



Training Academy

BETTING ON EMPOWERMENT

TRANSFORMATION PROJECT

"Growth and jobs, education and skills,
and a capable and developmental state"

National Development Plan 2023

THE FIRST TRAINING AND DEVELOPMENT OF ITS KIND WITHIN THE BOOKMAKING INDUSTRY IN SOUTH AFRICA!



CORE FUNDAMENTALS

- DEVELOPMENT OF TRAINING MATERIAL
- TRAINING ACADEMY ACCREDITATION
- BUSINESS STRATEGY
- STRATEGIC PARTNERS
- VALUE PROPOSITION



THE VISION

- ▶ To create and sustain a socio-economic project that is linked to the industry as well as all the subsidiaries and suppliers that fall within the Betting Industry.

THE MISSION

- ▶ To achieve the primary goal of one of the key elements in the National Development Plan (NDP) 2030 - Training and Development, Transformation and a Skilled Workforce.
- ▶ To ensure that industry stakeholders and subsidiaries meet their goals in line with B-BBEE requirements for Socio-economic Development Initiatives and Skills Development.
- ▶ To help our learners achieve their full potential through quality education, training and recognition of prior learning.
- ▶ To work in partnership with our learners and clients to enhance their respect and loyalty.



KEY STAKEHOLDERS – THE NEED FOR STRATEGIC PARTNERS

► The Academy will drive sustainability using the following core initiatives:

1. Generation of course fees.
2. Members' contributions from SED/CSI spends.
3. Government/Regulatory grants.

Whilst corporate South Africa is challenged to achieve the objectives of the National Development Plan, the South African Betting Industry can contribute in three priority areas:

- Raising employment levels through faster economic growth.
- Improving the quality of education, skills development and innovation.
- Building the capability of the industry to play a developmental, transformative role.



VALUE ADDED PROPOSITION

- ▶ South African Bookmakers' Association has over the years, successfully achieved various legacy projects working together with industry stakeholders to shape the Betting Industry in South Africa.
- ▶ South African Bookmakers' Association requires strategic partners to provide various elements required for the project. These elements include resources and funding which are aligned to the industry requirements set within the B-BBEE legislation, as well as regulatory license conditions.
- ▶ There are two key areas of focus, namely skills development and socio-economic development/CSI.
- ▶ Recognition of prior learning for existing employees to attain a formal accredited certificate that is industry driven.

BENEFITS

- ▶ Stakeholders meet their annual targets in regard to legislative and license condition requirements.
- ▶ Stakeholders ultimately add value to the underpinning requirements as written within the NDP 2030 strategies.
- ▶ Stakeholders get recognition for transformation within the industry and an opportunity to employ suitably trained staff.



HOW CAN YOU ADD VALUE?

YOUR BENEFITS?

"A little goes along way"



SA Bookmakers' Association Launches Training Academy

The provision of services to the bookmaking industry lies primarily with the South African Bookmakers' Association (SABA). SABA as a key stakeholder in the Betting industry for 67 years, acknowledged the need to render a further service to its members and the broader bookmaking industry with the creation of a skills training and development academy.

A training needs analysis was undertaken with the industry and it was clearly evident that transformation of the current training processes required attention, where accredited training programmes are established and delivered to both existing staff as well as to provide opportunities for potential staff from historically disadvantaged groups in the form of sponsored learnerships. These learnerships will help achieve a core objective of allowing previously disadvantaged individuals to access or gain entry into the betting industry.



The inaugural pilot programme has taken place in KZN and SABA intends to take further learnership opportunities into the other provinces in consultation with the various gambling boards nationally and into the African continent when working with interested parties.

The continued sustainability of the programme is a core focus area. The programme provides a unique industry focused platform and creates a solution for licensees to contribute to corporate social investment directly. This achieves simultaneous legislative compliance for B-BBEE.



