



A choice of leveraged skills programmes for
any person, at any level, in any department,
of any company, in any industry.

Introducing ProudAfrique Human Capital

ProudAfrique is a dedicated Skills Development Facilitation business assisting companies in B-BBEE accredited training. We offer a range of Learnership and Skills Development training and courses run through accredited institutions. Our approach maximises the benefits your business can receive from B-BBEE, including substantial financial incentives.

Our story

ProudAfrique was formed from a clear and deep understanding of the impact that the Amended B-BBEE Codes will have on companies in terms of Skills Development. The skills targets in the Amended Codes increased in almost all categories and with the inclusion of demographics, many companies were increasingly frustrated that their budgets were insufficient to obtain good scores.

We approached several service providers to find suitable programmes but we encountered several challenges. One of these challenges was that the employment and training opportunities for people with disabilities were severely underutilised even though the benefits in the Codes were clear.

ProudAfrique decided to enter the market more directly, but with the clear objective to refrain from being another training company. There are already many institutions, academies and colleges providing excellent programmes.

We found, however, that many of the programmes that were offered to the market were unaccredited training. The B-BBEE Codes are clear. Real, workplace - based accredited training that changes the lives of the participants are what we need in the economy and that is what the Codes will give the most recognition for. Companies are still welcome to run such unaccredited and informal programmes and on-the-job training, but it can only be a small part of their skills strategies.

This is further amplified with the concession on salaries for employees on certain types of programmes. We coined the phrase "leveraged programmes" from this, defined as recognised accredited programmes where the salaries of staff can be recognised as part of the skills expenditure. We realised that there were many programmes available, but it was often difficult to sort through the rocks to get to the gems. This became our objective.

ProudAfrique is positioned as a skills facilitation business. We do not compete with training providers. We facilitate the link between best of breed skills programmes and our clients.

Our mission was born

ProudAfrique Human Capital will provide a choice of leveraged skills programmes for any person at any level in any department of any company in any industry.

Why us

Accredited training

We focus on South African Qualifications Authority (SAQA) accredited and registered training provided by competent, registered and accredited service providers. Full recognition will be achieved based on actual qualifications and not a myriad of attendance-based certificates.

Leveraged training

Our prime focus is to provide training that is coupled to leveraged scorecard multipliers and financial incentives. This can either take the form of tax incentives, increased scorecard benefits through the allocation of staff salaries to the cost of training, or engagement on SETA funded programmes.

Deep BEE expertise

ProudAfrique is co-owned by Gestalt, which has deep and extensive expertise with respect to the B-BBEE Legislation and Codes. We, therefore, understand how to maximise the benefit our clients obtain from their investment in Skills Development and how it forms part of an integrated people strategy.

Facilitated training

ProudAfrique is not restricted to programmes for which we are accredited. We will engage with any reputable service provider in order to encourage them to become a ProudAfrique Preferred Partner.

Custom training development

Skills Development is a wide and varied field. In most instances, we have found that very unique skills requirements can be latched onto existing programmes. We are able to find the most suitable base programme on which extensive customisation and client specific requirements can be built.

As an example, one of our clients wished to develop a customised product specific programme for printer and photocopy technicians. We combined their product and systems training into a SAQA accredited NQF4 learnership on IT Technical Support and secured a contract for on-site training with one of our partners.

One Stop Shop

ProudAfrique is literally a “One Stop Skills Development Shop”. We can provide off-the shelf programmes or facilitate the full skills cycle, from Strategy Development and Needs Analyses to co-ordination of training programmes.

BEE credentials

ProudAfrique Human Capital is a Level 2 Black-Owned And Black Women-Owned company that qualifies as Designated Group Supplier. ProudAfrique is also a qualified beneficiary for Enterprise and Supplier Development.



Skills Development and BEE

Skills Planning

Employees are one of the most important assets in any organisation and therefore skills planning plays an important role in companies. We firmly believe that a well-structured Skills Planning Strategy will support the overall strategy of the company. It is important to determine that the right people are employed and how an investment in their development will support the strategic objectives of the business.

Critical Design Factors

Our Approach to Skills Development is unapologetically scorecard driven and seeks to incorporate as many gain factors as possible. This allows you to obtain the highest possible score with the smallest net investment. The key strategy drivers are:

Success:

As is the case with sport, it is not the effort that counts, it is the scoreboard, or in this instance, the scorecard. Your Skills Development plan should ensure you maximise your scorecard and secure all your required points.

Cost:

A well-structured skills programme does not have to be an unaffordable expense. The plan should ensure that the costs of the programmes are optimised.

Bottom line:

A skills programme is not sustainable if it does not provide a clear and concise business benefit. It is important to make sure that programmes and learners are selected in the best interest of the company.

Culture fit:

Programmes need to align with your business culture. Companies that expect high-quality output from their staff should not expect support for poorly managed or useless training programmes just for the sake of scorecard points. An additional factor is that, while the B-BBEE Codes only recognise development of black staff, a company that cares for its employees will ensure that development and growth are available for all staff.

Personal career advancement

Matching skills programmes with career planning of the individual learner is very important for effectiveness and sustainability. Developing staff for the sake of development can be counterproductive if their respective career plans and current level of skills are not factored in.

No fronting:

It is critical that there is no fronting or misrepresentation in any programme or BEE claim. Any strategy that is put in place needs to meet the objectives and the letter of the requirements.

Our Services

Any difficult journey requires proper planning and, with ProudAfrique, we are there to make the journey easier. It is our goal to simplify the BEE educational process by linking companies with the best programmes.

Skills Programmes

Skills programmes make up our core offering and are essential for every company. Though the client's business may require skills in the short-term, business owners need to plan ahead for medium- and long-term skills development in order to benefit the company and its customers. This long-term development allows for the creation of a sustainable company through skilled employees.

The ProudAfrique skills programmes are offered in a range of subjects and competencies. These courses need to fit the client company's culture in order to ensure they are correctly beneficial and necessary. Though skills programmes may add to a client's B-BBEE scorecard, training for the sake of training and receiving training from sub-par companies can be detrimental to the client.

Employment Equity

ProudAfrique offers the services relating to the development and implementation of Employment Equity Plans, Processes, Policies, and Reports. These ensure compliance to legislation, achievement of equity within your organisation and linking this to your overall transformation strategy and BEE scorecard.

The Employment Equity Act requires Designated Employers to submit Employment Equity Reports AND a one/three/five-year plan to the Department of Labour before 1 October of each year. In a case where employers choose to do the submissions electronically, this needs to be done by or on 15 January. Any company qualifies as a "Designated Employer" if:

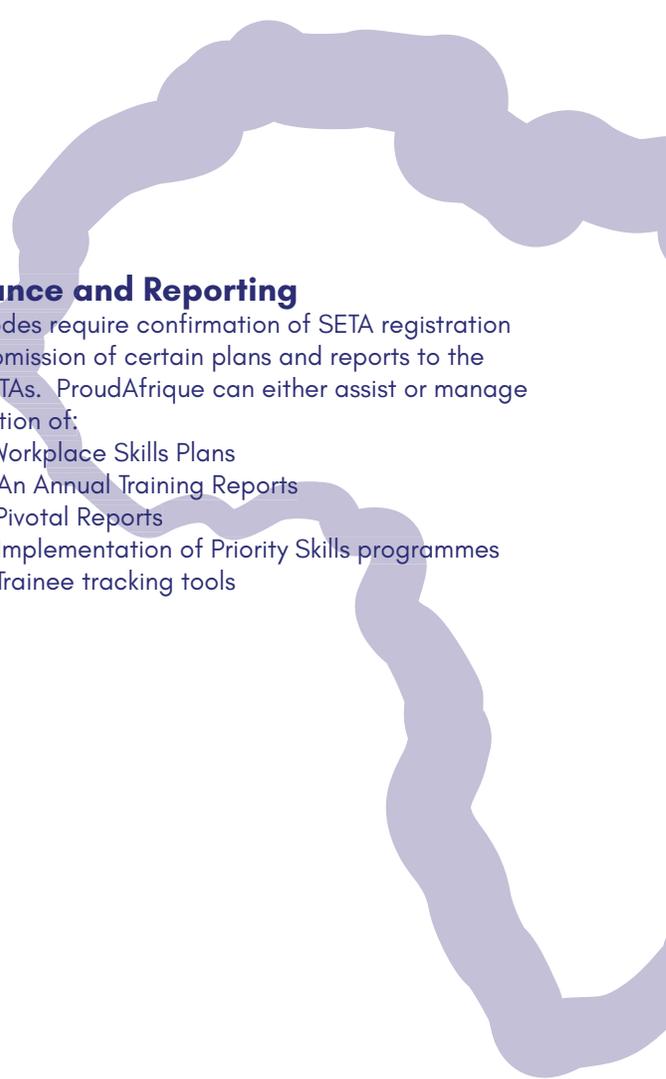
1. The company employs more than 50 people, or
2. The company exceeds certain thresholds as set per industry.

The Employment Equity Act defines various related punishable offences and the Amended B-BBEE Codes stipulate that no points may be awarded under the Management Control/Employment Equity element for BEE purposes if a valid Employment Equity Report was not submitted:

1. EE Submission
2. Drafting of Employment Equity plans, and submission
3. Setting up EE Committee and meetings

Compliance and Reporting

The BEE Codes require confirmation of SETA registration and the submission of certain plans and reports to the relevant SETAs. ProudAfrique can either assist or manage the completion of:

1. Workplace Skills Plans
 2. An Annual Training Reports
 3. Pivotal Reports
 4. Implementation of Priority Skills programmes
 5. Trainee tracking tools
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The Amended B-BBEE Codes

Skills Scorecard

It is essential to understand the different criteria for BEE Skills training and how they affect your scorecard. They are:

1. Skills development spend on black employees: This is based on the cost of development and upskilling of black people and are not restricted to employees.
2. Skills development for black employees with disabilities: These points are based on the cost of development of black employees with disabilities.
3. Black employees in learnerships, apprenticeships or internships: This is headcount based and these qualifying programmes are defined in the codes. It typically require both academic and practical learning.
4. Black unemployed in any training in matrix: This is headcount based and is a measure of the development of unemployed individuals.
5. Bonus: Learners absorbed at end of the programme: This accounts for any learner in sponsored programmes that is absorbed at the end of their training.

Priority Element Explained

Of critical importance in this element is to understand the impact of the Priority Element requirement which requires the achievement of 40% of the core points for Skills Development or risk your business dropping a BEE Level of recognition. That requires a minimum score of 8 of the 20 points to be earned for generics and for qualifying small enterprises. Sector Codes may differ.

Demographics

An important challenge in the Amended Codes for large companies is the fact that all the elements of the Skill Development scorecard are based on the demographic profile of the economically active population. This does not apply to people with disabilities or the absorption bonus points.

People with Disabilities

ProudAfrique offers uniquely structured career programmes for black individuals with disabilities. These can guide them to meaningful employment opportunities at a supervisory level in companies while earning a basic income or stipend as learners. Companies that participate in these programmes can earn accelerated benefits in terms of their BEE Compliance while maximising the favourable tax rebates and incentives.

Leveraged Programmes

A key benefit of Category B, C or D training for existing staff is that the salaries of employees on qualifying programmes such as learnerships, internships and apprenticeships can be counted towards the total skills expenditure. It is important to keep it real. For example, to enrol the Financial Director on an accounting learnership for the sake of including his or her salary could have a high fronting risk. On the other hand, to enrol Junior and Middle Managers on a general management learnership would be appropriate and meet the key strategy drivers.

Absorption

Learner Absorption is introduced as a measure of the Measured Entity's ability to successfully secure formal permanent or long-term contract employment for previously unemployed learners or to assist the Learners to proceed with further education and training.

Skills Programmes

Our wide range of programmes can be loosely separated into the following categories:

Internships

Internships allow college, university, high school, and postgraduate learners to understand the ins and outs of an industry before they enter the working world. These are an exchange of services for experience between students and an organisation. This is a benefit to the employer and helps to gauge the intern's suitability for full-time employment.

Learnerships

A learnership is a structured learning programme which includes theoretical and practical workplace experiential learning over a period of at least 12 months and which leads to an occupational related qualification registered on the NQF. Learnerships could be at the core of a properly structured skills development programme due to some of their inherent benefits. One of their main BEE benefits is the fact that the salaries of learners are recognised as part of skills development spending.

Customised Learnerships

The customised learnerships programmes allow companies to select the type of training they wish their employees to receive. This can range from bookkeeping to printer hardware servicing. ProudAfrique will assess and seek out relevant training courses for these tailored offerings.

Career Activation Programmes

A Career Activation Programme is a programme with carefully selected training programmes that have been set up as a process of continued development. The objective is to walk a road with a high potential employee that may not have adequate qualifications and so to develop a programme over multiple years. We also use this approach to continue the development journey with our learners with disabilities so that they have a real prospect of employment.

Workplace Based Learning Programmes

Workplace based learning programmes apply academic and technical skills to progress the learner's employability. These courses often mix learnership curriculum within the workplace to maximise the benefit to the learner.

Short Skills Development Programmes

These programmes take place over the course of several weeks to several months. Their function is to supply the employee with 'just enough' training and knowledge to positively affect the overall workings of the company and the position of the employee.

Workplace Based Diplomas

The workplace based diplomas are standard courses that require the employee to complete training in relation to their job. They are then issued with a diploma to certify the completion.

QCTO Trade and Occupational Qualifications

The mission of the Quality Council for Trades and Occupations (QCTO) is to manage the occupational qualifications sub-framework in order to set standards, develop and quality assure national occupational qualifications for trades, occupations and some professions. The qualifications of several new occupations and trades have already been accredited or will be accredited in the near future. One of the key differentiators of QCTO qualifications is the structured work based learning that makes work experience an important part of learning.

Mandatory and SHEQ training

The programmes offered in this section are often a legal requirement for employees in order to safely operate in the work environment. Such programmes are not recognisable for BEE points, but should form part of skills planning.





ProudAfrique Human Capital is perfectly positioned to assist your business to with at all aspects of Skills Development and its related BEE Compliance.

It is our mission to provide a choice of leveraged skills programmes for any person at any level in any department of any company in any industry

ProudAfrique Human Capital (Pty) Ltd

Top Floor, Block B, RPA Centre, 116 5th Avenue, Cnr. Smit & 5th Avenue, Fairland, Gauteng
Tel: 011 678 1445 | Fax: 086 459 5925 | www.pahc.org.za | info@pahc.org.za