



South Africa Siyasebenza

**OVER A DECADE OF INNOVATION AND PARTNERSHIP**



**Ushintsho Olughakazile**

# Jobs Fund Webinar

**DIGITISING JOB CREATION: EXPLORING DIGITAL JOBS IN SOUTH AFRICA**

Featuring : ITTHYNK & WETHINK CODE

22 October 2024

**The event will start at 14h00**



**national treasury**

Department:  
National Treasury  
REPUBLIC OF SOUTH AFRICA



National Treasury  
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# Opening Address

**Najwah Allie-Edries**

Deputy Director-General: Employment Facilitation  
(Head of the Jobs Fund)

# Background to the Jobs Fund

Facilitator: **Zaid Motala** (Jobs Fund)

- The **Jobs Fund** is a R9 billion challenge fund seeking to:
  - **Support sustainable job creation** in the short to medium term, and
  - **Identify scalable, replicable and sustainable job creation models** that lay the foundations for longer term employment.
- The Fund works with implementing partners (intermediaries), sharing risk and leveraging their networks, funding and technical expertise to access and provide support to the targeted market segment.
- It plays a complementary role in the social protection and employment landscape.
- The Jobs Fund was established with knowledge sharing as one of its foundational pillars and has a rigorous monitoring, evaluation, reporting, and learning framework.
- To this end, the Jobs Fund regularly hosts and participates in knowledge exchange sessions, together with its partners and the public.

# **DIGITISING JOB CREATION: EXPLORING DIGITAL JOBS IN SOUTH AFRICA**

**Raymond Ledwaba** ( Chief Executive Officer – ITTHYNK)

**Nthabeleng Phora** (Creative Industry Leader)



# SA GAMING CONSORTIUM DIGITAL LIVELIHOODS: **SA's Video Game Development Rise**



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# CONSORTIUM MEMBERS KEY ACTIVITIES



**Ecosystem Development**




**Incubation Programs**



**Game Development Training**



**Mentorship & International Market Access**



**Documentary Production**



**Industry Events and Networking**

# CAREERS IN GAMING

- The gaming industry offers a **diverse range** of career opportunities, spanning both **technical and non-technical fields**.
- Careers are available across various **stages of game development**, from initial concept design to marketing and community management.
- Whether you're **creatively inclined, business-minded, or technically skilled**, the gaming world has roles suited to a wide array of talents.

## EXAMPLES OF JOBS IN DIGITAL GAMING



### Game Development

- Programmers
- Game Designers
- 2D & 3D Artists
- Sound Engineers
- 2D & 3D Animators



### Management & Support

- Project Managers
- Producers
- QA Testers



### Marketing & Sales

- Marketing Mangers
- Community Managers
- Data Professionals
- Graphic Designers
- PR Managers



### eSports & Content

- eSports Players
- eSports Managers
- Streamers



### Non-Tech Skills

- Writers
- HR
- Accountants
- Legal Advisors

**And more!**



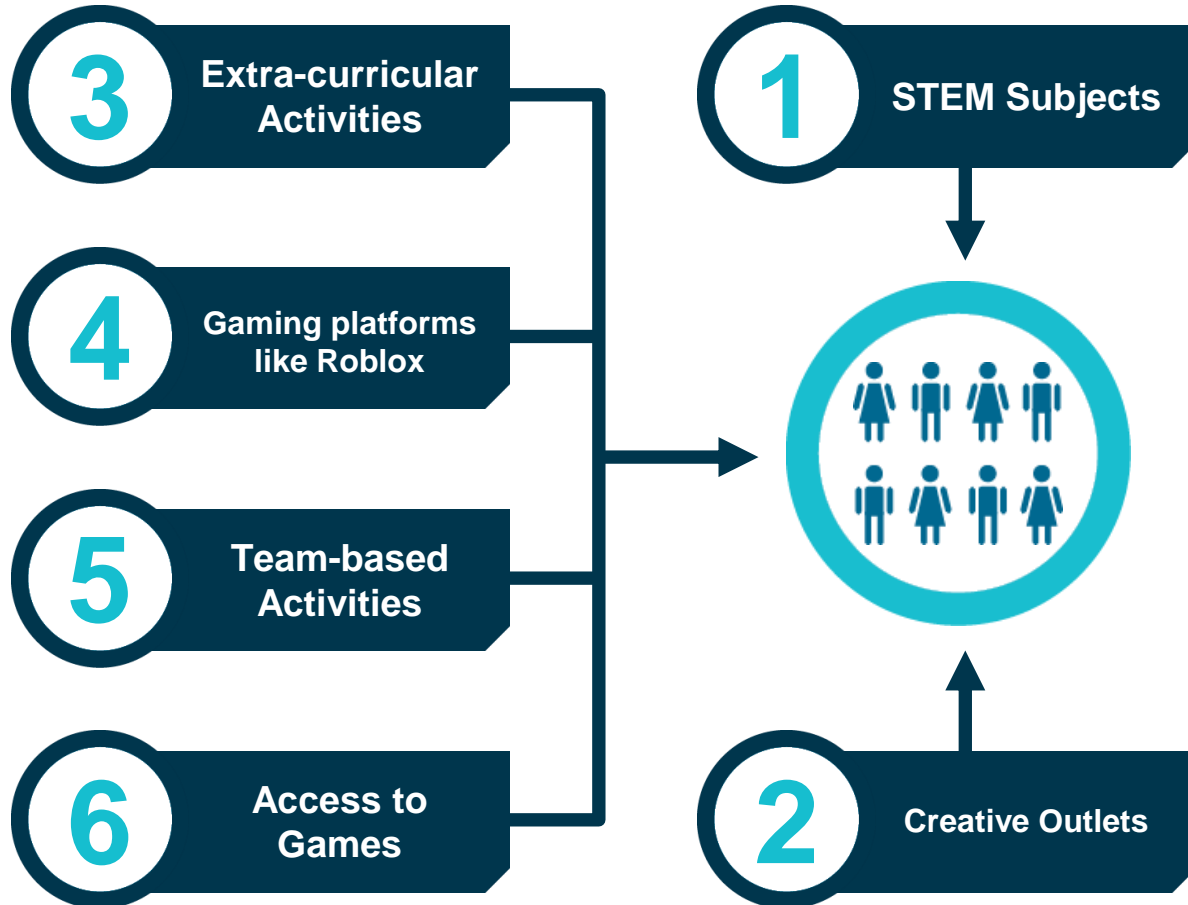
# CASE STUDY: USA

The United States Gaming Market size is estimated at **USD 57.91 billion in 2024**, and is expected to reach **USD 90.79 billion by 2029**.

1. The industry supports over **260,000** jobs across various disciplines, including non-technical roles like marketing, management, and customer support.
2. Large publishers (like **EA**, **Activision**) and indie studios contribute heavily to job creation.
3. Strong **education pipeline** for tech roles.
4. Established market for game distribution, esports, and diverse content creation platforms.



# EARLY INTEREST & SKILL DEVELOPMENT



- 1. Encourage a love for STEM subjects:** coding, math, physics and problem-solving.
  - 2. Creative outlets:** Art classes, Storytelling, Music production for those interested in design or audio.
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- 3. Extra-curricular activities:** Robotics, Coding Clubs, Gaming competitions.
  - 4. Gaming platforms:** Involvement in platforms like Roblox or Minecraft for early exposure to game creation.
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- 5. Encourage team-based activities** to develop leadership, communication, and collaboration skills.
  - 6. Play games!**



# TRANSFERABLE SKILLS

- Gaming professionals develop a wide range of skills that **extend far beyond game creation**.
  - These **transferable skills**, such as coding, project management, and creative design, can be applied across various sectors, including finance, tech, and entertainment, reducing the risk of unemployment and opening doors to diverse career opportunities.
- 

- **Programming and Technical Expertise**

Skills in coding, software development, and problem-solving can easily transition to industries like fintech, IT, and automation.

- **Creative Design and Visual Arts**

Game design and animation skills are transferable to sectors like advertising, film production, virtual reality, and user experience (UX) design.

- **Data Analysis and Critical Thinking**

The ability to analyze player data and behaviour is highly valuable in fields like business intelligence, finance, and marketing analytics.

- **Customer Engagement and Community Management**

Experience managing gaming communities and customer support can translate into roles in social media management, digital marketing, and customer relations in other industries.

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**Transferable skills work both ways, whether you're entering the gaming industry from another sector or transitioning out of it**

# ROLE OF THE JOBS FUND IN EMPOWERING THE GAMING INDUSTRY

- The Jobs Fund has provided the project with much-needed support to the gaming industry which is often overlooked by traditional, ROI-focused investors, such as venture capital firms, due to perceived risks.
- The South African gaming industry is still in its early stages, facing challenges like limited local investment and being concentrated in Cape Town with a lack of diversity.
- By funding projects within this space, the Jobs Fund is helping de-risk the industry, creating an environment where innovation can thrive.
- The Jobs Fund is enabling the expansion of the gaming sector beyond Cape Town, reaching underserved provinces and communities.
- A key focus is on diversifying the workforce by training, professionalizing, and placing game development talent, particularly people of colour, into the industry.



## UPCOMING EVENTS



**JOBURG  
GAMES FEST**

26 OCT 2024



**AFRICA  
GAMES  
WEEK**

02 - 05 DEC 2024

# **DIGITISING JOB CREATION: EXPLORING DIGITAL JOBS IN SOUTH AFRICA**

**Sethu Komani** (Chief Commercial Officer – WeThinkCode)



# WeThinkCode\_ Bridging Youth to Work Training Program

# Program Model & Impact of Jobs Fund Support

Shifting the South African economy from consumption to the creation of tech with Jobs Fund

- **Recruit** unemployed youth into foundational software development training program
- **Train** students in specialised electives funded by the Jobs Fund to enhance graduate employability
- **Place** graduates into internships to establish initial work experience needed to propel careers as Software Developers / Engineers



# Program Impact

## Problem Statement

Limited work experience excludes South African youth with technical skills from accessing upwardly mobile job opportunities.

Outdated technical curriculums not matching industry needs

Outdated hiring practices for tech skills

## Solution

Training industry-relevant and specialised technical skills in a work-simulated learning environment

Short term internships exposing conservative employers to alternative talent pipeline to reshape perspectives and legacy hiring practices.

## Impact

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

SDG 8: Decent Work and Economic Growth

# Program Milestones

## **3 New Electives Developed by Industry Practitioners**

Data Engineering  
Cloud Development  
Blockchain

## **401 Students Enrolled into Electives**

100 in Cloud Development  
100 in Data Engineering  
80 in Mobile App Development  
73 in Systems Integration  
39 in Automated QA Testing  
9 in Blockchain

## **72 Internship Placement Opportunities**

In the pipeline for 2025  
internship season

# Challenges & Potential

## Constrained Production of Software Developers

9,357 BSc graduates in 2021  
(OfferZen, 2024)

3.9% TVET throughput in 2021 for  
NCV 4 in ICT (DHET Fact Sheet,  
2023)

## Growing Industry Demand

40,000 unfilled entry-level  
software development jobs each  
year (Harambee, 2020)

## R11.5 bn in Annual Earnings

## R1.2 bn in Income Tax Revenue

From unlocking employability  
potential of youth and  
employment potential within  
industry

## Money Leaving the SA Economy to Fill Gap

R8-10 bn estimated annual value  
of IT services sent off-shore  
(Harambee, 2020)

## Worsening Youth Unemployment

45.5% youth unemployment  
(StatsSA, 2024)

# Pause for Questions & Discussion

# Closing Address

**Najwah Allie-Edries**

Deputy Director-General: Employment Facilitation  
(Head of the Jobs Fund)



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Department:  
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REPUBLIC OF SOUTH AFRICA

# Thank you



Jobs Fund:



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<http://www.jobsfund.org.za>



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