

Initiative 13: Increase usage of ESSA system & targeted career awareness services as a high value recruitment tool for MTM
Start Date: 11/24/2014

End Date: 3/31/2019

No	Milestone	No	Detailed activity	Responsibility	Planned start date (dd.mm.yyyy)	Planned end date (dd.mm.yyyy)	Length (in weeks)
1 Formalise partnership agreements between Department of Labour and Department of Higher				OPOCT			
		1.1	Put in place an MOA between DOL (PES Directorate) & DHET (NADSC Directorate) to link ESSA and NADSC systems to facilitate easier registration, verification of data, and recruitment and placement of Trade persons to opportunities.	OPOCT, DHET, DOL	11/24/2014	12/12/2014	3.0
2 Set ESSA usage as a KPI for Minister of Labour.				DOL			
		2.1	Improve regulation alignment internal to DOL	DOL, Office of the Minister of Labour	1/5/2015	1/30/2015	4.0
		2.2	Draft KPIs	DOL, Office of the Minister of Labour	2/2/2015	2/6/2015	1.0
		2.3	Table draft KPIs at Cabinet for approval	DOL, Office of the Minister of Labour	2/9/2015	3/6/2015	4.0
		2.4	Monthly reporting to OPOCT by DOL.	DOL, Office of the Minister of Labour	3/9/2015	3/27/2015	recurring throughout Initiatives
3 Opportunities for work and/or learning for each Phakisa Occupation registered on ESSA system				OPOCT			
		3.1	Each Phakisa Occupation and Code with job description criteria aligned to OFO tasks registered on ESSA System.	OPOCT, DOL	2/23/2015	until last day applicable across Initiatives	recurring throughout Initiatives
		3.2	Each Employer/Implementing Agent (e.g. Department of Public Works) within Operation Phakisa sector determines work and/or workplace learning opportunities linked to a date for commencement of opportunity per occupation.	OPOCT, DOL	2/23/2015	until last day applicable across Initiatives	recurring throughout Initiatives
		3.3	Each opportunity, aligned to the commencement date provided by Employers/Implementing Agent, registered on ESSA System.	OPOCT, DOL	2/23/2015	until last day applicable across Initiatives	recurring throughout Initiatives
		3.4	Where work seekers are not sourced through ESSA system, Home Affairs is advised to issue international work opportunities through their international missions.	OPOCT, Workplace Convenors, DOL, DHA	2/23/2015	until last day applicable across Initiatives	recurring throughout Initiatives
marketing and registration campaigns to increase ESSA usage amongst potential Operation							
4 Phakisa employee groups (namely Professionals, Trades & Plant and Machine Operators, and in targeted areas (namely Saldanha Bay and Richards Bay, Western Cape and Kwa-Zulu Natal				OPOCT			
		4.1	Review user-friendliness of ESSA for clients	OPOCT, DOL	2/23/2015	3/20/2015	4.0

		4.2	Draft a Marketing Strategy, Implementation Plan and Budget, focussing on radio campaigns, community outreach, print campaigns, Decade of Artisan events and Job Fairs.	OPOCT, IB's, OT's, DOL, SAOGA, MIASA, SAMSA, MERSETA, TETA, CHIETA, SBIDZ, RBIDZ, TNPA (Saldanha Bay & Richards Bay), Community Groups, Saldanha Bay Local Municipality, City of uMhlathuze Municipality, WC & KZN Provincial Governments	3/23/2015	5/8/2015	7.0
		4.3	Submit draft Marketing Strategy for approval to DHET & DOL.	OPOCT, DOL, DHET	5/11/2015	5/29/2015	3.0
		4.4	Conduct Marketing & Registration campaigns, for example, Phakisa Occupations are promoted through relevant career promotion activities such as Decade of Artisan and Job fairs.	OPOCT, IB's, OT's, DOL, SAOGA, MIASA, SAMSA, MERSETA, TETA, CHIETA, SBIDZ, RBIDZ, TNPA (Saldanha Bay & Richards Bay), Community Groups, Saldanha Bay Local Municipality, City of uMhlathuze Municipality, WC & KZN Provincial Governments	6/1/2015	3/31/2019	recurring throughout Initiatives
Radio advocacy marketing campaign for all Phakisa Occupations implemented and sustained on DHET Kheta Community Radio stations. 5 (example of a typical process plan of a radio campaign utilising DHET Kheta Community Radio stations) (IMPORTANT THAT CAMPAIGNS INCLUDE CAREER AWARENESS SERVICES & LINKS TO POSITIONING MTM AS AN ATTRACTIVE INDUSTRY)							
		5.1	Appoint an Industry Expert, for as many SA languages, for each Phakisa Occupation identified and name of Industry Expert submitted to DHET Kheta Community Radio Programmes Coordinator.	OPOCT, IB's, OT's, DHET	6/1/2015	6/19/2015	3.0
		5.2	Experts are scheduled and participate on Community Radio Stations to promote Phakisa Occupations and encourage qualified persons to register on ESSA Work seekers database.	OPOCT, IB's, OT's, DHET	6/22/2015	3/31/2019	recurring throughout Initiatives

**Marketing and registration campaigns to increase ESSA usage amongst Operation Phakisa
6 industry/companies, and in targeted areas (namely Saldanha Bay and Richards Bay and across SAOGA, MIAASA & SAMSA
Western Cape and Kwa-Zulu Natal Provinces).**

		6.1	Review user-friendliness of ESSA for companies	OPOCT, DOL, SAOGA, MIAASA, SAMSA	2/23/2015	3/20/2015	4.0
		6.2	Draft a Marketing Strategy, Implementation Plan and Budget, focussing on radio campaigns, community outreach, print campaigns, Decade of Artisan events and Job Fairs.	OPOCT, IB's, OT's, DOL, SAOGA, MIAASA, SAMSA, MERSETA, TETA, CHIETA, SBIDZ, RBIDZ, TNPA (Saldanha Bay & Richards Bay), Community Groups, Saldanha Bay Local Municipality, City of uMhlathuze Municipality, WC & KZN Provincial Governments	3/23/2015	5/8/2015	7.0
		6.3	Submit draft Marketing Strategy for approval to DHET & DOL.	OPOCT, DOL, DHET, SAOGA, MIAASA, SAMSA	5/11/2015	5/29/2015	3.0
		6.3	Conduct Marketing & Registration campaigns	OPOCT, IB's, OT's, DOL, SAOGA, MIAASA, SAMSA, MERSETA, TETA, CHIETA, SBIDZ, RBIDZ, TNPA (Saldanha Bay & Richards Bay), Community Groups, Saldanha Bay Local Municipality, City of uMhlathuze Municipality, WC & KZN Provincial Governments	6/1/2015	3/31/2019	recurring throughout Initiatives
7 Mandate a minimum 30% towards additional recruitment of unskilled and semi-skilled workers				OPOCT			
		7.1	Draft policy for ESSA system for inclusion on all public tender requirements	OT's, DOL, National Treasury	2/23/2015	4/10/2015	7.0
		7.2	Submit for approval to National Treasury	National Treasury	4/13/2015	5/8/2015	4.0
		7.3	Implement an awareness campaign across state Implementing Agencies.	OPOCT	5/11/2015	8/23/2015	15.0