

#LastingLegacy



F A S S E T

Make the future count

Fasset's mission



Fasset aims to increase the flow of new Finance and Accountancy entrants to employment; develop and grow skills required in the sector and facilitate the transformation of the finance and accountancy sector.

In doing so, we are calling for the sector and other strategic partners to get involved and partner with us.

Why is the change necessary?

- In the quest for Fasset to continue facilitating opportunities for employment, training and development and also driving transformation within its sector, Fasset has embarked on a strategic planning exercise.
- This was done in consideration of stakeholders needs, and it was also in response to the Seta landscape changes proposed by the Minister of Higher Education & Training, Dr. Blade Nzimande.
- Being the client centric and high performance Seta that Fasset is, we have considered all stakeholder concerns and reviewed areas where the greatest impact will be made. Fasset has in effect revised its strategy and developed new programmes which will ensure a lasting legacy.
- Fasset's new strategy is called **#LastingLegacy** and it presents a more focused approach, rather than a change in direction.

#LastingLegacy defined

#LastingLegacy is based on two core pillars:

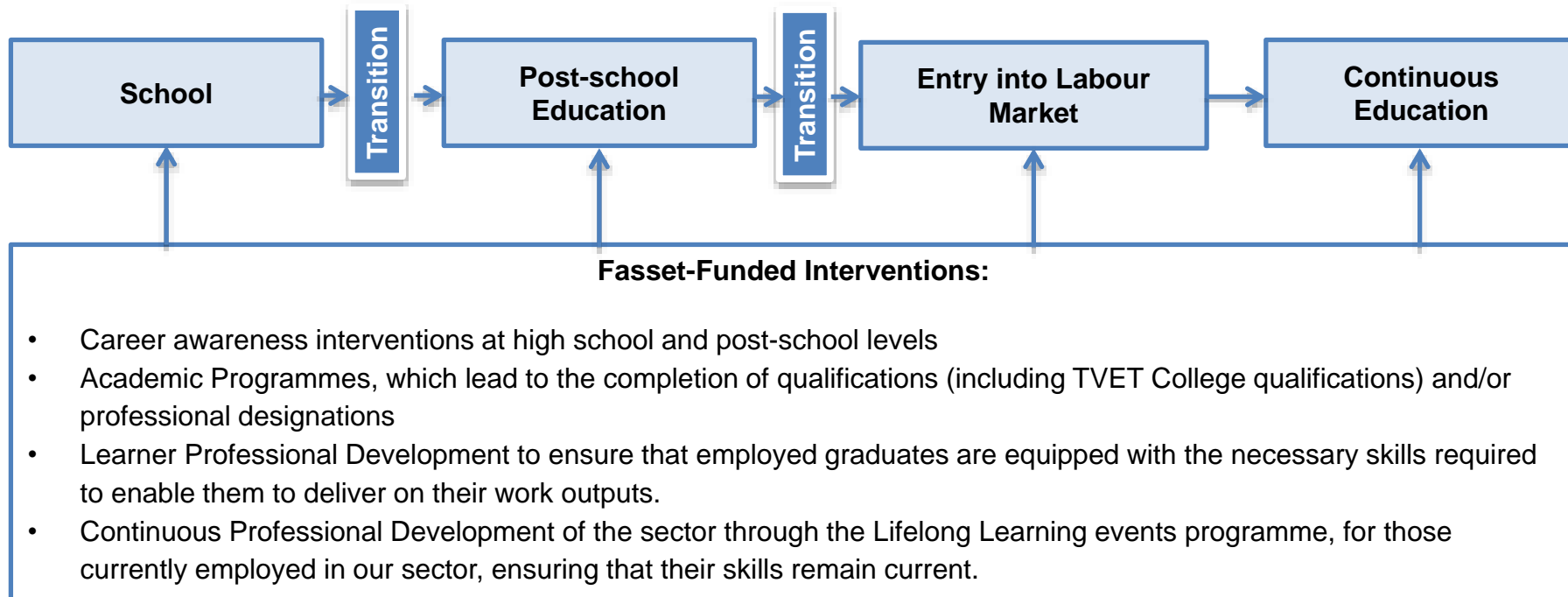
PLACEMENT

Placement refers to direct placement into employment, including the placement onto learnerships and internships.

ACADEMIC SUPPORT

Academic support refers to supporting learners to complete their degree or professional qualification.

Fasset recognises that if it is to leave a lasting legacy it needs to build a robust and sustainable skills pipeline.



American entrepreneur, author and motivational speaker, Jim Rohn said:

“All good men and women must take responsibility to create legacies that take the next generation to a level we can only imagine.”

Fasset too is determined to leave a lasting legacy. However, we believe legacies are built on strong partnerships, not individual effort. Together we can achieve so much more.

Fasset driving change and transformation

Engaging on issues of transformation is important to us. We aim to foster an employer population that is engaged and understands our role in fulfilling our mandate and driving the transformation agenda in the finance and accounting sector.

Historically, Fasset has enhanced its focus by implementing employer grant schemes, aimed at incentivising employers to open their workplaces for training, nurturing a culture of skills development while increasing the participation of African Black learners in the sector.

To further our transformation agenda and to ensure representivity across the country Coloured learners will also now be incentivised in the Northern and Western Cape.

Fasset's transformation breakthrough

According to a study conducted by the Fasset Research Department, the uptake of the SETA Discretionary Grants was low in the Western and Northern Cape provinces due to their demographic profiles. This sparked a renewed focus on the SETA's role in addressing the needs of its stakeholders.

Fasset's new funding policies now include funding of Coloured learners residing, studying and working in the Western and Northern Cape provinces.

This means that Coloured learners in the Western and Northern Cape provinces can now access Fasset's bursary schemes, apply for grants and be funded on projects in these 2 provinces.

This is also a benefit to Employers in these provinces, as Fasset was previously unable to support these businesses. Employers in the Western and Northern Cape can now fully utilise the grants available to them.

#LastingLegacy benefits both Learner and Employer



Building on the strong legacy that Fasset has created over the past sixteen years, #LastingLegacy, will ensure that Fasset focuses on areas of delivery that will ensure the greatest impact.

Fasset has reviewed the systemic problems in the skills development system and come up with innovative solutions with the aim to ensure that both the Learner and Employer benefit in the pipeline; and to facilitate the transformation of the sector.

#LASTINGLEGACY

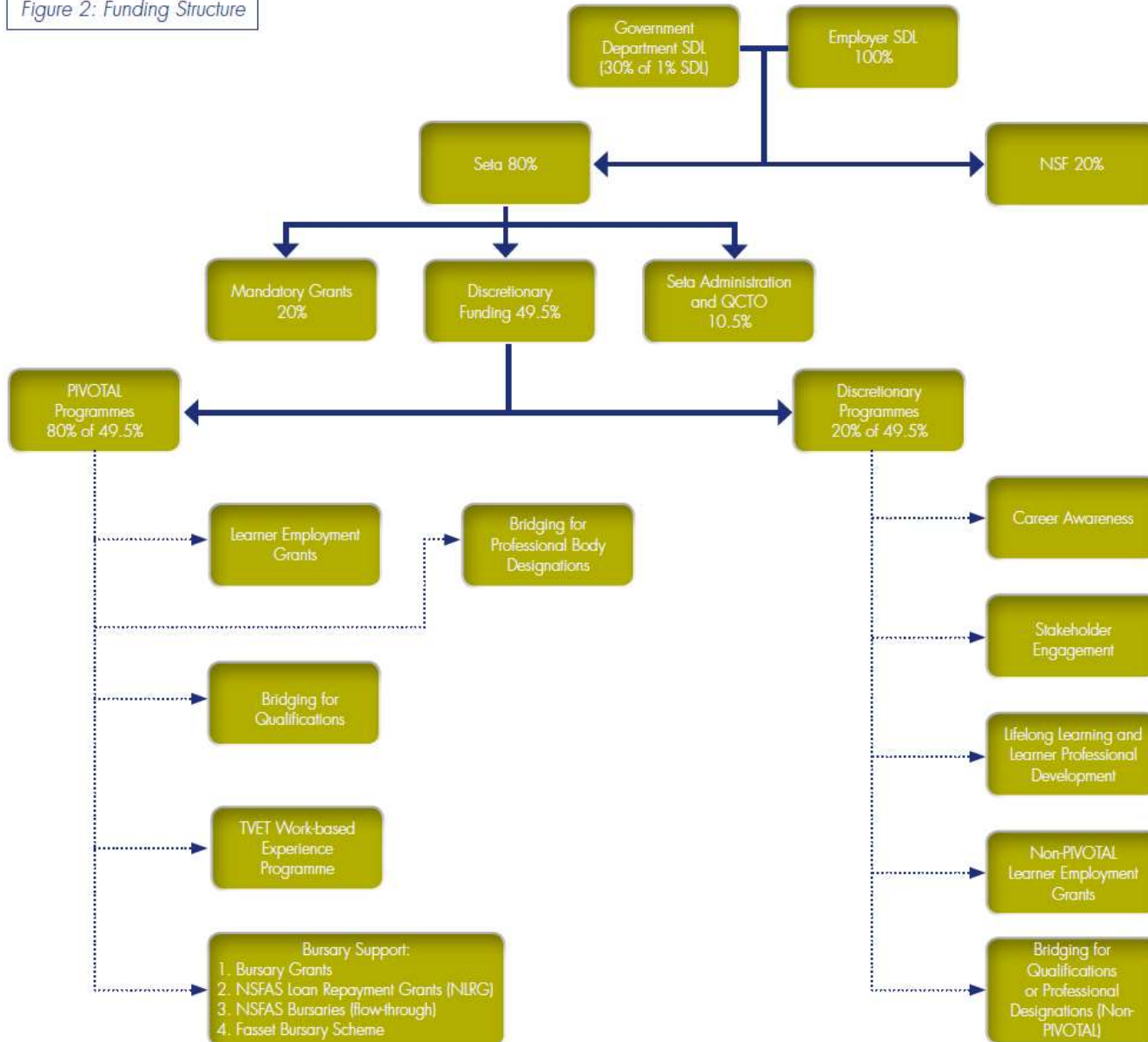
#LastingLegacy benefits both Learner and Employer

The following changes to strategy have been approved by Fasset's Board:

PLACEMENT	ACADEMIC SUPPORT
<p>PIVOTAL Programmes</p> <ul style="list-style-type: none"> • Introduction of the Learner Employment Grant • Introduction of the Learner Professional Development programme • TVET Work-based Experience Project <p>Non-Pivotal Programmes</p> <ul style="list-style-type: none"> • Introduction of the Non-PIVOTAL Learner Employment Grant 	<p>PIVOTAL programmes</p> <ul style="list-style-type: none"> • Bridging for Qualifications • Bridging Professional Body Designations and Qualifications • Bursary Grant • Fasset Bursary Scheme • NSFAS Loan Repayment Grant • NSFAS bursaries (flow through) • Learner Professional Development <p>Non-PIVOTAL programmes</p> <ul style="list-style-type: none"> • Lifelong Learning • Bridging for Qualifications or Professional Designations (Non-PIVOTAL)

African Black and Coloured learners residing, studying and/or working in the Western Cape and Northern Cape provinces; and learners with disabilities are eligible for these benefits.

Figure 2: Funding Structure



Our communication objectives

Fasset's overall aim is to improve the Seta's stakeholder engagement and management of key relationships. Fasset aims to achieve the following communication objectives:

- Communicate the benefits of the #Lasting Legacy strategy within the two years of the Seta's license extension.
- Promote Fasset as a strategic partner in skills development and training.
- Educate and inform levy paying members of benefits available to them; how to access these and participate in initiatives.
- Encourage non-levy payers to participate in Fasset initiatives and educate and inform them of benefits available and how to access these.
- Disseminate career information to learners to enable them to make informed career decisions.
- Maintain a credible and professional image of Fasset.
- Continue to proactively entrench visibility and image of the Fasset brand so as to become more recognisable, memorable and understandable to all our stakeholders.
- Share the Fasset good news with the general public.

Media engagement

In developing our public relations and media engagement strategy, the underlying objectives are to:

- Build purposeful and solid relationships with the media as an important stakeholder in order to facilitate positive, balanced and informed media reports about the organisation.
- Build and protect Fasset's reputation through ongoing media analysis, direct media contact, efficient, comprehensive and regular information dissemination.
- Use media as a conduit of messages to different and important publics about Fasset's key programmes, offerings and services.
- Build and consolidate important media relationships, given the role that this institution plays in society, and as an important Fasset stakeholder.
- Through media publicity, galvanise support and goodwill for Fasset from a broad range of stakeholders in the country who in turn may make a positive impact towards Fasset achieving its mandate.

Who is our target audience?



Who is our target audience?



- Advertising
- Publicity
- Events
- Exhibitions
- Sponsorships
- Promotional Material
- Brand Ambassadors
- Social Media
- Career Events
- Regional Presence
- Meetings

— Fasset —

“If you are
planning for a
year, sow rice;
if you are
planning for a
decade, plant
trees;
if you are
planning for a
lifetime, educate
people.”

- Chinese Proverb.





Q&As



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Further Information

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