

Red & Yellow Springboard graduates ready to take on the industry

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As part of our mission to **grow the pool of talent and transform the South African marketing and advertising industry**, the Red & Yellow School launched its Springboard Marketing Institute in October 2014. The Springboard learnership programme offers young students (who would not otherwise be able to afford to do so) the opportunity to complete the National Certificate of Advertising, and be exposed to new and exciting opportunities within the industry.

The **National Certificate of Advertising** - accredited as a Level 5 qualification in the National Qualification Framework - comprises of six months of structured classroom learning with the Institute and six months of on-the-job training with an employer in the industry. During the course, they were **instructed in a range of marketing and business fundamentals**, and given the opportunity to learn more about specialisations such as **copywriting, graphic design, and event management**.

Over 250 applicants applied for the initial intake of the programme, with 49 candidates starting the course. Of those, **43 successful candidates received their National Certificate in Advertising**, after successfully completing the six-month learnership phase of the programme, with results that have the potential to transform their lives.



Sharon Worrall, Head of Springboard, who has mentored, nurtured, and come to know the students personally over the past year, says "There are few days in life when one is truly elated; graduation is one of those. In order to **keep your spark alive, you have to give it fuel - You must always set goals and strive to achieve them...Set reasonable goals, balance your life, and nurture the spark in order to be successful.**"

The graduation ceremony, which **included speeches from industry leaders Rob Stokes and Bryan Slingers** and was presided over by MICT SETA Cikiswa Roto, took place at the Springboard Institute on the 23rd September 2015. Stokes, Founder and CEO of Quirk, gave the welcoming speech to students and their families, **highlighting the need for leaders and entrepreneurs in South Africa**.

The camaraderie and excitement amongst the students, even after six months apart in their various learnerships, brought a great energy to the proceedings, as certificates were awarded, hands shaken and professional photographs taken. In the

words of Bryan Slingers, Chairman of the Bryan Slingers Partnership, "**The extraordinary is only possible if you understand the importance of the ordinary,**" - and these young graduates are anything but ordinary.



Springboard graduates, Thumelo and Jethro's speech only emphasised this point - "Five years from now, just wait and see. We'll be up there succeeding."

There is no doubt that the future is bright and, as Thumelo so rightly said, "From now on, the hustle continues."



To learn more about the Springboard learnership and the Red & Yellow School, [click here](#).

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