



FUNDING PROPOSAL

Guidance and Awareness Programmes

Submitted by: Simplicity Managers NPC (Pty) Ltd

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Building Futures, One Career Choice at a Time

1. Executive Summary

Simplicity Managers NPC seeks funding to design, coordinate and implement the merSETA Career Guidance and Awareness Programme across five provinces of South Africa. The programme will support learners, out-of-school youth, educators, parents, guardians, School Governing Bodies, community stakeholders and career development partners with credible, practical and accessible career information.

The initiative responds to the persistent challenge faced by young people in rural, township and under-resourced communities, who often make subject, study and career decisions without adequate access to structured guidance, labour-market information, mentorship, workplace exposure or knowledge of post-school education and training options.

The programme will be implemented through provincial career guidance events, school and community outreach sessions, interactive exhibitions, career talks, skills demonstrations, digital information resources, mentorship engagements and stakeholder capacity-building workshops.

- Free State Province
- North West Province
- Limpopo Province
- Mpumalanga Province
- Gauteng Province

Through this funding, Simplicity Managers NPC aims to reach Grades 8 to 12 learners, unemployed youth, educators, parents and communities with information on career pathways, scarce and critical skills in the merSETA sector, entrepreneurship, vocational training, higher education opportunities, bursaries, learnerships, apprenticeships and workplace readiness.

2. About Simplicity Managers NPC

Who We Are

Simplicity Managers NPC (Pty) Ltd is a purpose-driven organisation specialising in guidance and awareness programmes, accredited training, skills development, organisational capability building and workforce transformation. We support public and private sector clients with practical, compliant and high-impact learning solutions aligned to national and industry priorities.

What We Do

Simplicity Managers NPC delivers accredited training, learnerships, skills development programmes and awareness workshops across various industries. We provide professional consulting, workforce development and capacity-building solutions that empower individuals and organisations with practical skills, leadership capabilities and compliance knowledge to improve performance and productivity. Through innovation, quality and strategic partnerships, we support sustainable growth, employment and community development.

Vision

To empower individuals, communities, learners and organisations across South Africa through innovative guidance and awareness programmes that inspire informed decision-making, lifelong learning, personal development, employability and sustainable socio-economic growth.

Mission

Simplicity Managers NPC is committed to delivering high-quality, inclusive and impactful Guidance and Awareness Programmes that equip participants with the knowledge, skills and confidence to make informed choices about their education, careers, health, safety and personal development.

- Promote career guidance and employability among youth, unemployed individuals and workers.
- Raise awareness of workplace health and safety, environmental sustainability and legal compliance.
- Educate communities on social, economic and developmental issues affecting their well-being.
- Support schools, TVET colleges, universities, municipalities, government departments, SOEs, mining companies and private organisations through tailored awareness campaigns and educational workshops.
- Foster a culture of continuous learning, ethical leadership and responsible citizenship.
- Partner with public and private sector stakeholders to deliver programmes that contribute to national development priorities and the Sustainable Development Goals.

Objectives

- Improve access to quality career guidance and vocational information.
- Increase awareness of health, safety, environmental and wellness issues.
- Promote entrepreneurship and small business development.
- Encourage digital literacy and technology adoption.
- Enhance workplace productivity through behavioural and leadership awareness programmes.
- Support gender equality, youth development and disability inclusion.
- Promote compliance with labour legislation, POPIA, employment equity and occupational health and safety requirements.
- Empower communities with practical knowledge that leads to sustainable employment and economic participation.

Core Values

Value	Meaning
Integrity	Conducting all programmes with honesty, transparency and professionalism.
Excellence	Delivering services that meet and exceed client expectations.
Innovation	Using modern learning methodologies and technology to maximise impact.
Empowerment	Building knowledge, confidence and opportunities for individuals and communities.
Inclusivity	Ensuring equal access and participation regardless of age, gender, disability or background.
Collaboration	Working closely with clients, communities and strategic partners to achieve meaningful outcomes.
Accountability	Taking responsibility for delivering measurable and sustainable results.

3. Problem Statement and Rationale

Many learners and young people in South Africa are required to make critical education and career decisions at an early age, often without sufficient access to structured career guidance. This contributes to:

- Poor subject selection and limited understanding of post-school options.

- Low awareness of vocational, technical and occupational pathways.
- Mismatch between studies and labour market opportunities.
- High dropout rates from post-school institutions and youth unemployment.
- Limited participation in scarce and critical skills fields.
- Lack of confidence among learners from disadvantaged communities.
- Inadequate parental and community support for career decision-making.

The proposed programme will provide early, inclusive and practical career guidance that equips young people with relevant knowledge, confidence and direction.

4. Purpose of the Proposal

The purpose of this proposal is to request funding for Simplicity Managers NPC to implement a coordinated national programme that will:

- Provide career guidance and awareness in five provinces.
- Expose learners and youth to different career pathways.
- Support informed subject, study and career choices.
- Connect young people to training, funding and workplace opportunities.
- Empower educators, parents and communities to support career development.
- Create accessible career guidance resources.
- Build a national database for ongoing communication and follow-up.
- Measure the impact of career guidance interventions.

5. Programme Objectives

Objective	Description
Improve access to career information	Provide learners and youth with clear, relevant and age-appropriate information on career options, study pathways and labour market opportunities.
Promote informed decision-making	Assist learners to make better subject, qualification and career choices based on interests, abilities, values and available opportunities.
Increase awareness of post-school pathways	Promote universities, TVET colleges, community colleges, occupational programmes, learnerships, apprenticeships, internships and entrepreneurship.
Expose participants to scarce and critical skills	Highlight careers in the manufacturing and engineering sector, as well as ICT, agriculture, health, education, finance, construction, energy, transport, tourism, creative industries and public service.
Support vulnerable and under-represented groups	Ensure meaningful participation of rural learners, township youth, girls, young people with disabilities and out-of-school youth.
Strengthen school and community support systems	Equip educators, parents, guardians and SGBs with tools to guide and support learners.
Promote workplace readiness	Introduce learners and youth to employability skills such as CV writing, interview preparation, communication, professionalism, digital literacy and entrepreneurship.
Create a sustainable career guidance platform	Develop resources, digital content and stakeholder networks that continue supporting beneficiaries after events.

6. Target Beneficiaries

Primary Beneficiaries

- Grade 8-12 learners.
- Learners from technical, vocational, comprehensive and academic schools.
- Learners from rural, township and under-resourced schools.
- Learners with disabilities.
- Out-of-school youth.
- Unemployed youth aged approximately 18-35.

Secondary Beneficiaries

- Life Orientation teachers.
- Career guidance educators.
- School principals.
- Parents and guardians.
- School Governing Bodies.
- Youth organisations and community-based organisations.
- Local municipalities.
- Post-school institutions.
- Employers and industry representatives.

7. Programme Scope

The programme will be rolled out in five provinces, with two district-level events per province, and will include the following components:

1. Career guidance events
2. Career awareness sessions
3. Community outreach activations
4. Career exhibitions and information booths
5. Skills demonstrations
6. Educator capacity-building workshops
7. Parent and community awareness sessions
8. Digital and media campaign
9. Career guidance resource packs

8. Proposed Programme Model

8.1 Career Guidance and Awareness Events

- Keynote address on future careers.
- Career exhibitions from merSETA, other SETAs and industry partners.
- Sector-based career talks.
- Post-school education and training information.
- Bursary and funding information.
- Learnership and apprenticeship information.
- Entrepreneurship awareness.
- Employability skills sessions.
- Interactive career quizzes and learner self-assessment activities.
- Motivational talks by professionals and young role models.

- Information desks by partner institutions.

8.2 Educator Capacity-Building Workshops

- Current career trends.
- Post-school pathways.
- Skills development opportunities.
- Use of career guidance tools.
- Supporting learners with disabilities.
- Helping learners with subject and study choices.
- Creating school-based career guidance plans.
- Referral pathways for further support.

8.3 Parent and Guardian Awareness Sessions

- How to support career conversations at home.
- Understanding different post-school options.
- Avoiding pressure-based career decisions.
- Supporting applications for tertiary study.
- Understanding vocational training.
- Supporting learners with disabilities.
- Financial planning for post-school education.
- Recognising learner strengths and interests.

8.4 Inclusive Career Guidance Support

- Accommodating learners with disabilities.
- Providing accessible venues.
- Arranging sign-language interpretation where required.
- Preparing accessible documents where possible.
- Ensuring inclusive communication.
- Working with special schools and disability organisations.
- Training facilitators on inclusive engagement.

9. Implementation Plan

Simplicity Managers NPC proposes a phased roll-out in five provinces, with two district-level events per province.

Province	Proposed Focus Areas	Core Activities
Free State	Thabo Mofutsanyana District Municipality; Xhariep District Municipality	Rural and peri-urban schools, TVET pathways, manufacturing and engineering career guidance, exhibitions, bursary information and employability sessions.
North West	Ngaka Modiri Molema District Municipality; Dr Ruth Segomotsi Mompati District Municipality	Rural and peri-urban schools, TVET pathways, manufacturing and engineering career guidance, exhibitions, sector talks and workplace-readiness support.
Limpopo	Capricorn District Municipality / Blouberg Local Municipality; Vhembe District Municipality; Waterberg District Municipality	Rural and peri-urban schools, TVET pathways, scarce-skills awareness, exhibitions, learner assessments and information desks.
Mpumalanga	Bushbuckridge Local Municipality (Ehlanzeni District); Chief Albert Luthuli Local Municipality (Gert Sibande District)	Rural and peri-urban schools, TVET pathways, manufacturing and engineering awareness,

		entrepreneurship and partner exhibitions.
Gauteng	Diepsloot (City of Johannesburg); Tembisa (City of Ekurhuleni)	Township and peri-urban schools, SETA information, post-school pathways, sector career talks and role-model presentations.

10. Indicative Beneficiary Reach

Beneficiary Group	Estimated Reach Per Province	Estimated Total Reach
Learners	2 200	11 000
Out-of-school youth	200	1 000
Educators	60	300
Parents/Guardians/SGBs	60	300
Community stakeholders	50	250

These estimates may be scaled upward or downward depending on the approved funding envelope.

11. Programme Content Areas

Self-Discovery and Career Decision-Making

- Understanding interests, values and strengths.
- Personality and career fit.
- Subject choice guidance.
- Career planning and goal setting.
- Overcoming fear and uncertainty.

Education and Training Pathways

- Universities and universities of technology.
- TVET colleges and community education and training colleges.
- Occupational qualifications.
- Apprenticeships, learnerships, internships and skills programmes.

Career Sectors

- Engineering and manufacturing.
- ICT and digital careers.
- Health sciences and education.
- Finance, business, law and public administration.
- Agriculture, mining, energy and construction.
- Transport, logistics, hospitality, tourism and entrepreneurship.

Funding and Application Support

- Bursaries, scholarships and NSFAS awareness.
- SETA opportunities and company-sponsored programmes.
- Application timelines and required documents.
- Avoiding application scams.

Employability and Work Readiness

- CV writing and interview preparation.
- Workplace etiquette and communication skills.
- Digital literacy, problem-solving and teamwork.
- Professionalism and personal branding.

12. Event Structure

Time	Activity
08:00 - 09:00	Registration and distribution of learner packs
09:00 - 09:30	Opening and welcome address
09:30 - 10:15	Keynote address by merSETA: Choosing a Career in a Changing World
10:15 - 11:15	Presentation by host school
11:15 - 11:30	Tea break
11:30 - 12:30	Presentation by merSETA
12:30 - 13:15	Lunch
13:15 - 14:15	Presentation by other SETAs
14:15 - 15:00	Sector career talks and role-model presentations
15:00 - 15:30	Closing
15:30 - 16:00	Departure and transport coordination

13. Stakeholder and Partnership Approach

Simplicity Managers NPC will adopt a collaborative implementation model involving:

- Provincial departments of education and district education offices.
- Schools, principals, parents and SGBs.
- TVET colleges, universities and universities of technology.
- SETAs, employers and industry bodies.
- Municipalities, community-based organisations and disability organisations.
- Youth development agencies and media partners.

Partnerships will support mobilisation, venue access, technical expertise, speakers, exhibitions, bursary information, mentorship and follow-up opportunities.

14. Marketing, Communication and Media Plan

Communication Channels

- School circulars and district education platforms.
- Provincial and community radio.
- Social media and WhatsApp groups.
- Posters, flyers and local newspapers.
- Local municipality communication platforms.

Campaign Messages

- Your Future Starts with the Right Information.
- Know Your Options. Choose Your Path.
- From Classroom to Career.
- Building Futures, One Career Choice at a Time.

Communication Materials

- Posters and digital campaigns.
- Social media and event banners.
- Learner career booklets, educator guides and parent information sheets.
- Media releases and post-event impact stories.

15. Logistics Plan

Simplicity Managers NPC will coordinate all logistical arrangements to ensure professional, safe and accessible programme delivery.

- Venue sourcing and booking.
- Transport coordination.
- Catering, registration and learner packs.
- Branding, signage, sound and audio-visual equipment.
- Exhibition coordination, speakers and facilitators.
- Security, first aid and emergency support.
- Data collection and accessibility arrangements.
- Livestreaming, photography and videography.

16. Monitoring, Evaluation and Reporting

Data Collection Tools

- Registration forms and attendance registers.
- Pre-event and post-event surveys.
- Facilitator reports and stakeholder feedback forms.
- Digital engagement analytics.
- Photographic and video evidence.

Key Performance Indicators

Indicator	Measurement
Number of provinces reached	Five provinces
Number of events implemented	Ten events
Number of learners reached	Attendance registers
Number of youth reached	Attendance registers
Number of educators trained	Workshop registers
Number of parents/SGBs engaged	Workshop registers
Participant satisfaction	Feedback forms
Increase in career awareness	Pre- and post-event surveys
Number of partners involved	Partner database
Number of resources distributed	Distribution records

Reporting

- Inception report.
- Provincial event reports.
- Progress updates.
- Media and communication reports.
- Final consolidated impact report.
- Recommendations for future programming.

17. Risk Management

Risk	Possible Impact	Mitigation
Low learner attendance	Reduced reach	Early school mobilisation and district partnerships.
Transport delays	Programme disruption	Confirm routes, suppliers and contingency vehicles.
Venue challenges	Safety or accessibility issues	Conduct venue inspections before

Poor stakeholder coordination	Implementation delays	events.
Budget constraints	Reduced programme scope	Establish provincial coordination teams.
Weather or local disruptions	Event postponement	Prioritise high-impact activities.
Data protection concerns	Compliance risk	Identify backup dates and venues.
Limited disability access	Exclusion of beneficiaries	Apply POPIA-aligned consent and data controls.
		Select accessible venues and arrange support.

18. Governance and Project Management

Proposed Project Team

- Simplicity Managers NPC Project Manager.
- Provincial Coordinators.
- Logistics Coordinator.
- Stakeholder Relations Coordinator.
- Communications and Media Lead.
- Monitoring and Evaluation Officer.
- Finance and Administration Officer.
- Facilitators and Career Guidance Specialists.
- Volunteers and on-site support staff.

Project Controls

- Approved implementation plan and project schedule.
- Budget tracking and service provider management.
- Weekly planning meetings.
- Risk register and stakeholder reporting.
- Quality assurance checklists.
- Event close-out reports.

19. Sustainability and Legacy

The programme is designed to create impact beyond once-off events. Sustainability will be promoted through:

- Digital career guidance resources.
- School-based career guidance toolkits.
- Educator support materials.
- Parent information sheets.
- Learner follow-up communication.
- Mentorship networks.
- Referral to bursary and learning opportunities.
- Partnerships with institutions and employers.
- Annual or bi-annual programme continuation.

20. Indicative Budget Categories

Budget Category	Description	Quantity per Event	Cost per Event	Total Events	Total Cost (Incl. VAT)
Stakeholder meetings	Planning meetings with stakeholders	2	R10 000.00	10 events	R50 000.00
Venue hire	Marquee	1	R620 000.00	10 events	R6 200 000.00
Catering	Meals and refreshments for participants	2 570	R1 362 100.00	10 events	R13 621 000.00
Transport	Learner transport	2 200	R264 000.00	10 events	R2 640 000.00
Facilitators and speakers	Career experts and workshop facilitators	2	R30 000.00	10 events	R300 000.00
Branding and materials	Learner packs	2 200	R770 000.00	10 events	R7 700 000.00
Career booklets printing	Career booklets printing	2 200	R66 000.00	10 events	R660 000.00
Audio-visual and technical support	Stage, PA system, screens, laptops, projectors, speakers, stands, amplifiers, technicians, LED screens, photography and videography	1	R150 000.00	10 events	R1 500 000.00
Media Campaign (Community)	Radio, print and digital promotion	1	R190 000.00	10 events	R950 000.00
Safety and security	First aid, emergency support and security	2	R30 000.00	10 events	R300 000.00
Project management (7.5%)	Coordination, administration and provincial implementation	1	7.5%	10 events	R2 544 075.00

Grand Total Funding Request: R36 465 075.00

21. Funding Request

Simplicity Managers NPC requests funding support from the merSETA to implement the Career Guidance and Awareness Programme in Free State, North West, Limpopo, Mpumalanga and Gauteng.

The funding will enable Simplicity Managers NPC to:

- Reach learners and youth who would otherwise have limited access to career guidance.
- Provide practical and reliable career information.
- Strengthen school and community-based career support.
- Expose young people to education, training and employment pathways.
- Support inclusive participation of learners with disabilities.
- Create lasting resources and networks for continued career development.

22. Conclusion

Simplicity Managers NPC's Career Guidance and Awareness Programme offers a practical, inclusive and high-impact response to the career development needs of young people across South Africa. By implementing the programme across the five identified provinces, Simplicity Managers NPC will help bridge the information gap that prevents many learners and youth from making informed decisions about their future.

The programme will not only provide career information; it will also build confidence, promote access to opportunities, strengthen support systems and contribute to long-term youth development. With the requested funding, Simplicity Managers NPC will be able to deliver a professional, measurable and sustainable programme that empowers young people to move from uncertainty to informed action.

Contact Details

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