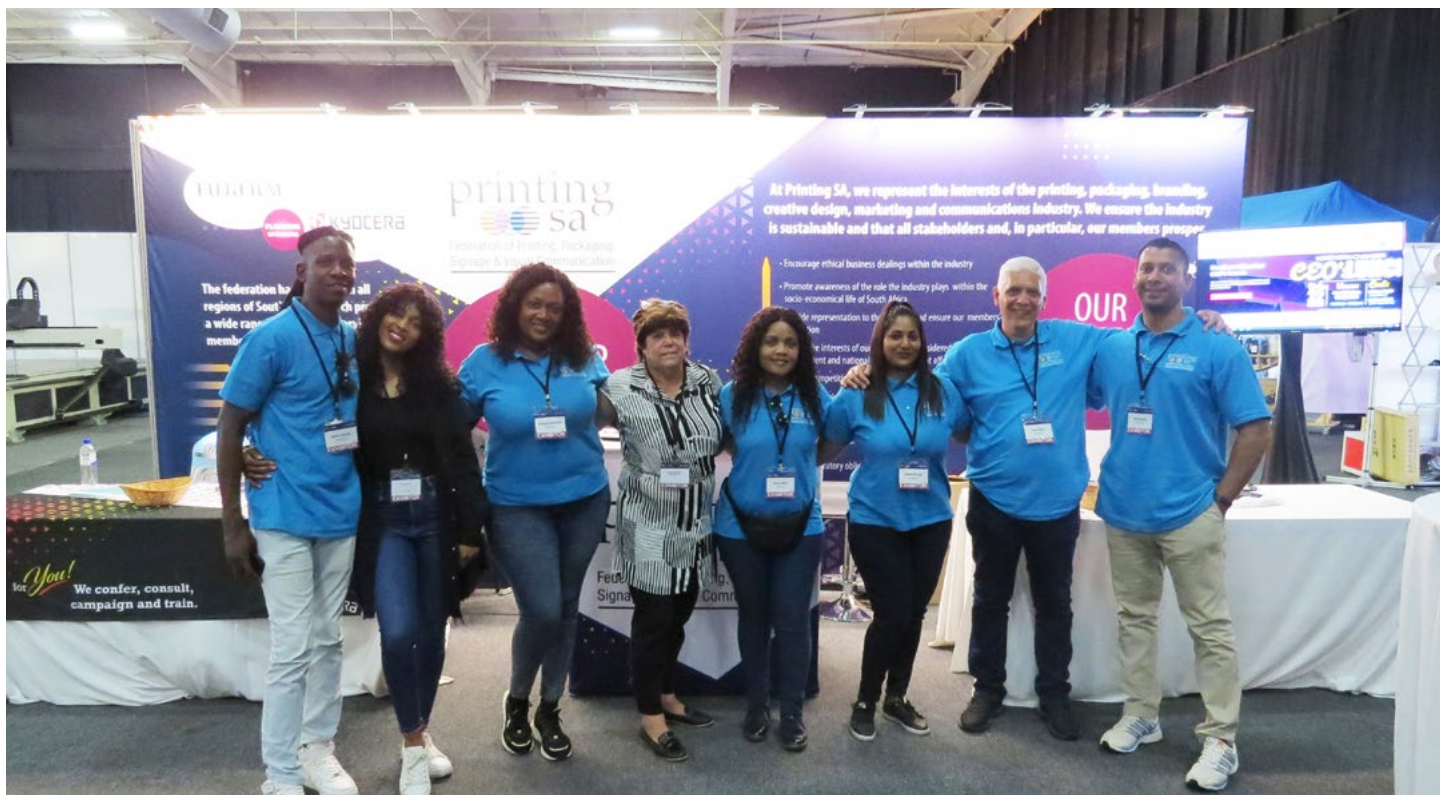
The Competitiveness Improvement Services Programme is aimed at improving the competitiveness in the South African print, packaging, signage and visual communications industry as it has to compete against international competitors in the international and domestic markets. It is an investment cost-sharing grant for local entities.

3. SASFIN Finance:

Printing SA Associate member SASFIN provides a comprehensive range of specialist financial products and services for Business and Wealth clients, including equipment finance, forex and guarantees and funding to these entrepreneur groups and companies.

4. Members' Portal:

Members now have exclusive access to a host of great online tools from industry research, tenders, RFP's/Q's, marketing material, templates and so much more.



Abisha Katerere, Tsidi Pitsoe, Rori Ramoshebi, Maria Silveiro, Khanyi Ntanzi, Simone Nayager, Zayed Bagus and Ashley Samuel.

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