



South Africa Siyasebenza

**OVER A DECADE OF INNOVATION AND PARTNERSHIP**



**Ushintsho Olughakazile**

# THE JOBS FUND WEBINAR

## Hustle Meets Hope: Youth at the Center of Change

29 July 2025

**The event will start at 10h00**



**national treasury**

Department:  
National Treasury  
REPUBLIC OF SOUTH AFRICA



National Treasury  
REPUBLIC OF SOUTH AFRICA



# Opening Address

**Najwah Allie-Edries**

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

# Background to the Jobs Fund

Facilitator: **Lionel Kunene** (The Jobs Fund)

- The Jobs Fund is a programme of the National Treasury.
- The Jobs Fund was established to inspire innovation and to co-fund programmes that address specific barriers to job creation.
- The Jobs Fund operates on Challenge Fund principles to:
  -  **Test innovative approaches to job creation – intervene on both** supply and demand side of the labour market
  -  **Encourage wider market adoption of challenge fund funding instrument** over the medium to long term
  -  **Share risk** - catalyse social return
  -  **Encourage adoption of successful Job Creation Models** by organisations
- The Fund is not a mass employment programme but complements other government programmes by encouraging innovation and sustainable job creation.
- The Fund works with intermediaries, leveraging their networks and expertise to access and provide support to targeted beneficiaries.
- 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 hosts and participates in knowledge exchange sessions together with its partners and the public.

# Creating an effective work readiness programme for people experiencing homelessness

Jon Hopkins: [jon@homeless.org.za](mailto:jon@homeless.org.za)



 **u|turn** #Thisis *Working*

# Overview

- Homelessness in South Africa
- Introducing U-turn
- Testimonies: Alex and Candice
- Principles for an effective work programme with homeless youth
- Is this cost effective?
- Future plans



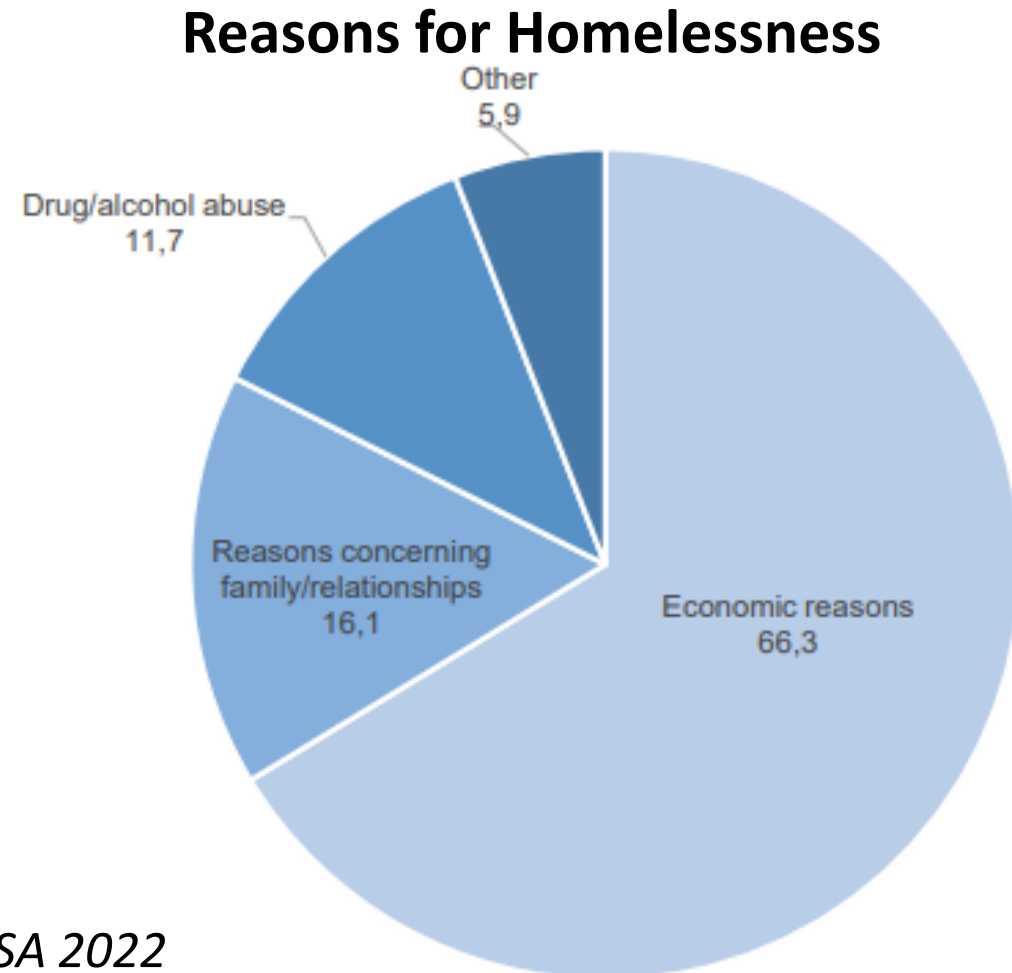
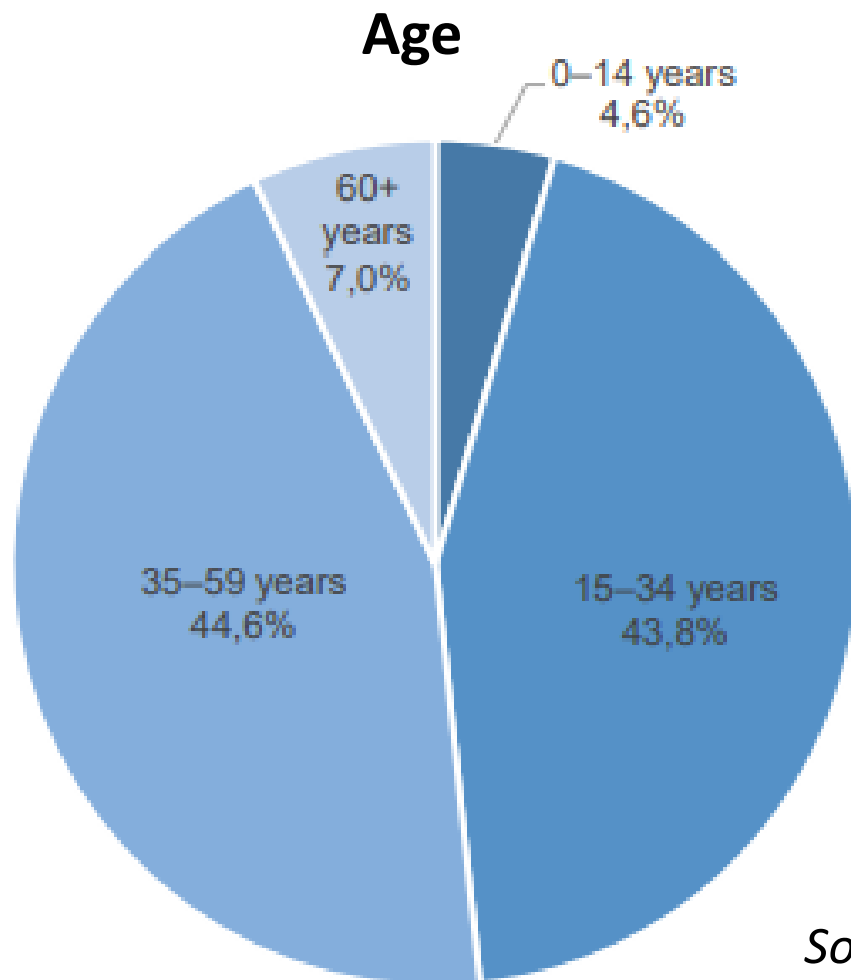
# What causes homelessness?

HOMELESSNESS



# How many young people are affected?

Of the 55,719 homeless people found and counted on census night



Source: StatsSA 2022



# Overview of Homelessness in Cape Town

**14,000+** people experiencing homelessness

Source: Hopkins, J., Skinner, D., Laitinen, J. (UOH, 2024)

## I earn R78 (\$4) a day

Average income earned per day was R78 (about \$4) and this came mainly from giving by compassionate residents.



## I've been on the street for more than 8 years

The average time homeless in the sample was 8.6 years. Chronic homelessness was estimated to be 50%, compared to 24% in the USA.



## I'm seen as a criminal

54% of respondents reported at least one arrest whilst they had been homeless with the most common reason being for the possession of drugs. This is 11 times the population average.



## I self-medicate

63% of respondents had a substance use disorder with the most common being tik – an amphetamine – followed by alcohol.



## I'm not getting help to move off the streets

52% of respondents had not accessed any developmental services in the past three months, and just 3.1% are staying in a second phase shelter.



## This is not my choice

Homelessness is not a choice but the result of societal structuring and forces beyond the persons own control.



# Cost of Homelessness in Cape Town

More than R744m is spent a year on homelessness in Cape Town (2020)

<b>Humanitarian</b> <i>Compassionate cash handouts</i>	<b>Reactive / Punitive</b> <i>Urban mgt &amp; criminal justice</i>	<b>Developmental</b> <i>Direct services to homeless</i>
R286.6m	R335.3m	R121.9m
39%	45%	16%

Per person = R51,811 per year; R4,318 per month; R142 per day

Per incidence of homelessness (8.6 years) = R445,575

*Source: Hopkins et al. (2020) Cost of Homelessness in Cape Town*





**U-TURN EQUIPS  
PEOPLE WITH *Skills*  
TO OVERCOME  
HOMELESSNESS**



# Our Goal

An **effective** life change  
pathway **accessible** to  
**every** homeless person  
in South Africa



# Journey

OUT OF  
HOMELESSNESS

## 1. CHANGE READINESS

Vouchers help people  
access our services

## 2. REHABILITATION

I'm overcoming  
addiction

## 3. WORK READINESS

I'm working and  
learning new skills

## 4. INDEPENDENCE

I'm sober, employed  
and independent





# U-turn's Social Enterprises



Provide an innovative way of scaling the number of homeless beneficiaries U-turn can support at a time



# U-turn Charity (Thrift) Shops



Sell:

- Clothing (new end of line & preloved)
- Preloved shoes
- Preloved household goods & furniture

Shop locations:

- Cape Town: 14 shops & 1 bus
- Johannesburg: 3 shops



<https://homeless.org.za/thrift/>





<https://livingroots.co.za/>



## Services provided:



**Indigenous  
Nursery**  
*Growing and  
selling fynbos*



**Corporate  
Garden Service**  
*Garden design,  
installation &  
maintenance*



**Community  
Organic Waste**  
*Drop off service  
(forthcoming)*



**Greening Packages**  
*For corporates,  
Improvement Districts  
& community groups*



# Alex's Story







# Connect solutions

Do good *better*



- Donor and Beneficiary Data-management (incl M&E) using Salesforce
- Website design and development using WordPress, integrated with Mailchimp, payment gateways and donor management systems
- IT support for nonprofits

<https://connectsolutions.org.za/>

# Candice's Story



# Our Impact

Over 90% of our  
graduates remain  
sober, employed and  
in formal housing\*

\*six-month follow-up





# Support received from Jobs Fund (since 2022)



## **Social enterprises**

- Grew retail from 8 shops to 20 shops
- Launched Living Roots
- Added a coding learnership to Connect Solutions
- Started a coffee chain



# Support received from Jobs Fund (since 2022)



## **Beneficiary impact**

- Increased Champion work spaces from 60 to 175 (at a time) sustainable beyond the project
- Changed the lives of 150+ people experiencing homelessness



# Principles for an effective work programme with homeless people

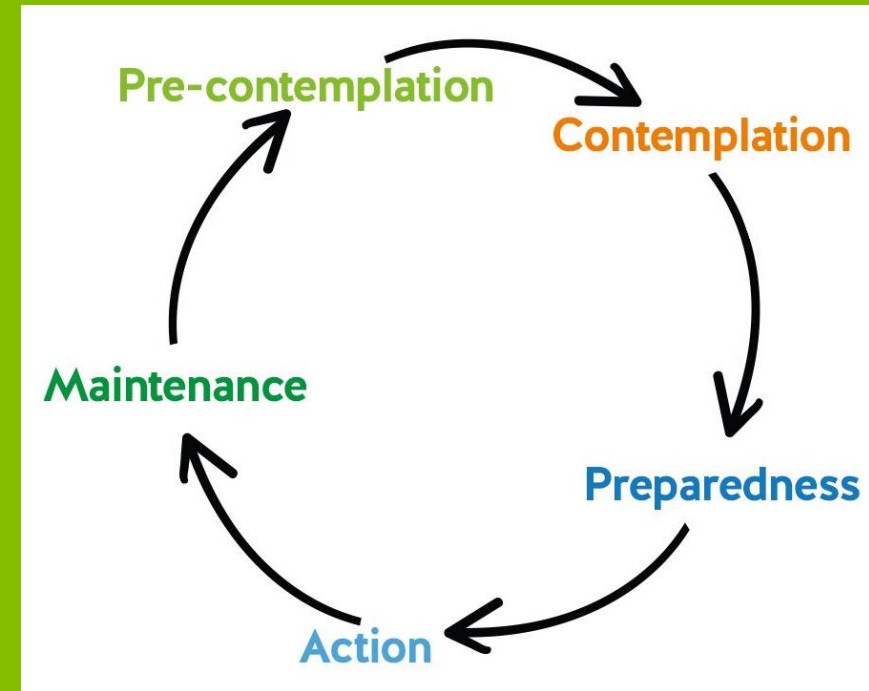
1. Start with the end in mind
2. Don't forget the therapeutic process
3. Give the time needed to build resilience



# 1. Start with the end in mind



Have a clear process flow with entry & exit criteria at each stage



Build motivation for change

## 2. Don't forget the therapeutic process

Regular training  
days (hard and  
soft skills)



Use an  
interdisciplinary  
team

### 3. Give the time needed to build resilience



Ensure person  
directed NOT time  
limited



Doesn't stop at  
graduation

# Return on investment

Cost of the U-turn programme (work-readiness component)

1. **Cost of setting up Social Enterprise** (business then pays stipend ongoingly) = **R90,000 per job**
2. **Training & Therapy:** Interdisciplinary team **R3,500 per month x 24 months**
3. **Transitional accommodation:** Subsidy **R1,500 a month x 24 months**

**Total: R210,000 per person**

Cost to society of status quo per person = **R445,617**

# Future plans for scaling

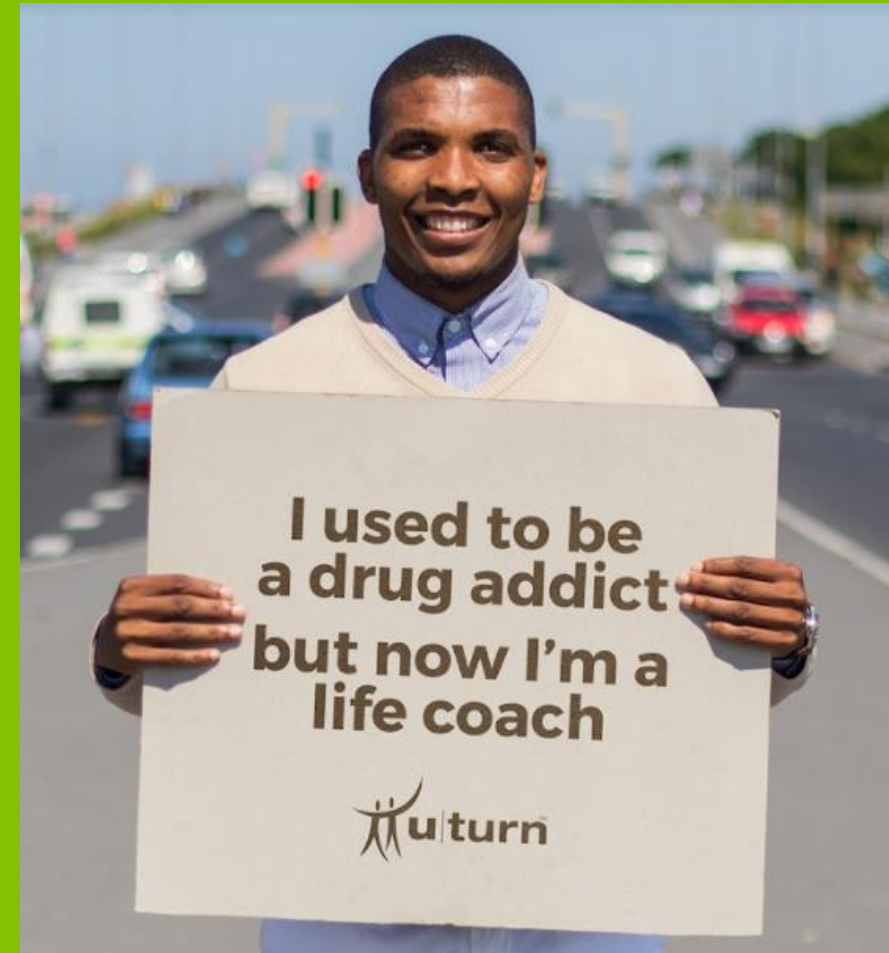
An **effective** life change **pathway** that is **accessible** to every homeless person in South Africa

**1. Grow social enterprises** (retail, hospitality, coding, horticulture) to add additional 300 work opportunities

**2. Expand to new cities** – Pretoria, Stellenbosch, Durban, Bloemfontein & Gqeberha

**3. Open a U-turn Academy** – training professionals and service providers in how to effectively address homelessness

# Changing lives long term









# FESTIVAL ENTERPRISE CATALYST

Jobs Fund  
Webinar

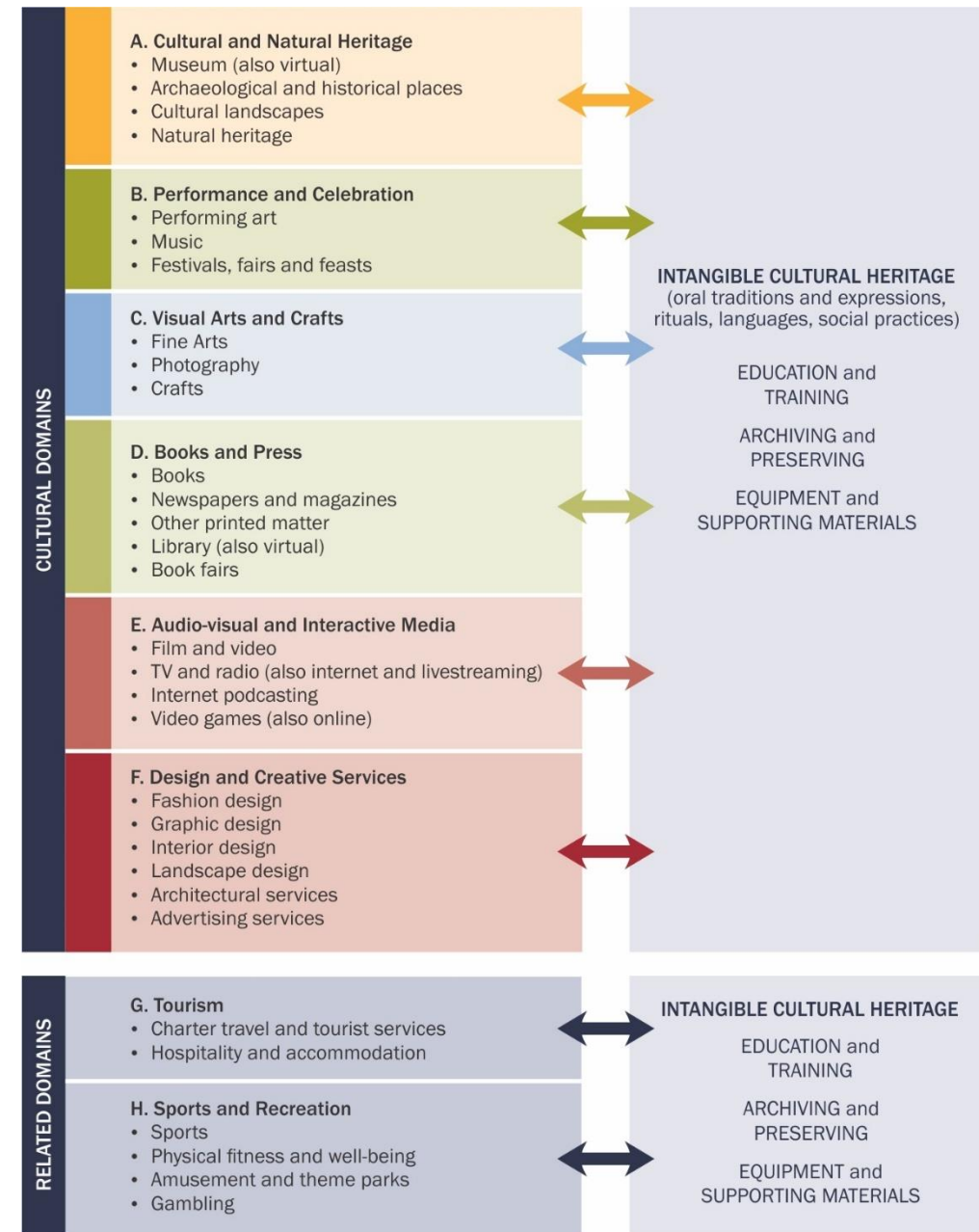
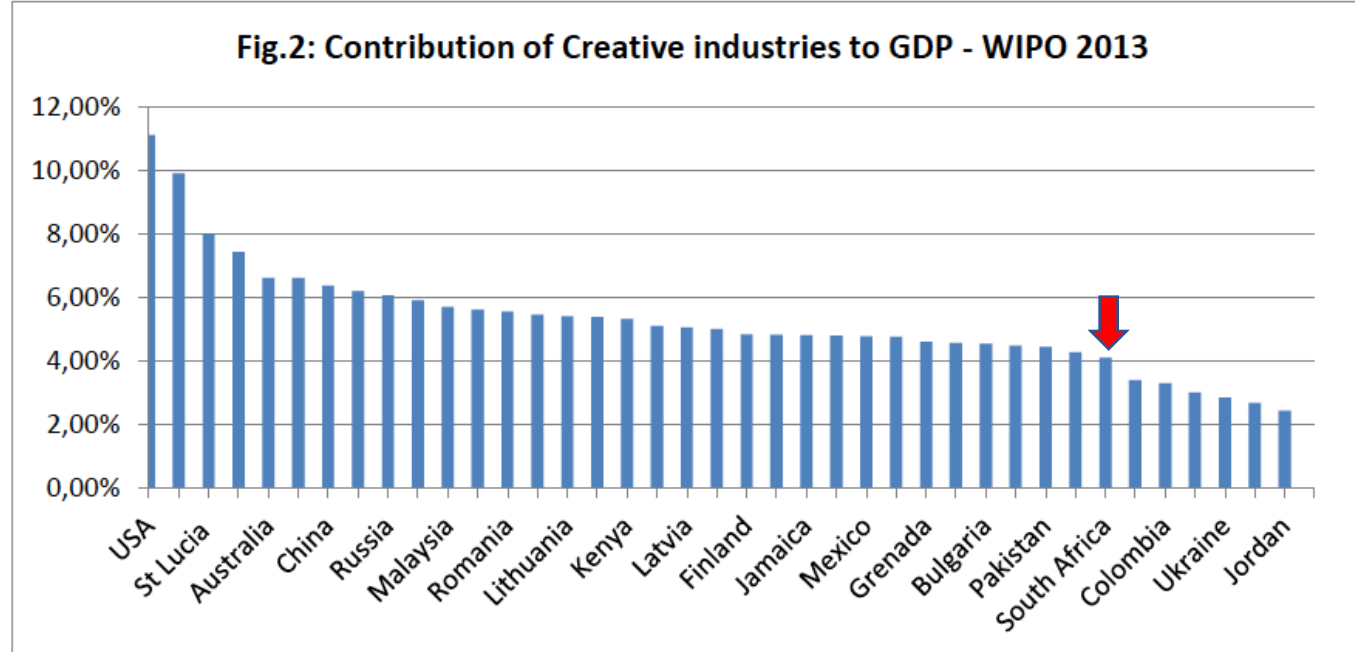
July 2025



# The South African Creative Sector

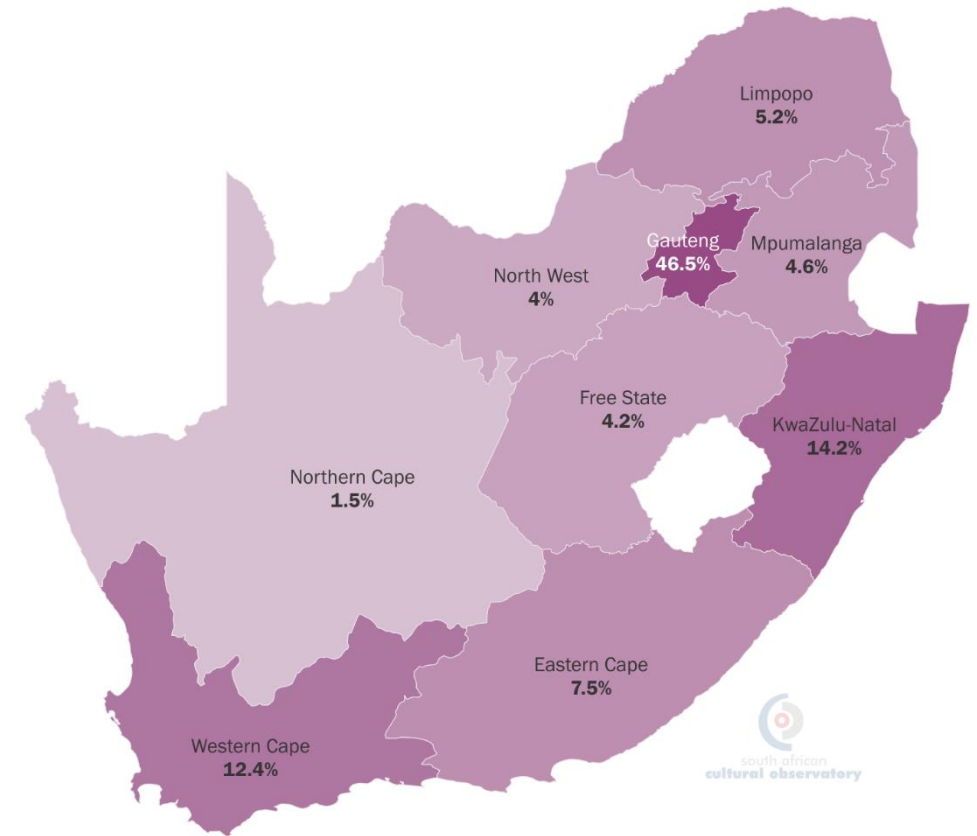
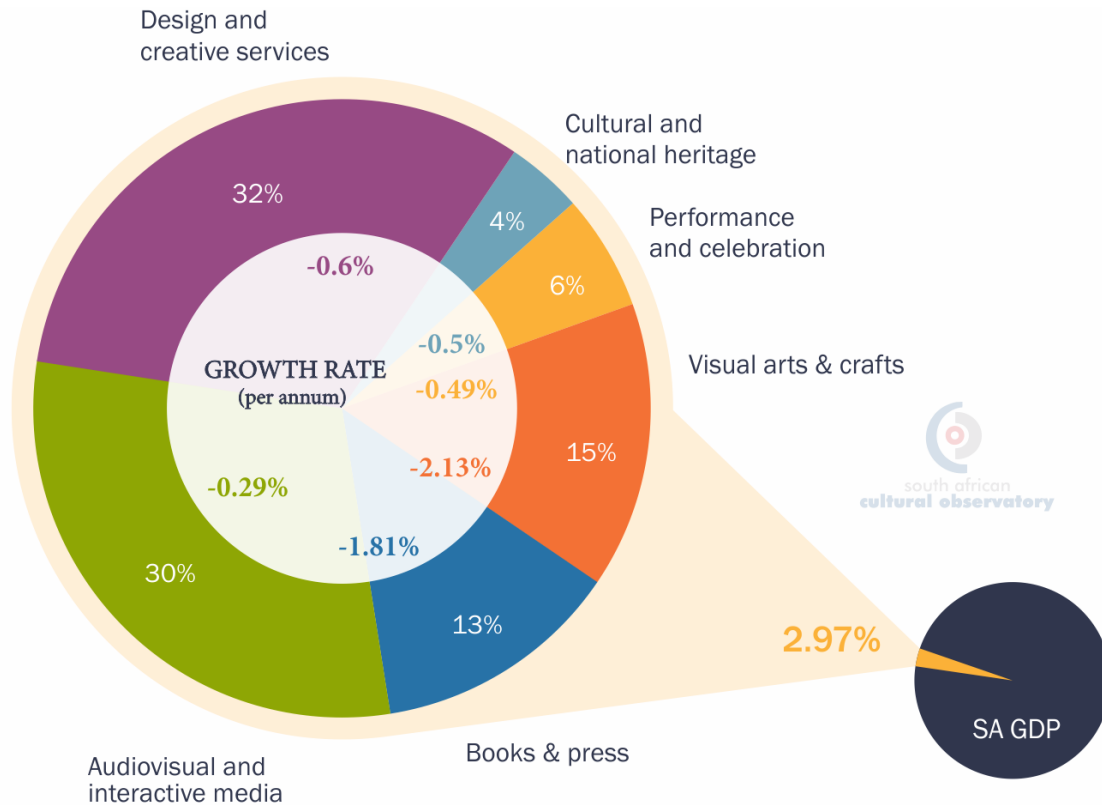
- 1 million of us to come to work daily, making up 6% of employment South Africa's economy in 2019
  - Some of us work as artists, creative and technicians in the core of the industry (7%)
  - But many more of us (32%) work as creatives in other sectors
  - The bulk of us (61%) are support personnel to creatives

Fig.2: Contribution of Creative industries to GDP - WIPO 2013



# In Numbers:

- Factoring in forward and backward linkages (i.e. multipliers), the total economic impact (GVA) was R161 billion 2,97% of GDP in 2020
- Exports in 2020 were valued at US\$ 316,46 million making up 0,37% of all commodity exports



- We cluster in provinces with larger metropolises (Gauteng, KZN and Western Cape)
- SMMEs drive our economy and we rely primarily on face-to-face interaction for production & consumption
- Project-based work (gigs) are our primary source of income
- Local and international tourism markets are our key growth points

# The Festival Enterprise Catalyst

The Festival Enterprise Catalyst (FEC) is a partnership between The National Arts Festival (NAF), Woordfees, Aardklop, Suidoosterfees and KKNK under the auspices of the Nasionale Afrikaans Teaterinitiatief (NATi), the Tribuo Fund, and Concerts SA.

The FEC is a matched-funded, two-year, enterprise development project with 50% (R10m) of funding provided by the Jobs Fund and 50% (R10m) of funding by the FEC partners themselves.

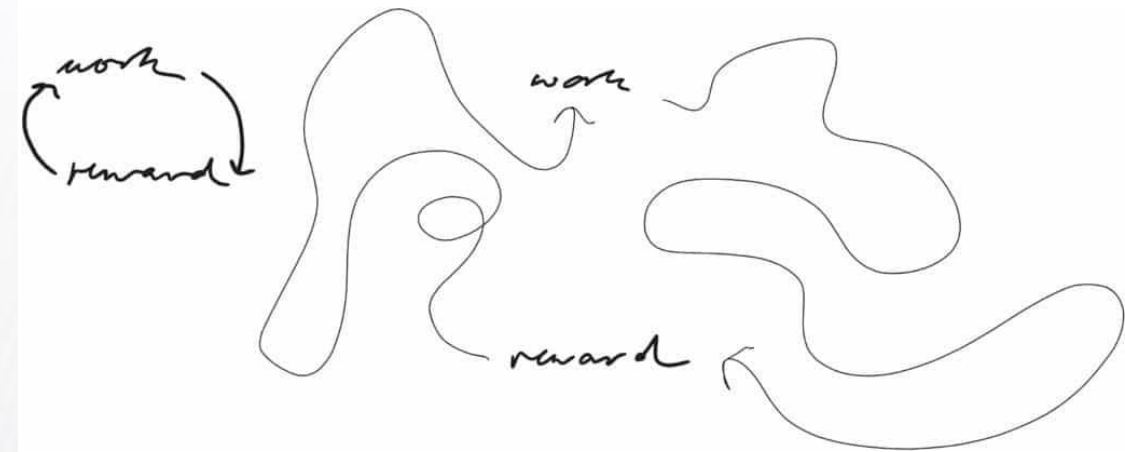
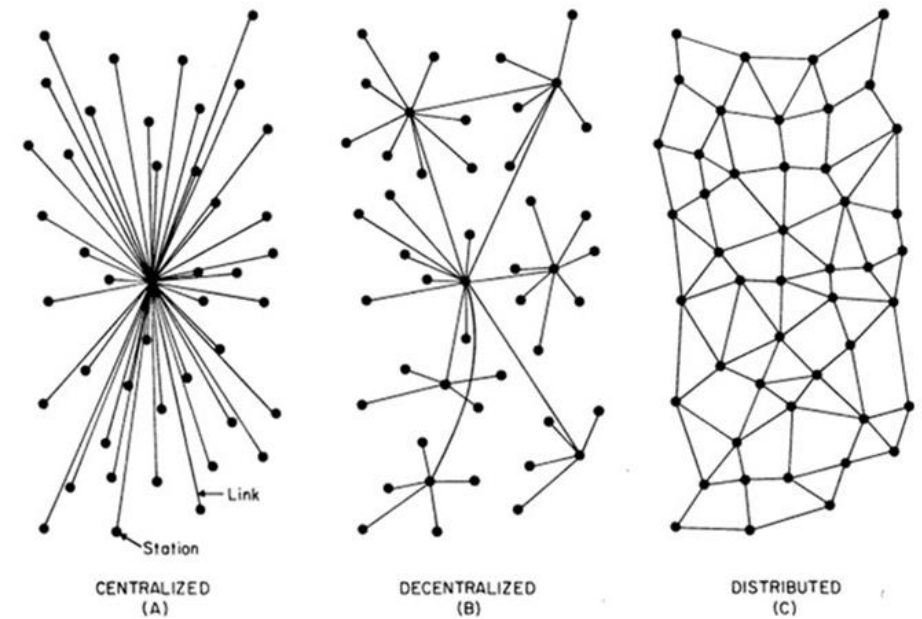
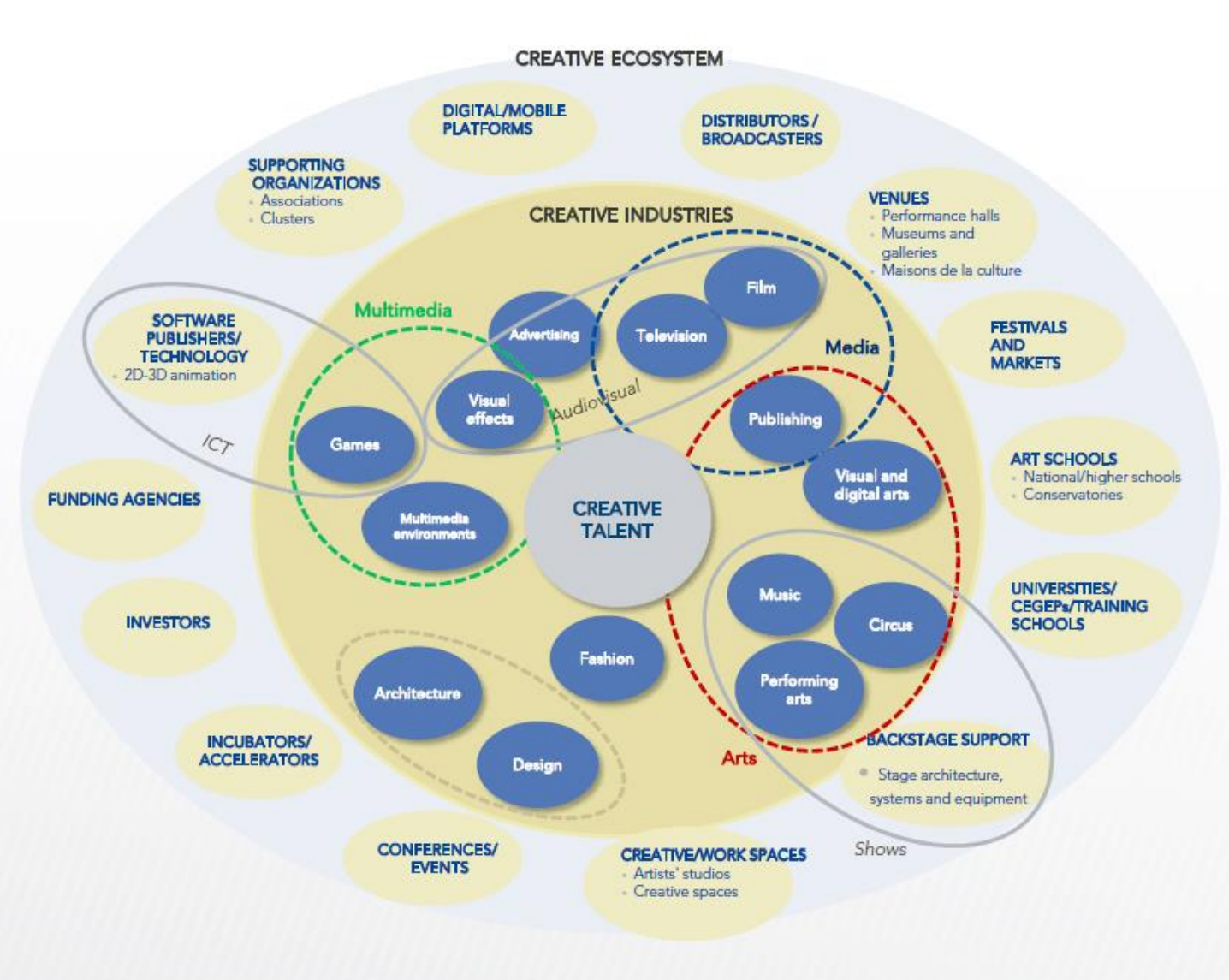
Individual festivals and Live Concert Tours have produced significant economic gains, and this project will test a model of creating more sustained employment, with a longer run, (more than two weeks for new and touring works), or more than one venue (for concert gigs and bands).

The stated outcome of the FEC is to "create new employment opportunities in the arts and live entertainment industry", producing outcomes through three interrelated outputs:

1. by supporting the creation of new works;
2. by supporting the touring of existing works;
3. by enhancing the sustainability of funded technical and artistic enterprises (training and networking)







# What we have achieved to date:

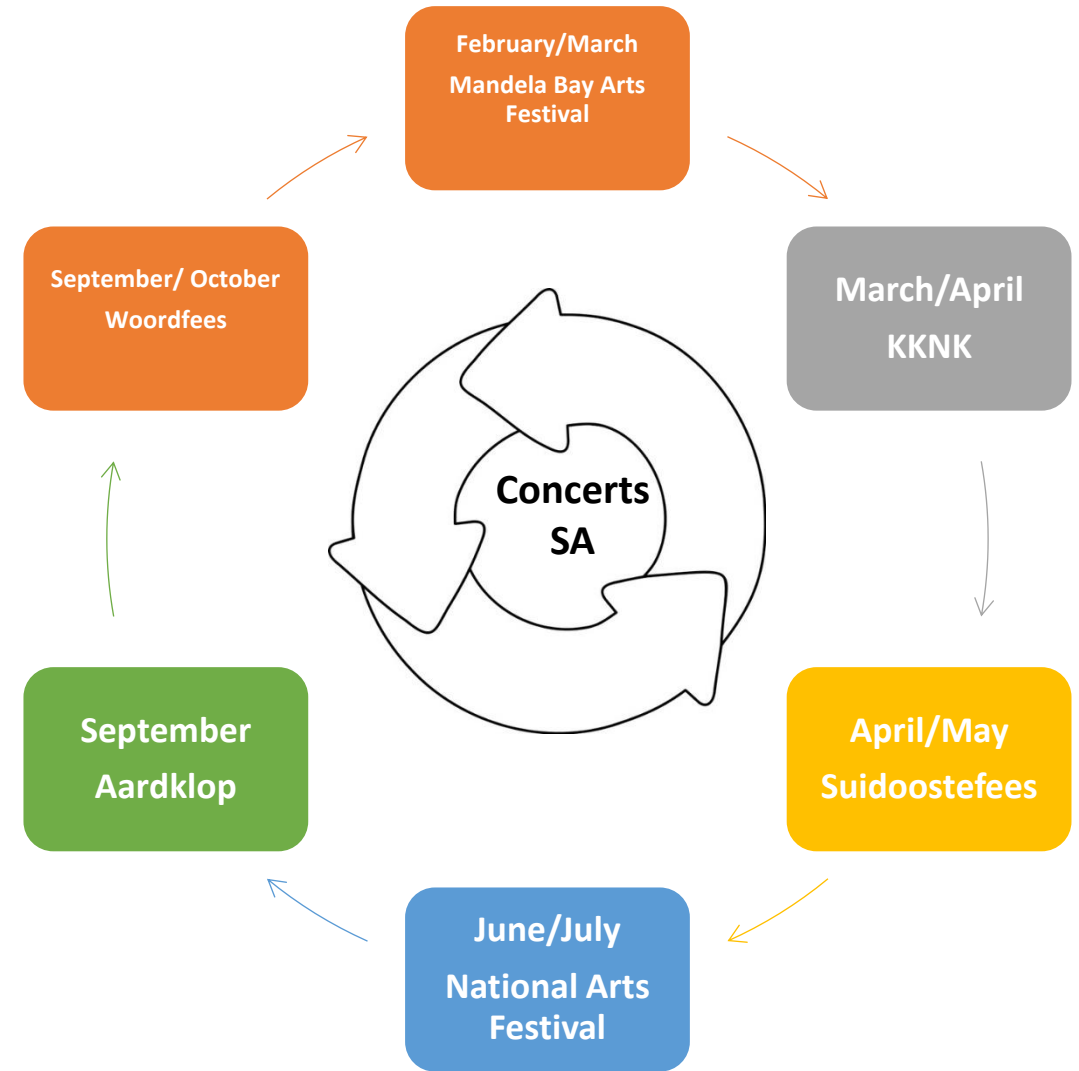
In our first year we have supported 62 music tours which featured 114 gigs nationally and regionally, invested in 5 new works and 4 touring works at Aardklop 2025, KKNK 2025 and the National Arts Festival 2025. We still have Woordfees 2025 and Aardklop 2025 coming up in the next few months and a new Concerts SA call for music tours has just closed.

## Jobs

We aimed to create 340 short term jobs over 2 years; to date we have created 243 in our first year.

## Training

We aimed to provide training for 68 beneficiaries; through online & in person training we have upskilled 242.



# The gains we have made: Testimonials

- We spoke to some of FEC beneficiaries about their work:

Melissa de Vries: Actor:  
*Kompoun*: Suidoosterfees  
& National Arts Festival



Christo Davids: Director:  
*Boesman & Lena*:  
Woordfees & Aardklop



Buhle Ngaba: Actor:  
*Bridling*: National Arts  
Festival & Woordfees





# Year 2: Scaling Up

In Year 2 we will be scaling up jobs and training impact; focusing:

- Supporting 50 additional music tours and an estimated 100 concerts across the countries
- Investing at least 6 new works and 8 touring works over the next 12 months at upcoming Festivals
- Conducting more stage management and technical training at Festivals, as well as hosting webinars on a range of topics including the impact of Artificial Intelligence on the creative sector
- Launching the the Tribuo Content Portal which will host multimedia content and provide employment to a range of content creators





# FESTIVAL ENTERPRISE CATALYST

[Monica.Newton@nationalartsfestival.co.za](mailto:Monica.Newton@nationalartsfestival.co.za)

083 796 0754



<https://festivalcatalyst.co.za/#>



<https://festivalcatalyst.co.za>



<https://festivalcatalyst.co.za/#>



<https://www.instagram.com/festivalcatalystsa?igsh=Nmc4dHphd3h6cWQz>





# Pause for Questions



# Closing Address

**Najwah Allie-Edries**

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

# THANK YOU

Any enquires must be submitted by email:

✉ [jobsfund@treasury.gov.za](mailto:jobsfund@treasury.gov.za)

For further information on the application process please visit:

🌐 <https://jobsfund.praxisgms.co.za> or [www.jobsfund.org.za](http://www.jobsfund.org.za)

To access Jobs Fund social media accounts, please click on the links below:

▶ [https://www.youtube.com/@JobsFund\\_NT](https://www.youtube.com/@JobsFund_NT)

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**MORE THAN A DECADE OF INNOVATION AND PARTNERSHIP**

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